AFFILIATE PROFIT FORMULA

5 Secret Formulas YOU Need To Start Making Money From Home In The Next 72 Hours With Affiliate Marketing



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Hi, my name is Martin, the creator of the Affiliate Profit Formula. I have been working online for a number of years now, producing over 6 figures in sales…

I wanted to produce a simple formula that newbies could pick up and start implementing, without the B.S.

You are free to download and read this document and you can share it but you do not have the rights to change anything.

Enjoy the Affiliate Profit Formula and check out the resources at the end of the document, where you will find out how to connect with me for ongoing support and help.

1.The Product Formula

Having the right product formula in place is key to your success.

You need to promote products that give you access to the leads that you produce….

This will give you the maximum benefit for your time and effort.

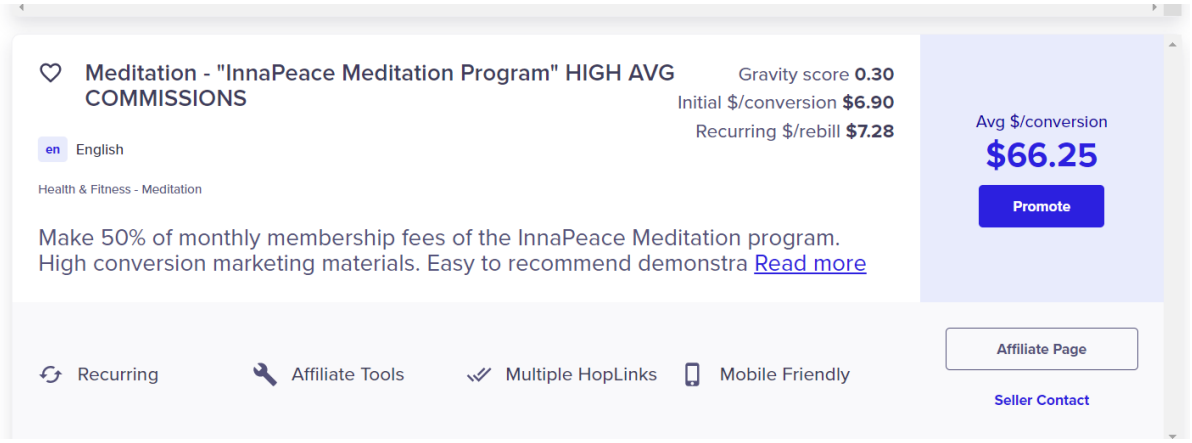
So, what do I mean when I say this…

Let me explain

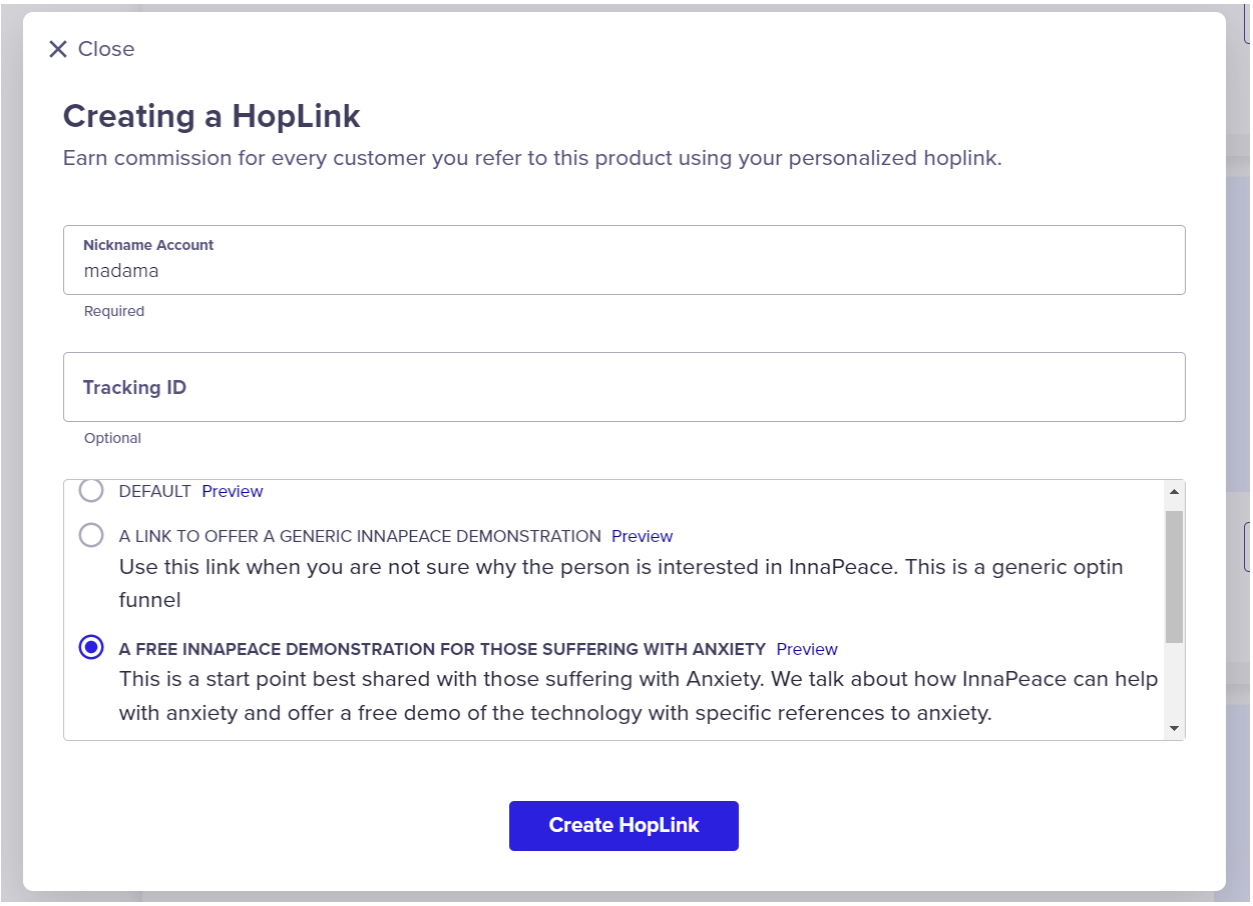
If we go across to Clickbank which if you have never heard of this site it is one of the biggest affiliate networks for digital products

We can search the marketplace for let's say Health & Fitness products…

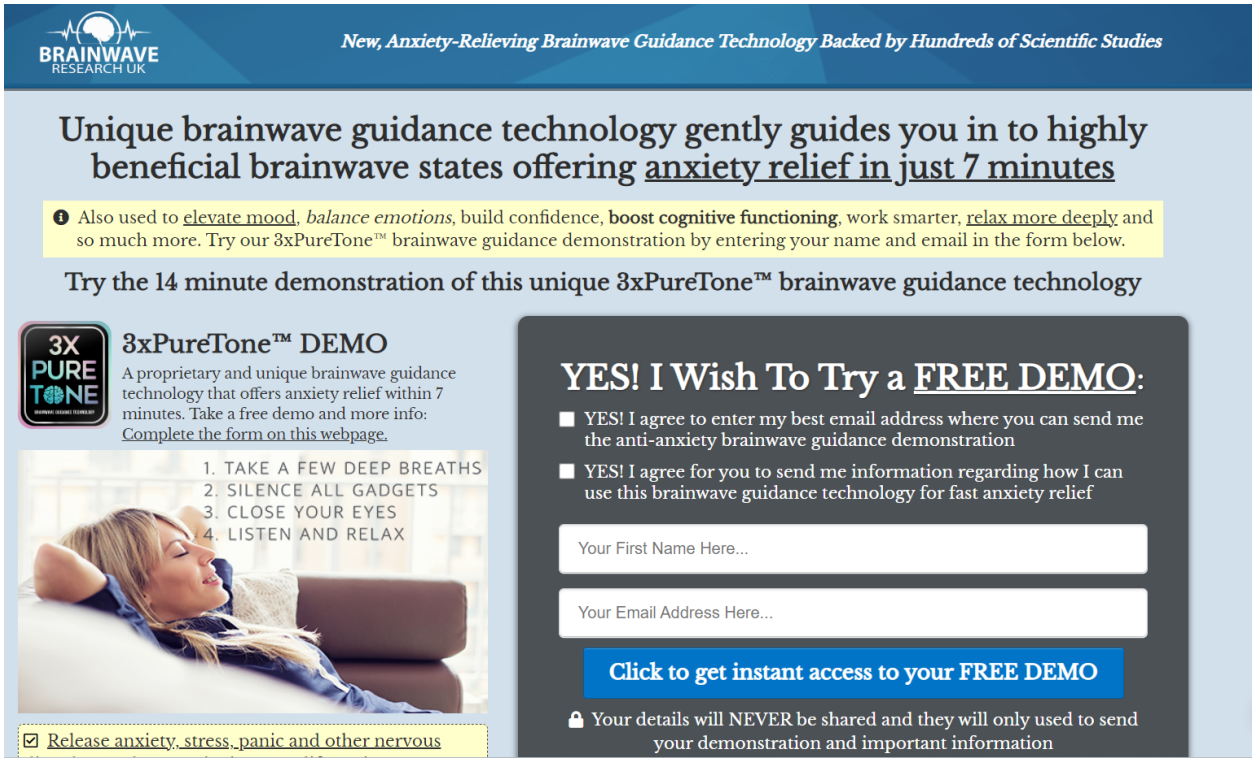
Let's choose this meditation membership that pays $66 per sale… not bad.



Now if we click on the promote button it then brings up a window that gives us a few different options of pages to promote this offer.



Let’s for argument's sake choose the third one down, as you can see it has a great call to action which if you get the right targeted audience they will sign and join.



But…

There is a flaw here if people do not sign up or if they sign up but never make a purchase you could have lost that potential buyer…

Now of course, I say it could have because once they are signed up this company will have the chance to complete the sale at any time as they have their contact details.

But, still not everyone will buy or even worse maybe there is a time limit in which the customer has to buy in order for you to get paid a commission… 7, 14 or 30 days.

You have zero control over the sales process and are in the hands of the company being truly honest.

All your doing is spending your time and sometimes money building somebody else's email list

And that is not good practice at all…

Which is why I recommend having the right Product Formula in place…

Let me explain what you're going to need…

Either you need to add what we call a bridge page so that you can acquire the customers details prior to them even seeing the companies opt in page.

That way you are in control and can not only continue to promote this offer but also promote other offers that the customer would benefit from too

The other way that many programs are doing these days is to allow you to add your autoresponder API into their sales funnel, meaning that the customer’s details are added to your own email list as well as the companies…

This is better but not ideal…

The reason I say this is that if you have 100’s of affiliates promoting the exact sales funnel then people will become, what we call “blind “ to what you are promoting and will just bypass your page.

So that's when your own bridge page is still a great idea.

But, how do you create these pages I hear you shout

I will touch more on how to do this later in the course but it's simple to do and doesn't cost a fortune either.

There are software programs out there that cost $100's a month…

You don't need these at all

Unless of course that you are promoting the company LOL

Then it's always advantageous to use the product that you are promoting, but again more on that later

In fact no matter what your product is I would always advise that you use the product or service that you are going to promote.

This is your business… that you are building and after all if you would never buy it why would you try and sell it to someone else, people mainly buy through trust if you sell a crap product that trust disappears and so could you business.

So make sure you think of this Product Formula for every product you promote.

For free ongoing affiliate marketing training you can check out OLSP Academy… loads of training, free webinars and Q and A's every week.

2. Brand Formula

Neglecting one of the most powerful ways to build your brand online is of course a massive mistake.

So, what is this powerful brand builder…

It's a blog..

Now I put this off for years as writing is not my strong point being I have mild dyslexia. However, with all the tools out there these days there really is NO excuse not to venture into creating a blog…

In fact, I now have 3 blogs and all of them bring in traffic every single month.

A blog is like your online home and is perfect to build that know, like and trust that everyone online needs to be successful.

You can give your readers plenty of great value, and of course they can get to know you personally.

Creating a blog is again really simple these days and can be done very quickly indeed.

I would ALWAYS recommend a self hosted Wordpress blog as your platform.

Buy a domain name associated with yourself or your company / brand. This will help when people are searching for you online.

Once you have this set up make sure that you create an about page where you can tell your story.

Include where you are right now, your successes and failures that you have along your journey, people can resonate with this then as they are probably going through the same thing.

The good, the bad, and the ugly…

People generally buy from people they like and trust, especially in the online world.

So creating blog content is a great way for your readers to get to know you…

And the good thing is you only need a few posts on your blog to start benefiting.

Posts don't have to be just written either one of my blogs I create videos, but you could do audio too…

As long as it gives your viewer value they will return for more…

You can even just document your journey if you are brand new online, these really go down well.

I know it all feels daunting right now but trust me it's so simple… I went from zero experience to actually creating blogs for other people, which I still do today

Check out my blog at www.designed-4-u.com

If you need any help with creating your own blog then a website that I recommend is Wealthy Affiliate you can have your blog up in just minutes… plus they give you ongoing support and training should you need it.

I have been a member since 2018 and still host all my blogs on their platform.

You can join and take a look round as a free member.

So definitely start a blog today and begin building that know like and trust.

3. Sales Formula

You need to make buying from you as easy as can be.

Making it difficult or only selling one product could be an issue.

Let me explain why…

If you are only promoting, shall we say a $2,000 course which in turn will reap you 50% commissions ($1,000).

A high ticket offer..

Trying to sell this to people who have just found you online or offline would be a tall order.

By repeatedly promoting they would probably start to tune out of your emails, social media and blog posts, and maybe eventually just go elsewhere.

What is needed is a lower entry product to get the potential customers to raise their hand and say yep I'm in.

Now if you are promoting a product developed by a fellow marketer then one of these should be in place already.

If not, then there is nothing stopping you creating, what is called in the industry a tripwire offer yourself.

These days, there are resources around that can help with this.

Having sales funnels with multiple products are great as you only have to get your customer in the front end product and then the product owner will guide them through the rest of the funnel.

As I mentioned earlier it's not good to have just one product that you can earn from, however this could depend on what sort of product you are recommending.

Recurring income products are a must in any affiliate marketers arsenal.

These could softwares or memberships that have a monthly recurring cost, meaning once your customer has taken the decision to use the product you will continue to get paid every month that they continue to use it.

I still earn commissions every month from work I did years ago…

Now that's passive income!

Ideally, having a mixture of low, mid and high ticket products coupled with some recurring products for regular income would be the best business model.

This of course may not be possible in every niche.

Once a customer has bought from you they are more likely to buy again…

This means if you continue to build know like and trust through your blog and email marketing you will have them ready to buy when you promote other products to them.

Remember to have this in mind when you are promoting products.

4. Traffic Formula

Well, of course every online business needs traffic of some sort to get leads, which they can then turn into sales.

The traffic formula is pretty straight forward…

One at a time, until you master it.

What do I mean by this…

Simply put, choose one single source of traffic and work it until you have a constant flow of leads joining your email list.

More on why you need to build an email list in the final formula!

There are many ways in which you can obtain traffic, when you are starting out free traffic methods are possibly the easiest way to go…

You could of course concentrate solely on your blog and create numerous posts which you can then optimize for the search engines.

This can then drive organic traffic for years to come, but depending on the niche can take consistent work over many months.

Other free traffic methods include social media platforms such as Twitter, Facebook, TikTok and Instagram probably being the most popular.

Even though I have already said build one source of traffic until you master it, if you are building your brand having some presence on ALL these platforms is well worth it.

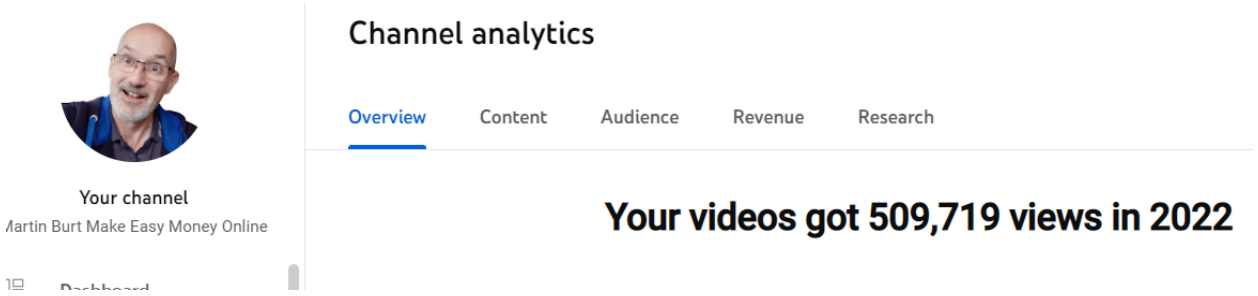
Sites such as Pinterest and LinkedIn can be great for some niches but not all. Some research would be necessary on these before you commit any time.

My best choice and one that has gotten me over 8500 leads into one of the products I promote, is YouTube.



Although you can start getting traffic from your first video, it is something that you can build over time.

In 2022 one of my channels generated over 500,000 views and it’s not a big channel…



Note that this is all organic traffic I have not used paid ads at all

So, saving me a massive amount of cash, even if I cost my leads at 10 cents per view that would have been $50,000 in ad revenue.

Once you have mastered your first traffic source then and only then add a second one.

I am currently discovering the benefits of TikTok as it lends itself to similar content to YouTube and then easy to repurpose my existing content.

Again make sure your videos give value and keep your channel focused on one particular niche. This way you are more likely to expand your channel much quicker.

And you don't have to be on camera if you don't want to, although if YOU are the brand then I would recommend it, as this will build massive know like and trust.

Watch this free webinar about creating a faceless YouTube channel.

There are tools that you can set up to look after all your social platforms making it simple, you can even outsource this as your business grows freeing up more time for you.

Don't be afraid of investing in tools to help with traffic generation, the more traffic you can generate the more leads and sales your business will make.

If you have any questions regarding setting up or marketing your side hustle then join my free online community where I can help answer these.

5. Follow Up Formula

I have already mentioned tools earlier, but this tool is one you need to get from the day you start your business.

Being able to follow up with your leads and potential customers is vital for any online business.

This works brilliantly with the product and sales formulas we spoke about in section one and three.

Let me explain so you understand clearly the benefits…

Say 10% of your leads you generate will purchase a low ticket product…

But, more importantly 90% do not purchase.

By having in place a follow up formula these 90% could become customers at a later date and even the 10% that did buy could in time go on to purchase multiple products from you over time.

That's why this is ultimately the most important part of any online business…

You NEED to be building an email list and sending automated follow up emails, which firstly will build even more know, like and trust and get you ongoing sales for possibly years to come.

Plus you can send your subscribers wherever you like, to a blog post, YouTube video or social media post.

This type of traffic is traffic that you own, nobody can take this away from you.

If used correctly this is amazingly powerful.

That's why I spoke briefly about capturing your customers details earlier in the Affiliate Profit Formula.

When I first started online back in 2010 there were only a handful of email marketing software companies around. Now there are 100's, and it can be a minefield as to which one to choose.

The company I started with is still one of the leading names in the world of email marketing and offers, I believe, the best valued product around. Check it out and let me know what you think

So let's quickly recap the 5 secret formulas which will help you succeed in Affiliate Marketing.

1. Choose the right products, give your leads the best chance to buy from you.

2. Set up your Brand correctly by creating a blog / website where you can build the know like and trust.

3. Make sure you have tripwire products in place, if the product you are promoting doesn't have one then create one yourself.

4. Stick to one traffic source until you have mastered it.

5. Have in place your follow up formula by starting to build your email list from day one. This will be the backbone of your business as it grows.

So, what happens next…

Well, I know that building an online business is daunting especially if you have never done anything like this before so here are your next steps…

Step 1. Join my online community on Facebook where I can support you as you build your business.

Step 2. Sign up and start building your email list, follow the video support and ask any questions in the support group.

Step 3. Buy your domain name and build your blog. Wealthy Affiliate is a great place for guidance and again use my support group.

Step 4. Choose your product and traffic source and start generating leads.

The most important thing to remember is you are building a business here. It WILL take time and effort but, the rewards are HUGE.

TAKE ACTION TODAY

To your success



Martin

RESOURCES

If you have not already joined my Facebook community then do so here https://martinburt.online/fbgroup . I will be happy to answer any questions you have.

OLSP Academy is a free to join Affiliate Marketing training platform, there are weekly trainings and Q and A's and loads of

ways to earn commissions learn more here https://martinburt.online/OLSPAPF

Wealthy Affiliate is where you can host and build your blog, there is free training to get you up and started and ongoing support and training, and weekly events to keep you bang up to date. Learn more Wealthy Affiliate here https://martinburt.online/apfwa

YouTube is my main traffic source. If you would like to know more about setting up a YouTube channel here is a free webinar you can watch. https://martinburt.online/YTWebinar

The email marketing software that I have used over the past 10+ years is AWeber. They have fantastic support and are always improving the features to adapt and keep ahead of the competition. You can start your email marketing journey right here. https://martinburt.online/APFAWeber