



Getting Started

A Free Guide To Affiliate Marketing

www.marketingexploration.com

*This is a pdf version of the Getting Started guide available on my website. There are videos in the lessons, but I wasn't sure how to embed them in a document, so there are links to the videos instead.

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When you are first starting out, it can seem difficult learning to make money online. And it seems like you have to spend money to make money.

But you actually can make money for free...all it takes is some time and effort. I created this series called Getting Started to help you learn the basics of affiliate marketing and start making money without spending a single penny.

Go through these lessons and then take action. These are the only steps you need to take to make some money. Good luck!

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Getting Started- What is Affiliate Marketing?

I have tried different ways to make money online (surveys, marketing, ebay, etc) but most things are either scams or they just rely on luck or don't pay well at all. Affiliate marketing is the only thing I recommend, since I know that with a solid plan, anybody can do it to make some money.

But if you are new to this, you may be wondering...what exactly IS affiliate marketing?

In short, it is when you sign up as an affiliate, or advertiser, for a company. Then you help promote that company's products. If you help them make a sale, they will compensate you by paying giving you a commission.

It does get a little more involved, though. First of all you have to become an affiliate for someone. There are individual sellers/merchants out there, and there are also companies that have affiliate programs. Most large stores (Walmart, Amazon, Ebay, etc) have their own affiliate programs, so you can become an affiliate for almost anything you want.

Once you join a site as an affiliate, you will get your affiliate links to that company/store website. These are special links that have a certain tracking code in them that let the company know they are your links. This helps them to know when affiliates refer people to their website.

Now that you have your affiliate links, you are ready to promote their products. You can make a simple webpage or write articles to submit to online directories that have your affiliate link. If a visitor reads your article and clicks your link, they will go to that company's site.

Once that reader is on the store's website, they might buy something. If they do buy something, the special code in your affiliate link lets the site know that you referred that customer. Since you helped them to make that sale, the company will then pay you a percentage of that sale, which is also called a commission.

I hope that explains it, but here is a diagram to help explain the concept:



So basically, you get an affiliate link, then promote that link. If someone clicks your link and ends up

buying a product, you will be credited for the sale and paid a commission.

Commission rates vary for different merchants and sellers. For example, Amazon.com only has a 4% commission rate. Meaning if you direct someone to their site and they buy a \$100 item, you will get paid \$4.00

That is actually pretty small. There are other sites that have higher commission rates. For example, ClickBank is an affiliate marketplace that has lots of individual products for sale with commission rates up to 75%. That means that you could promote a \$37 product and get paid a commission around \$25. Much better!

Again, there are tons of websites with affiliate programs out there and lots of individual merchants too. This means that you can promote almost any type of product or website that you want, you just have to think of the right “niche.”

Step 1- Niche Research

Now that you know what affiliate marketing is, you are ready to start your first project (or “campaign”). The first step is to decide what type of product, topic, or website you want to promote.

In internet marketing, a specific topic is called a “niche.” There are broad topics, but you want to focus more to narrow down the competition. You want to start with a broad topic, but then narrow it down until you find a niche that you can work with.

Here are some examples of narrowing down a broad topic into a focus niche:

- mp3 players -> 4 GB mp3 players -> 4 GB ipod -> 4 GB ipod nano accessories
- exercise -> exercise equipment -> bowflex exercise equipment -> bowflex treadclimber
- health -> weight loss -> low fat cooking -> low fat cooking recipe books
- clothing -> handbags -> purses -> designer handbags -> Prada leather handbags

As you can see, it is possible to promote almost anything if you narrow it down far enough. But why do we have to bother with narrowing it down? Why can't you choose a broad topic? The answer is competition (you'll learn more about that in the next lesson).

There are billions of people with websites just about dogs, so if “dogs” is your topic you will fail because there are so many other people on the exact same topic. But if you narrow it down some, there will be less competition. There aren't quite as many people with a website focused on “dog training tips” or “costumes for dogs.”

If you focus more on a specific niche, you will know exactly what you need to write about. And it will be easier to get results since there is less competition. This goes hand-in-hand with the next lesson on keyword research, but don't worry about that just yet.

For now, just try to think of a few topics or niches you are interested in. If you have any knowledge about a particular topic, that is a good choice. If you have any hobbies you can list those too. If you are having trouble thinking of ideas...just go to Google, Amazon, or other websites and look for something that interests you.

Once you have a few ideas to work with, you are ready for the next step...which is finding out how to promote these topics by narrowing down the competition.

Step 2- Keyword Research (Part 1)

Once you have picked a few niches, it is time to move into keyword research. But first let me explain why.

Two of the best free techniques for affiliates are article marketing and search engine optimization. For both of these, you will focus on a single keyword and try to get your site or article to rank well in the search engines for that keyword.

For now, let's just use "low fat cooking recipes" as an example. Let's say that you write an article using that exact same keyword as the title. Then some random person goes to Google and does a search for "low fat cooking recipes."

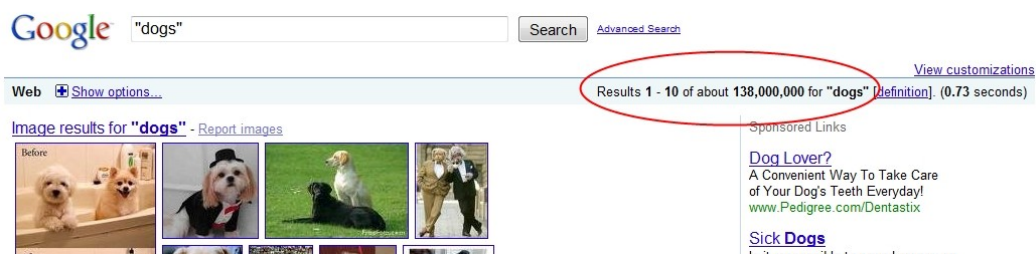
If your site has good content and is targeting that specific keyword, hopefully your site or article will rank well in Google (meaning it is the #1 search result, or close to it). Then that person will click the link and go to your result, where you have a chance to redirect them to the merchant's site via your affiliate link.

This is where competition comes in. Your website or article will NOT rank well at all if there is too much competition. This is why you want to narrow things down and find keywords that do not have as much competition.

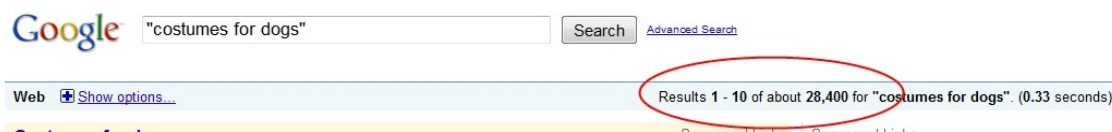
You do this by finding "long tail keywords." These are basically longer keyword phrases that aren't searched for as often. Remember the examples in the last lesson?

The basic word "dogs" will have tons of competition. "Dog training tips" and "costumes for dogs" are a longer phrases, and will have less competition. "How to train a golden retriever" is another example of a long tail keyword.

To find out how much competition a keyword has, go to Google and do a search for that phrase and use quotation marks around the keyword. For example, instead of searching for dogs, you search for "dogs." Using quotes gives you all the EXACT results, meaning all the pages that have that exact keyword. The number of competing pages is at the top.



You can see that there are about 138 million competing pages for the word "dogs." There is no way you will be able to rank well against that many sites. Instead, try a long tail keyword like "costumes for dogs." Look at this:



This time there are only 28,000 competing pages. That is a lot different from 138 million, right? We're getting closer, but I still like to go lower than that. If possible, it is best to find keywords less than 5,000 competing pages, but you can do higher (20,000 or so) if you are willing to work a little more for it.

Now you know what long tail keywords are and we'll discuss how to find lots of them in the next

lesson. But first we have to discuss search volume.

You might be thinking, “If i focus on really long keywords, that nobody is competing for, then this will be easy and I can make a ton of money!”

Maybe, but probably not. The catch here is that you have to target keywords that people actually search for. Like the examples above...you want people to type in a phrase and then see your website at the top. It is possible to rank extremely well for some keywords, but it doesn't do you a bit of good if nobody is actually searching for those phrases.

This is why it is important to look at search volume, meaning how many times people search for that keyword each month. Generally I like to stick with search volumes higher than 1,000. This means that people search for this keyword phrase approximately 1,000 times each month, or about 30 times each day.

So...remember, the two things you want to look for are:

1. **Low competition**- low number of results when searched in “quotes”
2. **High search volume**- 1,000 per month or more (but slightly lower is ok too)

Now you know what types of keywords to target, but how do you find these keywords?

The next lesson is all about finding profitable keywords you can use. Time to move on to...

Keyword Research (Part 2)

You know what good keywords should be now. You want long tail keywords that have a decent search volume and are not too competitive. But how do you find these keywords?

There are two ways. The first way is to buy a keyword research tool. If you are serious about internet marketing and have some extra money so spare, there are some keyword research tools that will really help speed up this step.

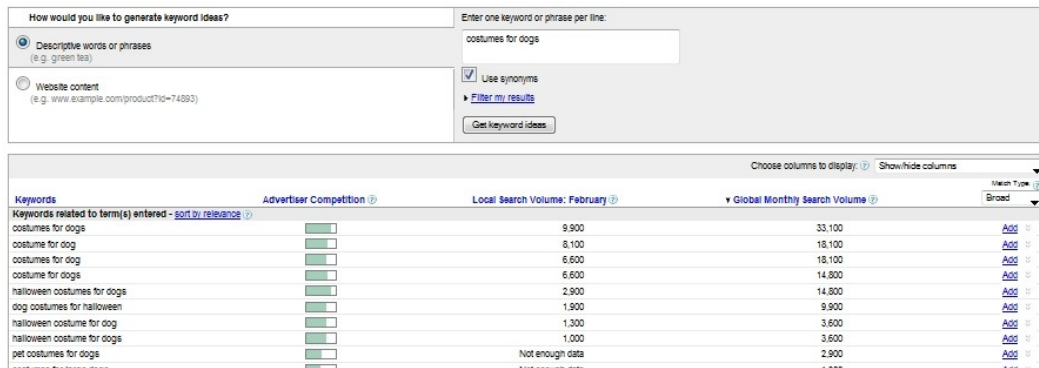
One is [Micro Niche Finder](#), which gives you the “exact” results for a list of keywords and tells you which ones will be easy to rank for. Simple, but effective. The other one is called [Market Samurai](#), which is a bit more expensive but does a lot more things too, like analyzing your competition and helps you to find content and backlinks for your website.

But this is only if you WANT to spend that extra money. You don't NEED to spend a single penny to do affiliate marketing, so here is the free way to do keyword research.

First, go to this site: [Google Adwords Keyword Tool](#). This is a free tool Google made to help affiliate marketers do keyword research for Pay Per Click (PPC) advertising. PPC is not free though, and I am focusing on free ways to make money. But can still use this free tool for keyword research for affiliate marketing.

First of all, type in a keyword at the top. You can start broad if you want and then narrow it down, or start narrow and then find similar long tail keywords.

Type in your keyword, and then type in the CAPTCHA form and click “get keyword ideas.” It will then do a search and give you 100 or more different keyword ideas. For an example, let’s stick with “costumes for dogs.”



You can see that there are four columns. The first one is the keyword name. The second is advertiser competition. This means the amount of competition for PPC ads. Since we are not using PPC, this column does not matter too much...it just means that if the bar is full then it is probably a profitable keyword.

The third column is the “local search volume,” meaning how many people searched for that keyword last month. Then is “global monthly search” which means the average number of searches for that keyword each month (based on all the previous 12 months).

I usually use the global search volume, so click on that on the top and it will order them from highest to lowest. Scroll down to results around 1,000 or so monthly searches and start jotting down those keywords. Again, you want long tail keywords, so try to stick with at least 2 or 3 word phrases.

Once you have a list of keywords with decent search volumes, you need to go back to Google and start checking for the number of competing pages. Keep the keywords that have low competition and good search volumes.

Keyword research isn’t always fun, and it can be a long process, but it is important if you want to succeed. These are the only steps you really need for proper research.

Here is a video I found that might help demonstrate the keyword research process a little better if you are a visual learner. It’s a little quiet, and he doesn’t use “quotes” to check competition, but it does show you more of the keyword tool before you go and use it yourself.

<http://www.youtube.com/watch?v=IQWbKFF5LvE>

Once you have a list of good keywords, you are almost ready to get to work. But before you can target these keywords and promote something, you need to know what to promote.]

Step 3 – Product Research

After you have picked a niche and found some good keywords, you are almost ready to start the real work. The next step is to decide what to actually promote. As an affiliate marketer, you must become an affiliate for a person or a merchant/company to get your affiliate links.

The first option is to check specific websites to see if they have affiliate programs. For example, if you want to make a website that promotes dog food, check a popular site in that niche. Go to PetSmart.com and see if they have an affiliate program you can join (in this example, they do).

The next option is to join the affiliate program for Amazon.com. They have almost any physical product you can imagine. But they do have a fairly small commission rate (4%), so focus on high priced items to make decent commissions.

Next you could join an affiliate network. These are networks that help connect affiliates with large well-known companies. This makes it easy to be an affiliate for lots of companies and promote many products without having to be in lots of different affiliate programs. Some of the most popular choices are [Commission Junction](#), [Share a Sale](#), and [LinkShare](#). Commission rates vary from about 3% to 10%.

For beginners, the best option though is to go to [ClickBank](#). This is an affiliate marketplace that has lots of individual merchants instead of big companies. These vendors often sell digital products like computer software, membership to websites, or downloadable ebooks. Clickbank has the highest commission rates anywhere. Some of their products have a 75% commission rate, so you can make money more easily.

There are thousands of products on Clickbank, and not all of them are good, so you want to choose a good product that will sell well. You want to try to promote products that will give you at least a \$15 commission, and you want to promote products that have a high gravity (popularity).

I found a short video to help you find products on Clickbank. It's not the greatest video, and the sound quality is poor, but it should still help you figure out how to find some good products.

<http://www.youtube.com/watch?v=U1tb81JMki8>

After you find a product (or two or three) to promote, you need to make your affiliate link, or hoplink as Clickbank calls them. Write your affiliate link down somewhere since you will need it later.

Ok, now you picked a niche, you picked some websites or products to promote, and you know what keywords you can use to start targeting. You are finally ready to start putting content online and start making money.

Step 4- Making a Website

Ok, you have a niche and some profitable keywords, and you know what products you are going to promote. Now it is time to get to the real work- putting content online that can actually make you money.

Time to make your own website.

Don't freak out! If you don't know anything about PHP, HTML, ftp, or other complicated mumbo-jumbo then don't worry. If you do have web design experience then great, get out there and make a cool looking site. But you don't *need* to know anything about making a website.

Instead we will be "piggy-backing" off of other well known sites that let you create individual web pages on their site.

Ever heard of Myspace or Facebook? Thought so.

There are large sites like Myspace that are very popular and rank well in search engines. Then they let regular people sign up and create their own pages (or "spaces" if you want) about anything. It is very easy to set up a single page...if you know how to email someone, then I'm sure you can figure this out.

The owner of the website doesn't really write his own content, instead they rely on people like us to make our own pages. These sites have thousands of pages that are each made by separate people (whether they use them for fun...or for making money).

People do use Myspace and Facebook for internet marketing, but there are hundreds of other sites as well, which are even better for affiliates. For our purposes though, we will discuss a site called Squidoo.

You can use Squidoo.com to make your first *landing page*. In affiliate marketing, we refer to your simple webpage as a landing page, because after doing a search or reading an article and clicking a link, they will land on your page.

Now you are ready to make a landing page. First go to Squidoo.com and create an account so you can make a webpage (or lens as Squidoo calls them).

Now you will pick ONE of your better keywords and make a page focused on that keyword. You can use some of the related keywords in your article too, but make the focus of the page be on one particular keyword phrase.

Make sure to use that keyword in the title of the site, the URL (actual website address), the tags, and the actual content on your website. Here is a short video to walk you through the process of creating your first lens:

<http://www.youtube.com/watch?v=stZ509QNaDs>

Try to do a little research first so you can write a bit of good content that will actually help people. Then casually lead into discussing your product. Then include your affiliate link and link to the product site (you did remember to write down your link, right?).

And try to use anchor text for your links. Anchor text is when a link shows up as a word or phrase, instead of just being a basic link to a website.

Would you rather click on a boring link that looks like <http://www.google.com/> or would you click on something catchy like, [Click Here To Find Lots of Cool Stuff!](#) You can see that using anchor text is more appealing, and it also gives you a chance to use your actual keywords in your links.

Depending on what site you use, making links will be different. If you use Weebly or something, it is easy to highlight a word and then add a link. But with Squidoo you will need to do a tiny bit of html. Just for quick reference, here is the code for making anchor text:

```
<a href="http://www.yourwebsite.com">your keyword</a>
```

Making links can be confusing if you are non-techy, so here is another short video about making anchor text links to use for squidoo:

<http://www.youtube.com/watch?v=-kS4wiLSOnw>

Also, Squidoo is a great site to use, but recently they added some strange rules. For example, they don't let you make a lens about health, fitness, dating, making money online, and some other popular topics. It is still a great site to use if you are writing about certain topics though. You can also get a [free guide](#) that shows you in-depth how to really use Squidoo properly to start making money.

You can check Squidoo's exact rules if you want, but here are some other choices of sites you could use to make a landing page too:

- [Blogger](#)
- [Weebly](#)
- [Vox](#)
- [Wetpaint](#)
- [Wordpress.com](#)

Now that you have a landing page, you are ready to start getting traffic (visitors to your website) and hopefully start making some money. One of the best free ways to get traffic is by writing articles.

Step 5- Article Marketing

Congratulations, you have a website that is ready to make you money. But in order to make money, you need to get traffic.

Traffic is a term meaning visitors to your website. After all, you can't make money unless someone visits your site and clicks your affiliate links. So after the research phase and the website building stage, you are ready for the next step: traffic generation.

There are many ways to get traffic and I will discuss multiple techniques later. But for now we will discuss article marketing, since that is one of the best ways for beginners to start getting free traffic to their website.

Similar to Squidoo and the other sites we discussed that let you make free webpages, there are also article directories online. These sites let people sign up and write articles and submit them for free. There are dozens, even hundreds, of directories out there, but for now we will discuss my favorite one- [Ezine Articles](#).

To begin, go to [EzineArticles.com](#) and sign up for a free account. You need to use your real address because they want to keep things legit and they also like to send you a free gift (coffee mug) after you write so many articles.

Ok, now pull out that list of long tail keywords you made earlier. Your website only focused on one keyword phrase, so we will be using the other keywords to write different articles. First, you have to pick the correct category for your article (like health, dating, etc) and maybe a sub-category too to make it more specific.

Now for the writing...make a catchy title that uses your keyword. For example, instead of something plain like "Golf Swing Tips" spice it up with something like "6 Secret Golf Swing Tips From The Experts." Use your keyword, and try to get people's attention.

Next, you have to write an abstract/summary for the search engines. This is just a very short paragraph that will show up when someone does a search and finds your article. It is only a sentence or two, but make it relevant to your article so they will actually want to read it. There will also be a box for "tags" where you can write some relevant keywords.

Now you have to write your article. It has to be between 250 – 5000 words. Generally, short simple articles are best, so stick to about 300 words or so and you should be fine. Try to use your keyword in the first sentence or two to make it relevant and so the article ranks well for your keyword. Use short paragraphs to make it flow well and look nice (bullet points are nice too).

Last is the resource box, or bio box. This is where you can write a short bio about the author (yourself)or you could use it to drive traffic to your site. You aren't allowed to put links in the main body of the article, so you have to put them in the bio box, which is the last part of your article. You can put two links in the bio box, so use them wisely and use good anchor text (use the html code the same way you did for squidoo) when you link it to the webpage you already made.

Try to have your article flow into your "call to action," which is where you try to get your readers to visit your site using your link. Make it something interesting so they will actually want to check it out. Don't just put "*for more information click here.*" Instead, make it more intriguing like, "*Don't make the mistake of not knowing what to do next — click here to find out the final step.*"

Now you just submit the article and you are done. Here is another video to show you more about how to submit an article at Ezine Articles:

<http://www.youtube.com/watch?v=Bi1knXLx8ak>

Writing articles is a lot easier than making lots of webpages, so you can write lots of articles targeting different keywords. The article directories are popular, so you should get some people to read your articles right on the site, and hopefully they will go over to your webpage and make you some money. But if done properly, these articles should also rank well in search engines and continually get you traffic.

So you have a webpage now, and articles that are linked to it, driving traffic your way. Hopefully you will get your first sale soon, and that will really pump you up. Wouldn't you like your website and articles to get even more traffic, though? Imagine what it would be like if they all ranked even better in google...

Step 6- Search Engine Optimization

Assuming that at least a week or more has passed since you made your landing page and submitted some articles, hopefully you should get your first sale or at least see your site and articles start to show up in Google. They might not be ranking too well, but they should at least show up somewhere.

But there is a way to improve how well they rank, and that is through search engine optimization.

Search Engine Optimization (SEO) is when you try to improve their positions in search engines, basically meaning that you get them to rank better and get more free traffic.

SEO is when you get your website/articles/etc to be optimized for a certain keyword so it ranks better. There are two things to consider though: on-page SEO factors and off-page factors. Here are some of the most important factors when it comes to search engine optimization:

- Domain Age
- Page Rank
- Title
- URL
- Tags
- Keyword Density
- Backlinks

First is on-page factors. If you have done everything how I showed you so far, then you have already optimized your site and articles somewhat. The most important thing is to have your keyword in the TITLE, whether it is the head of your website, or just an article title.

You also want your keyword to be in the URL of your website, so choose the URL for your squidoo lens or website carefully. For ezinearticles, your article title will be the url, so just concentrate on a good title.

Next is meta tags. Squidoo, Ezinearticles, Blogger, Wordpress, and most sites have a place for your to type in some tags or related words. Make sure to use your main keyword as well as other related keywords and phrases that will also get searched for.

The main body of the article or website is important too. You want to sprinkle your keyword in there occasionally, but you don't want to do it too much or your website will seem "spammy" to people and Google. A keyword density of 2-5% is usually best.

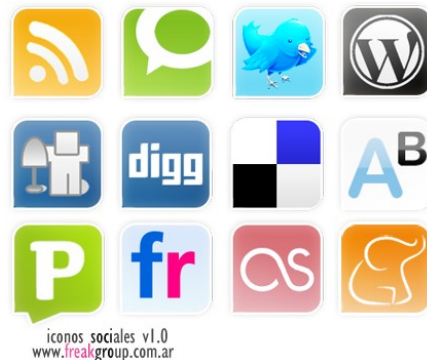
Next is domain age. The older a site is, the better it will rank generally. If you make a new website from scratch, it won't rank well at first. But if you make a new page on an old site (like Squidoo), it will help you since you can piggy back of their age and Page Rank. Page Rank (PR) is assigned to a site after time. PR can vary from 0-10.

Next is off-page SEO. This basically means backlinks. What are backlinks?

In short, they are just links on other sites that *link back* to your website. Backlinks are a very important factor. When a site has lots of backlinks, Google will think it is a popular site (or why would people link to it?) and help it to rank better. If you get backlinks from good quality sites with a high PR, they will help you even more.

You can try to make a really nice website and hope lots of other people link to your site. Or...you could give it a headstart and get some backlinks for it yourself.

Step 7- Backlinks



As we just discussed, there are lots of different factors when it comes to search engine optimization. When you are writing an article or making a website, just make sure to use your keyword in your title, url, tags, and actual body content.

This should get your site to show up in Google, even if it does not rank too well just yet...although if you pick low competition keywords, hopefully just doing the on-page SEO should be enough to get you in the top 10 results.

But you can move up higher in the search engines by getting backlinks. As a recap, backlinks are links on other sites that link to your website. A site with more backlinks is deemed more important and will usually rank better.

So how do you get backlinks? You could do things the *natural* way and just hope people link to your website because they like it. But that's probably not going to help much. Instead, you can make your own backlinks!

In fact, if you've been doing things how I taught you so far, your landing page should be optimized pretty well by now. Every time you write an article and put in a link in the resource box that goes to your landing page, it counts as a backlink. If you write several articles, those are all backlinks. You could even submit your existing articles to other article directories too and get even more links.

Articles are one way to get backlinks, but that is not the only way. A link from any page to your site counts as a backlink, so you could make another squidoo lens or blog or other webpage that links to your main page. This is also a strategy called linkwheels, which is making a small collection of pages with the single purpose of helping your main webpage.

You can also get backlinks from other people's websites. You can do a search on google and find blogs and forums that are related to your niche. You DO NOT want to spam sites though, so do it wisely. For forums, just use a subtle forum signature. For blogs, you can leave comments on blog posts...just type in your name and put your webpage in the "URL" box of the comment form. Then write a short relevant comment (don't just spam them!).

The quickest way to get backlinks though is through social bookmarking. There are dozens of social bookmarking sites (and some social networking sites like twitter) that you can get free accounts at. Then all you have to do is submit a story.

These sites work by making a list of “bookmarks” or favorite sites for people. Then people vote on these stories and measure how good they are, whether they are news/entertainment/business or whatever. All that matters to you is that you can get easy backlinks.

Just sign up for a site, then submit a new story. You have to type in the url of your page, write a short title, and put in some tags. Each site is a little different, but they are all pretty similar. Just sign up for some social bookmarking sites and start getting links. You can to <http://www.ebizmba.com/articles/social-bookmarking-websites> for a list of several top bookmarking sites.

Now is the question of quantity vs quality. Yes, it is good to get backlinks – as many as you can get. But you do want to focus on *quality* backlinks if you can. A backlink from a PR 5 site will be a lot more helpful than a backlink from a PR 1 site.

If all your backlinks are from social bookmarking sites and those individual pages have no PR, then they will help you. But if you have a few high PR backlinks, those will do wonders for your rankings. So yes, get any backlinks you can...but quality backlinks are always the best option. Now get out there and start getting some backlinks!

Step 8- Rinse and Repeat

Congratulations! These are the basic steps for success in affiliate marketing. Once you make some money, just rinse and repeat the process.

If you've been following all these lessons carefully and taking action, then you should see your first money soon if you haven't already. Internet marketing can seem daunting at first, but it really can be broken down into less than 10 simple steps.

90% of people give up on internet marketing without trying much...they expect to make money easily and when they find out it takes work they just give up. Remember that it takes effort to succeed in any business, online or offline. In the words of the famous marketer PotPieGirl, *"If you're willing to do for a year what others won't, you can do for a lifetime what others can't!"*

Research phase: pick a niche, select some related products to promote, and make a list of good keywords

Action phase: make a landing page, write articles, get backlinks to your pages

Just follow these steps and remember to take action. I guarantee that once you make your first sale that you will be pumped up! That will give you the motivation to keep working more. Your first goal should be to make one sale, then progress to one sale each day, then \$100 a day and whatever goal you want.

And don't get discouraged. You may not make a sale your first week, maybe even the first month. But just keep using these steps, and success is bound to happen eventually. If one article doesn't make you money, then write a few more articles. The more articles, the better. In the last year I have written a couple hundred articles, so don't give up if your first 5 don't make money.

Once an article does make money, then ramp it up and write more. Focus on the keywords that are actually making you money. And if you see that you have a landing page that is ranking fairly well, then ramp up the backlink building and try to get it to rank even higher. You could even make other webpages and articles for that same keyword.

After you get your first sale, you know it is possible to succeed. You've made money, so just concentrate on what worked for you and double your efforts.

I hope this short guide helped you. I would love to hear from you after you make your first sale. Just keep up the work, and good luck!

There are other ways to speed up your success too. I recommend that you start with these marketing techniques since they are all free, but AFTER you start making some money, there are some things that could help accelerate your results.

- In addition to using free webpages, you could also make your own full website or blog. It costs a little bit of money for website hosting and a domain name, but then you have your own website. It isn't that hard either.
- You could outsource some work, meaning you hire someone to write articles or get backlinks for you. There are freelance sites where you can find helpers for a decent price.

- You could buy a keyword tool to help speed up keyword research. The two best choices are [Micro Niche Finder](#) for about \$97 and [Market Samurai](#) which is about \$130.
- After you have a successful website, you could try making your own product. You could write your own ebook or make a video course and start to sell it. Then you can find affiliates to help promote your product.

You could also get more specific training in whatever area you need. If article marketing is your weak spot, then get a course on that. If making a website is your weakness, then research that. You could also expand into CPA marketing or Pay Per Click advertising.

The best place for any internet marketing training, in my opinion, is a site called [Wealthy Affiliate](#). It is a training site that has a ton of information about all the steps I've shown you, plus everything else I just mentioned.

It has video training, pdf guides, lots of tutorials, and a great forum where you can get personal help if you have any questions. It also has some tools you can use too, like a simple but effective keyword research tool and a website builder.

I've been a member of Wealthy Affiliate for almost two years now, and I recommend it for anyone who is still struggling to make their first money online, or for people who have made a little money but really want to get some big results. [Be my friend at Wealthy Affiliate University](#).

Well, that's it. Internet marketing is what you make of it...there are people who make thousands a day without doing any of these steps, but there are countless people making a living just doing these simple steps.

I hope this free short guide helps you, and I would love to hear about your success someday.

Good luck!