

# Earn More Money in Less Time with Affiliate Marketing

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Hello Moms!

As I write this, I've just finished making an omelette for my children's breakfast, and I am sitting with a hot cup of coffee at my kitchen table. This is my job. I am working. I love it!

Freedom is one of the many perks of working from home. I have the freedom to choose how I use my time. But you already know this, don't you?

Most of you reading this are way ahead of the rest of the population. Did you know that? You've already decided that you DO want to earn money online and you've taken steps to make that dream a reality. You already have a website or a blog.

Wow! Those are huge steps! Most women I know haven't gotten this far, and I think it's awesome that you've accomplished as much as you have. It's important to recognize our accomplishments along the way, don't you think? Well done!

One of the keys to online success is finding a supportive community. Luckily, you have found a great WAHM support network at [Mom Masterminds](#).

*(If you're not already a member, I highly recommend it. Support from likeminded moms is priceless, and the [Mom Masterminds](#) Forum is full of helpful resources! [Click here to learn more.](#))*

**You have taken the first steps into the world of online business.**

HOW do you take the next step?

How can you set yourself up to earn more money in less time?

Today, I'd like to share with you some of my "tips" which have helped me build a full time income in only 9 months. Now, I must warn you. These tips are not

rocket science. They are not short cuts either. I work hard and I am passionate about what I do. I am earning a very nice living online, and I would like to share the exact steps I am following to build a profitable affiliate marketing business.

If you are serious about making money online, it is essential that you get comfortable with affiliate marketing. Affiliate marketing is where you are promoting other people's products. It's great if you have your own products, but you can multiply your income with very little effort by effectively promoting other people's products along with your own.

*([Where to go to learn more](#): To learn more about affiliate marketing, specifically, how to effectively use Pay Per Click advertising, SEO, article marketing, copywriting, and more, I recommend a training forum called [AffiliIT](#). Here you will find comprehensive, no-nonsense, step by step, training methods to earn a serious income online. I am an active member in this forum and I have learned everything I know from these guys. To check out AffiliIT, [click here](#).)*

## **STEP ONE – Understand Your Market**

Understanding your market is the very first step.

Essential questions to ask yourself:

- WHO are your customers?
- WHERE are they now?
- WHAT types of websites are they visiting online?
- WHY would they visit your site?
- WHAT are the big time bloggers in your niche writing about?

It is very important that you know the answers to these questions. This sets your blog/site apart from the millions of other blogs on the net. Be yourself, be unique, and be very clear about your objectives. A general blog is "blah". A specific blog is "interesting".

In order to really KNOW your market, I believe it's great to get in there and live amongst your customers. Get involved. Make comments on their blogs. Get to know the market by becoming a part of it. I see this almost like I am buying a house in the neighbourhood where my customers live. They get to know me and I get to know them. That brings me to my next point.

## **STEP TWO – Be An Active Member of Your Target Market**

For example, let's say you have a personal website/blog related to "quilting". You're a quilter yourself, and you love blogging about quilting.

### **How can you make money from your blog?**

1. **Have an auto-responder sequence** – visitors to your site can enter their email address to subscribe to your newsletter/email updates. I recommend a service called Aweber for autoresponder emails.
2. **Write a guide/e-book/information product** related to your topic and offer it for sale on your site for a small amount (\$7-\$12 is recommended)
3. **Host ads for affiliate products** on your site – banners in the sidebar, or header. People click these ads and go to the merchant.
4. **Provide great, high quality content** on your blog for free to generate return visitors, rank highly in the search engines, and stay relevant in your market.
5. **Regularly read and comment** on high-profile blogs in your niche linking back to your blog.
6. **Set up a Twitter account and a Facebook Fan page** related to this niche and directing traffic back to your blog.

Following these steps will increase your profile in your niche. People get to know you as someone who knows what they are talking about, and they will return to your site again and again. By providing high quality information, you gain their trust and respect. This is essential for long term business success.

Be an active member of your target market. That is a HUGE part of making money from your personal blog.

## **STEP THREE – Expand Your Empire!**

Once you have your main, personal, niche blog set up as described above, you can expand your empire.

What does this mean? It means that you are going to create additional websites/blogs in your target market for affiliate marketing purposes. So instead of sending people direct to the merchant for products you recommend, you send them to your other blog related to that product.

Let me explain.

We'll use our "quilting" niche from the example above. You have a "quilting" blog and you've followed all the recommended steps above to build credibility and rapport with your target market. How can you find topics and products to promote? Here are a few easy steps:

1. **Use the Google Wonder Wheel** – If you haven't been using this tool, it is amazing and free! Click here to see [Google Wonder Wheel](#) in action for our quilting niche. When you search for something in Google, click on "show options" on the left. A sidebar will appear with the option "wonderwheel". Click that. You can use this tool to explore niche markets and see what people are searching for online in your niche. It's an awesome brainstorming tool! Here is a post by Darren Rowse of [ProBlogger.net](#) where he explains how to use the Wonder Wheel.
2. **Identify a few product based niche markets** within your niche.
3. **Find products to promote** – Check with affiliate networks to find products to promote within this market. Join a new affiliate network if you need to.
4. **Do keyword research** – I like to use Market Samurai for this
5. **Use keywords in your domain names** - Search [Domains Bot](#) for domain names using these keywords
6. **Set up blogs** focused on the products related to these keywords
7. **Use SEO** (Search Engine Optimization) to optimize your site for your main keywords.

### **How does it work?**

To use our "quilting" example, on the Google Wonder Wheel, you may discover that "quilting supplies" leads into "quilting templates". This then leads into "Machine quilting templates" and "hand quilting templates" and many other options. I've done some research and can see that Amazon.com have over 250 items related to this tiny niche market. I've also discovered that [www.quiltingtemplates.net](#) is available.

I would then build a product focused blog based around my keywords (quilting template, machine quilting template, hand quilting template, etc). Include a

page for each product category and fill this site with quality information, charts, reviews, product comparisons - all related to “quilting templates”.

Remember, this is a sales site, designed to provide very specific information and to sell quilting templates using your affiliate links.

### **How to get the most “bang for your buck”?**

Occasionally, you can write blog posts on your main blog recommending “quilting templates”. Instead of sending your traffic direct to the merchant, you can now send them to the appropriate page on your own “off shoot” blog. There they can opt in for your very specific auto-responder series, or purchase the item you have recommended.

**What do most affiliates do??** Most affiliates write a blog post and send that traffic direct to the merchant. Some even set up a Pay Per Click ad and send traffic direct from the ad. What a huge mistake! They miss out on the opportunity to follow up, to build the relationship further, and to offer even more products and services.

*(To learn more about funnelling traffic to your affiliate sites, I highly recommend [this book](#) by Rosalind Gardiner. [The Super-Affiliate Handbook](#) is by far the most useful e-book for affiliate marketers and it is updated regularly. I reference my copy almost every day.)*

Create at least two or three of these niche “off shoot” sites in every niche you participate in. You will soon find your affiliate income begins to multiply as your authority grows. Each site will be ranking for related keywords, and all the traffic funnels back to your bank balance.

### **STEP FOUR – Conquer New Worlds!**

Once you have followed steps one through three above, you can take this concept to an even higher level by finding a new niche. I’m sure you have other interests, hobbies, and ideas. Set yourself up with a personal blog in THAT market now, and build “off shoot” sites from that blog.

Repeat. Repeat. Repeat! ;)

This concept can be used in ANY niche market, it is easy to duplicate, and it is extremely effective.

Very few people are doing this today. The market is wide open! It's your choice. If you are ready to "step up" your income, give this a try.

I hope you've found this information helpful. The method described above is working for me and anyone can do it. No expertise is required - Just hard work! If you'd like to learn more about the methods I am using to earn a full time living at home, please visit me at [PpcMom](http://PpcMom.com).

***Wishing you great success in your online journey!***

*Jennifer Sheahan*

<http://ppcmom.com>

**Recommended Resources:**

[Mom Masterminds Forum](#)

[Super Affiliate Handbook](#)

[AffiliIT Internet Marketing Training](#)

[Market Samurai](#)