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LEARN HOW TO MAKE MONEY BY REFERRING  
THE PRODUCTS AND SERVICES OF OTHER COMPANIES  
THROUGH THE POWER OF AFFILIATE MARKETING



## The 7 Step Affiliate Marketing Blueprint

I recently read a post in a Facebook group that affiliate marketing is no longer a great way to make money. When I read these things I realize that they are written by people who simply don't know how to make money as affiliate marketers. They justify their lack of success by saying it doesn't work and assume that *if they can't make money, then there is no money to be made.*

I have been making money as an affiliate marketer since 1999. At one time, I had an affiliate marketing income that would replace many people's income. At the time, I happened to have a great sales job that paid me very well (over \$100,000) which is why it didn't match *my* full time income target. I don't share that to brag, but to say, I have done it so I know it can be done.

I want to share with you the "7 Greats" of affiliate marketing as I like to call them. I've put it together as the 7 Step Affiliate Marketing Blueprint. As you read the 7 areas below, ask yourself how you are doing in each area. **I recommend that you print this out and rate yourself (honestly) in each area.** You can use the following system to assess where you are:

1. I have this covered and I feel great about it!
2. I am doing well, but could improve
3. I need a growth plan (lost or failing)

Celebrate all of the areas where you give yourself a "1" and write down the areas where you give yourself a "3". These are your next areas of focus.

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1. **Find a Great Product or Service.** You should choose a niche market that you are passionate about and have a good understanding of because you will end up writing about this product quite often, whether in blog posts or social media sites.
2. **Work With Great Vendors.** This is key because if you work with a less than reputable company, you may end up doing work and not getting paid. When starting out, I recommend using companies whose affiliate offers are listed in trusted affiliate networks. You can find the most popular affiliate networks listed here: <http://www.paidbyreferral.com/affiliate-marketing-tools-resources/>
3. **Create Great Content.** If you have not heard this saying, let me be the first to share it with you. Content is KING! Google loves content, whether it's blog post, a video, a podcast, a press release, or social media content. You need to become a content generating machine, and that content needs to be optimized with keywords related to your offering.
4. **Build a Great List.** There is another saying in online marketing; "the money is in the list." What that means is that you need to have a list of people who have raised their hand and said they are interested in your offering. A great example is how I got this Affiliate Blueprint to you. You gave me your name and email address and now you are on my email list.

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A great tool to use to get started is Aweber (<http://akaim.aweber.com>). It's easy to get set up and they have been around for a long time, so they are a solid company.

What you want to do is create an “irresistible free offer” related to your product or service that you can give away in exchange for a name and an email address. It could be an ebook (kind of like the one you are reading now 😊), a white paper, a free consultation, or anything that brings value to your prospect.

- 5. Build a Great Brand.** My greatest successes in affiliate marketing have come from creating brands around my product or service. When I sold telecom services, I created a brand, launched a website, and started to drive targeted visitors to the website. Some of those visitors became customers. I did the same thing in several industries including online training, mortgage, dental plans, and many others.

Here is a guide that I put together on building your affiliate marketing brand:

<http://www.paidbyreferral.com/building-your-brand/>

- 6. Build a Great Community.** When you have created a community of like-minded consumers that are talking about your product, you know you are on the right track. This can be done through a Facebook group. Just make sure to monitor the group for spammers and always empower and educate your audience. Selling (pitching) should be the rare

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occasion, but getting them on your list should be a continual effort.

- 7. Have a Great Mindset.** Success starts with mindset. You have to wake up every day knowing that you are destined to succeed. I will confess that I made lots of money before figuring this out, but since I have learned the secrets of mindset mastery as a key to achieving success, I have seen exponential growth in my business and every other area of my life.

If you want to listen to a great teaching on the energetic states of money and having the right mindset about money, I encourage you to listen to this training from one of my coaches:  
<https://www.youtube.com/watch?v=o5FnArGgawk>

I hope you found this helpful you on your affiliate marketing journey. In fact, I'd love to hear how you rated your online business and if there is anything that you still have questions about.

Feel free to email me at Anthony(@)paidbyreferral.com or you can contact me through my website at  
<http://www.PaidByReferral.com/contact>

To your success,

*Anthony Kirlew*

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