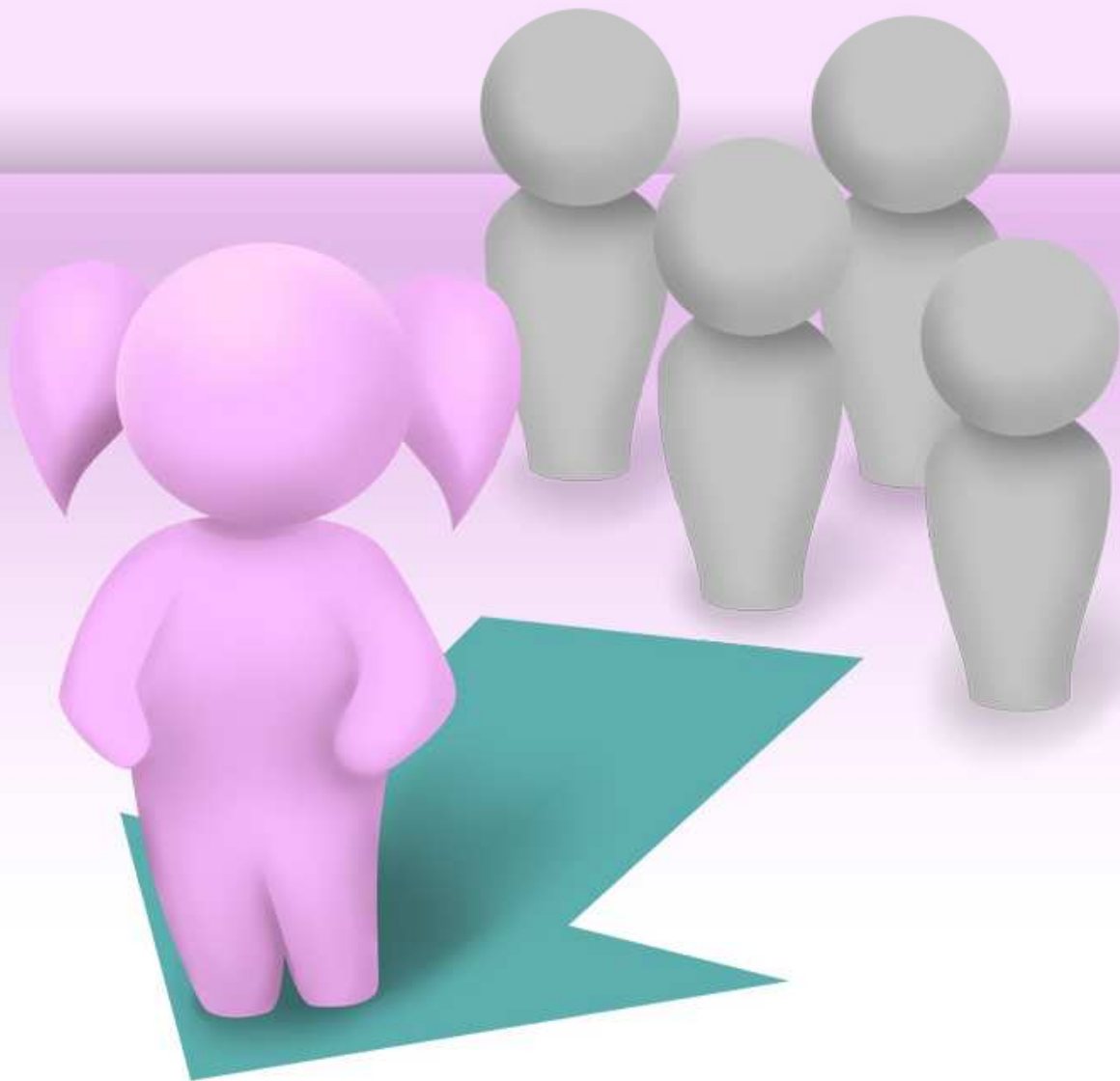


Money Making Mama

Mini

Affiliate Marketing for Moms



Money Making Mama Mini Presents: Affiliate Marketing for Moms

By Rayven Perkins

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About the Author

Rayven Perkins is the author/webmaster of <http://www.stay-a-stay-at-home-mom.com> a website which focuses on the three critical strategies to surviving off one-income in a two-income society:

- Reduce Expenses
- Stretch Your Dollar
- Supplement Income

Rayven has stayed home with her children for over 12 years. She is a webmaster, wife, work-at-home mom to two preteens, three-time surrogate mother, and network marketing professional.

Her flagship website, *Stay a Stay at Home Mom*, features a variety of resources that are designed to help each mom find her unique path towards staying home.

From Extreme Couponing and Frugality to Mystery Shopping and Direct Sales, moms can feel confident that the information contained on the site, presented in a no-nonsense, honest way, can help them achieve their goals.

Sign up for updates from *Stay a Stay at Home Mom* and receive free information on ways to save money and make money in order to stay a stay at home mom: <http://www.stay-a-stay-at-home-mom.com/sahm-newsletter.html>

The Basics

Is affiliate marketing still the fastest way for moms to make money online in 2013?

Yes! It's also the most inexpensive way to start for people new to making money online.

Here's how it works. You...

1. Do a little research and find a product that is irresistible to members of its niche. Look at the bottom of the company's web page, to make sure it has an affiliate program:



2. Sign up as an affiliate
3. Write any or all of the following:
 - Reviews of the actual product
 - Articles on your niche topic
 - A short report dealing with your niche topic
4. Include your affiliate link with your reviews, articles or reports
5. When someone clicks through on your link to the sales page and takes the action you want, you earn a pre-agreed-upon commission
6. The company you signed up with pays you your commission

And you don't even need your own website.

How to Succeed

The key to success with the above model is to make sure you:

- a)** Make a plan/schedule
- b)** Stick to it
- c)** Don't just write one article and submit it -- write several per product.
- d)** Promote multiple products, so that your eggs aren't all in one basket.
- e)** If you plan to host your own posts and articles on your own WordPress blog, subscribe to Aweber, the most reliable, easy, monthly Autoresponder service. Don't let yourself feel intimidated by this unfamiliar "technology" -- it's very user-friendly. Follow Aweber's handy videos and tutorials to quickly learn how to use it and put a sign-up form on your blog.

Doing the math, even if you made 100% commission on a \$47.95 eBook and sold it to four people during that month, your sole month's income from that particular affiliate product would only be \$191.80.

Now, that might look appealing if all you want is pocket money -- but what if you were to have a schedule and plan that covered *ten* products, each \$47.95, at 100% commission? (Yes, that DOES happen, if someone wants to build a list.) All of a sudden, that's \$1918.00 a month -- a serious supplementary amount to your income!

At twenty products per month, that would be \$3836.00 -- something you could begin to consider as a sole income.

Affiliate Marketing: The Reality

Now, getting real for a moment, what most moms find, when they start affiliate marketing, is that amounts per product are more like \$16.87 per month... \$12.95 per month... \$42.66 per month... but usually, this is due to five major mistakes most people make:

1. Not knowing what and how to research
2. Not having a plan and schedule
3. Not *sticking to* their plan and schedule
4. Overestimating or underestimating the amount of time they (a) have available (b) realistically can invest
5. Not knowing exactly what they need to have in place beforehand (and what they can safely ignore or "table" till later)
6. Overcomplicating things

Affiliate marketing also attracts huge numbers of people looking for a "quick fix" -- people who don't treat it seriously as a job, and who think that by sticking one link up and forgetting it, they ought to be able to pull down a six-figure income. (Yes, you can blame over-inflated sales letters and shady "gurus" for that.)

The real truth is that you get out of life whatever you put into it. Work smart and hard (even for a short period per day) and you'll reap appropriate reward.

Affiliate Marketing: The Benefits

The real beauty of affiliate marketing lies in being able to make passive income (once you've got your initial set up in place) while you focus on other things, if you want. For example, if you want to write diet books, you can be promoting related products while selling your own.

You really *can* be asleep at night, and have sales coming through your ClickBank or PayPal account. But for that to happen, you need to know how to quickly and simply set things up to your best advantage... and stick to your plan!

Here are just some of the benefits to adding affiliate marketing to your income-generating strategies:

- Once you've created your articles, blog or short report and promoted it, you can leave it running on autopilot, making money for you without any extra activity on your part, at all
- You can do this on a shoestring budget -- even *no* budget!
- Minimal personal involvement -- the company you're selling for has to do all the customer service, dealing with suppliers, shipping, etc.
- You can choose your own hours, spending as little as an hour a day on it, if you prefer to work "part time"... or make it your full time career
- You can work at the time of day that best suits you. In other words, if you're a night owl, you can sit down to start your work day at 9 p.m. and finish at 3 a.m. Or if you're an early morning addict, up at dawn, finished for the day by noon.

- You can reap extra income for work you would do anyway, if you're adding affiliate marketing to something like your own product creation
- You don't *have* to become a front-line figure, if you've no taste for fame
- No product development costs
- No inventory to store, ship or account for
- You do not need a Merchant Account

In other words, affiliate marketing is as flexible as your needs and preferences. You can create the perfect model that suits you best.

Essentials You Need to Know

If you create your own blog to house your product reviews, or want to distribute a short report, you will need:

- A web host
- A domain name registered
- Your own blog, try WordPress as your CMS (content management system)
- Basic WordPress knowledge
- A Privacy Policy and Disclaimer page
- A monthly Autoresponder subscription to help manage your list and send out promotional emails to those who sign up. [Try Aweber](#) – it is user friendly and inexpensive, with great video tutorials and tips.

You can also have your own websites and blogs *without* paying for web hosting or domain name registration by hosting them on free hub sites such as Squidoo or HubSpot -- but if you choose this route, **make sure you read these organizations' policies** and stick religiously to their rules or else risk having your site suddenly disappear.

The same goes for Article Directories -- read their submission guidelines! The only constant = each one is different.

When deciding how much money to invest in affiliate marketing, you'll naturally be bounded by how much per month you can afford to spend on it -- but even if you do have a healthy budget for promotion and doing business, be aware that your monthly income has to have a realistic chance of exceeding your monthly cash outlay. (This is where having a clear budget as part of your plan really helps!)

Ten Tips for Affiliate Success

It's the small things that make the difference, and knowing what these are can be priceless. Here are ten proven tips to making money with affiliate marketing:

- 1. Choose an affiliate program that pays for results** -- whether or not these are:
 - Leads
 - Click-throughs
 - Referrals
 - Sales

- 2. Tailor your strategy to suit the product.** (Are there thousands of affiliates? What would give **you** the edge over them? Would a highly popular product give you the best return on your investment? Can you come up with a promotional angle no one else has thought of?)
- 3. Build your online presence, branding and reputation.** Here's a secret: You'll have a drastically higher click-through rate if you're someone your readers **know**, whose recommendations they **trust**. "Super affiliates" such as Lynn Terry or Rosalind Gardner are even more well-known in the marketing world than the products they promote. And make sure you start building a list!
- 4. Actively develop great work habits.** Throw yourself into your affiliate marketing venture with enthusiasm -- whether or not you plan to work for one hour a day or ten. Stick to your plan. Be persistent (and consistent). Determine that you will make money
- 5. Study your competition.** There's a specific way to do this: Focus on the arena your competitors and the company you are affiliate-promoting mutually use. For example, if you're selling a ClickBank product, check out the top sellers in that category. Visit the sales pages and sites, and see what they're doing right. If you're selling an Amazon product, the process is exactly the same.
- 6. Know who you are selling to.** Research what they need and always keep your ideal customer in mind, when creating your content and signing up for affiliate programs. (When you start building your list, see who has signed up and whether or not they fit the profile you've created.)

- 7. Check the rewards.** Make sure the product you sign up to promote will give you a healthy commission (preferably over 30%). Check the conversion rate reported, if it's housed in a marketing network such as ClickBank. (2.75% is considered an acceptable average.) Look for "Lifetime" or long cookies and/or recurring commissions, where you get credit for further sales to the same customer, are also a definite plus.
- 8. Look for promotional resources available to you...** such as graphics, PLR, banners and buttons.
- 9. Keep it simple.** There are lots of ways to make money in internet marketing, and lots of people only too keen to tell you their way is indispensable. Don't get sidetracked: Stick to your plan, focus only on affiliate marketing, and learn only the things you need to know, to carry out your plan. The rest can wait till you're earning money.
- 10. Don't give up!** The real tragedy is that the majority of people who manage not to get sidetracked give up right before they're about to finally achieve success or move to the next level. Hang in there till you start seeing those solid results.

It takes time to build your affiliate marketing business, and at first it may seem like nothing is happening, but if you follow your plan and persevere, one day -- and probably sooner than you think -- you'll suddenly start to see those small amounts appearing in your PayPal account. And if you've chosen products wisely, maybe not so small!

Do you have what it takes to be a successful affiliate marketer? You'll never know until you try!



Are you ready to start marketing? As with any new venture, there are a few need to get started, and you need to hone. But don't you're even a little bit minded and tech savvy, you possess many of these items.

In "[Become an Instant Marketer](#)" I've laid out the and skills you need, from the PayPal account) to the more (email management systems,

With easy checklists and you'll be able to build a of attack in no time. I've laid you, including:



affiliate business tools you some skills worry - if business already

[Affiliate](#) exact tools simple (a complex etc).

references, workable plan it all out for

- **3 Essential Parts of Affiliate Marketing** - Without these three things, your business will fail before its begun!
- **Self-Assessment Checklist** - So you can quickly figure out exactly what skills you have, and where you might need some help
- **Finding the Help You Need** - The beauty of affiliate marketing might be the DIY, no expense appeal, but it's nice to know there's help available where and when you need it!

But that's just the groundwork. The real meat of this step-by-step affiliate marketing guide included in "Become an Instant Affiliate Marketer". Pick up your guide today!

[Get Your Copy "Become an Instant Affiliate Marketer"](#)