
Productive Pensioners

Tips for New Affiliates

Tips and Tools To Be A Better Affiliate



Some of the lessons I have learned down the years which have increased my commissions and removed obstacles to success as a marketer generally and specifically as an Affiliate Marketer.

Objectives

1. To help you avoid some of the pitfalls many new affiliate marketers make and to focus your energies on taking action rather than overthinking everything.

NOTE: These are in no particular order.

Materials Needed

Just an open mind



Let's Get Started

The main Starting Point is making the decision of HOW you are going to get your affiliate offers in front of a receptive audience. There does not to be just ONE as often you can combine them and so have multiple ways of promoting products simply by repurposing your content for example....

1. Let's say you've created a 'review' video for a product and optimized it to rank on YouTube for **Buyer Intent** search terms
2. Then embed that video (and paste the script you created) in a Blog Post, or a web page, again optimised for related search terms

3. You upload that video to a Facebook Page or Group that you have created.
4. If you have a list you mail them about the product with a link to your Blog Post or the video on YT or FB.

Essentially you have created one piece of content but are re-purposing it across multiple platforms!

The added bonus here is that you are driving views to the YouTube video and thus getting it ranked higher in YouTube and possibly Google too for your targeted search terms.

One successful marketer I know does this VERY well and when I interviewed him that tactic was one of many things we discussed. [You Can Eavesdrop On That Conversation HERE.](#)



QUICK TIP

Even if you have no intention of creating or writing a Blog it STILL makes sense to have a Domain Name ([Quick Sheet Here](#)) and install a WordPress site on it ([Quick Sheet Here](#)) if for NO other reason that it can make your Affiliate Links more clickable, relevant and (to a certain extent) trackable.

Do that by installing the WordPress plugin: [Pretty Links](#). It's free and means that you can turn *looong* weird affiliate links into short, personalised ones.

So when your links appear in the description of your YouTube video, or anywhere, they look more natural and therefore more likely to get clicked!

Also the Pretty Links plugin counts the clicks your links get. So you could create multiple links to the same offer (one for YouTube, one for your email etc.) to get an insight into which of the places you have placed your content works best.

Over and above that putting a 'raw' affiliate link in an email can get you into trouble with your Autoresponder company and YouTube too - basically any Social Platform that wants to jeep their audience on their site (i.e. ALL of them!) does not take kindly to the affiliate marketer looking to take that audience somewhere else.

Even better then is to send your prospective buyer to your Bonus Page first and then from THERE to the affiliate offer with your 'Pretty Link' .

I have created a Bonus Page template and Bonus Delivery template (plus an Opt-in Template) for you [here in another Quick Sheet](#).

You should put your best affiliate links in your email 'signature' too. Plus your Skype profile, in fact ANY profile you have online.

WHAT TO PROMOTE?

Man, what a question! Physical products versus digital products: courses or software? Personally I go the digital route primarily because the commissions are way better, sometimes recurring, and no issues regarding delivery.

Now I list a ton of places inside *The Productive Pensioner* where you can find stuff to promote in multiple niches but...

QUICK TIP

The 'Make Money Online' niche is just ONE of hundreds of niche markets within which you can find multiple products to promote. BUT many beginner affiliate marketers seem to focus on this and that's a mistake because...

1. If you have yet to make a decent income yourself in that niche how can you truthfully promote products in that niche to others?

Now, unfortunately, most marketers that choose to ignore that fact don't realise that their target audience in this niche is subjected to B.S. promotions every day.

And yes, I'm talking about all the "Get Rich Quick" rubbish out there that all of us, no matter how we see ourselves as too smart to fall for, still DO fall for. Or at least a significant percentage of us do.

So make the decision right now. Promote something that will actively help your target audience or become yet another scam merchant!

So that said, pick a niche or sub-niche that has affiliated products to promote and which does not involve you being a *snake oil salesman*.



Sure you can promote health, diet, beauty or weight loss products even if you personally are not super fit, slim or beautiful. That's not the same as promoting a 'make money

from home' course that simply doesn't work. Unless of course you have zero integrity and don't give a shit - that's your call.

The other problem that many new affiliate marketers face, over and above deciding what niche to focus on, is getting eyeballs on their promotions.

Gone are the days of throwing up a 4-page website targeting a particular popular search term and expecting results!

Don't believe me? Do a Google search for ['Lose Weight Fast'](#) or anything similar and look at the results on page #1 (once you've scrolled past the ads). Click on some of the websites that show up. Trust me, those sites have been around for a long time i.e. have site 'Authority' and probably add fresh content every darn day!

So what to do? Here are my thoughts:

QUICK TIP

1. *Pick a niche you are passionate about OR interested in*
2. *Find products that will actively help people in that niche, yourself included*
3. *Share free helpful info with people that follow you on whatever Social Media platform that's a fit for you...*
4. *...and every now and then recommend a paid affiliate product*
5. *Be consistent, don't bullshit...*
6. *and don't hop from one niche to the next*

QUICK TIP

If you go down the video route, at least as a FAST way to get started, I have a couple of suggestions:

1. Get to grips with my free **Tube Matrix Mind Map** inside the *Productive Pensioners* site and [HERE](#) to give you a Head Start and jump you, straight away, over and above the majority of so called affiliate marketers on YouTube
2. If and when you want to get serious and focus on YouTube as a second income stream I recommend Adam Payne's [Video Marketing Insider](#) membership.

QUICK TIP

When joining an Affiliate Network for the first time and setting your User Name and Password consider the fact that sometimes your 'User Name' appears in your affiliate url.

For example MY affiliate link for a now defunct product was:

<https://www.vidnami.com/c/secure56-vn-freetrial>

Secure56 being my affiliate ID

So it's a good idea when choosing a *username* that it be something that looks more 'natural' and not readily apparent as an affiliate link. So consider user ID's like:

- discount
- specialoffer
- bestprice etc.

But if not available add a couple of numbers on the end.

Using the [Pretty Links](#) WordPress plugin, mentioned earlier, does help disguising/shortening your affiliate links (and I recommend using it) but sometimes, most times, it will be your original link that shows up as the destination url.

QUICK TIP

When researching products to promote that are on [Clickbank.com](https://www.clickbank.com) and looking at their stats on how well, or badly, they are selling it's better to use [CBengine.com](https://www.cbengine.com) (free but there is a one-time upgrade option for even more stats) their stats seem way more comprehensive and better laid out than those on ClickBank.



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