

# Step-By-Step Process To Promoting Affiliate Products

Today, we're going to get into exactly what affiliate marketing is, what it isn't, and what you can expect when you get started.

By the end of this tutorial, you'll know why companies pay affiliates handsomely for sending traffic to them, how to find affiliate offers that you can promote, and how to cash out by promoting other people's products.

The beauty of being an affiliate is that most of the overhead in building a business is taken care of for you – you send traffic and you get paid a portion of all the sales that happen as a result of that traffic.

It's a beautiful model, and one I know very well since it's how I got my start!

## What Is Affiliate Marketing?

When it comes to making money online, there are two different ways you can go about it. You can either:

1. Sell somebody else's products or services
2. Sell your own products and services

Affiliate marketing is best described as: **Selling Other People's Stuff.**

Being an affiliate, or selling somebody else's products, is a lot easier to get started with overall. When you promote another product or another company, they do all the hard work. They write the sales copy. They maintain their product. They do customer service and merchant processing...

And you, as an affiliate, get a check in the mail!

For you, it's pretty hands off. You promote a product online and get paid!

## How To Promote Affiliate Products

There are tons of ways to promote affiliate products, some more difficult than others. For the purposes of this tutorial, because most everyone who's reading it are [Scriptly](#) members, we're going to concentrate on one of the easiest and most profitable ways of getting started...

Email marketing.

With email marketing, all you have to do to promote an affiliate product is send an email to your list...

Some people will open your email. Other will click on your affiliate link. And some will buy the product!

When someone buys the product, you get paid your affiliate commission!

Before we get into the process, let's talk about why a company will pay an affiliate like you and me.

## **Why Do Companies Pay Affiliates?**

The simple explanation is that people and companies pay millions of dollars every day to folks like you and me to help them sell their products and services online.

These companies are smart.

They know that the Internet is a big place and it's way easier to pay you to recommend their products to your friends, family and social followings than it is to market themselves.

Plus, they know that your personal recommendation about their products means a lot than them advertising, and they'll sell more if they can incentivize you to make that recommendation!

Think of it this way.

You recommend a good restaurant to a friend. Your friend dines at that restaurant spending \$100 on himself and his family there. The restaurant, if they participated in an affiliate marketing campaign would send you a percentage, say 20%.

So that would be \$20 in your pocket.

The same thing happens online, only it's all tracked through affiliate networks! You send a friend (AKA a lead) to a company. Your lead buys. You get paid!

Here are a couple typical affiliate marketing scenarios that you'll see time and time again online:

- You recommend a TV on Amazon.com, using a special link. If somebody actually clicks that link and buys the TV you get paid.
- You can recommend an e-book for sale on Clickbank.com, and if someone buys it, you get paid.
- You recommend the audiobook service, Audible.com, to a friend on Facebook. Your friend signs up for their trial program and you make \$25.

Best yet, you don't need to worry about any of the tracking! Affiliate networks take care of all that for you, and you just collect a check!

There are lots of affiliate networks online that'll let you promote stuff for a commission, but the one that we like the best is Clickbank.

Aside from offering commissions up to 75% of the purchase price, Clickbank features some of the best digital products in the world that solve real world, every day problems!

## Getting Started On Clickbank

For those of you who don't know anything about [Clickbank](#), it's one of the world's leading digital product marketplaces. You'll find ebooks, video courses, membership sites, etc. on there. Every once in a while, you'll also see physical products there as well.

The true power of Clickbank is that it brings affiliates and product owners together. People who want to sell their ebooks list them for sale in Clickbank. Affiliates like us can help promote those ebooks. Clickbank processes the sale and make sure everyone is paid.

It's a beautiful model, and it works very well.

As an affiliate, commissions are usually 50-75% of the total product price. Each product has its own affiliate link you use in conjunction with your ClickBank account that tracks clicks and sales.

You also get bi-weekly or weekly payments, so you can absolutely treat it like a paycheck from a job! That's actually how I made the transition when I started out.

As soon as my weekly check from Clickbank passed that of my day job for 3 months, I quit :0) (Of course, I didn't want to quit too early...)

Now, if you already have a Clickbank account, awesome! If you're new to affiliate marketing and Clickbank, sign up for a Clickbank account [here](#):

# What To Promote In Clickbank

Inside Clickbank, there are tens of thousands of different products that you can promote, in almost every niche or category you can imagine...

What to promote? How do I find people who will buy these products? How do I know that this one will convert?

There are lots and lots of questions that you'll be asking yourself as you start getting into Clickbank... The most helpful advice I can share though is this:

Choose a niche that you're interested in.

The most successful marketers in the world find something that they're passionate about, and they build their entire list around that one topic.

The beautiful thing about Clickbank is you can find 10 or 12 different things you can sell to your audience without having to create any of them!

What we do in niches is we find something we enjoy, like woodworking. To find all of the products on woodworking, go to the [Clickbank marketplace](#).

## MARKETPLACE

Choose from thousands of great products to promote

Find Products:

[Advanced Search](#)  
[Search Help](#)



Advertisement

### Resources

Recently Removed

### Categories

ARTS & ENTERTAINMENT

BETTING SYSTEMS

BUSINESS / INVESTING

COMPUTERS / INTERNET

COOKING, FOOD & WINE

E-BUSINESS & E-MARKETING

EDUCATION

EMPLOYMENT & JOBS

FICTION

GAMES

GREEN PRODUCTS

HEALTH & FITNESS

HOME & GARDEN

### How to Find Products to Promote

1. Browse Categories on the left.
2. Use the Find Products box above to search by keyword.

To view the vendor's Pitch Page, click the listing title. Stats show you how much you can earn for referred sales. Click Promote to create a HopLink and start referring sales!

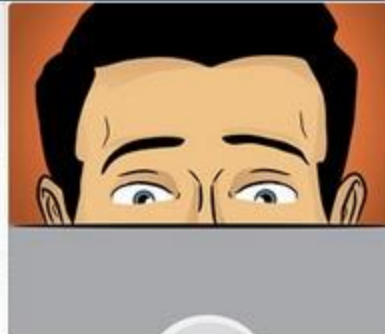
To learn more about how the Marketplace works [click here](#).



### New to Affiliate Marketing?

The ClickBank Knowledge Base will help you to get started.

- Not sure what an affiliate is or does? Learn the basics of being a ClickBank affiliate.
- Follow the easy steps in this guide to get started promoting ClickBank products.
- How does an affiliate earn commissions and get paid? This article will show you how your earnings are calculated.



Legendary Product From The Marketer That Sold in **8 Figures** Last Year

Refunds <2%  
Kills it on cold traffic!

### Sponsored Links

#### [\\$50 FREE To Affiliates!](#)

Highest gravity survey site.  
[www.GetCashForSurveys.com](http://www.GetCashForSurveys.com)  
[Avg Comm 75%: Promote Now](#)

#### [Huge Opportunity w/Surveys](#)

Seriously amazing... try it!  
[www.TakeCashForSurveys.com](http://www.TakeCashForSurveys.com)  
[Avg Comm 75%: Promote Now](#)

#### [\\$50 BONUS For FIRST Sale](#)

Top new 'Get Ex Back' Offer  
[www.HowToGetExBack.com](http://www.HowToGetExBack.com)  
[Avg Comm 75%: Promote Now](#)

#### [Blackout USA](#)

Top Converting Survival Offer  
[www.BlackoutUSA.com](http://www.BlackoutUSA.com)  
[Avg Comm 75%: Promote Now](#)

#### [Click Here To Get \\$50](#)

For all new affiliates!  
[www.RealWritingJobs.com](http://www.RealWritingJobs.com)  
[Avg Comm 75%: Promote Now](#)

On the left, you can start filtering through categories:



Advertisement

**Resources**

Recently Removed

- Categories**
- ▶ ARTS & ENTERTAINMENT
  - ▶ BETTING SYSTEMS
  - ▶ BUSINESS / INVESTING
  - ▶ COMPUTERS / INTERNET
  - ▶ COOKING, FOOD & WINE
  - ▶ E-BUSINESS & E-MARKETING
  - ▶ EDUCATION
  - ▶ EMPLOYMENT & JOBS
  - ▶ FICTION
  - ▶ GAMES
  - ▶ GREEN PRODUCTS
  - ▶ HEALTH & FITNESS
  - ▶ HOME & GARDEN

how much you can earn...  
 sales. Click Promote...  
 HopLink and start... sales!

To learn more... how the  
 Marketplace... click here.



**New to Affiliate Marketing?**

ClickBank Knowledge Base will  
 help you to get started.

- Not sure what an affiliate is or does? Learn the basics of being a ClickBank affiliate.
- Follow the easy steps in this guide to get started promoting ClickBank products.
- How does an affiliate earn commissions and get paid? This article will show you how your earnings are calculated.



**Legendary Product From The  
 Marketer That Sold in  
 8 Figures Last Year**

Refunds <2%  
 Kills it on cold traffic!



Unfortunately, woodworking products are scattered all around Clickbank, so we're going to use the search tool here...

MARKETPLACE

Choose from thousands of great products to promote

Find Products:



[Advanced Search](#)  
[Search Help](#)

**Do You Want Killer Conversions?**  
Check Out Our Brand New Launch  
[Click Here](#)

Advertisement

**Resources**  
Recently Removed

**Results** [Marketplace Help](#)  
Displaying results 1-4 out of 4 (pg. 1 of 1)  
Results per page: 10  
Sort results by: Keyword Relevance  
Woodprofits.com... Per Sale With 3 Upsells! - 11% Avg \$/sale: **\$34.32**  
New 3... Business With Bonus Plans. High Converting... Earn 75% On \$37 Plus 3 Upsells. Great For Woodworking, Diy, Green Energy Niche. Aff Tools: [Vendor Spotlight](#)  
Stats: Initial \$/sale: **\$34.32** | Avg %/sale: **75.0%** | Grav: **21.61**  
Cat: **Business / Investing : Small Biz / Entrepreneurship**

Sponsored Links  
**\$39,014.56 in 7 Da**  
Free Download.  
[www.AffiliateMillional](#)  
Avg Comm 50%: Prom  
**New Affiliates Get**  
International Traffic :  
[www.RealTranslatorJ](#)  
Avg Comm 70%: Prom  
**Hot New Survey Of**  
Our top affs earn \$2-  
[www.TakeCashForSu](#)



When you enter in your search, like 'wood,' you'll get some pretty crazy results. The default search doesn't sort very well – and it certainly doesn't tell us how well a product is selling!

So, we're going to click on 'Advanced Search.'

Find Products:

[Advanced Search](#)  
[Search Help](#)



[Marketplace Help](#)

Displaying results 1-4 out of 4 (pg. 1 of 1)

Sponsored Links  
**\$39,014.56 in 7**

From there, you'll see the advanced search screen.



## MARKETPLACE

Choose from thousands of great products to promote

**Advanced Search**

Enter Keywords:

Exclude words from search:

In this Category:

Results per page:

---

**Stats**

**Gravity**

Show items with gravity:

**Initial \$/sale**

Show items with initial \$/sale:

**Avg \$/sale**

Show items with avg \$/sale:

**Avg Rebill Total**

Show items with Avg Rebill Total:

**Avg %/sale**

Show items with avg %/sale:

**Avg %/rebill**

Show items with avg %/rebill:



There are two things that you'll want to enter:

1. The search keyword (of course!)
2. Filter for a Gravity Score of above 20



The Gravity score in Clickbank is an algorithmic number, meaning it's a score that's given to a product based on how many sales are made, how many affiliates are successfully promoting, and how many refunds the product owner is getting.

There are probably lots of other variables associated with the Gravity score but the simple explanation is the **higher the better**.

I generally filter out all the products that have a Gravity score below 20. If something is below 20, that means that it's not really a good fit for our email list – the volume of sales are too low and the sales copy hasn't been fully tested yet.

In getting back to the Woodworking example, after we filter based on Gravity, we get these products that we can promote...

# MARKETPLACE

Choose from thousands of great products to promote

Find Products:

[Advanced Search](#)  
[Search Help](#)



Advertisement

## Resources

Recently Removed

Reset Filters and Attributes

## Filters

### Gravity

### Avg \$/sale

### Initial \$/sale

### Avg Rebill Total

### Avg %/sale

### Avg %/rebill

### Date added to marketplace

## Attributes

Required Product Type(s):

## Results

## Marketplace Help

Displaying results 1-4 out of 4 (pg. 1 of 1)

Results per page:

Sort results by:

Woodprofits.com - Get \$105 Per Sale With 3 Upsells!  
- 11% Conversions!

Avg \$/sale

**\$34.32**

**PROMOTE**

[Vendor Spotlight](#)

New 3 Upsells Added! Guide To Starting A Profitable Home Woodworking Business With Bonus Plans. High Converting Design And Copy. Earn 75% On \$37 Plus 3 Upsells. Great For Woodworking, Diy, Green Energy Niche. Aff Tools:  
<http://woodprofits.com/affiliates>

Stats: Initial \$/sale: **\$34.32** | Avg %/sale: **75.0%** | Grav: **21.61**

Cat: **Business / Investing : Small Biz / Entrepreneurship**



My Shed Plans \*top Aff Makes \$965/day! ~\$103 Per Sale ~9% Conversions!

Avg \$/sale

**\$36.65**

**PROMOTE**

[Vendor Spotlight](#)

See Why Super Affiliates Are Promoting Us! Get \$103 Per Sale With 3 Upsells + 75% Commissions On All Offers. Works With Woodworking, Green Energy, Survivalist Traffic! 12,000 Shed Plans With Woodworking Course. Aff Resources At:  
<http://myshedplans.com/aff>

Stats: Initial \$/sale: **\$36.65** | Avg %/sale: **75.0%** | Grav: **69.62**

Cat: **Home & Garden : How-to & Home Improvements**



Muscle, Strength & Health Best Selling Offers

Avg \$/sale

**\$40.40**

**PROMOTE**

[Vendor Spotlight](#)

Time Tested Publisher Critical Bench Produces 6-figure Launches On A Regular Bases While Releasing New Products Each Month. Visit Massive-mega Affiliate Center At:

<http://www.criticalbench.com/partners/index.php>  
Best Affiliate Area In The Biz!

Stats: Initial \$/sale: **\$26.74** | Avg %/sale: **69.0%** |

Avg Rebill Total: **\$106.65** | Avg %/rebill: **56.0%** | Grav: **29.94**

Cat: **Health & Fitness : Strength Training**



Tedswoodworking 16,000 Plans - \$125 Per Sale ~1 In 11 Conversions! (view mobile)

Avg \$/sale

**\$61.61**

**PROMOTE**

[Vendor Spotlight](#)

New Sales Video Triples Conversion Rates! Earn Up To \$125 Per Sale With Multiple Upsells. We Have The Highest Conversions & Payouts Vs Other Offers With The Lowest Refunds. The Original Woodworking Site On Cb. Aff Tools At: <http://tedswoodworking.com/aff>

Stats: Initial \$/sale: **\$61.61** | Avg %/sale: **75.0%** | Avg Rebill Total: **\$26.75** |

Avg %/rebill: **75.0%** | Grav: **92.97**

Cat: **Home & Garden : Crafts & Hobbies**

## Sponsored Links

### [New Affiliates Get \\$100!](#)

International Traffic = \$\$\$

[www.RealTranslatorJobs.com](http://www.RealTranslatorJobs.com)

Avg Comm 70%: [Promote Now](#)

### [Hot New Survey Offer!](#)

Our top affs earn \$2+/click!

[www.TakeCashForSurveys.com](http://www.TakeCashForSurveys.com)

Avg Comm 75%: [Promote Now](#)

### [\\$39,014.56 in 7 Days. How?](#)

Free Download.

[www.AffiliateMillionaire.com](http://www.AffiliateMillionaire.com)

Avg Comm 50%: [Promote Now](#)

Now, of the 4 products that are there – one of them isn't a fit... The 3rd one isn't a good fit. It's a muscle-building offer it looks like, so we'll omit that one.

We do need some more depth though for our affiliate sequence, so we're going to search for some different products. Here's what comes up with we search for 'plans.'

MARKETPLACE

Choose from thousands of great products to promote

Find Products:

[Advanced Search](#)  
[Search Help](#)



Advertisement

Resources  
Recently Removed

Reset Filters and Attributes

Filters

**Gravity**  
10  100+

**Avg \$/sale**  
\$0  \$150+

**Initial \$/sale**  
\$0  \$100+

**Avg Rebill Total**  
\$0  \$200+

Results [Marketplace Help](#)

Displaying results 1-10 out of 145 (pg. 1 of 15)

Results per page: 10

Sort results by:  
Keyword Relevance

Myboatplans 518 Boat Plans - Earn \$70.65 Per Sale! + \$5 Bonus! Avg \$/sale **\$33.46**  
We "beat" Other Offers With Our 9.3% Conversion Rate! See Proof Inside. Highest Conversion + Massive Payouts! Get Paid \$70.65 Per Sale + Backend Sales + \$5 Extra Bonus. The #1 Collection Of 518 Boat Plans. Affiliate Resources: <http://myboatplans.com/aff>  
**PROMOTE**  
[Vendor Spotlight](#)

**Stats:** Initial \$/sale: **\$33.46** | Avg %/sale: **75.0%** | Avg Rebill Total: **\$0.00** | Avg %/rebill: **0.0%** | Grav: **16.26**  
Cat: **Home & Garden : Crafts & Hobbies**



My Shed Plans \*top Aff Makes \$965/day! ~\$103 Per Sale ~9% Conversions! Avg \$/sale **\$36.65**  
See Why Super Affiliates Are Promoting Us! Get \$103 Per Sale With 3 Upsells + 75% Commissions On All Offers. Works With Woodworking, Green Energy, Survivalist Traffic! 12,000 Shed Plans With Woodworking Course. Aff Resources At: <http://myshedplans.com/aff>  
**PROMOTE**  
[Vendor Spotlight](#)

**Stats:** Initial \$/sale: **\$36.65** | Avg %/sale: **75.0%** | Avg Rebill Total: **\$0.00** | Avg %/rebill: **0.0%** | Grav: **69.62**  
Cat: **Home & Garden : How-to & Home Improvements**



Tedswoodworking 16,000 Plans - \$125 Per Sale ~1 In 11 Conversions! (view mobile) Avg \$/sale **\$61.61**

Sponsored Links

**Hot New Survey Offer!**  
Our top affs earn \$2+/click!  
[www.TakeCashForSurveys.com](http://www.TakeCashForSurveys.com)  
[Avg Comm 75%: Promote Now](#)

**New Affiliates Get \$100!**  
International Traffic = \$\$\$  
[www.RealTranslatorJobs.com](http://www.RealTranslatorJobs.com)  
[Avg Comm 70%: Promote Now](#)  
**\$39,014.56 in 7 Days. How?**  
Free Download.  
[www.AffiliateMillionaire.com](http://www.AffiliateMillionaire.com)  
[Avg Comm 50%: Promote Now](#)

Not all of these are going to be a fit, but it's reasonable to assume that if someone is looking for woodworking projects, they might be interested in building a shed or a boat too!

Now, put together a list of 10 or 12 affiliate products that you want to promote, and get your affiliate link for each one of those products.

## Getting Your Affiliate Link

To get your affiliate link, go to any product that's in Clickbank and hit the button that says "Promote."

Tedswoodworking 16,000 Plans - \$125 Per Sale ~1 in 11 Conversions! (view mobile)  
New Sales Video Triples Conversion Rates! Earn Up To \$125 Per Sale With Multiple Upsells. We Have The Highest Conversions & Payouts Vs Other Offers With The Lowest Refunds. The Original Woodworking Site On Cb. Aff Tools At:  
[Http://tedswoodworking.com/aff](http://tedswoodworking.com/aff)

Avg \$/sale  
**\$61.61**

**PROMOTE**

[Vendor Spotlight](#)

---

Stats: Initial \$/sale: ~~\$61.54~~ | Avg %/sale: **75.0%** | Avg Rebill Total: **\$26.75** |  
Avg %/rebill: **75.0%** | Grav: **92.97**  
Cat: **Home & Garden** : **Crafts & Hobbies**

---



Then, enter in your Clickbank ID (1) and optionally, a tracking link (2) in the screen that pops up.

**Affiliate Program: Promote Products for 'tedsplans'** Close

You can earn 75.0% for each paying customer you refer to this product. For details please enter your account nickname and **tracking ID** (if you have one). English

Account Nickname:  1

Tracking ID (Optional):  2

**CREATE**

**CLOSE WINDOW**

Close

From there, you'll get your affiliate link:

**Affiliate Program: HopLink for 'tedsplans'** Close

ClickBank pays you 75.0% when you sell TEDSPANS's product. To refer a customer send them to this domain name:

`http://3e2c6zsmn96m5y7ii17dqwqcee.hop.clickbank.net/`


Copy the following HopLink HTML code and add it to your web page:

```
<a href="http://3e2c6zsmn96m5y7ii17dqwqcee.hop.clickbank.net/" target="_top">Click Here!</a>
```

**WARNING:** Due to the possibility of transcription errors, we recommend copying the HopLink from this page instead of typing it manually. To copy the HopLink, click on the text of the HopLink and either right click and select copy or hit Ctrl-C.

This HopLink has been encrypted by HopLink Shield. It represents an encrypted version of the traditional HopLink format of `http://affiliate.vendor.hop.clickbank.net`.

English ⌵



What is this? i

Small ⌵ SAVE

CLOSE WINDOW

Close

That's the link that you'll use in your email promotions, so make sure to keep it safe. Whenever, where ever you want to promote the affiliate product, you'll use that link.

**NOTE:** Inside [Scriptly](#), we take care of finding the best affiliate products for you, by niche. Plus, we make it super easy to get your affiliate links! Just fill in a short form and we'll create 45+ days worth of email copy for you to use! [Click here to get started.](#)

## What To Do With Your Affiliate Links

Now, you know which products you're going to promote, and you have your affiliate links... What's next?

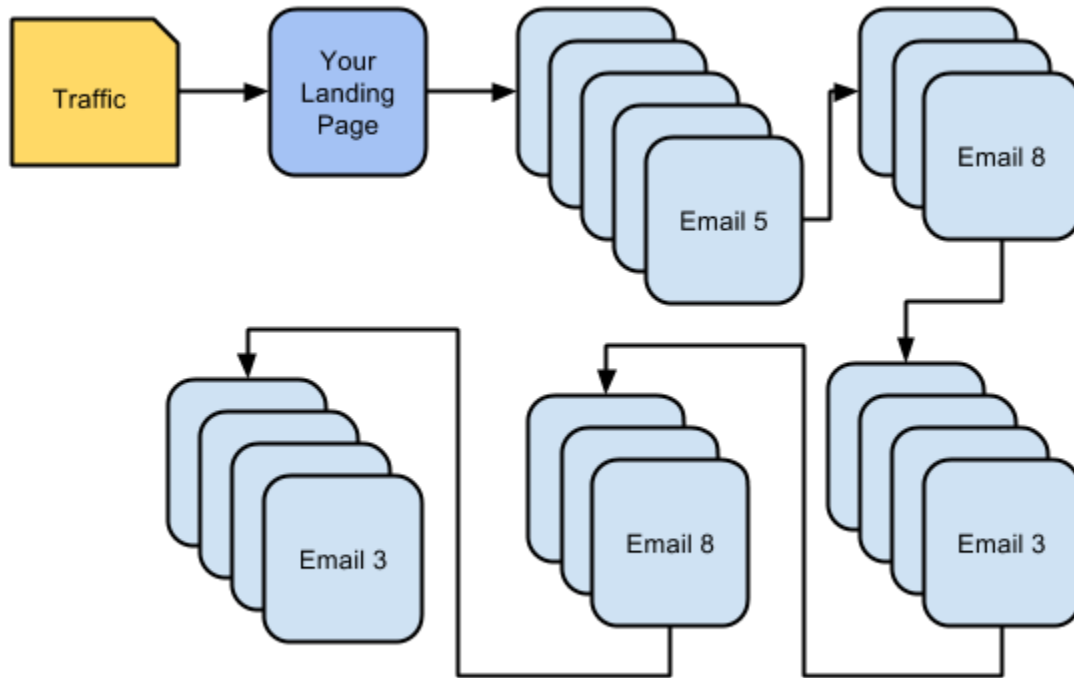
Well, the next thing that you're going to need to do is write emails promoting your affiliate products to your list!

Normally, we set these up inside that autoresponder of our email marketing platform. That way when someone opts-in, they go through a promotional sequence that's already all set up from beginning to end.

Typically, we'll set up somewhere between 10 to 12 products, with anywhere between 3 and 5 emails promoting each product. That gives almost 2 full months of marketing, all done for you.



Scriptly handles all of the emails for you, and follows this process for promoting products:



Once someone opts-in to our list, they go from product promotion to product promotion, following a systematic process. You can add bonding emails in the middle, by sending links to Youtube videos or blog posts.

At the end of the day though, we want someone to opt-in and buy some of the affiliate products, so we can get paid!