

THE 4 STEPS TO A PASSIVE INCOME WITH AFFILIATE MARKETING QUICK START GUIDE

How To Create Your Own Profitable Online Business, Without The Need For Expensive Software, Coding Or Past Experience.



THE ONLINE STUDENT

First Off, What Is Affiliate Marketing?



People will throw this phrase around all the time, 'affiliate marketer' or 'super affiliate' and at the end of the day, affiliate marketing is a way of taking a 'cut' or commission for recommending a product or a service to others.

A good example of this is when Uber gives you the option of getting £5 off your next ride, in exchange for sharing a link with your mates and getting them to sign up.

This is sometimes called '**Referral Marketing**', but at it's simplest form, it's the same thing (the only difference is you don't have to use the £5er they give you on their service and can instead take it out as cold hard cash)

So how good is Affiliate Marketing, and why do people rant and rave about it?

Really good, and I mean, '**laptop lifestyle**' kind of good.

- You can make money using pretty much any niche
- You can quit your job and instead make a full-time income with this method
- You can increase your income through multiple streams and niches (why stop at one?)
- You can start for free, seriously, you just need an internet connection, a laptop or desktop PC, a can-do attitude...and the steps I am going to show you today.

Oh, and you don't need to know how to code, how to 'sell stuff' or even how to build crazy funnels etc, you just need to know how to learn this super simple method.

The 4 Steps To Achieving Your Success with Affiliate Marketing



At its core, affiliate marketing can be broken into 4 easy to follow steps. I would even go as far as saying, this is the most popular way of achieving goals with affiliate marketing, and it's one of the easiest ways to expand and grow.

Shall we begin?

Step 1: Choosing your niche



This part might possibly be the hardest of the 4 steps, but mastering this will help you in every area going forward.

A niche or interest is going to be the main topic of your website, for this example, we are going to focus on the **cooking niche**, there are hundreds of people looking to **learn about cooking** and who are more than happy to spend money to learn.

Note: You will want to think of something that you are passionate about, it will help later on!

Now, focusing on **'cooking'** may be difficult, so we are going to want to 'niche down' a little to help rank faster and see results quicker.

Within the cooking niche, you can pick a topic such as **'How to start baking for beginners'**, **'How cook healthy meals'** or **'The best way to become a professional baker'**.

These niches can become profitable in a number of ways, as long as you have the passion and knowledge to share with others.

The second option is to focus on helping others to solve their problems, its the reason why the **'make money online'**, and **'weight loss'** niche are so popular, people always want to get fit or make more money, it's human nature.

Your homework, choose a niche that you feel you are able to share your knowledge about and help people

ToolTip - If you want to find out how popular a niche is, or what other websites might become your competition, take a look at KeySearch. They offer a 7-day trial, and can be great for testing out different topics! [Grab your 7 Day Trial Here.](#)

Step 2: It's time to build a Website



Chill, this won't be as scary or difficult as you think. There is no HTML or coding involved, it will be as easy as **1,2,3**.

It doesn't matter what your experience with technology is, or even how old you are. As long as you can click a few buttons, we are good to go!

These days there are a number of platforms that allow you to build amazing looking websites, without needing a degree in computer science!

For this guide, I am going to assume you don't have hosting and probably don't have money to spare, so if you want to get [2 FREE websites set up and hosted for you](#), then [click this link](#) and create your **FREE account**.

Once you sign up, you will be shown the exact steps needed to start your website. It could not be easier.

Step 3: Gain Traffic & Visitors



Once your website is up and running, your next step is to start gaining traffic, or eyeballs on your articles

You will need the traffic to start generating income, and there are 2 types that you will hear a lot about these days.

Paid Traffic

For this little e-book, we won't go into paid traffic, because it can be a minefield, especially for those who are new to all this. Good examples of Paid Traffic include; Social Media Adverts (Facebook, Pinterest, Instagram, Twitter and even Snapchat!), Search Ads (Google & Bing) and even Pay-Per-Click (think of those clickbaity style adverts you get on news websites).

Free Traffic

This method can be slower, but is also free, which is great, because it doesn't cost you anything while you learn.

Most people call this traffic method '**Positioning**' or '**Becoming An Authority Site**', essentially becoming the go-to place for answers to question found within that interest you chose earlier.

There are a number of ways of going about this, using Pinboards on Pinterest, sharing images of recipes and great looking cakes or meals. Building up a following means you can start to direct people back to your new site.

Other ways to start to gain traffic, or visitors is via a method called Search Engine Optimisation (SEO), this method allows you to start appearing higher for certain search terms. For example, if you had written an article on 'How To Bake The Perfect Banana Cake' then when someone searched that term, your article would appear on the first page of Google or Bing!

There are obviously a number of different factors that come into play here, so it's always best to brush up on the article writing skills and getting that website looking awesome.

Step 4: Monetisation - Earn Revenue And Commissions



At the end of the day, this is why we are all here. You want to make income, day after day so that you can spend more time with your family, or possibly get that dream car.

And your new website has now become that money machine, and there are a number of ways to achieve this.

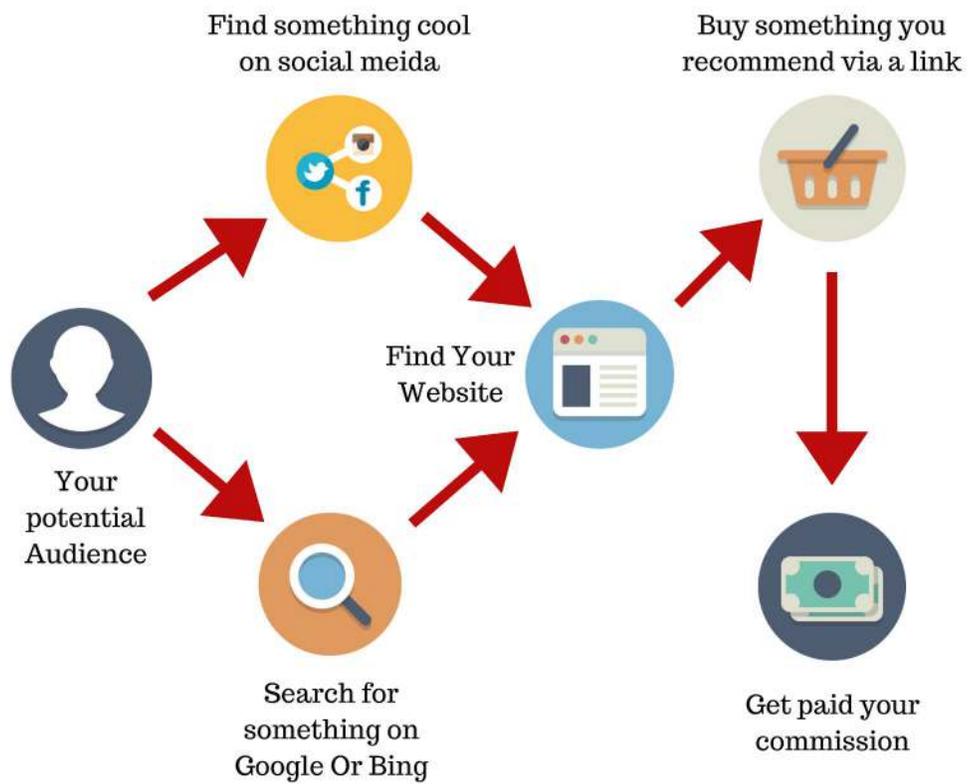
There are a number of ways to start earning money on your site, and some of these can be used in conjunction with each other

1. Google AdSense, or other Pay Per Click Advertisers
2. Selling Products (such as merchandise)
3. Affiliate Programs - Including Amazon or your favourite brick and mortar stores)
4. Relevant Advertisers (Influencer Marketing is **HOT** these days, if you have a following, brands may pay you to advertise to that following)
5. Building an email list (more on that below)

Tip: If you want an in-depth guide on the above methods, then I recommend reading [this guide](#)

At the end of the day, it's always good to know there are a number of ways to monetise your website. You are not stuck with just one method, and it's all about discovering what works with your chosen niche and the audience that interacts with it.

Check out the image below if you want another view on how these method work



Your website is going to become a powerful place, designed to show people exactly what they are looking for, from recipes, helpful guides, how to articles and product reviews.

Step 5: What's Next?

I want to welcome you into the fun world of affiliate marketing, seriously, I love it! This guide is just the beginning of your journey, and this may seem short, but at the end of the day, it always comes down to the last 4 steps.

I hope you enjoyed reading through this guide, and that it has given you an idea of what is to come, and what affiliate marketing is all about.

If you didn't grab the two free websites above, then be sure to do so, it's a great offer, but on top of that, you get to become a member of a very large group of entrepreneurs, at varying points in their affiliate journeys.

The platform is called Wealthy Affiliate (yes, cheesy name), but it gives you all the resources and training you need to take this to the next level, plus, it's [FREE to get started](#). I originally learnt about it in 2016 and it definitely gave me the Affiliate Marketing bug.

If you want to join me, then be sure to [click my link](#), don't forget to say hello!

Further Reading & Tools For Those Looking To Take It To The Next Level

This section is for those who may want to find courses or training to expand on certain areas, or want tools and software to help make life that little bit easier.

Tools

[Thrive Architect](#) - If you want an easy to use Drag & Drop builder for WordPress, that is 100x nicer to use than the native WordPress builder, then Thrive Architect is the one for you! It allows you to quickly build lead pages to build your email list or build articles and nice looking sales pages.

[KeySearch](#) - My go-to keyword tool, for me Jaxxy just didn't do enough for me, even though it's part of the Wealthy Affiliate platform, I always enjoyed using KeySearch, plus they have a free trial, so it's great for testing out if your chosen niche is any good!

Separate Courses

[Savage Affiliates](#) - One of the highest rated independent training courses I have ever reviewed, this course was the one that got me to the next level. With 70+ videos covering a huge range of topics, this course is worth its weight in gold, but luckily doesn't cost a small fortune!

[Affiliate Secrets 2.0](#) - Spencer has become one of the most respected Affiliate Marketers, becoming famous for teaching multiple entrepreneurs how to become super affiliates and even be paid to drive their dream cars.

[Dream Car Profits](#) - For those who don't fancy spending the big bucks on Spencers course, then Jacob's Dream Car Profits may be for you, it provides you with a number of ways to earn commissions, and explains how he managed to get the coveted dream car.