



THE
15 MINUTE
AFFILIATE MARKETING PLAN



WELCOME!



Affiliate marketing is a fantastic opportunity to make money working when and where you choose.

But that doesn't mean there aren't challenges and potential pitfalls along the road to success. In fact, it's VERY common for newcomers to struggle, so if you recognize this yourself, you are by no means alone. If you've been trying to succeed with affiliate marketing for a while you've probably had your fill of "information overload" too.

So, in this guide – designed to be digested in around 15 minutes – you'll discover the best way to get started with affiliate marketing, including how to choose the right market niche, the best types of products to promote, pro recommendations for traffic and how to avoid some of the most common pitfalls that catch newcomers out.

Let's dive right in and get started!

Affiliate Marketing

Benefits...

- Freedom & lifestyle flexibility.
- Low startup costs – minimal tools required.
- Commission from other businesses' products.
- No subject matter expertise required.
- No products/sales funnels to create.
- No customer support.

...and Challenges...

- Overwhelm – “gurus” pulling you in different directions
- Shiny Object Syndrome – jumping from idea to idea
- Can't find quality products to promote
- Traffic – can't get any / too expensive / won't convert.



The Affiliate Marketing Mindset

"Everything should be as simple as possible but not simpler." – Albert Einstein

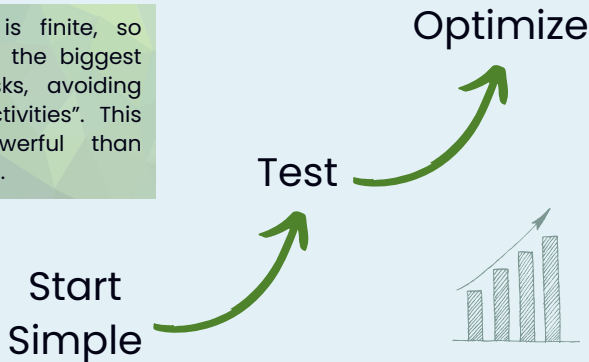
Overcomplication is a bad habit - but you CAN break free from it.

You don't have to learn every marketing method to be successful.

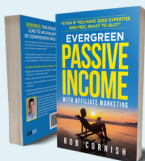
You don't have to keep buying distracting Shiny Objects.

You don't need to use every "game changing" tactic you hear about (most are worthless)

TIP: Your energy is finite, so spend it wisely on the biggest bang-for-buck tasks, avoiding "procrastination activities". This is far more powerful than working crazy hours.



The #1 "must have" book for ALL affiliate marketers!



Marketing strategies are great but without a "work-smarter-not-harder" mindset life is tough. Check out **pages 14 - 23** for "12 Hard-Won Insights for Online Success". [Click Here To Get Your FREE + S&H Copy](#)

Your “Passion-to-Profits” Niche

Newcomer Mistake #1 is choosing the “wrong” market niche, either because the audience is very small or only interested in free information (e.g., from Wikipedia) rather than actually spending money.

What you’re looking for is a “passion-to-profits match”, meaning that you’re passionate (or at least interested!) in your niche and it’s **also** an area where customers are actively spending money (which is the best indicator of profitability).



Step 1: Brainstorm Niches

Start with your hobbies, work skills & life-experience.

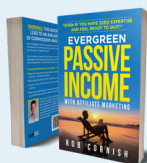


Step 2: Profitability Check

Can you find affiliate products actively being sold? Check affiliate and product platforms such as Udemy.com, ClickBank.com, JVZoo.com.



The #1 “must have” book for ALL affiliate marketers!



See **Chapter 3, “How To Find Hungry Markets?”** in your *Evergreen Passive Income* book for a complete walkthrough on finding your perfect niche.

[Click Here To Get Your FREE + S&H Copy.](#)

Your #1 Income Generating Asset

Newcomer Error #2 is thinking, "I'll just get some traffic and send it straight to some affiliate offers".

This is a HUGE mistake because **you lose 100% of your traffic**: it doesn't matter if people buy or not, you have no way of staying in touch with them to recommend future offers. So repeat business - one of the most profitable ways to make money - is immediately out of the window.

Instead, send your traffic to an email opt-in page first, so you can "retain" as much of it as possible. This way, you're building a valuable income generating asset (your list) that will make you money for the long term. You can send emails to your list for free, promoting products to make money, reducing the need for you to generate fresh traffic.

But... isn't email dying?

This claim is occasionally made by marketers (often trying to sell you a course on social media!). In fact, research* shows a whopping 13% annual growth in email.



*Source: Technavio

Sample Email Opt-in Funnel

**EMAIL OPT-IN
PAGE**

offer lead magnet (PDF, video, audio) - something of value enticing people to sign up

**THANK YOU
FOR SIGNING
UP PAGE**

monetize 'thank you' page with a high-converting affiliate offer, like this...

THANK YOU FOR SIGNING UP!

STEP ONE:
Your [LEAD MAGNET NAME] will arrive in your inbox in 5-10 minutes time.

STEP TWO:
Click the button below to check out and take advantage of this very special offer...

link to your affiliate offer **GET THE OFFER >**

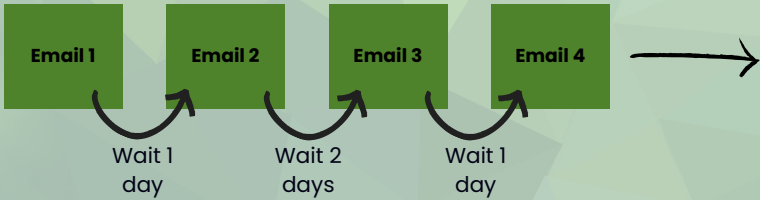
The #1 "must have" book for ALL affiliate marketers!



Turn to **Chapter 8, "Dialing Desire - The 1-Day Lead Magnet"** for a **BRILLIANT lead magnet shortcut to attract hot, ready-to-buy subscribers!**
[Click Here To Get Your FREE + S&H Copy.](#)

Passive Income

The great thing with this setup is it can run 100% on autopilot for you. Using an autoresponder in an email system (e.g., GetResponse or Aweber) you can schedule your emails so they get sent, even while you sleep.



The 3 Best Types Of Affiliate Offers

To start, consider promoting **digital** products (ebooks, courses, coaching packages, apps & tools) because the commission paid is far higher than **physical** products which have manufacturing, storage and shipping costs.



Recurring

Sell once, get repeated commission - subscription offers are a great way to smooth your income



Premium Price

Simple: higher price means more commission. Look for free webinars that promote such products.



Back End Commission

Rare but fabulous! These affiliate offers pay you commission on future purchases that referred customers make

Traffic

Traffic is the lifeblood of any online business and is essential for affiliate marketing success. But traffic can feel “overwhelming” and that’s because it’s a huge area to which entire training courses and coaching programs are dedicated.

Best Advice

Before spending lots on traffic courses, turn to the following chapters in the *Evergreen Passive Income* book:

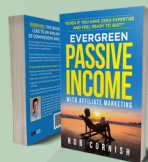
Chapter 11 - “Traffic For Affiliate Marketing” (types)

Chapter 14 - “\$35,983 From a Simple PDF” (case study)

Chapter 15 - “4,967 Sales in 8 Days” (another case study)

Chapter 18 - “The Traffic Escalator” (super-warm traffic)

These traffic chapters alone will give you a huge shortcut and save countless hours of frustration - [Click Here To Get Your Copy](#).



1. Free Vs Paid. If your budget allows \$150/month (= \$5/day) to invest in building your list and making affiliate sales, consider paid traffic (e.g., Facebook/Instagram ads) for faster testing and results. If not, consider “free” traffic methods which take your time and, implemented well, can also return great (albeit slower) results.



2. One At A Time & “Go Deep”. Running five traffic methods at once will dilute your efforts and cause overwhelm. Test one method at a time for a generous period (8-10 weeks minimum) using all the resources at your disposal to really get “under the skin” of the traffic source to extract maximum results. An attitude of “Oh, I’ve tried this for a week, it doesn’t work for me so I’ll try something else” usually leads to failure. If you can’t afford paid training courses or coaching, go to YouTube to learn for free.



3. Know The Game. All traffic comes with a cost - your time, money or both. Your job is to ensure the money generated by your ‘thank you’ page and email marketing is higher than the traffic cost of acquiring a new subscriber. This means improving the commission-generating ability of your email marketing is actually even more important than searching to find cheaper sources of traffic. Achieve this and you have a lifetime (and life-changing) business. If there is any “secret” to getting as much traffic as you want and still making a handsome profit, this is it. It is something expert marketers know well and live by, but is often neglected by newcomers.



Next Steps...

Affiliate marketing is a fantastic business offering an amazing lifestyle. But getting started can be daunting.

1. Choose your “passion-to-profits” niche
2. Create a super-desirable lead magnet
3. Set up your email opt-in page
4. Find quality affiliate products
5. Write follow up promotional emails
6. Get traffic

Sure it can be done. But are you confident? Are you sure you can do it and actually make some meaningful income over the coming weeks and months?

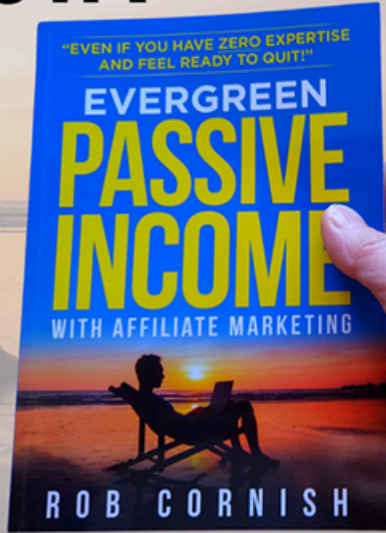
As you’ve read this far you’ll have noticed several links towards the EPI Book which is no accident! The book is my TOP recommendation if you’re looking to build your business fast.

It’s packed with detail, methods, examples and case studies which you can use to get everything in place. It will also introduce you to a system where a huge amount of the work is done for you.

Finally, another reason for my recommendation is that it’s very inexpensive and fully guaranteed - so you have absolutely nothing to lose.

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To Your Success,

Dan