

Ellies Affiliate Extras: Tips and Tricks For Affiliate Success



The Tips and Tricks I have Included In This Document Are From 10+ Years of Working Online.

I do not claim to be an expert in affiliate marketing, but I have had good success with this as well as team building. Please remember that what works for me may not always work for you!

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Affiliate Marketing is a truly wonderful way to make money online.....as long as you know how to do it. For the majority of people it is frustrating, confusing and downright aggravating. It can empty your pocket and your bank account faster than a bet on a 3 legged horse called Murphy..... BUT it can also make you more money than you ever thought possible.

It took me a long time to figure out how to make my first sale online, and even longer to figure out how to do it again. Thankfully I have now managed to get to the point where I am able to make affiliate sales on a daily basis.

I have written this guide to share my knowledge and experience regarding what worked for me (and a bit of info about what didn't and why).

I hope it helps you to avoid some of the pitfalls that I experienced, and it takes you to the point of making daily sales ASAP too.

My Personal Story

I am not going to bore you with every detail of how I got started with affiliate marketing, just know that I discovered what it was, got very excited, and promptly fell flat on my face.

It took me years to figure out what I was doing wrong, but slowly and surely I started seeing a bit of success. Over time I have been able to set up various systems that work for me on a consistent basis.

What I Learned

Basically I set out on a very interesting and somewhat complicated journey when I made no sales. I was determined to learn more about affiliate marketing and why I was failing so badly. It sounded like such a simple thing to do, but I just couldn't get it to work.

The frustration was driving me mad, but also fueling my desire to learn.

What I learned was affiliate marketing is actually a very specialised niche. There are certain things that you need to learn how to do to make it work:

- Clear Targeting
- Effective Advertising Systems
- Understanding of the Customer Needs
- Clear Communication
- A Good Method of Follow Up

Clear Targeting

First and foremost you need to understand targeting and how it actually works. Most people think targeting is something that works when the marketer decides who will be interested in a specific product. Actually it is the other way around, and the customer decides what they are interested in. The marketer just learns to figure out what that is.

Effective Advertising Systems

After you understand your target audience, and figure out what the customers are interested in, then you can create effective advertising systems. Most people think that advertising is about convincing someone to buy a product, but its not. Advertising is about tapping into the desire that potential customers already have. That is what makes them effective.

Understanding Customer Needs

Customer needs are central to marketing effectively. For example, many people try to talk to me about making money online when they want me to join their team..... yet I have no need to make more money, so they are completely focused on the wrong thing when they are talking to me.

Learning that customers have different needs and how to find out what they are is an important skill for affiliates to have.

Clear Communication

This one is quite fascinating actually, something as simple as saying BUY TODAY has a very different meaning than BUY NOW. When you learn to really look at the words you are using when communicating with potential customers you can become a lot more effective as a marketer.

A Good Method of Follow Up

Its quite amazing how many sales are lost because of a lack of follow up with customers who are ready to make a purchase. As a marketer you

need to understand that the customer's timeline for making a purchase is not always going to match the time you advertised to them. Over 80% of sales are made in the follow up.

You Need to Combine These For The Effective Marketing Campaign

An effective affiliate marketing campaign is one which combines all of the above. Each part has to be in place for a campaign to actually work..... and that is why most people fail to make a single sale with affiliate marketing.

It took me years to learn the skills individually, and then more time to learn how to put them together effectively. Affiliate Marketing is actually quite complex as you probably now understand.

How To Make Affiliate Marketing Sales Without Spending Years Learning?

I know you are impatient and just want to start making sales ASAP. Yes I am sure you want to learn the skills above as well, but if you could just start off with a few sales happening for you each day you would be delighted right?

Luckily there are people like me who are happy to put together full marketing campaigns and share these with other people who have not yet built their own skill levels.

I am personally in the process of creating an affiliate marketing website which not only teaches the skills, but will allow you to make sales while you learn. It should be ready to start using within 2 - 3 weeks. If you want to join this site (it will be free) please add your name to my email list for sending out invitations and info:

[Click Here To Add Your Details To My Email List](#)

The Single Most Effective Affiliate Skill

If there is one thing that I would recommend to others who are struggling with affiliate marketing it is:

LEARN TO BUILD TRUST WITH POTENTIAL CUSTOMERS

I literally can't emphasise enough just how important that is. I know it sounds a bit 'airy fairy' and something that is hard to pinpoint, but trust me (lol) you need to learn it if you are going to succeed as an affiliate.

In the words of experts in the field of marketing:

“a solid business relationship built on trust consistently contributes to long-term behaviours and emotional attitudes that result in profitable sales.”

So how do you build trust as an affiliate?

Basically you need to allow your potential customers to get to know you and what you stand for. You also need to share value in your communications to show that you are more than just another person trying to get them to buy something - you have knowledge and experience and are willing to share that with them. Most importantly you need to NEVER promote a low quality product. That can remove trust in an instant.

You also need to put more effort into building relationships with people than you ever put into trying to sell something. When you build the relationship you don't need to try and sell anything - you simply share information.

When a potential customer doesn't trust you there is nothing you can do to secure a sale. Read that sentence again.....

Now you know how important trust is for affiliates I recommend that you spend a little time reading good quality sales based articles about trust such as this one:

[9 Ways You Can Build Customer Trust & Loyalty](#)

1. Offer Excellent Customer Service.
2. Publish Customer Reviews and Testimonials.
3. Be Transparent.
4. Ask for feedback.
5. Create a Loyalty Program.
6. Be reachable to your potential customers.
7. Always prioritize your customers.
8. Cultivate relationships.
9. Take ownership of the problem

How I Build Trust With Potential Customers

As an affiliate you are depending on the written word to cultivate a sense of trust and communicate the kind of person you are. You CANNOT do this in a single transaction (like one email). It has to be a series of communications which allow the potential customers time to get to know you.

Personally I do this by publishing blog posts which guide about working online, and by using emails. I also do quite a bit of work using Facebook Groups such as this one:

<https://www.facebook.com/groups/elliesmlgsaffiliatecoaching>

Using these 3 methods combined is what works for me, and it does so much better than any single method I have ever tried using.

The Automated Sales Process

Something I learned quite a long time ago was the fact that it is impossible to work on all the aspects of building relationships at the same time without the help of various tools. You need to be able to attract new people to you, maintain a good level of communication with potential customers, provide value to them in your communications and basically be top of their mind when they are ready to make a purchase.

You can only do this effectively when you have a method of automating the majority of this workload.

An automated system can work for you 24/7 and be there when you can't. It can filter out the people who are most likely to be interested in your product from those who are not, can provide the flow of communications that are required to build trust, and can share the product information and sales page links etc at the time when it suits your potential customer to see them.

I personally use the automated sales system that is provided by [Leadsleap](#). No other site I have tried has come close to what Leadsleap has to offer and at a very reasonable price as well (\$20 per month for 20 ads running 24/7 and all the tools required to fully automate the sales process).

This site is absolutely central to my personal success and I recommend it strongly to everyone who wants to work as an affiliate.

How to Set Up The Automated Sales System

Instead of giving instructions for setting up an automated system that does not relate to any product, I prefer to provide a full campaign which can be duplicated. This campaign gets me sales on a regular (daily) basis.

Everything you need to know about setting up the automated campaign is provided in this blog post:

<http://presstheword.ws/affiliate-marketing-campaign-1-instant-profits-club/>

In addition the product that is used in this campaign will provide extra affiliate training.

The only thing I have not provided in this blog post are the emails that accompany the campaign that run constantly.

The Emails

Here are 8 emails which I use to get daily sales of Instant Profits Club: Feel free to copy them and adjust the information to suit your own situation (don't forget to let your potential customers know something about you).

Email 1 - Subject Line: The Information You Requested About Affiliate Marketing

Thank you for requesting information about my brand new affiliate marketing system. My name is Ellenor Murphy (Ellie) and I have been

working online for over 10 years. I am a professional marketer who is very successful in this field.

I have made it my mission to help as many others as I can to also succeed in this industry. I especially like to work with those who are struggling to make any money online at all.

Affiliate Marketing can be really hard to crack when you don't have the right knowledge and experience, so I created this system which is designed to make it easy as pie for you to get sales.

I use this system myself on a daily basis and have earned over \$1000 with one particular product (proof of earnings are provided). Many others also report getting regular sales from using this as well.

The system I provide is a fully replicable advertising campaign. There are step by step instructions on exactly how to set it up.

You can view that here:

<http://presstheword.ws/affiliate-marketing-campaign-1-instant-profits-club/>

Should you require any help with setting up your own system then please do reply to this email. I will gladly help you to get started.

Best Wishes
Ellie xx

Email 2 - Subject Line: Did You Get Your Free Affiliate Marketing Training?

Each day I am working on helping new affiliate marketers to finally make their first affiliate sale, and nothing satisfies me more than the messages I get saying "OMG it worked and I got a sale!"

You can see those messages for yourself any time you want to in my Facebook Group: <https://www.facebook.com/groups/elliesblogtraining>

I really look forward to the day I get one of those messages from you, and so I wanted to check that you got the free affiliate marketing training that's provided in my first campaign ok? I really enjoyed the training myself and suggest you take the time to check it out now if you haven't already done so.

I have written a blog post which explains what you get for free:

<https://ellenormurphy.com/working-with-instant-profits-club-free-membership-why-you-should-join/>

I am sure you will enjoy it too.

Ellie xx

Email 3 - Subject: Why Making Affiliate Sales is Hard for Some People!

Did you know that affiliate marketing is one of the most misunderstood earning options online?

It sounds like it should be easy, but so many people really struggle to make a single penny from it. In fact most people pay out more than they ever earn when they try it.

If you want to know more about what is actually required to make affiliate sales then I have outlined some of the skills that are necessary in this blog post:

<https://ellenormurphy.com/affiliate-marketing-why-do-so-many-people-fail-to-make-a-single-sale/>

One of the main issues, as discussed in that post, is learning how to target the right people in the first place. At the moment I am working on creating a way to give all my students easy access to those specifically

interested in learning affiliate marketing..... so a lot of that targeting work will be done for you!

Exciting right?

Ellie xx

Email 4 - Subject Line: I Think Every Affiliate Needs This To Succeed!

One of the things that amazes me most about affiliate marketing is the fact that you can completely automate everything to create a hands off system that just keeps making you money over and over again.

I could literally never do another thing and would still make money from affiliate marketing because I have a system in place that takes care of everything for me.

Without this system I wouldn't make half as much money because I just don't have the time or the willingness to do everything manually. No doubt I would also forget to do something - probably the most important bit that actually makes the most sales!

What is this little miracle that makes life so easy for me?

It's a paid account with Leadsleap. If you haven't joined this site already then you need to do it today - The link to join is:

<https://leadsleap.com/?r=ellieo>

This single account literally takes care of everything required to make consistent affiliate sales:

- Fully Automated Traffic That Never Stops Running
- A Targeted Audience Who Buy Affiliate Products
- The Tools To Make Unlimited Capture Pages (To capture subscriber details)
- The Tools To Send Automated Emails To Subscribers

- A Way of Checking What Emails Work Best To Get Sales

The truth is a Pro account with Leadsleap provides EVERYTHING that marketers need to succeed online. Without it (or indeed something similar) you are going to struggle a lot more than you need to. Even the free account provides so much value that no-one interested in marketing should be without it.

I have used it for years now, and would never let my membership expire. The day I upgraded this account was the day I started making progress online. It has made me a lot of money, (over \$10,000) and can do the same for you.

I will of course share the best ways to use your Leadsleap account, and will even provide you with capture pages etc that I know work really well. In fact I will even provide details of some of the testing I do so you can learn from that too!

Best Wishes
Ellie xx

Email 5 - Subject Line: Why Use A Blog for Affiliate Marketing?

If you read my personal story about getting started with affiliate marketing you will know that my first attempts were TERRIBLE. That was before I learned pretty much anything about marketing.

I do actually laugh at how naive I was back then thinking that all I had to do was share a link on my FB profile and I would make a load of cash..... but thats kind of how it was described to me. In fact the sales pages of many products still give that impression.

Don't get me wrong, I have used Facebook to build my income in many ways, but I have yet to make an affiliate sale by simply posting an affiliate link on there.

The ONLY way I have ever made consistent affiliate sales is with a blog post.

A single blog post can and does often just keep generating sales for me over and over again even without me actively sharing it. How does this happen?

Basically each blog post I write is like an individual website which has its own searchable terms. My blog as a whole has ALSO got a huge number of search terms which are all working day in and day out to get me visitors. I am talking about thousands of search words and phrases that all help to get people reading my posts.

In addition I have a list of blog subscribers who automatically get emailed when I make a new post.

I have to be honest and say I really do not know of any other marketing method which has this level of power. Some others have search terms for sure, but never the number I have on my blog. In addition most of the other top methods of marketing, such as youtube videos, posting on social media sites, capture pages and other marketing materials, email marketing etc etc can ALL be incorporated into a blog post.

Of course there are people who make affiliate sales without a blog..... I just think its a lot easier to make consistent sales when a blog is working for you every minute of every day.

Should you want to start blogging (and of course I highly recommend it to anyone who wants to make affiliate sales) then I am happy to guide you through everything blog related. Have a read of this post to find out more about what I am providing:

<http://presstheword.ws/blogging-basics-coach/>

You can also let me know on that post if you are interested in learning about blogging and I will get back to you ASAP!

Ellie xx

PS I also have a blogging training group on Facebook:

<https://www.facebook.com/groups/elliesblogtraining>

Email 7 - Subject Line: This is a big NO NO - Make Sure You Are Not Doing It If You Want To Make Sales!

Sometimes I look back over my online career and think "wow I was really lucky!"

Truth is though I was always open to learning and trying new things. I am never one to give up when something doesn't work the way I want it to either.

In my opinion that's what it takes to build skills as a marketer. You have to be willing to learn from others, but also from your own experiences. You have to learn to look at failure and see it as a way to improve. Use it to fuel your motivation and desire to get better.

There are a few main principles in marketing that are going to make things a lot easier for you to succeed, and I wish someone had told me about them when I started out.

The biggest lesson I learned was about the importance of building trust with your potential customers BEFORE you try to sell them anything. Trying to sell to people who don't know who you are and what you stand for is the HARDEST way to make a sale. Yes you can make the odd sale here and there without building trust, but for consistent sales it is vital.

The big NO NO that I learned a lot later than I wished I had, is sending a potential customer direct to a sales page. I have written a blog post explaining more about why it doesn't work, and how I personally work now instead. I think you will find it useful:

<http://presstheword.ws/the-key-to-making-more-affiliate-sales/>

Ellie xx

Email 7 - Subject Line: Copy and Paste Affiliate Marketing?

When I started thinking about how most people fail with affiliate marketing it really made me question if it was something I wanted to even promote to others. I hated the idea of sharing something that I knew was going to be hard for people. Its a bit like saying "this is a great thing to do, but you are likely to fail and fail and fail again".

Then, in my usual Ellie way I started pondering about what I could do to make things easier for people to succeed. I came up with several ideas (my new website being one of them, and yes I am still working on creating it lol). The other idea I came up with was basically copy and paste affiliate marketing.....

As I explained in my last email, building trust is a vital part of making sales. How do I build trust? With my emails and blog posts..... and also my Facebook groups. So I set about working out a way to teach others to replicate what I do. The easiest way was simply to provide content for emails and blog posts that could be copied. If I could clone myself and also run a million Facebook groups for everyone I would do that too LOL!!!!

Now I do recognise that copy and paste affiliate marketing has limitations, so I do plan to teach the skills that I have learned along the way too. The idea is to help make it easier to make sales during that whole learning stage, but ultimately to pass on the knowledge thats required to succeed as well.

If you would like to try one of my copy and paste affiliate marketing campaigns you will find everything you need in this blog post:

<http://presstheword.ws/affiliate-marketing-campaign-1-instant-profits-club/>

Hope it makes you as many sales as it has made me!
(\$1000+).

Ellie xx

**Email 8 - Subject Line: The Sales Just Keep Flowing In! Last
Chance To Succeed???**

Over the past week or so, I have shared with you everything that I know is required for making affiliate sales on complete autopilot.

I know for a fact that this system is working and is completely up to date for today's market too. I am getting constant sales and so are many of my students.

So many people struggle with affiliate marketing without a solid system that keeps the sales flowing in, and this system works like clockwork.

If you haven't tried it yet, today is the last chance for you to take me up on the offer to use my entire system. It is here and ready for you to get started right now - you could have your first sale by the end of today!!

Give it a shot, its definitely worth the time:

<http://presstheword.ws/affiliate-marketing-campaign-1-instant-profits-club/>

If you have started using it already then do let me know how you are getting on. I love to hear those success stories, and if you haven't seen any sales yet let me know that as well. I truly want to help you make money, and I will help you as much as I can.

Best Wishes

Ellie xx

The Best Places To Get Affiliate Sales Online

As I have said, I have worked online for a long time, and I have used a LOT of sites. When it comes to getting affiliate sales there are a few sites that stand out as being the best. I get a load of sales from using these sites. I am upgraded on them all:

[Viral URL](#)

[Leadsleap](#)

[Infinity Mailer Boost](#)

[Infinity Traffic Boost](#)

[Hungry for Hits](#)

[Website Traffic Rewards](#)

[Adchiever](#)

[Ad Exchange Leads](#)

I also recommend the following:

[The Click Engine](#)

[My Lead Gen Secret](#)

[Udemy](#)

[MLM Gateway](#)

I do have my own traffic site too: [Elite List Building](#). Use Promo Code **I Love Affiliate Marketing** for a nice free ad bonus there! You will also find a load of other recommended traffic sites and promo codes on there!

Best of Luck For Lots of Sales.....

I hope you found this guide useful.

Best Wishes

Ellie xx