

AFFILIATE MARKETING SIMPLIFIED

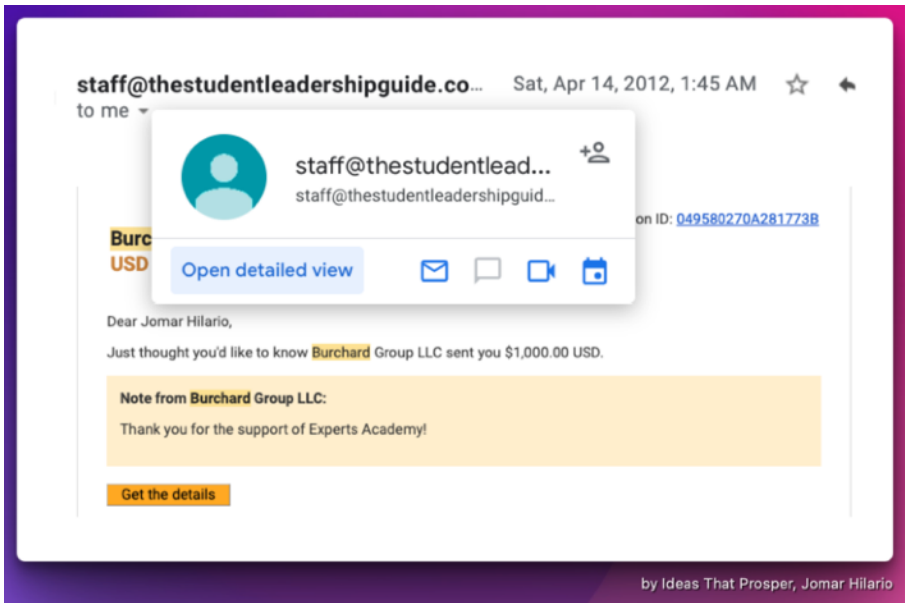
SECOND INCOMES

Read Me!



JOMAR HILARIO

Is it possible to earn \$1000 from Affiliate Marketing?
Here's proof. From the Philippines. By a Filipino.
Read carefully. There's a lot more where this came from.



HOW AFFILIATE MARKETING CAN CHANGE YOUR LIFE

1. You've been driving for 11 years. Once, a warning light shone on your dashboard. You read your car book. It said, "Service the car ASAP." So, you went straight to the shop. They said "P 12,000" to replace the "gizmo." Yes, you're very car techie that way. You shopped around for an hour. P12,000 was the cheapest and fastest.

You said, "Okay." Then you forgot about the surprise expense. With affiliate marketing, you can add more to your emergency funds.

2. It's raining again. Visibility is zero. But you're looking out of your home's window. You don't need visibility. You've been staying at home for more than 10 years.

Your kids have never experienced being stuck in a flood. (They're homeschooled).

Other parents told you last week that they had to pick up the kids at 9 p.m. Why? Flooding. With affiliate marketing, you don't need to leave your home when there's a river out there.

3. Ever wonder what will happen to your family if "something bad" happens to your job? Like you get retrenched?

Years ago that's what happened to you. You got "let go" by a massive US firm. On your last day, you went shopping for Guess? Jeans. Why? You have never owned anything branded before. You didn't have to worry about "where will I get money to feed my family?" “



With affiliate marketing, you can augment any earnings you make because they come from different companies around the world." Affiliate marketing can give you multiple streams of income.

4. Ever wonder what will happen to your family if "something bad" happens to your ability to work? I mean, it's impossible now for you to earn. like death, for example. With affiliate marketing, you've been able to set things up so that some companies are paying you monthly without you doing anything extra that month or in the future. This is called recurring income. It's possible even if you're not buying a rental home. And it's all done online. It's even possible to pass this on to your spouse or children. This "passing on" can be done right now, even when everybody's still alive. It can also be done after.

Congratulations on getting this book! It's going to be WORTH IT to CHANGE YOUR LIFE for the BEST.

Now live a marvelous life!

Jomar Hilario



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HOW IT ALL BEGAN

I picked up the large stack of tickets for the rock and roll concert that we were promoting.

It's Jars of Clay, a Christian rock band from the US.

It was 2005 at the Coffee Bean and Tea Leaf, outside of Araneta Coliseum in Manila, the Philippines.

I knew Araneta would be near-empty.

It's a 15,000-seat venue, and we only sold around five thousand tickets.

I was still an employee then.

35 days before this moment, I didn't have any experience with promoting something this big online.

I didn't know how to promote a concert.

I didn't know how to promote a concert online.

35 days before this moment, I couldn't have predicted this would be the first time I would see failure and success in business.



Inside, front-act Barbie's Cradle is rocking the audience.

There were a lot of empty seats. It was sad for me. I was part of the promotion team.

But for those who were there, it was a dream come true.

It's the first time a foreign and popular Christian rock artist has come to the Philippines.

The band was giving the fans what they wanted, and that's what eventually matters.

But how did I get here? I was just a bank employee for more than 10 years when this happened.

I was doing computer programming for credit cards.

It was "I.T." but there was no internet yet in 1990.

Since my college days, all I have ever listened to was Christian rock music.

I was bullied for 3 years in high school. So, I was always thinking about revenge, hatred, and my own stupidity in life in general.



I knew I was messed up.

One day, a member of my Catholic group, "Beloved Children of God Community," introduced me to the Bible being sung using popular rock music.

I was hooked.

I knew I needed to fix myself, and this kind of music will be the new soundtrack of my life.

Later, I climbed the corporate ladder for 10 years.

Then I was invited to a multi-level marketing company.

In that organization, they were obsessed with Robert Kiyosaki's Rich Dad, Poor Dad.

So, I read that book and kept reading all his other books.

Five years later, in front of GMA7's Quezon City headquarters, I stopped on the street and called someone I thought might be working inside to give me a tour (let's call her "Am Quiambao").

In reply, she asked, "What are you doing?"

I said, "Reading Rich Dad, Poor Dad."



I was re-reading the book at that time.

"Good thing! Sama ka, we're playing Cashflow!" she said.

She was on her way to a Cashflow 101 game (the 15,000 games were being sold in the Rich Dad books that same afternoon).

So, we arranged to meet and play Cashflow 101.

The day ended with me being invited to her "addicted to cashflow game" group in Makati.

Preacher Bo Sanchez was also a member of that group.

Around January 30, 2005, Bo brought his publishing team with him to let them play Cashflow.

Naturally, they brought copies of their magazines.

On the back of Fish Magazine was this poster: "Jars of Clay Live in Manila, March 3, 2005."

Jars of Clay just "happened" to be the biggest Christian rock group in the early 1990s.

Of course, I knew this.



Naturally, I said, "I want to be involved in this."

I asked Bo's team, "How can I help?"

"Sell tickets!" they said. And so, I did.

But I did more than that.

Since I was only an IT employee, I couldn't make a dent in their ticket sales.

Their goal was 10,000 people, and the deadline was 30 days from that first conversation.

So, I called up Eloise Rivera, a high school friend in the US, and asked her:

"Eloise, how did you sell tickets to your organization's concerts in UP Diliman?"

And she told me to "go to the school organizations; make them ticket sellers."

So, I went online and found Yahoo groups and Facebook accounts of people who loved Jars of Clay in Manila.

I asked to meet them one-on-one—to make them into ticket sellers.



Every night, I would go to the MRT and LRT and give away Jars of Clay posters. I would also give one ticket to each "Jars Fan" stranger I would meet. They were to use this ticket to prove that they were official ticket sellers.

I was to earn 7% from each ticket, so I told them they'd earn 4%, and I'd keep the 3% from the 7%.

We shared the commission.

At 9 p.m., every day for 30 days, I would go to those ticket sellers multiple times, in different schools and MRT stations.

Then, I would go down to Guadalupe MRT and go to an Internet cafe.

There, I would promote the concert online.

I was joined online by ten other fans I hired for P50/hour until 2 a.m.

These other fans were in Laguna, Muntinlupa, and Pasig. They were 50+ kilometers away.

Some of them I just met once.

Some of them I have never met.



We just shared the same passion to promote God through this concert.

That was my internal motivation.

Four of these "volunteer promoters" were my brothers and sisters in Laguna.

I created the message for them to post in Yahoogroups, forums, Friendster, and Multiply.com—all reaching out to fans all around the Philippines—to watch the concert with us.

Each message we sent came with a long list of cellphone numbers they could contact to buy tickets directly from my trusted ticket sellers.

Personally, I also knew I had to sell tickets myself so that I could earn that 7%.

Now, I knew that I needed to give them a reason to buy from me. I didn't want them to just waltz into the Araneta Ticket Booth and buy tickets on the day of the concert.

I wanted them to buy right now and not later.

I wanted them to buy from me so I could get a 7% commission.



So, I burned a CD that I knew devoted fans would love.

The CD contained live recorded songs (called bootlegs) from Jars of Clay.

Funny, I got these mp3 audio files from the official Jars of Clay website.

They were being officially given away by the band.

I gave a CD to each person who purchased from me directly.

Every expense I made up to this point was from my own pocket. Internet cafe, MRT fare, CD, payments to the online promoters

This was my baptism of fire.

When the concert ended with much joy from everyone present, I got the news:

The concert cost about 2 million pesos.

But... I earned P20,000 in one month of little sleep and lots of excitement.



It was my first brush with massive selling, massive online promotion, and non-stop marketing online.

This was also the start of the virtual assistant craze that I detailed in my first book, "Virtual Careers."

This was also my very first affiliate marketing gig.



HOW TO USE THIS BOOK

The goal of this book is to bring clarity to those who want to start in affiliate marketing. In the following pages, there's an overview of the steps in order, a definition of terms in an easy-to-understand way, examples, and the **best practices that only an experienced affiliate marketer would be able to tell you. If it's bold, it's important.**

Read this book in its entirety. Then pause. Then read it again. There are links in here; go open the links and gain access to the resources I created for this book.

Follow this book, and you too can get started building at least two financial assets that will work for you, day in and day out.



EXPECTATIONS OF YOU

Affiliate marketing, as described in this book, is not the "100% free" kind. It's pretty difficult to do that consistently.

Years after my "concert-promoting days," I invested in an email marketing system at \$29/month.

The steps here will require you to invest in tools and time.

I'm not expecting you to be a YouTuber in this book. A lot of YouTubers earn affiliate income on the side.

That's not the process or strategy in this book.

So rest easy if you think you have to make "Hi Guys In this Video...." Videos every week. You don't have to.

Do not expect a detailed step-by-step guide from a book. This is not a video. If I were to give you something with that level of detail, this book would be 100,000 pages. That's why I have a course.



Do not expect "real-world commission reveals" in this book.

YouTubers regularly claim that you can earn \$22,334.56 a month from this or that affiliate hack.

They may even show off a screenshot.

Look closer.

It's not theirs. It's not real (they're approximates from a YouTube analysis website).

Many of them show off the “cash” “proof” just there to excite you.

Do not expect people to casually show you the contents of their bank accounts or PayPal accounts in this book.

This is a best practices book.

This book contains golden lessons for you to follow to gain even more than what those YouTubers are promising.



#AFFILIATE MARKETING

Affiliate Marketing is a multibillion-dollar global industry that will grow to \$27.78 billion by 2027.

- ✱ It accounts for 16% of global ecommerce sales, more than email and social media combined.
- ✱ Over 80% of brands and 31% of publishers use it .
- ✱ Nearly 65% of marketers blog to generate traffic, and 94% of publishers use multiple networks.
- ✱ It generates 15% to 30% of all sales for advertisers, and is the best channel for 20% of marketers.
- ✱ The average commission rate is 10.1%, and the average order value is \$106.
- ✱ The most popular categories are fashion, sports, health, beauty, travel, and education.
- ✱ The online searches for it have been rising since 2016, showing a growing interest and demand.



- ✳ It has a high ROI, with an average of \$12.81 earned per dollar spent.
- ✳ It was resilient during the pandemic, with 56% of programs **increasing** revenue during the lockdown.

(Sources: Just google each item above, specially the numbers and you'll see where they come from. These are lifted directly online.)

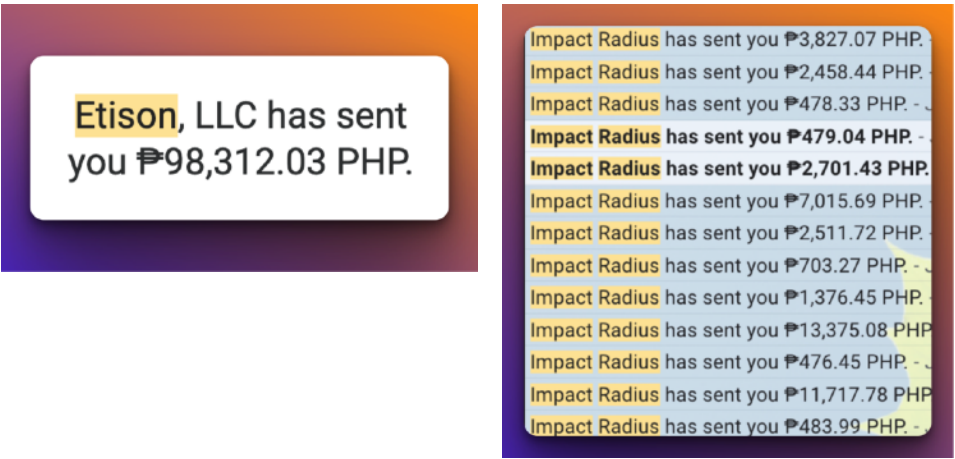
“The easiest way to find affiliate programs to promote is to check out the websites of companies in your industry and see if they have an affiliate program.”

– Neil Patel, co-founder of Crazy Egg and KISSmetrics



WHY DO THIS?

Imagine all this is yours:

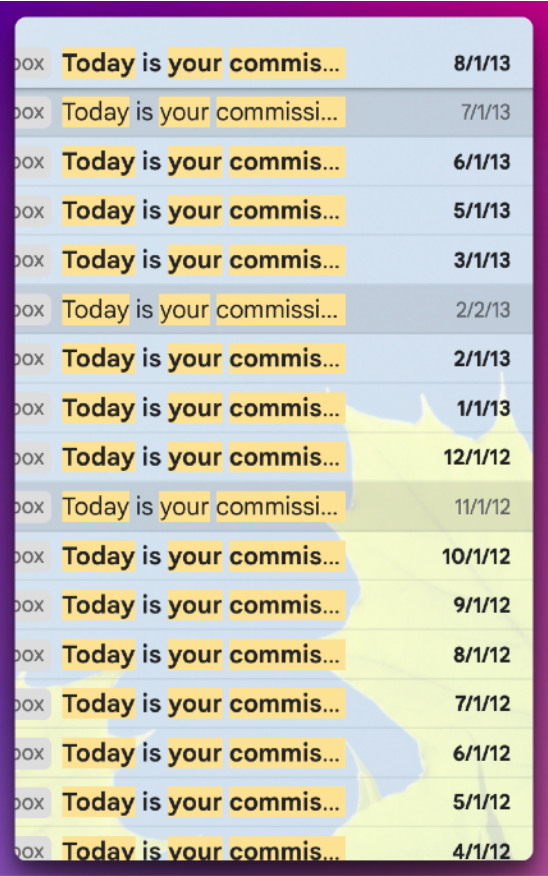


Below was my first affiliate income. Big things come from small beginnings. Always.

Payment Details	
Amount:	\$52.90 USD
Transaction ID:	4ED633414X359492R
Subject:	Affiliate Commissions
Custom Note:	Jose Mario R Hilario

RECURRING INCOME

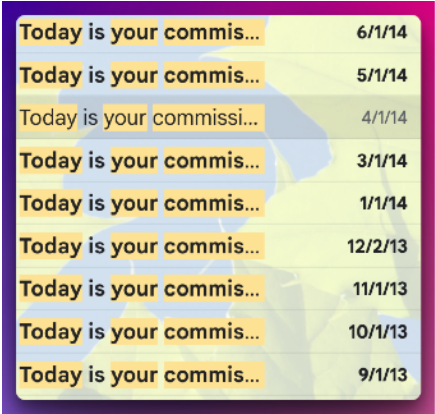
Act now, receive income monthly - without any extra work for years to come. This real screensshot starts in 2012:

A screenshot of a recurring income schedule. The table lists dates from 4/1/12 to 8/1/13. Each row shows a date and a recurring payment of 'Today is your commis...'. The background of the screenshot is a map of the Philippines.

box	Today is your commis...	8/1/13
box	Today is your commissi...	7/1/13
box	Today is your commis...	6/1/13
box	Today is your commis...	5/1/13
box	Today is your commis...	3/1/13
box	Today is your commissi...	2/2/13
box	Today is your commis...	2/1/13
box	Today is your commis...	1/1/13
box	Today is your commis...	12/1/12
box	Today is your commissi...	11/1/12
box	Today is your commis...	10/1/12
box	Today is your commis...	9/1/12
box	Today is your commis...	8/1/12
box	Today is your commis...	7/1/12
box	Today is your commis...	6/1/12
box	Today is your commis...	5/1/12
box	Today is your commis...	4/1/12



Then 2014...

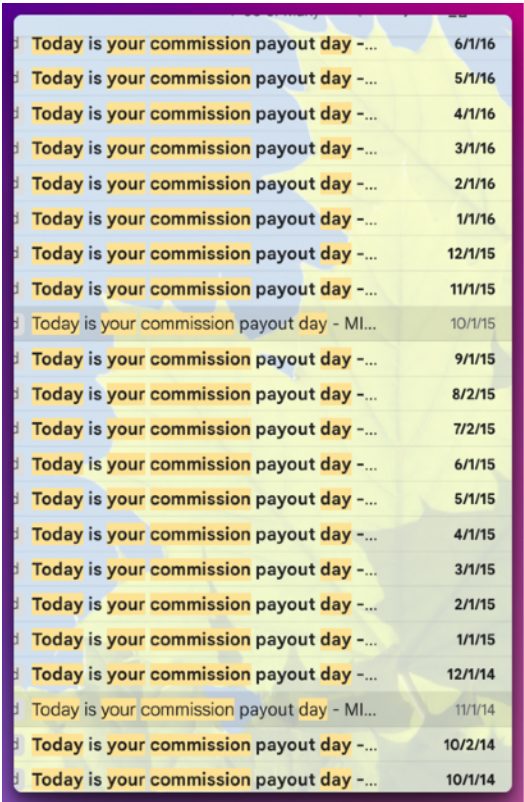


A screenshot of an email inbox from 2014. The emails are reminders for commission payout days. The text 'Today is your commis...' is truncated. The dates range from 6/1/14 down to 9/1/13.

Today is your commis...	6/1/14
Today is your commis...	5/1/14
Today is your commissi...	4/1/14
Today is your commis...	3/1/14
Today is your commis...	1/1/14
Today is your commis...	12/2/13
Today is your commis...	11/1/13
Today is your commis...	10/1/13
Today is your commis...	9/1/13

Then until 2016...
Look carefully.

This is a real
screenshot of
someone’s inbox.

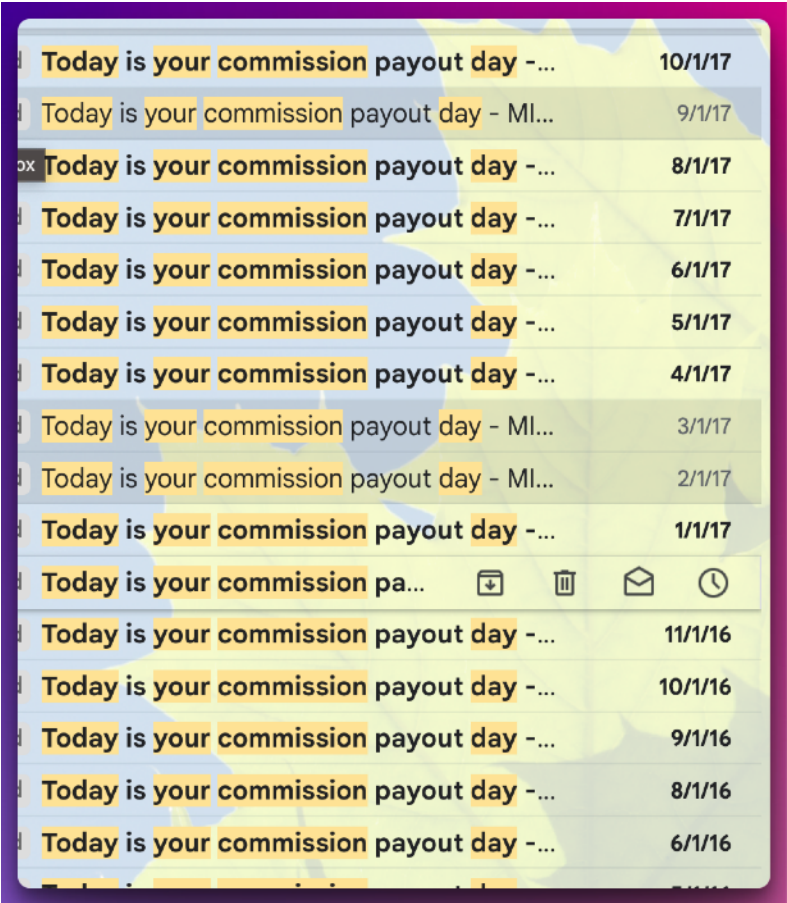


A screenshot of an email inbox showing commission payout reminders from 2015 and 2016. The text 'Today is your commission payout day -...' is truncated. The dates range from 6/1/16 down to 10/1/14.

Today is your commission payout day -...	6/1/16
Today is your commission payout day -...	5/1/16
Today is your commission payout day -...	4/1/16
Today is your commission payout day -...	3/1/16
Today is your commission payout day -...	2/1/16
Today is your commission payout day -...	1/1/16
Today is your commission payout day -...	12/1/15
Today is your commission payout day -...	11/1/15
Today is your commission payout day - MI...	10/1/15
Today is your commission payout day -...	9/1/15
Today is your commission payout day -...	8/2/15
Today is your commission payout day -...	7/2/15
Today is your commission payout day -...	6/1/15
Today is your commission payout day -...	5/1/15
Today is your commission payout day -...	4/1/15
Today is your commission payout day -...	3/1/15
Today is your commission payout day -...	2/1/15
Today is your commission payout day -...	1/1/15
Today is your commission payout day -...	12/1/14
Today is your commission payout day - MI...	11/1/14
Today is your commission payout day -...	10/2/14
Today is your commission payout day -...	10/1/14



Then 2017..



A screenshot of a digital calendar interface with a purple border. The calendar shows a repeating event titled "Today is your commission payout day - ..." in yellow text on a light blue background. The event is scheduled for the first day of each month from June 2016 to October 2017. The dates are listed in a two-column format. The first column shows dates from 10/1/17 down to 6/1/16, and the second column shows dates from 11/1/16 down to 6/1/16. The event title is repeated for each date. The calendar interface includes a small icon of a person in the top left corner and a row of icons (a plus sign, a trash can, an envelope, and a clock) below the event title in the first column.

Date	Event Title
10/1/17	Today is your commission payout day - ...
9/1/17	Today is your commission payout day - ML...
8/1/17	Today is your commission payout day - ...
7/1/17	Today is your commission payout day - ...
6/1/17	Today is your commission payout day - ...
5/1/17	Today is your commission payout day - ...
4/1/17	Today is your commission payout day - ...
3/1/17	Today is your commission payout day - ML...
2/1/17	Today is your commission payout day - ML...
1/1/17	Today is your commission payout day - ...
11/1/16	Today is your commission payout day - ...
10/1/16	Today is your commission payout day - ...
9/1/16	Today is your commission payout day - ...
8/1/16	Today is your commission payout day - ...
6/1/16	Today is your commission payout day - ...

This is just an example. This has been happening for a long time already. You ready to get this too? This is just one affilaite program from 2014.



IF YOU HAD THESE

Write down how your life would be different if you can earn an a big extra P 100,000 plus an extra P 40,000 / month AT LEAST. How will you change your life? Write in the blank below.





AFFILIATE MARKETING IS...

If my story didn't help you understand what it is, then these 3 normal situations will help you. It's...

...like recommending a movie to your friends and getting paid by the theater if they buy tickets using this special yellow ticket you give to them.

This yellow ticket was given by the theater owner to you. You don't work for the theater, but you help them get more customers and earn a commission for doing so.

...like selling cookies for a bakery. You don't bake the cookies yourself, but you promote them on your website or social media and get a percentage of the sales when someone clicks on your link and orders from the bakery.

Of course, the bakery must have an online store with the ability to track who referred its buyers.

...like being a travel agent. You don't own the hotels or airlines, but you find the best deals for your clients and get a cut of the revenue when they book through your website or phone number.



HOW DOES AFFILIATE MARKETING WORK? (LITERAL)

1. You apply to be an affiliate after doing research.
This means if you sell their products/services, you get a commission.
2. The merchant (product/service owner) gives you a unique AFFILIATE LINK (DEEP LINK) that tracks your clicks and sales. All sales that happen because of this affiliate link is credited to you. So buyers need to click on that link to buy.
3. So you put this affiliate link online in many places where potential buyers are.
4. Prospects buy from your affiliate link, you get the commissions after a short delay (30 days+)
5. Repeat #3.



HOW DOES AFFILIATE MARKETING WORK? (MINDSET)

1. You research the best-paying online solution (product or service) that you're keen on promoting.
2. You apply to become its affiliate to help solve the problem that the product is designed to solve.
3. You find or attract people who have this problem. You want those who are in so much pain that they want the solution now.
4. You talk to them using non-one-on-one means—video, essays, forum posts. You tell them about the solution. You don't sell them. You talk to them.
5. You give them your affiliate link so they can solve their problem using that product. Again, this is not via messenger or phone calls.
6. You get paid repeatedly.
7. Repeat #3.



AFFILIATE MARKETING GOLD

Here's an example of a real affiliate product.

1. You like gold. If you can afford it, you buy it as an investment or as jewelry.
2. You look online for gold-related products or services that have affiliate programs. You apply to some of them.
3. You notice that the best gold products sell gold as a "hedge for recession." You have a faint idea what that means. But they said, "That's the reason why people buy gold." So you Google it and study more.
4. You create content around the most common questions people ask about gold being a "hedge for recession." In all your content, you give the readers or viewers a link to buy. That link is your affiliate link.
5. You keep making content until someone buys from your link. You repeat this step.



AFFILIATE MARKETING CONDO

Here's an example of a real affiliate product but in the physical world : beach condos. The concept is the same.

1. You like condos. You live in one. So you apply to be a real estate broker, finishing the course and taking the exam.
2. You decide to sell high-end condos near beaches because of the high commissions.
3. You notice that the best condo brokers (those on page one of Google) use "summer home," "long-term investment," and "retirement home" to sell their beach condos. So you Google it and study more.
4. You create content around the most common questions people ask about condos being a "summer home," "long-term investment," and "retirement home."



5. In all your content, you give the readers or viewers a short form to fill out. This contains your broker number.
6. You use automation to enter them into an email marketing app that sends follow-up emails to them.
7. You only bring them to the place once they've filled out many forms from you and read many of your messages.
8. You make a sale this way.
9. You keep making content about beach condos using the keywords you researched in #3.

I've included this example to give you a real-world taste of affiliate marketing. Real estate brokers who read this should consider this page a bonus.

That's because I don't see anyone doing it this way.

A high-end condo is a hard thing to sell. In online affiliate marketing, we do not focus on selling a product that sells for one million in our currency. Instead, we go for amounts way less than that.

Anything selling for \$10/month up to \$2000 at once is fair game in Affiliate Marketing.



YOUR TURN.

In your own words, what is affiliate marketing? How do you feel about it?



FILL IN THE BLANKS

Let's follow the flow of "How To Start In Affiliate Marketing " Below, write down everything that interests you — that requires a purchase.

What do you love to buy? What is it that is unique to you - that maybe only a few buy -like you?



FIRST TRY. Pick **one** from the previous page and follow the pattern in the previous section. Now fill up the blanks below.

1. You like _____. If you can afford, you buy it, as _____.

2. You look online for _____-related products or services who have affiliate programs. You apply in some of them.

3. You notice that the best _____ products sell _____ as a “_____”. You have a faint idea what that means. But they said -that’s the reason why people buy from _____. So you google it and study more.

4. You create content around the most common questions people ask about _____ being a “_____”. In all your content, you give the readers/viewers a link to buy. That link is your affiliate link.

5. You keep making content until someone buys from your link. You repeat this step.



SECOND TRY. Write another thing that you really like. An old hobby. A strange interest. A popular but niche favorite? Something that can be purchased.

1. You like _____. If you can afford, you buy it, as _____.
2. You look online for _____-related products or services who have affiliate programs. You apply in some of them.
3. You notice that the best _____ products sell _____ as a “_____”. You have a faint idea what that means. But they said -that’s the reason why people buy from _____. So you google it and study more.
4. You create content around the most common questions people ask about _____ being a “_____”. In all your content, you give the readers/viewers a link to buy. That link is your affiliate link.
5. You keep making content until someone buys from your link. You repeat this step.

TO DO: Take a photo of your work and mail it to me at jomar.hilario@gmail.com and we’ll see what you can do from there.



YOUR ANALYSIS

Did you find it hard to do this fill in the blanks?

If not, then that's great!

Most people think they get the point of the exercise.

Until I see them writing things like "I like eating," "I like food," or "I like sleeping."

The thing that you like must be purchased.

Anyway, after a decade of teaching people how to do online marketing, this is my discovery:

"Niche Finding" or "Looking for Your Topic" is one of the hardest first steps in affiliate marketing.

That's why I completely bypass this step when teaching affiliate marketing.

I do not reveal what I specifically do in public.

Instead, that secret is inside my Pasig Inc. course.

However, I can tell you this:

In my Pasig Inc. course, I'll give you your topic or niche because you are primarily interested in making money anyway.

We are all privileged to keep our secrets.



This one is mine.

After five years, I'm sure people will talk about my secret as if it's "obvious."

But for now, the two ways to unlock my secret are:

1. Join Pasig Inc Affiliate Marketing Course
2. Pay attention to my online videos, because I mention the secret there

So, yes, my secret isn't even closely guarded.

It's just so casually said that only those who are ready will hear it.

The rest, who are not ready, will ignore it.

Which one are you? Let me know by telling me in jomar.hilario@gmail.com.



YOU’E PROBABLY SAYING...

In the Gold story, you’re probably thinking....

1. Gold? I don’t know what I like. I like money! Is that enough?
2. I did try to apply to those Affiliate Programs, but they were asking for my Paypal Business Account and a Website. I don’t have those. Are those free? How do I know if the affiliate deal is good or bad?
3. So you have to spend time researching? Hmm. How much time is that? Answer: **As long as you understand why people buy that product. And you understand what makes them buy ASAP.**
4. I don’t know how to write well, use perfect grammar, how to make videos, how to make blogs. How am I going to “Create Content” with all my limitations?
5. How long do I have to wait before someone buys? Is it months, years?

This book will answer all these and more!



TWENTY PER CENT COMMISSIONS?

Jomar, I'd like to see an actual product that gives 20% commissions. Here they are:

<http://jhilario.com/affiliates>

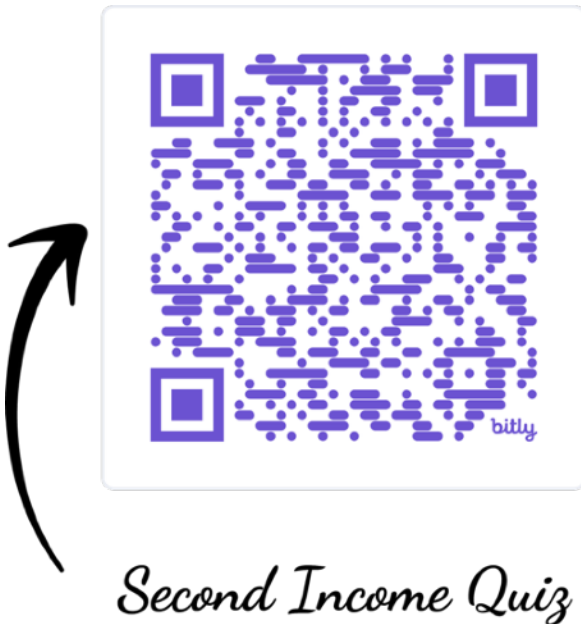
What's inside:

- ★ A visual step by step how to sign up to a real affiliate program that gives 20% commission.
- ★ A visual step by step how to convert your free PayPal.com account into a business account.
- ★ The normal rules you need to follow to do all that above. When I say "normal" -these are rules that all affiliate programs follow.



YOU'RE NOW READY TO TAKE THE FIRST EXAM:

Click Here. <https://jhilario.com/amquizzes>



YOUR FIRST FOUR STEPS SIMPLIFIED

Based on the top names in Affiliate Marketing, here are the first four things you need to do to get started in Affiliate Marketing.

1. Obtain knowledge first- For example read this book many times. Why? If you start with the next step, you'll be trapped. Most people get stuck with this next step ("niche finder").

Trust me on this. I've had students stuck for two years on "deciding on the niche."

Why? They wanted the "perfect niche". They should have decided on the "first niche". Nobody wants perfect. Perfect doesn't exist this side of heaven.

2. Choose a first niche - Pick a specific niche or topic that you are genuinely interested in and passionate about. This will make creating content and promoting products much easier. If you have no niche interested in, then this may not be for you. "Just money" is not a niche, you see.



This is one of the most difficult steps. If you're passionless or have too much passion - you wind up not deciding. You just have to decide what niche you're going to learn first.

The key is "first". Do action on the "first," and you will be able to do a "second".

Don't go with this step for now. Finish the book first. In my online Affiliate Marketing course, you **skip** this step. Why? Read the rest of book to find out.

3. Build your website - Create a website focused on your niche. Having your own site establishes your brand's authority. It gives you a platform to provide value to your audience.

Value = “answers to their common quesitons”.

Building a website is tough.

Setting it up for Affiliate Marketing success is tougher. That's why in my Affiliate Marketing course, I do this step for you.

Why? Because this step is the 2nd hardest part.

There are too many parts where you can make mistakes. I don't.



4. Create content - Start blogging, making faceless (Noface) YouTube videos, or podcasting.

Valuable free content builds trust and gets people to your site. Helpful content is the foundation of affiliate marketing.

This may look scary.

However, with AI and automated tools, it's easier now. You don't even have to show who you are if you don't want to.

You can do this spending minutes instead of hours or days. Thank you technology!

You just saw a simplified four-step process for starting affiliate marketing. You're looking for the detailed steps, correct?

They're found in the rest of the book. However, more important than the steps are your strategy and approach. That's the main point of this book. Steps are found on YouTube. Strategy is found in your decisions.



POPULAR MISTAKES NEWBIES COMMIT

You've seen the first 4 steps. They are the "must do". Below are the "do nots" of this industry. If you've done affiliate marketing in the past, you probably did one of these, I did. Can you guess which one did I commit?

1. Promoting too many products at once, instead of focusing on a few high-quality ones.
2. Choosing the wrong products to promote, either because they are not relevant to the niche, not profitable, or not trustworthy.
3. Ignoring SEO on their websites, and not optimizing their content for keywords, backlinks, and user experience.
4. Working in an uninteresting niche or choosing the wrong niche, either because they are not passionate about it, not knowledgeable about it, or not profitable enough.
5. Consistently choosing quantity over quality, and publishing low-quality content that does not provide value, help, or solve problems for the audience.



6. Getting poor commission for each sale, and not negotiating better deals with the merchants or choosing products with higher payouts.
7. Not collecting leads or building an email list, and missing out on the opportunity to follow up with potential customers and convert them into buyers.
8. Thinking affiliate marketing is get rich quick, and not treating it as a serious business that requires hard work, time, and patience.
9. Prioritizing selling over helping, and not building trust, credibility, and rapport with the audience.
10. Copying what others are doing, and not being original, creative, or innovative in their marketing strategies.
11. You'd want to avoid these mistakes, right? Keep reading. There will be a quiz. In fact, there will be many quizzes. They're found in the Private Community for this book. **<https://jhilario.com/ambp>**.



EXAMPLE MISTAKES NEWBIES COMMIT

1. They join hard to use affiliate programs like “L”. Why? It’s impossibly hard to use their deeplink page. In Amazon, you’d only press one button to make a deeplink. In “L” Affiliates, it’s a maze.
2. They promote cosmetics because the commissions are “high” like 7%. That’s not high.
3. They promote only “one time purchase” items - so they only earn once per customer. Like when they promote a microphone for podcasters. You normally do not buy again after one purchase.
4. They sell and not market. Every thing they do is towards a sell in the next hour or day. They don’t make marketing assets like Facebook Groups that they own.



IDEAL FIRST STEP

In college, we have this big rectangular field of grass. On one corner are two dormitories. On the far corner—the diagonal—is the road where the class rooms are.

Yes, there are roads inside my college. It's a big school.

What do you think happened to the grass in that field?

Yes, there's a permanent path of bare soil created by tens of thousands of shoes.

They lead to the two dorms from the road.

Shortcuts.

People love them. So do I.

Here's the ultimate shortcut move: Some people will take this path. Maybe you? We shall see.

I took this shortcut when I started.

Why? I didn't really want to start by making tons of mistakes when I began.

I first booked a P20,000 flight to Singapore (US\$400) to attend a P60,000 event for Rich Dad, Poor Dad. (Paying credit card)



Then I went back to Singapore to attend the "World Internet Summit."

In there, I invested P60,000 for my first online course. I learned a lot from that.

The best lesson I got was validation that I was doing the right thing in the first place.

It was also my first introduction to Wordpress (a way to make websites).

So I proceeded with confidence. So your ultimate first step can be:

Get a mentor.

Get a Tech Support Team.

Get a mentor with a tech support team.

Register for an online course that includes a mentor with technical support.

A few pages later, these are the first three steps you need to take. After that, there are 19 more steps at the end of the book.

Let's see what you're going to learn!

Let's get started!



IMPORTANT POSITIVE WORDS

Let's begin good. These words below matter a lot in Affiliate Marketing.

Inside these definitions are BEST PRACTICES in Affiliate Marketing. Don't mistake this for a simple "dictionary". My assistants Claude 2 and GPT 3.5 did not create this list. **I did.**

1. **Long Cookie Durations** : Growing up, I envied Sesame Street's cookie monster - on TV. He has his fill of cookies. In our house, if you got hungry, there were no cookies. Guavas and Aratilis, yes.

Cookie Monster would only waste the cookies and pretend to eat them.

So what's a cookie in Affiliate Marketing? When you apply to become an affiliate, you'll see details like % Commissions and x-Day Cookies. See image.





Unlimited Commissions 60 Day Cookie

Get multiple unique affiliate URLs to track all your campaigns, referrals, and sales on various channels.

Here's the scene from the movie The Matrix: Neo enters the room of the Oracle (a woman). She takes a single cookie and gives it to Neo. Neo eats the cookie. It's now inside him. Soon this cookie will be digested and will exit Neo...

When someone clicks on an affiliate link, a file is given by the website to their computer. This file is called a cookie - and it has an expiration date. That date is how long the file will exist in the computer.

As long as the file is there in that computer, you get credit for the sale using that affiliate link.



Now this cookie file expires after the cookie length (30 days, 1 year, 1 session..). So, cookie length determines how long your online promotion works for you.

If the person buys using the computer with the cookie- before the cookie date expires, you get credit for the sale.

If the cookie is expired, you don't get credit for the sale.

Therefore a **long cookie duration** is ideal for you.

If your affiliate link is a happy “no salary” employee, how long do you want them to work for you? The correct answer is "as long as possible". 1 session is a few minutes, 30 days is average. 1 year is awesome.

Remember that as an employee, the affiliate link - is something you do not pay for. It's free.

The cookie duration is normally hidden way in the Terms & Conditions of Affiliate Deals. As an affiliate marketer, your nose must be used to locating this in their terms. Your future income depends on it.



2. Quick Payout Times - The owner of the product or service pays you within 15 days, 30 days of the purchase. This is quick enough. There are cases, when you have to wait 90 days to get paid.

This last example is more of a bad deal. What companies or merchants should you avoid because they have bad deals? Get the updated list in <http://jhilario.com/baddeals>

(Some links dont work yet)

3. Top-Performing Products: These are the items or services that generate the most sales and commissions for affiliates. The list changes per year. Get the latest list of Top Performing Products here: <http://jhilario.com/topproducts>

(Some links dont work yet)

4. Recurring Commissions: This is the best long term solution to “irregular income of affiliate marketing”.

Some affiliate programs offer ongoing commissions for subscription-based services, giving you steady income.



Say, there are 10 services that does the same thing (“Graphics”):

- ✱ 2 of them give you 10% commission from the first month.
- ✱ 6 of them have no affiliate program.
- ✱ 2 of them offer to give you 10% from every month. for the life time of the customer.
- ✱ One of them gives you 100% of the first month.
- ✱ One of them gives you \$150 on the first month purchase.

Which one will you chose? Send me your choice and I’ll tell you the correct answer (email jomar.hilario@gmail.com, subject: my choice Jomar)

5. Seasonal Opportunities: Certain times of the year, like holidays, can bring increased sales and earning potential for affiliates. This is because the merchants lower their prices and increase the commissions. In some cases, they even give you the affiliate cash bonuses for hitting a sales figure.



Note on this preview: some links work, some links dont work yet.

Rate Promotion October 2023 - January 2024

This rate promotion will run from October 1, 2023 to December 31, 2023. After you've enrolled, your sales rates* during the promotional period:

- Luxury Beauty (from 10% increasing to 12%)
- Kitchen (from 4.5% increasing to 9%)
- Apparel (from 4% increasing to 7.5%)
- Sports (from 3% increasing to 7.5%)
- Beauty (from 3% increasing to 7%)
- Home (from 3% increasing to 6.5%)
- Electronics (from 4% increasing to 6%)
- Shoes, Handbags & Accessories (from 4% increasing to 6%)
- Cell Phones & Accessories (from 4% increasing to 6%)
- Camera (from 4% increasing to 6%)
- Luggage (from 4% increasing to 6%)
- Jewelry (from 4% increasing to 6%)
- Toys (from 3% increasing to 5%)
- Tools (from 3% increasing to 5%)

*Commission rates for these 14 categories will return to previous rates after December 31, 2023.

Examples are Black Friday or Labor Day in the USA or the Xmas Sales. A little known season is the anniversary of the merchant or it's product. Always be aware and read the affiliate emails to know of promos like this. You must take advantage of this as much as you can. It literally is "one in a lifetime" sometimes.

6. Responsive Design: Shortcut for “Does it look good /work well on cellphone’s tiny screens, too?”

Websites that adapt well to different devices (like



smartphones) can lead to more sales by providing a better user experience.

7. Paypal Account - Just create one. It's free. This is the most common way to get your money in affiliate marketing. There are rules though, like your name in Paypal must be identical to your name in your bank account.

For step by step instructions including screenshots:

[Http://jhilario.com/affiliates](http://jhilario.com/affiliates)

Hey! How are you doing? Getting sleepy already?

Why is that?

Do let me know by emailing you feelings at this point: jomar.hilario@gmail.com

You can even click this link to send an email to me.



8. High-Converting Traffic Sources: In Jewish history, it's been told that King Solomon was the richest of kings.

The queen of Sheba gave her 4.5 metric tons of gold as a tribute. You don't notice that because in the accounts, they used "120 talents." You had to do some conversions to understand how heavy that gift really is.

Question: Does that mean "There's more gold where it came from?" "I would assume so. After all, it's "just a tribute" for a visit to hear Solomon's wisdom.

On this journey, you will find out the best sources of buyers. "Where is the gold coming from?"

Identifying the sources of visitors who are more likely to make a purchase can boost sales. "High-converting" means "likely to make purchases." Once you know these sources, you keep them to yourself until they dry up. Or you entrust it to me so we can both benefit. This is not the kind of thing you share on YouTube or social media.

You keep this between you and me! :)



9. Strong Call to Action (CTA): I always cook breakfast for my family. Let's say I just finished cooking tocino, bokchoy and fish with soup. My invite to eat would be "Kain na!" (Let's eat!).

But when I'm cooking bacon for breakfast...the invite is "BACON!".

And you can imagine - the response is much stronger if I use Bacon vs Let's Eat.

That's the power of the CTA.

Clear & compelling CTAs in content can prompt users to take immediate action, leading to more sales.

CTAs are not just "BUY NOW".

They should contain the buying trigger words.

These trigger words depend on the product and market.

So a CTA like "Become Beautiful Now" is not the same as "Yes, I wanna read the book!",

10. High Click-Through Rate (CTR): When a large percentage of people click on an affiliate link, it indicates effective advertising and potential for high



sales. Good news!

Say 4% is an industry average. So anything higher than that is HCTR.

Depends on the industry.

11. Commissions - The money you can earn. Either a % or a flat dollar amount. In some cases, both. The higher the better.

telling people about it? Spread the love and
earn 50% of revenue for referring new

Get 15% commission for every sale!

by Ideas That Prosper, Jomar Hilario

What kind of commission am I eligible for?

30% commissions on the first sale of each referred customer.

by Ideas That Prosper, Jomar Hilario

by Ideas That Prosper, Jomar Hilario



Jomar, how do you find these products or services with high commissions?

I will slowly breathe out the answers for you:

★ Google.....(imagine lo fi music is playing...)

★ Youtube...(there's a video of waves...)

★ Lists found on Google ..(gently..splashing..)

★ Lists found on Youtube...(...hmm...)

Jomar, there's no secret place to find these high commission products?

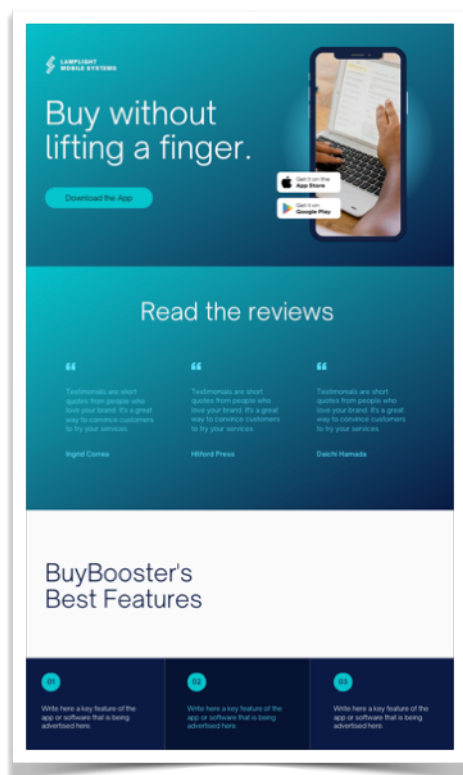
Every day, there's a new product, program, app, or affiliate offer.

What is the "secret place" that can keep track of all these?

The AI tools of 2023 are too primitive to keep track of them. You can start with AI, but you need to check each answer from the AI to see if they're lying.

Now, you may want me to say "clickbank, cj, impact, digistore24." I won't. Because those are where the newbies go to. **Most of these sites will not even**





accept you if you don't have a functional affiliate website.

Don't think like a newbie. I'm not a newbie. After reading this book many times, you will not be a newbie either. You're welcome.

12. Affiliate Wordpress Website.

In 2001, during the Triassic period of the internet, I discovered "blogging."



They said if you just put down your thoughts about anything, people will come and read them.

So I did.

I would talk about anything I wanted to say. Funny, people did discover my website. They also commented.

Hmm, someone was reading my writing.

Soon, I learned that if I wrote about something trendy, like the opening of a local theme park, I'd be #1 in a Google search. Sometimes I would be on page one of the Google search.

That's interesting, right?

Soon, I heard about Wordpress. All the gurus were using it, they said. But it was hard to use, they said.

I tried it. Yes, it was difficult to set up. That's strange because I'm a complete techie, with a bachelor's degree in computer science. I code for a living. Still, Wordpress was hard, even for me.

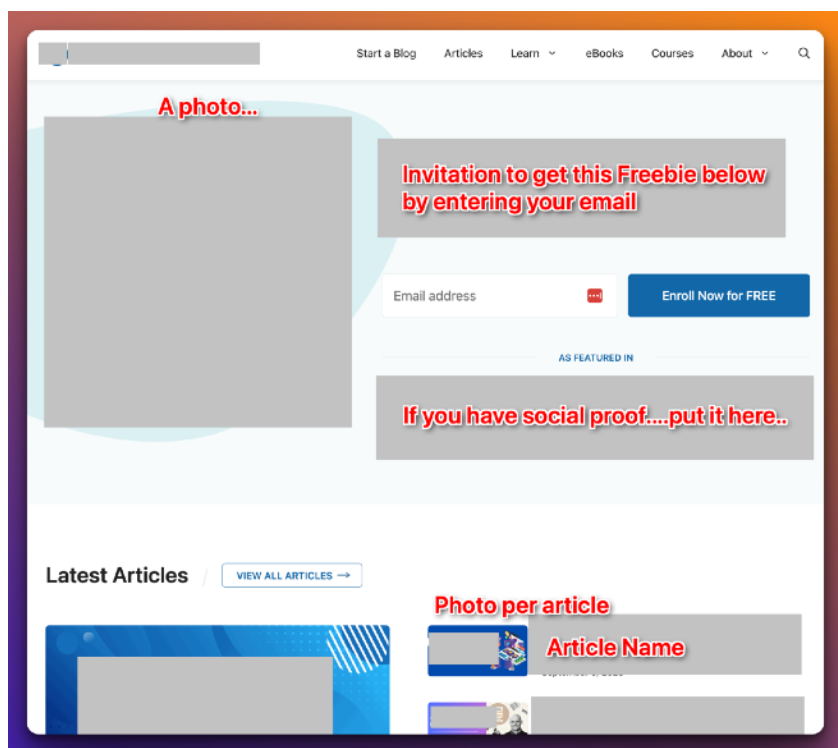
Today, it's all very easy for me. Wordpress is still the king of blogging platforms. Wordpress is what



everyone who earns a lot in the affiliate marketing world uses.

Wordpress is where you put all your content. Yes, your videos are on YouTube, for example, but you still put them in your WordPress as embeds.

This is your central place online. The asset that creates your #1 asset (your great relationship with email subscribers)



What does this Wordpress look like? Well, it looks normal, like the ones below. However, if you break down the parts... See the next page.

Here's what the main page's elements must look like according to affiliate marketing best practices. Please read the image notes carefully (in red). Your goal is to make the website attractive to search engine bots and prospective buyers. If the website doesn't look pretty to other groups (like your friend or mom), that's fine.

The most important part of an affiliate WordPress site is not the main page, though. It's the content pages. All content pages contain one long essay each..



One Long Essay

Class, create an essay explaining the relation ship of Geography and History. How does one affect the other? Double spaced, 2 pages! Go!

Yes, I mean that essay. Yes we call it a blog post. But essay makes it easier to understand.

Look carefully at this actual example. Yes, sure it's unreadable. That's not the point. You're looking at a Title and One Long Essay under it.



That's it. Notice how this essay or, review or article is written. See how simple it is? 2 bullet point lists. Tons of space. Tons of NOTHING WRITTEN IN IT - just white space.

This is written in Copywriting style. And it's written for both bots (spiders of search engines) and humans who want a problem fixed ASAP.

Some of you are already worried, “I don’t know how to write”. Yes, I know you don’t. But there’s AI now....and I know how to tell it how to write for me. Do you?

Footer of the Wordpress Website

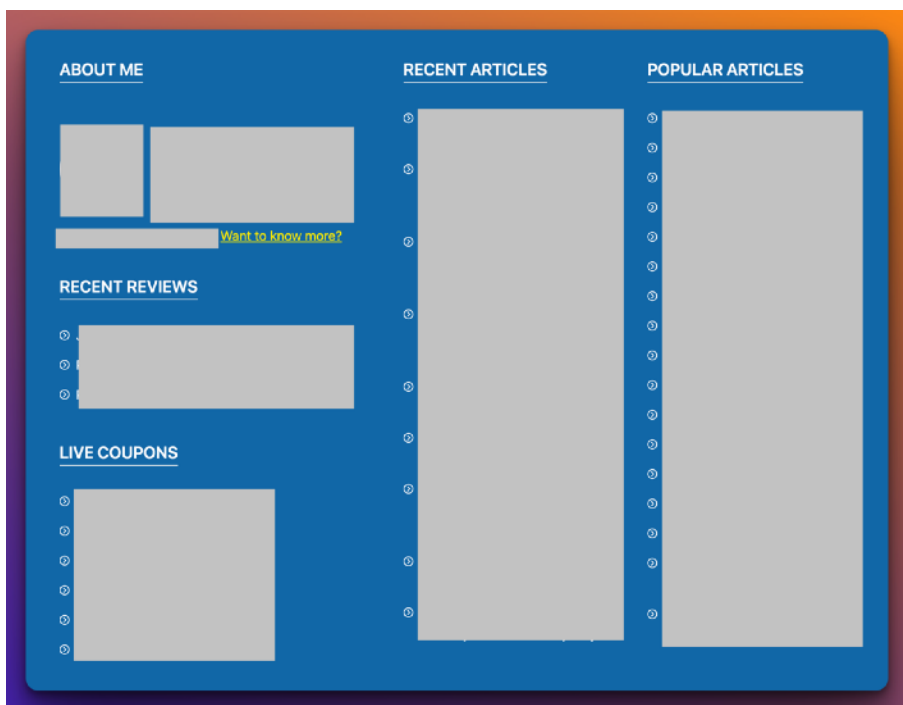
The footer of this website is even more awesome.

What's a footer? That's what you see when you scroll down too much. This appears on every page Above, it's full of internal links to more essays inside the website.

Jomar, what will my website look like? I just showed you.

Jomar, what will my landing page look like? I just showed you.





A lot of affiliate networks and offers will require that you prove your “seriousness in being an affiliate” by giving them your website address.

This is why you need an Affiliate Wordpress Website.

So, those are the most important aspects of a Good Affiliate Marketing Business. Let’s move on.



“People don’t buy what you do; they buy what you stand for.”

– **Simon Sinek, author and motivational speaker**

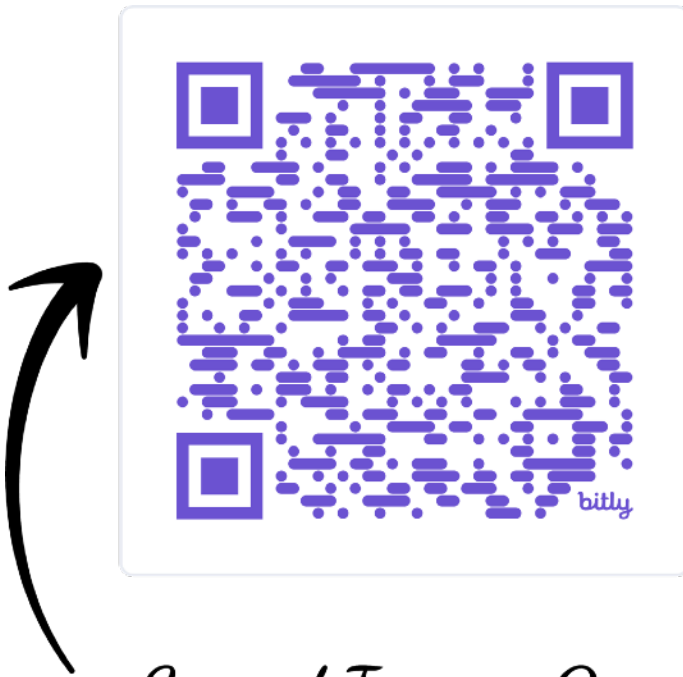
BY THE WAY, THIS IS YOUR GOAL:

Impact Radius	has sent you	₱8,123.20 PHP.	-
Impact Radius	has sent you	₱8,365.77 PHP.	-
Impact Radius	has sent you	₱8,151.80 PHP.	-
Impact Radius	has sent you	₱547.23 PHP.	-
Impact Radius	has sent you	₱485.44 PHP.	-
Impact Radius	has sent you	₱2,673.08 PHP.	-
Impact Radius	has sent you	₱600.45 PHP.	-
Impact Radius	has sent you	₱503.98 PHP.	-



TAKE THE 2ND EXAM:

Click Here. <https://jhilario.com/amquizzes>



Second Income Quiz



WATCHOUT FOR THESE WORDS

These are words you need to watch out for.

1. **Conversion Drop:** When the number of sales or actions decreases suddenly, it's called a conversion drop.
2. **Traffic Leakage:** This happens when potential customers leave a website through an affiliate link without making a purchase. You capture these people by using “**Exit intent popups (see)**”. You also use various kinds of email catchers, a button, a content upgrade, a persistent top bar you ensure that the right kind of traffic doesn't leak.
3. **Chargeback:** It's when a customer disputes a transaction and asks for a refund from their credit card company, affecting the affiliate's earnings. This is a common place thing. Don't worry if it happens once or 2x.
4. **Shaving:** Some programs might unfairly reduce the number of sales or commissions attributed to an affiliate, which is called shaving. Of course we avoid



programs like this. This is why we create email lists when we start with affiliate marketing. Let's say, month 1 -3 we promote Service A. Service A does "shaving". So we stop promoting Service A and tell our email list to use Service B instead. Shaving can be detected when you know how many people purchased (say 100) and how many you get paid for (say 60). So 40 was shaved off.

5. Short Cookie Duration: The length of time a cookie stays on a user's computer to track affiliate referrals. Shorter durations can lead to missed commissions. You want to join an affiliate program that has long cookie durations 6 months, 1 year etc.

The shortest cookie duration are those of Amazon Affiliates w/c is "one user session".

After the prospect clicks on your amazon link they must buy ASAP. Or you do not get any credit. My favorite email marketing system offers 12 months of cookie duration (sign up for free here: [Http://jhilario.com/complete](http://jhilario.com/complete)).

Just repeat this "More Cookies, More Cash!"

6. Black Hat Techniques: Unethical methods affiliates might use to try and generate sales, like



spamming or using fake information. Don't do this. You will get banned from promoting.

8. Earnings Per Sale (EPS): The average earnings from each successful sale made through an affiliate link. You normally get an average of this and it's reported by the big affiliate networks for you. So a product how has a \$10 EPS earns you more money than a product with \$2 EPS. See **EPC**.

9. Click Fraud: When affiliates or competitors click on links excessively, artificially inflating click counts and wasting ad budgets. A lot of these are made by companies who offer "clicking jobs" (earn by surfing the net). Another way are those long racks of mobile phone farms that have rubber robot fingers clicking on the screens. Yes, may ganun.

10. Merchant Disputes: Sometimes merchants might disagree with affiliates about the validity of sales or commissions, causing conflicts

These terms might be tricky, but understanding them will help you navigate the world of affiliate marketing better.



More Cookies=
More Cash



USE THESE WORDS IN A STORY...

Here's a hypothetical story of someone attempting to do affiliate marketing. See if you can understand it now that you've learned some words in the previous pages. Underline the new words you've learned below.

Mary was a 30 year old woman with 3 kids and a husband to support. She wanted to start an affiliate marketing business to earn extra income from home.

She began researching high click-through rate products to promote. After optimization of her landing pages, she saw a conversion spike in sales. The recurring commissions from subscription services she promoted provided steady monthly income.

During seasonal opportunities like holidays, Mary drove high-converting traffic to her responsive affiliate website. Her strong calls to action resulted in even more sales.



Then she noticed a conversion drop. There was traffic leakage as visitors left without buying. Some chargebacks negated her earnings.

The affiliate program started shaving her commissions. They reduced the cookie duration which limited her ability to get credit for sales.

Mary had to rethink her affiliate marketing approach. She found new top-performing products to promote. After A/B testing different creatives, she optimized her affiliate website for higher conversions.

With a relentless focus on providing value to her audience, Mary was able to build up her affiliate marketing business. She became a super affiliate, earning commissions that helped support her family.

After reading the above, if you didn't understand a few words - help is here!

Below are the definitions. Read them all then try reading the story again.

There are more stories later ...to test your mettle.



“Affiliate marketing is not a get-rich-quick-scheme, so you should not expect millions instantly; but this does not mean that people fail in making money through affiliate marketing.”

Anon

The key is, no matter what story you tell, make your buyer the hero.

Chris Brogan



HOW TO PASS THIS ON TO YOUR FAMILY

Merchants pay you through a PayPal account.

You can change this PayPal account anytime you want.

You can put your spouse's PayPal account in there.

You can put your kids' PayPal accounts in there. Of course, your kids must be of age to create a free PayPal account.

I believe you should set up these PayPal accounts right now, if possible. That way, you can test it out on a few merchants.

In each new PayPal Account, connect a bank account so you can test the withdrawal feature also.

What if the merchant doesn't allow you to change PayPal accounts?



You open your PayPal account and send the money to your family's PayPal account. You empty your account and fill up theirs. They can withdraw the cash without paying any fees.

This can all be done at any time. You don't need to dress up, provide a selfie, or fill out forms.

It's that easy to pass on the profits from your previous work to your family.

Yes, even if you've already departed from this earth.

Let me know by emailing jomar.hilario@gmail.com if you want me to get into detail regarding “passing on the income”.



BEST PRACTICES DICTIONARY

This list will try to entertain you while revealing **best practices** to you about how you should do this business.

You have seen the forest, now let's inspect the trees.

I didn't include advanced words like "A/B Testing" -because this is a newbie book. Wait, I did include that... Oh well...

By the way, if the word is **BOLD**, then it's defined in this dictionary.

404 A Website Page displaying "page not found" error. Instead it mustn't say that.

Best practice of smart affiliates is to customize the 404 page to talk or entertain visitors and refer them to a buy page so get what they want.

"I tried to check into room 404 at the hotel this evening..."



I couldn't find it."

Above the Fold Part of the website visible without scrolling on a phone or computer.

When making websites or posts, you place important info like the **email catcher** below -above the fold. This way the person sees that impt thing w/o scrolling down.

Yes, there are different sizes of screens so the "fold" is different for each device.

If many of your users use small phones, then your fold is higher up. If most of them use computers, then your fold is bigger. Best practice is to lessen the scroll before you show the benefit. Preferably zero scrolls.

Acquisition Gaining a new customer. You focus on profitable customer acquisition tactics like giving away a PDF **freebie** using an **Email Catcher**.

Ad Blocker Software blocking ads from displaying on your browser.. Ad blockers affect affiliate display ad



earnings. Don't worry about people who use ad blockers. I do use them and I still buy a lot online.

Affiliate Contest - a short weeks-long contest run by the owner of the product you're promoting. There are goals, if you hit them (# leads, # buyers) - you get...

Kindle Fire Winners (10 Sales):

- #1. Nathan Jurewicz
- #2. Nicole Dean
- #3. Connie Green
- #4. Tina Williams
- #5. John Barry
- #6. Tim Erway
- #7. Justin Lee
- #8. Jose Mario **Hilario**
- #9. Wah Bhatti
- #10. Denise Gosnell
- #11. Manivan Larprom
- #12. Matej Bester
- #13. Jeff Vacek
- #14. Guy Ferdman



TAKE THE 3RD EXAM

Click Here. <https://jhilario.com/amquizzes>



Second Income Quiz



Affiliate Contest - a short weeks-long contest run by the owner of the product you're promoting. There are goals, if you hit them (# leads, # buyers) - you get bonuses, sometimes a computer, a Kindle, iPhone or extra \$300.

This motivates affiliates a lot.

There are even leaderboards like this one:
Here I won a KINDLE EBOOK READER.

Kindle Fire Winners (10 Sales):

- #1. Nathan Jurewicz
- #2. Nicole Dean
- #3. Connie Green
- #4. Tina Williams
- #5. John Barry
- #6. Tim Erway
- #7. Justin Lee
- #8. Jose Mario **Hilario**
- #9. Wah Bhatti
- #10. Denise Gosnell
- #11. Manivan Larprom
- #12. Matej Bester
- #13. Jeff Vacek
- #14. Guy Ferdman

Anchor Text Clickable words linking to another page. Remember “Click Here”?

Affiliate marketers never use that. Because the word “Click” and “here” doesn’t describe the product’s benefits.

Compared to “Get started with Email Marketing For free” — the “click here” is a poor use of Anchor text.



Anchor text must tell the person to buy or click with an emotional benefit.

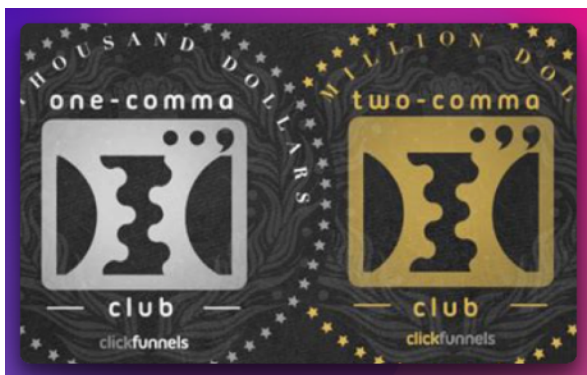
Animation Moving visual elements on a page. We sometimes make the buy button shake ONLY A LITTLE BIT to nudge the person to buy. We don't use flashy animation. In my website, the top bar's button shakes a tiny bit to call attention to itself. Why tiny bit? Because it's cute and doesn't shout at the reader.

Attribution "Your link, video, essay, you —are responsible for making that human buy something from us." Credit assigned to a referring link."The affiliate gets attribution when a sale happens through their link."

Attribution Model Who get the credit (cash) for the sale. Many affiliates prefers last-click attribution model. If it was your article or essay or shorts that caused the perrson to buy, then you would get the last-click before the purchaes was made. If it's the reverse first click ... the person who first introduced the product or service will get the credit for the purchase. What do you prefer?

Average Sale Typical dollar amount for a single order. Affiliate products average \$50/ sale.





Backend Commission This means there's more earnings for you! Most affiliate deals do not include any backend commission. Earnings from additional sales beyond initial referral. Affiliates earn backend commission when customer repurchases or gets the upsell, cross sell, bump order.

Badge Bragging rights in image form. This is a visual award for affiliate achievements. "Affiliate earns "Top 10 Performer" badge for high conversions." This makes you feel good = makes you sell more. Used by product owners to encourage their affiliates to sell more. The Clickfunnels 2 Comma Club is an example.

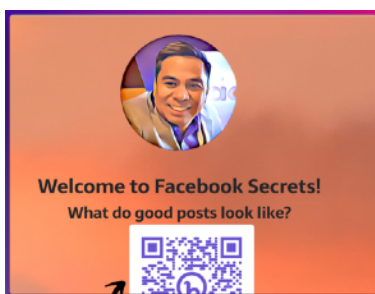
Disclaimer: Yes, I'm a clickfunnels affiliate.

Black Hat Unethical or manipulative online tactics. Purchasing fake social media followers is an affiliate black hat tactic. Opposite of White Hat, related to Gray Hat.



Bounce Rate Percent of visitors who leave a site quickly. High landing page bounce rate indicates poor content in the website.

Bridge Page A webpage you create to ask for the email (yes, an email catcher) -only this appears before you send people to the affiliate link. This is an advanced tactic. Instead of sending people directly to this page - w/c **contains the product for sale**.



I send them first to this bridge page - w/c collects their email first.

Facebook Secrets

Subscribe to our email for the course, updates and exclusive offers!



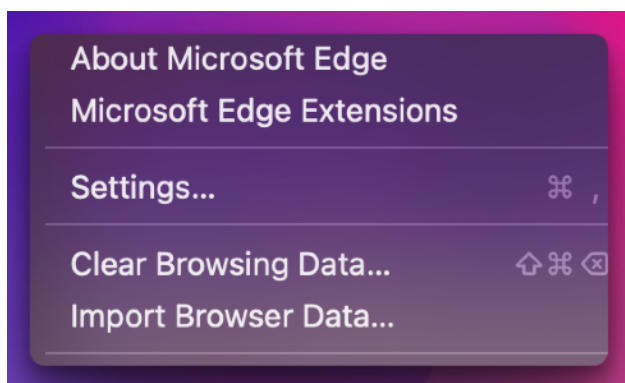
Browser Cache Data from sites stored locally on a device. If a potential buyer clicks on a affiliate link to a site then doesn't buy. The affiliate's code is stored in the computer's browser cache.

Later that night, the buyer buys using the same computer and the same browser. The purchase will have the affiliate code attached to it.

So the affiliate will get the credit for the purchase.

This credit is affected by the cookie length (3 days, 6 months, 1 year). Look at **cookie**.

This is the reason "bad" affiliate marketers tell you to erase your cache before buying from them. So they get the credit. Below, pressing "Clear Browsing Data" can do that.



Call to Action Called “CTA”. Words telling visitor to take action. "Sign up now" is a call to action on affiliate landing pages. Essential everytime you do affiliate marketing.

Chargeback Reversed or refunded transaction. Affiliate earnings deducted due to customer chargebacks. You need to keep this low.

Churn Rate Rate at which customers stop buying. High churn rate decreases affiliate recurring commissions (see). Say, buyers have been paying for 16 months, then they suddenly stop paying for the service. That's where you compute the churn rate.

Cloaking See **Link**

Clickbank Popular digital marketplace for info products. Clickbank connects vendors with affiliates promoting courses. Other places are impact/rakuten/cj.

Clicks Number of link clicks driven. Affiliate tracks clicks to calculate click-through rate.



Commission Junction Leading global affiliate network. Commission Junction facilitates programs across verticals. This is now CJ.com.

Content Marketing Informative articles and videos that attract visitors. Affiliate content marketing targets buyer interests and goals. Here's an example of "content" - a twitter (x) thread:



Conversion Rate If 100 people click a link and 1 person buys, that's a 1% conversion rate. You need this number to be high.

Sep 20	Sep 21	Sep 22	Sep 23	Sep 24	Sep 25	Sep 26	Sep 27
Clicks	Actions	Payouts	Sale Amount	Conversion Rate	EPC		
20	2	PHP5,513	PHP6,848	10%	Php275.67		

Cookie. A computer file deposited in the computer of the person who clicked on your link. See **Long Cookie Durations** in the positive words section.

In the 2000 movie "Matrix", Keanu Reeve's Neo entered the house of the "Oracle". The oracle offers her a cookie. This Cookie is what is meant by that scene.

A cookie remembers the details of the event:

- Neo entering the oracle's house
- Your prospect clicking the affiliate link to go to the seller's website.

In both cases, the cookies **track something**. **Below the cookie length is 45 days. That's average to low.**



Helps passengers receive up to €600 in compensation for delayed or canceled flights

18–31.5% ?

Reward Rate

45 days

Cookie lifetime

CPA Cost Per Action. Commonly misunderstood acronym. It just means if someone takes any sort of action - a view of an ad, a registration for a free account- the affiliate gets paid. Why “cost” ? Well it will cost the product owner something once an action happens.

Imagine your website has ads for a 5 car insurances. If your website gets views, these companies will pay for the views.

Don't get too excited, the payments are small. You normally get this from CPA networks.

CPL Another type of CPA is registrations. If they get the emails of your website visitors - this is called a



“lead”. Hence Cost Per Lead or CPL.

Registration is still an action though.

Creative Marketing content like images, video, audio used to promote products. You can legally use these media to promote the product. No need to ask permission. That’s the purpose of these creatives to promote.

CRO (Conversion Rate Optimization) Improving website conversions. Only advanced affiliate marketers do this. Lots of math and testing. You need to love this or hire someone who does this to increase your profits.

Cross Device When a user opens the website of the buyer and buys between multiple devices. Affiliate relies on cross device tracking to get full credit for the sale. They see the website on the phone while commuting. They open and buy at home on their computer.

Cross Promotion Promoting complementary offers together. Affiliate cross promotes products that often get bought together. Tooth brush with Tooth paste for example. Wordpress hosting with Plugins, for instance.



Custom Referral Link is one that you can customize to your name. Also **Cloaked Link, also Custom Affiliate Link**.

Before: company.co/ref=939393,

After: company.co/jomarhilario

Use this <https://jhilario.com/thirsty> to make that happen.

Dashboard Affiliate checks earnings on program dashboard. If you're promoting 10 products, you normally have to look at 10 dashboards/websites of earnings to keep track of them all. I use Google Docs.

Decline “NO”, “Not now”, “Not yet”. When a referral visitor does not convert (does not buy!). Affiliate troubleshoots reasons for conversion declines.

For example, I once found that the site said “Offer expired” because indeed the deadline was already finished. So the visitors declined, said “no”.

Demographic Audience attributes like age, gender, location. You extract this from your Facebook Insights or your Youtube Analytics or other Social Media Insights.

Then in your application letter to become an affiliate (in some cases) — tell them about your demographic.



You will appear to be serious about this thing and will likely get approved to be an affiliate for some exclusive products. For example : moms in Poland, 30-50 year old.

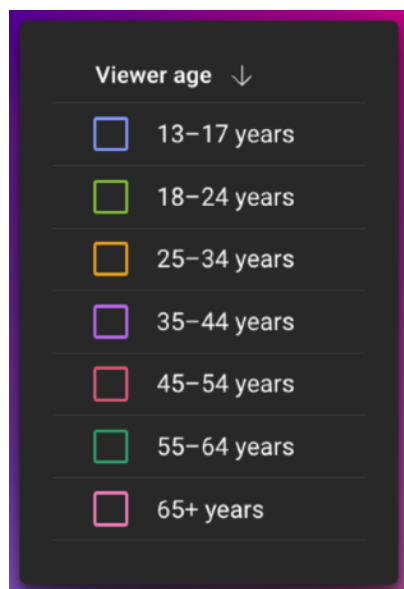
Direct Link URL pointing directly to offer or product page. You of course use an affiliate direct link.

It has to contain your affiliate code.

For example don't use [product.com](#), instead [product.com/youraffiliatecode](#).

Most of the time, companies don't want to you use a link like this one: [product.com/youraffiliatecode](#). Instead they want you to make a website — and put your affiliate link in there.

A way to go around this is to use a link shortener like [bit.ly](#) so you don't use the “bare affiliate link” [product.com/youraffiliatecode](#).



Before: product.com/youraffiliatecode.

After: bit.ly/something

The bit.ly will still go to your before link. And this way you don't use a bare direct link.

Disclosure Required text that must be in your website, YouTube description for you to do affiliate marketing.

Disclosure: I am an independent ClickFunnels Affiliate, not an employee. I receive referral payments from ClickFunnels. The opinions expressed here are my own and are not official statements of ClickFunnels or its parent company, Etison LLC.

Domain Authority (DA) Score based on website reputation and traffic. High authority domains (websites) tend to be seen first in Google. Your goal is to bring your wordpress to a high DA. More DA = More visitors = more possible passive buyers.

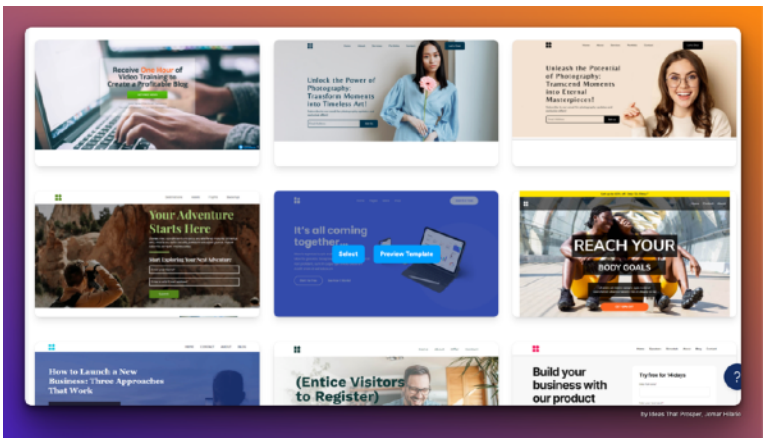
Some SEO programs hide this information by simplifying their output into RED, GREEN. Or YELLOW. Older SEO programs show the DA as a number.



My recommended SEO program to get the DA simplified is <http://jhilario.com/seotool2>

Email Catcher A popup or box online that asks for an email in exchange for a valuable pdf or video or info.

Everything below is an email catcher.



Affiliate marketing is an excellent opportunity if you truly believe in the value of the product you're selling."



– Pat Flynn

Email Marketing

I call this reminder marketing.

People need at least 30 pieces of reminders before they buy. Yeah, the old idea was “7 pieces of content”. That’s old. One way to remind people is email.

If you do this right, you can keep your email subscribers for decades and they will keep buying from you.

Think of it as a palengke version of “suki or “best buyers”.

Jomar, how do you do this email marketing “right”?

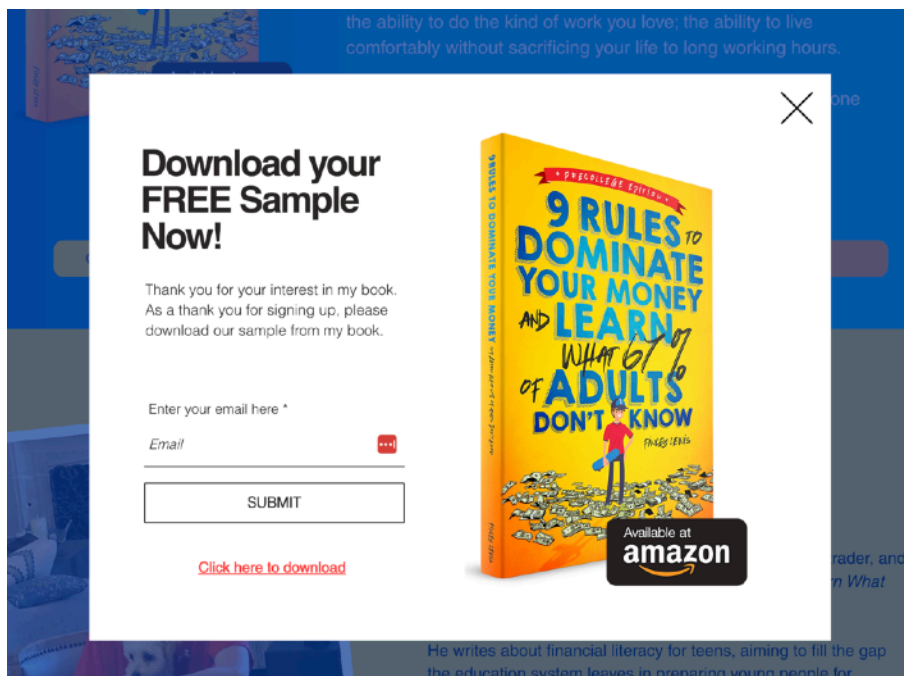
Tell stories all the time.

I have a story telling course by the way. Ask me for my Words For Wealth 1 on 1 Course via email - jomar.hilario@gmail.com. If it’s not on a promo, it’s only P 50,000. It’s a 1 on 1 course and in it, there’s no seminar or video to watch. It’s you - writing.



There are 3 parts to running email marketing well:

1. Funnels or Email Catchers. Like the one below.



2. Campaigns or Drip Messages

3. Broadcasts Messages

Since there are only three parts, join me in saying
"Ang Dali Naman Pala!"

1. Funnels or Email Catchers



In a website, the box that catches the emails of humans - I call this the email catcher.

Other people call it “the top of the funnel”.

I just use simple templates for this.

Advanced (not newbies) have multi-page email catchers.

This is scary to think about because -most beginners do not what what it takes to put the right things in those multi-pages.

So I just use a single page, zero decorations.

It works.

Why?

Imagine I put you in a room, inside the room are words on the wall and one door to exit.

The words say “If you take this exit door, you’ll get a benefit.”



What will you do?

Email me your answer: jomar.hilario@gmail.com.

2. Campaigns or Drip Messages

As a beginner, you can skip this. But for beginner Affiliate Marketers, you take the product's swipe file email messages and paste them into the campaigns. One day after another.

Please refer to Swipe File in the dictionary

3. Broadcast Messages

This is a message you want your subscribers to see today or asap. You normally do not recycle this message. Think "There's a sale and I want you to hurry up and buy". That sort of thing.

If you have email subscribers in your newsletter, you can create a broadcast to all. This message can come from the Swipe File or from your personal stories.

To experience what it feels like to be a subscriber to my email newsletter, sign yourself up: <http://jomar.club>.



In my newsletter you'll see first hand what I mean when I say "Tell stories".

Note: I personally use all broadcasts and rarely the campaigns or drips. I've done so for more than a decade.

If you're smart, you'll use both.

Email List Your biggest ever asset. Contacts who said they want to receive emails from you. My recommended system for this is the free to use [Http://jhilario.com/complete](http://jhilario.com/complete) -as long as you have 2000 or less subscribers, you may zero. This is a must for more freedom in life this asset.

EPC Earning per click. A short way of knowing how profitable your business is. Below, for each click you earn 275.67 pesos on this platform/product.

Sep 20	Sep 21	Sep 22	Sep 23	Sep 24	Sep 25	Sep 26	Sep 27
Clicks	Actions	Payouts	Sale Amount	Conversion Rate	EPC		
20	2	PHP5,513	PHP6,848	10%	Php275.67		

Evergreen Content Relevant content anytime. Affiliate evergreen posts attract organic search traffic over time.



A post that contains a year in the title (Best plugins for 2023) is not evergreen.

A post with title “10 ways your car isn’t serving you” is evergreen.

*Why do content marketers love the mountains?
They love lots of evergreens.*



WHAT'S WRONG?

This inspiring poster looks good. What is wrong with this guide? Why don't I recommend this for newbies?

Read the book to find out the answer. Right now here's your answer : _____.



Exit Intent (Popup) When a visitor shows signs of leaving a site. This is when their mouse hovers over the CLOSE X on a browser or their mouse moves away from your site. In your wordpress, you can set a special offer popup box to appear if there appears to be an exit intent.

Freebie See Lead Magnet

Fraud Intentionally deceptive actions to earn commissions. Affiliate program detects and bans users committing fraud like **buying from your own links.**

Funnel Also marketing funnel. I had this near empty salt shaker. It has a small opening on the top. I'm going to refill this shaker.

How do I pour the salt (from a big plastic container) into the salt shaker without spilling?

I use a funnel, correct?

A funnel starts from a lot, and ends up narrowing down so only a few go through.

In marketing:



You create some content that attracts a lot of people with a certain problem they want solved.

That's the "top of the funnel.

You start mentioning a webinar (for example) or fb live to solve the problem.

A percent of those people who saw the announcement will show up. Let's say 10%. This is less. This is the middle of the funnel. Out of those who attend, only 70% will attend to the very end of your Facebook live or webinar. You're getting even less.

And of those who finish the webinar, only 10% will buy whatever it is you're talking about. This is the bottom of the funnel - where the profits are.



This happens even pre-internet:

They knock on 10,000 doors selling encyclopedia.

Only 5,000 will open their doors.

Only 1,000 will listen to their presentation.

Only 500 will say “yes” they wanna buy.

Only 400 will buy.

It's called a funnel, because it starts large and becomes smaller. 5,000 —> 400.

Graphic Ad Visual display ad with images, logos and text. Affiliate promotes offer using 300x250 graphic banner. Usually placed in a website. This is super old school stuff.

Hard Bounce Email did not reach the human due to invalid email address. You're supposed to remove hard bounce emails from your email list. In reality, I think email services must do this for you as a courtesy. It's not doing anyone any good to keep them inside your list.

Incentivized Traffic Visitors who get rewards for taking action. Some affiliates buy incentivized traffic.



Many companies don't like this practice.

Gurus/Mentors expect this practice if you promote their \$2000 courses.

You do this by giving tons of bonuses to the buyers from your links. You put links to these bonuses in your "Thank You For Buying Page" in your website or funnel app ([Http://jhilario.com/complete](http://jhilario.com/complete)). Like a "ethical bribe".

Income Share Split of earnings between parties. An affiliate agreement can have 80%/20% merchant/affiliate income share.

Insertion Order "Hey! There's this (new) company you can promote their products as an affiliate!" If you join a big affiliate network (like CJ or impact), this is what they call a "Campaign" or a company's affiliate

Motion Affiliate Insertion Order Proposed

Hi jomar,

Motion has proposed a contract for their campaign, Motion Affiliate. **Please view the proposed terms by clicking the button below.**

Advertiser Comments:



offer is inserted in the affiliate network. It's just tech talk.

Integrations Apps and services that connect together. They pass information to each other.

Example would be your wordpress is connected to your email marketing app using a plug in. The integration is inside the plugin. If there is no plugin or outside app, that's not an integration.

Most popular integrations use Zapier. These allow lots of apps pass data to each other.

Think "If I post in facebook, this post will appear in my website." That's an automated thing made possible by integration.

Intermediary Third party facilitating interactions between groups. The affiliate network (impact, cj for example) acts as intermediary between merchants and affiliates.

Inventory Fancy term right? If you own a mall, your inventory would be the empty spaces that don't have a store in it. Online, inventory is space in your newsletter or wordpress that you allow ads to appear there.



ITP (Intelligent Tracking Prevention) Whatever browser does this, your chances of getting credit for that sale is less. Though that's why you collect the prospect's emails. You don't rely on clicks to a website. They can also click on your affiliate link in emails you send them. That gives you credit.

Keyword Research Finding relevant high-traffic phrases and terms. You're required to do this via SEO tools or AI so that the buying triggers in your wordpress or content are consistent with what the buyers say.

If buyers say "shave off 5 points off my game" based on your keyword research, then your content must have the same exact words in the same order. This is not rocket science.

The problem is research tools are not cheap. This prevents a lot of newbies from doing it. This is good as it lessens your competition. I did find a tool. Look for it in the Tools section.

Launch The 3 weeks it takes to promote something new online. If you're doing affiliate marketing for a guru, you can get exclusive access to the product and details in the pre-launch phase. So you know about



the product or service before the world knows (launch phase).

Lead The human who may be interested to buy what you're selling. That's because they're experiencing the a painful thing that your product can solve. A prospect.

Lead Magnet Freebie in exchange for an email of the lead: it can be an ebook, a video or pdf file. This is the free valuable content that generates leads.

The lead magnet is something that a potential buyer REALLY NEEDS or WANTS before or after they buy something.

Next page is a table to help you understand lead magnets extremely well:

Personally, I am very fond of strawberries and cream, but I have found that for some strange reason, fish prefer worms.

Dale Carnegie



EXAMPLE LEAD MAGNETS

The list below..you're probably going to skip it. Don't. Study each one. **That's the best practice.** Most people who start - don't have any idea what to offer as a freebie or lead magnet. Zero ideas. I'm giving you a lot below in different markets and niches. Study them.

Business Professional	Executive coaching	The Fast-Track to C-Suite Unlock the Secrets to Landing a CEO Role in 5 Years or Less!
Car Enthusiast	Luxury vehicle	Porsche or Ferrari? Take This Quiz to Discover Which Exotic Car is Right For You!
Cooking	High-end cookware	5-Star Restaurant Meals Made Easy Master Chef Level Techniques for Home Cooks
Fashion	Designer shoes	Sell Out Every Launch The Best Shopify Apps to 10x Your EComm Sales
Finance	Robo-advisor service	The Hands-Off Investor How I Grew My Portfolio 20% Per Year Without Lifting a Finger
Fitness	Peloton bike	30 Day Fast Start Guide to Get Killer At-Home Workouts!
Gaming	High-end gaming PC	"Boost Your Kills by 200% The Experts Reveal Their Top FPS Game Settings!"



Gardening	Greenhouse kit	10 Secrets to Grow the Biggest, Most Bountiful Veggies Ever!
Golf	Golf club set	Add 50 Yards to Your Drive The Golf Guru's Secret Tips to Instantly Improve Your Swing!
Health	DNA testing kit	Unlock Your Genetic Superpowers The Latest Science on Using DNA to Boost Metabolism, Lose Weight, and Improve Focus
Home Decor	Custom furniture	Luxury Looks for Less Transform Your Home with High-End Style on a Budget!
Insurance	Whole life policy	The Rich Grandpa's Guide to Never Running Out of Money The Secrets of Generational Wealth
Interior Design	Custom bedding	Bedroom Decor Hacks Transform Your Space from Drab to Fab with These Expert Design Tricks!
Jewelry	Diamond earrings	How to Spot the Perfect Diamond A Novice's Guide to Luxury Jewelry Shopping
Parenting	Private school tuition	How to Raise Ivy League Grads The Prep School Secrets of America's Elite
Pet Owner	Premium pet food	"Is Your Pet's Food Toxic? Download this Guide to Learn What Ingredients to Avoid NOW!"
Photography	Professional camera	The Pro Photographer's Toolkit Edit photos like a pro with these 10 must-have photo editing apps!



Software Developer	Code editor subscription	"10x Your Coding Productivity Grab These Custom Keyboard Shortcuts for Sublime Text and VS Code!"
Travel	Luxury cruise vacation	Dream Trips on \$5-a-Day Travel Hack Your Way to 7-Star Vacations on a Pauper's Budget
Vertical/Niche	Expensive Product	Lead Magnet Idea
Wine Aficionado	Collection of rare wines	"Impress Your Guests and Discover Amazing New Wines with this Exclusive Sommelier's Guide!"

Do people “fall” for these kinds of lead magnet freebies? Yes, not because they’re less intelligent than you.

It’s because if they’re in pain, the lead magnet removes some of the pain.

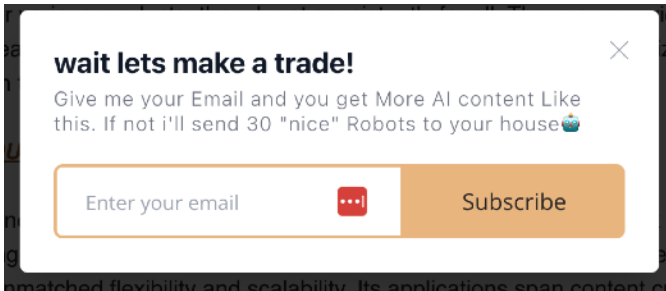
The for sale product, removes most of the pain. That’s why prospects give their email address in exchange for the lead magnet.

If you really **aren’t** looking for a boy friend, then the lead magnet of “Successful Online Dating Tips from a Gen Z Couple Who Met Online” will not be appealing to you.

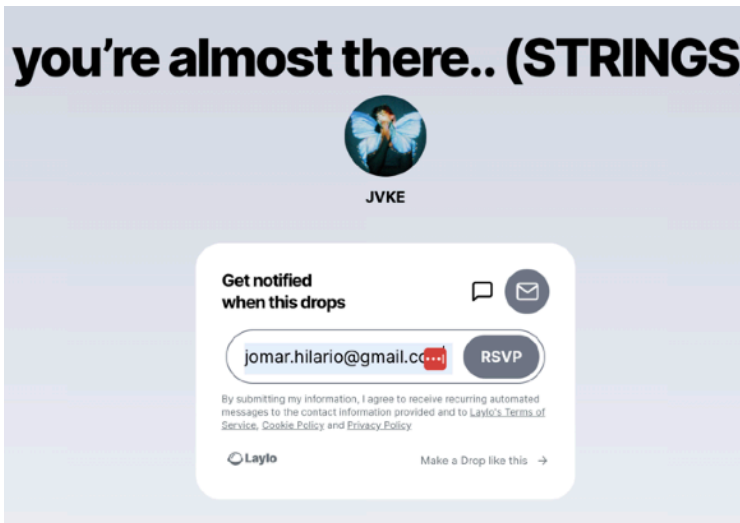


How do lead magnets work?

It's a trade like this one: Read carefully.



Here, JVKE is asking for your email so you can listen to his latest song "Strings".



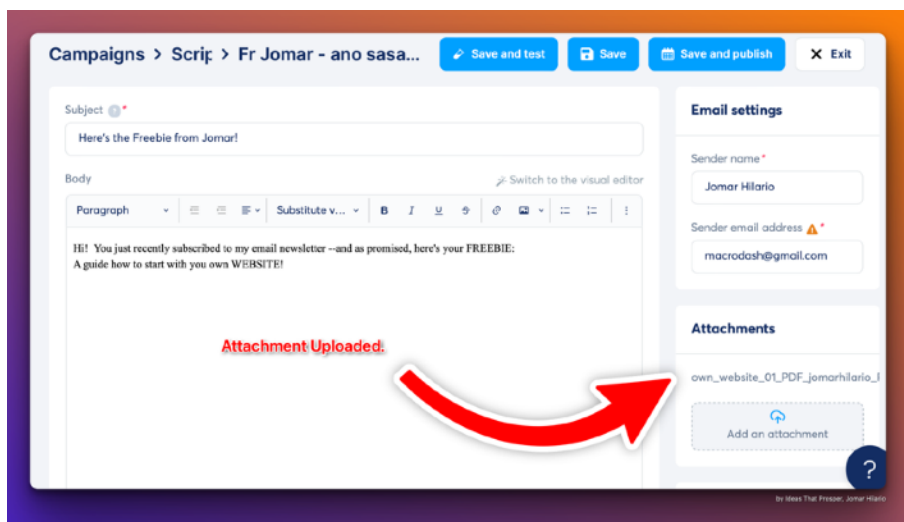
To be able to create this "Email catcher" - you will need a dedicated Email Marketing App or Email



Service Provider. These apps make it legal for you to send 100,000 broadcast emails to these subscribers.

My recommended app is the free for 2000 email addresses and unlimited broadcasts. It's <http://jhilario.com/complete>.

You will hear of this app a lot from me -because it's awesome. Here's how this app delivers your lead magnet via email. It's attached to the first email.



Link Masking Hiding the original URL being linked to. We call this pretty links. Ask affiliate links are terribly long we like to shorten them to:



From:

www.amazon.com/ref/wer9we0r8ew/3234923092/ierewoiruw/

To: jhilario.com/amazonbook.

(Don't click, it's just a sample).

See **Custom Referral Link**.

Important: For Amazon, your link mask or cloak must contain the word AMAZON.

That's because Amazon doesn't want you to hide the fact that the link goes to Amazon. Another way to follow this Amazon Associates Rule is to clearly mark with images and words around the cloaked link to "Buy In Amazon" or "Check price in Amazon".

Offer The deal. How much commission you'll make. The cookie length. When the payout will be given to you. How will you get the cash? USD? Paypal?

Organic The traffic or human came to your link or website w/o anybody buying advertising. So it's like free traffic.

Partner Program The deal. The offer. This company is allowing you to be an affiliate.



Payout The cash you already got in your bank account. Below it's P 5,513.

U					
Sep 20	Sep 21	Sep 22	Sep 23	Sep 24	Sep 25
Clicks	Actions	Payouts	Sale Amount	Conversion Rate	EPC
20	2	PHP5,513	PHP6,848	10%	Php275.67

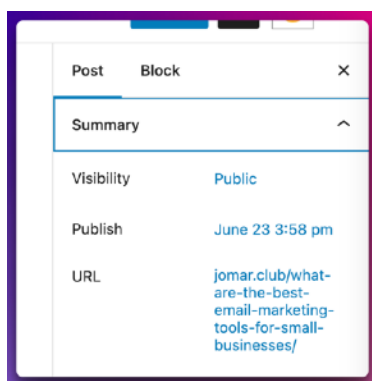
Pending You're waiting for the money to be released based on the Terms and Conditions the buyers have to fulfill. This is sometimes “Must be a customer for 30 - 90 days”. Or must not cancel in 45 days.

Total Pending
PHP54,847.07

Terrible affiliate terms have your cash pending for 90 days plus 10 days. For 100 days, the product owner has your cash. This is before they give it to you as affiliate earnings. This product owner can be called greedy. Now you know. I would stay away.



Permalink - Short for "Permanent Link". This is the complete web address or URL of your website's essay about the product you're marketing. Looks like this: `website.com/product1_vs_product2` or `website.com/best_tools_for_email_cleanup`; See URL below in the photo.



Pixel Tracking code that activates or “fires” on page activity. Most ad companies (tiktok, google, bing, twitter) give you a small piece of code to add to your wordpress’s headers.

This code for example can track if someone buys. How does it do that? For example a website that says “Thank you for registering to my newsletter” means someone just registered recently.

So the Pixel knows when someone’s viewed that page.



You cannot directly “ask this pixel” how many. Instead, you interact with the pixel using the paid ad platforms where it came from.

So you only tinker with pixels if you’re into paying for ads -in an advanced way.

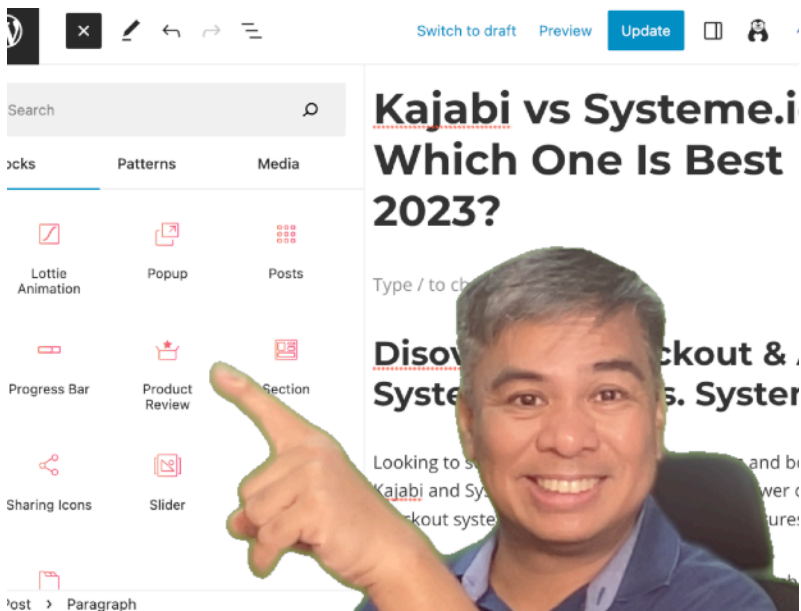
PPC (Pay Per Click) Paid Ads. For instance, you can spend a \$100 daily budget on PPC ads. You spend to earn. Now if you get paid when someone clicks, that’s called CPA or Cost Per Action. This one is different. Look at **CPA**.

Presell Page Landing page promoting an upcoming offer or product. This page has an email catcher and a timer to get in the “Waitlist” or ‘Advance Notice” newsletter. It’s use to create anticipation or exciting for something coming up.

Product Review A part of your website post that reviews the product you are marketing. It can be one product or a "vs" it's competitor's products. In wordpress it's fairly simple to add a product review "widget" if you use the right plugin. Go to _____ to get the plugin right now.

Prospect Potential new customer or referral partner. I normally send 40,000 prospect emails a month. Being





very clear (in writing) about who the best prospect is -is crucial. This is also called Best Buyer Avatar.

Referral Link Unique tracked link for sharing to prospects. Also “**affiliate link**”. All the links in this book are referral or affiliate links. I may earn a commission if you buy from those links.

Referral Program The affiliate deal, partner program. This company allows you to be an affiliate.

Registration Link Link for signing up for a website or service. The most imp't registration link would be your



newsletter registration link. You must always invite people to join it. After all it's free to join.

Remarketing This is used in paid ads. You show another ad to a person who already saw your first ad. Targeting visitors again based on past site activity. I call this reminder marketing. This is advanced stuff. Newbies stay away from this.

Revenue Share Amount of earnings shared between parties. A good affiliate deal has 60% revenue share with vendor. A great deal can be 250%.

Why join our affiliate program?

- Generous **commissions**:

As an affiliate, you'll earn a whopping **60% lifetime commission** every time

SEO - Search Engine Optimization

I've been consistently creating content online since 2001. To ignore the many rules of SEO, I just created a lot of content about a very specific topic. The bulk of the content made up of my haphazard SEO at that time.

SEO is the way you make content in your wordpress that makes it a favorite of Google (search engines) to



put in it's first page of the search results. In 2008, when I would search for Philippines Internet Marketing, guess who shows up?

Don't bother looking now, because the internet is different now. But back then, my name would should up. That's SEO.

How did I do that? I named my self Philippines Internet Marketing Guru”.

That's one way. I also got the website called that, too.

And of course I made a ton of content mentioning that long name + Jomar Hilario.

This strategy still works by the way. I suspect it will work even more when AI takes over the Search Engines.

Now in Affiliate Marketing, your job is to :

- a) Create content around solving the pains of your best buyers.
- b) Creating links that are connected to the content above that points to your wordpress or your affiliate link.



Between 2023 and the rise of AI search, you have time to create the most content about the product or service.

But how do you make content? Two ways.

You write or hire writers to write. You can also “hire” AI to write for you, but you or someone you hire must do the editing or overseeing of the AI’s outputs.

How do you do SEO then?

1. Your website’s content must be linked from outside websites - like forums or the modern equivalent.
2. Your website’s text must not be short. You must dive deep into the problem that is being solved by the product you are promoting.

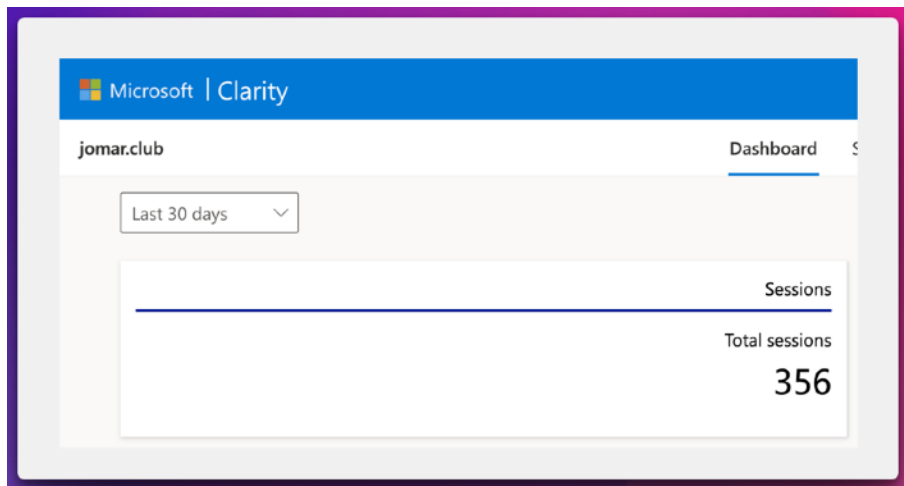
Your best bet in automating the SEO would be to use a tool like <http://jhilario.com/seotool2>.

I just gave you two shortcuts to getting SEO. If you missed it, read this chapter again.

Session Period a user is actively engaged on a site. For example, your website averages 500 sessions per day. This number doesn’t include those who didn’t spend any time in your site —but just immediately quit



it (see “bounce”). You can see # of sessions using



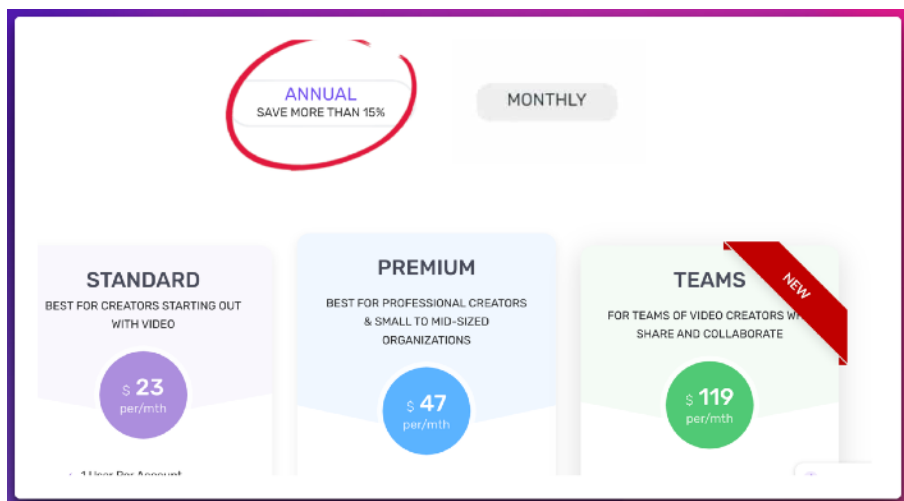
website stats tools like Microsoft Clarity below:

Sidebar Vertical space for widgets on a website. You place promo banners in sidebar area.

Spider Program that visits/ sites to gather info for search engines. The most famous is the Google Spider. You create your wordpress for these things by using SEO plugins and a sitemap plugin. Also called Spider Bot. This is one of the reasons why you have a **Captcha**. The spiders can't solve them, apparently.

Subscription – Think Netflix. You pay monthly right? That's a subscription. It's ongoing regular payments from customers.





So if someone is selling a meal kit with an affiliate promo, you can earn monthly when the meal kit buyers pay monthly, too.

The higher monthly the price, the more you earn. The higher the commission / month the more you earn.

But if the company only pays for the first month of a subscription then your earning is very limited.

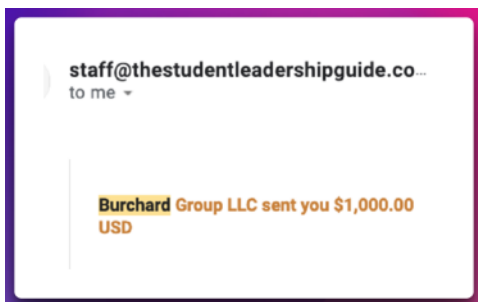
I tend to stay away from these offerings (my best practice ATM). (ATM=at the moment)

Super Affiliate In this journey if you have built up a large email list who trusts you.. you can apply to be a



super affiliate to any guru or seller of apps, services SAAS or products.

The size of your email list will cause them to



Swipe Copy (Emails)

Swipe copy 1

Subject line ideas:

1. This July, create and launch your own online course (with live training)
2. You CAN launch an online course pre-sale in 30 days or less—see how

Preview text: Get step-by-step instructions, expert-led demos, accountability, and more.

Hi FNAME,

Want to launch an online course some day? What about next month? My friends at Teachable have the perfect opportunity to help you kickstart your progress: It's called the [Launch Accelerator Challenge](#).

The first time they ran this challenge was in June 2021 and it was a hit. Now it's back and better than ever—because this time they're incorporating live training sessions led by their customer success experts.

This exclusive challenge maps out every step you need to take to have a course ready to go within 30 days, regardless of how experienced you are. You'll get techniques, resources, and technical guidance you need to launch and even start pre-selling your course.

The challenge includes:

- Live working sessions with Teachable experts to go through your course set up
- Weekly emails and assignments to help you stay on track
- Expert-led demos to learn the ins and outs of the platform
- Templates and scripts to use in your own marketing efforts

Launch Accelerator is open to all paid Teachable customers and officially begins on July 1—but the sooner you join, the sooner you can get a head start on pre-challenge assignments.

[Click here to choose a plan \(for as little as \\$39 per month\) and join the challenge.](#)

say YES PLEASE and give you a good commission starting with 50%.



I've done this many many times - battling with other super affiliate in promoting the same thing in an affiliate contest. If you wanna be a super affiliate you have to have a big responsive email list. Period.

Swipe File Examples of text, emails, posts, comments and templates that can be copied by affiliates to sell products. Most experienced affiliates have collections of swipe files. They refer to these when making their own stuff. The invention of “AI writers” have also allowed newbies to use swipes even though they know nothing about them.

Terms and Conditions One of the most important but often neglected parts of affiliate marketing. For example, look at this. What does it mean? Once someone registers in their website, you get zero dollars.

Promote and earn		View Terms
Registration	Earn \$0.00 - 30 day(s)	
New Client Start	Earn 70% - 30 day(s)	
First Job Post	Earn \$0.00 - 30 day(s)	



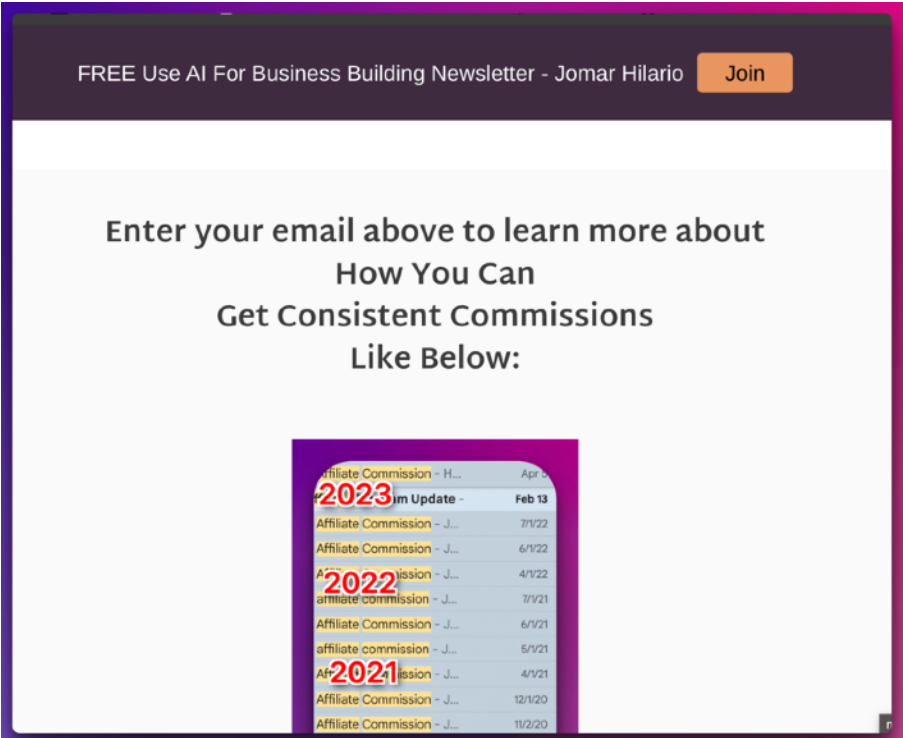
Once someone gets a new client in their website, you get 70% of the amount. How much? It doesn't say. If the new client happens after 31 days, you get nothing.

Once someone posts for a job, you get zero dollars.

The above are found in the T & C (Terms and Conditions) of all affiliate deals. You need to read it well.

Question, Is this example a good deal? Let me give you a hint. **Porcupine.**

Top Bar The bar above each website that acts like



one line email catcher. It's visible in every page. Your site must have it. (Best Practice)

Tracking Script. Computer code for monitoring actions (click, view, submit form) on a website.

Example are the pixels of Facebook, Tiktok and the Google Analytics Urchin Tracking Scripts.

If the tracking script says someone opened the “Thank you for buying page” then someone just purchased something.

One day we may see websites that have this all built in but for now a wordpress site needs to be connected to external scripts (like the examples mentioned) to know if an action has been done inside the website.

Most newbies do not use tracking scripts. They rely only on sales. Like a **Pixel**.

Traffic Source Where website visitors come from like social or search Google or Quora (best practice). You write stuff in you website to attract people to read it. The more qualified traffic you have - the more sales. What does qualified mean? The traffic consists of people who have the problem you're talking about. They also want it solved asap.



Certificate of Foreign Status of Beneficial Owner for United States Tax Withholding

OMB No. 1545-1621

▶ Section references are to the Internal Revenue Code. ▶ See separate instructions.
▶ Give this form to the withholding agent or payer. Do not send to the IRS.

Do not use this form for:

- A U.S. citizen or other U.S. person, including a resident alien individual
- A person claiming that income is effectively connected with the conduct of a trade or business in the United States
- A foreign partnership, a foreign simple trust, or a foreign grantor trust (see instructions for exceptions)
- A foreign government, international organization, foreign central bank of issue, foreign tax-exempt organization, foreign private foundation, or government of a U.S. possession that received effectively connected income or that is claiming the applicability of section(s) 1152(c), 501(c), 892, 895, or 1443(b) (see instructions)

Note: These entities should use Form W-8BEN if they are claiming treaty benefits or are providing the form only to claim they are a foreign person exempt from backup withholding.

• A person acting as an intermediary

Note: See instructions for additional exceptions.

Instead, use Form:

W-9

W-8ECI

W-8ECI or W-8IMY

W-8ECI or W-8EXP

W-8IMY

Part I Identification of Beneficial Owner (See instructions.)

1 Name of individual or organization that is the beneficial owner		2 Country of incorporation or organization The Philippines	
3 Type of beneficial owner: <input checked="" type="checkbox"/> Individual <input type="checkbox"/> Grantor trust <input type="checkbox"/> Central bank of issue <input type="checkbox"/> Complex trust <input type="checkbox"/> Tax-exempt organization <input type="checkbox"/> Corporation <input type="checkbox"/> Estate <input type="checkbox"/> Private foundation <input type="checkbox"/> Disregarded entity <input type="checkbox"/> Government <input type="checkbox"/> Partnership <input type="checkbox"/> International organization			
4 Permanent residence address (street, apt. or suite no., or rural route). Do not use a P.O. box or in-care-of address. City or town, state or province. Include postal code where appropriate. Country (do not abbreviate) The Philippines			
5 Mailing address (if different from above) City or town, state or province. Include postal code where appropriate. Country (do not abbreviate)			
6 U.S. taxpayer identification number, if required (see instructions) <input type="checkbox"/> SSN or ITIN <input type="checkbox"/> EIN		7 Foreign tax identifying number, if any (optional)	
8 Reference number(s) (see instructions)			

Part II Claim of Tax Treaty Benefits (if applicable)

9 I certify that (check all that apply):

a ☒ The beneficial owner is a resident of The Philippines within the meaning of the income tax treaty between the United States and that country.

b ☐ If required, the U.S. taxpayer identification number is stated on line 6 (see instructions).

c ☐ The beneficial owner is not an individual, derives the item (or items) of income for which the treaty benefits are claimed, and, if applicable, meets the requirements of the treaty provision dealing with limitation on benefits (see instructions).

d ☐ The beneficial owner is not an individual, is claiming treaty benefits for dividends received from a foreign corporation or interest from a U.S. trade or business of a foreign corporation, and meets qualified resident status (see instructions).

e ☐ The beneficial owner is related to the person obligated to pay the income within the meaning of section 267(b) or 707(b), and will file Form 8833 if the amount subject to withholding received during a calendar year exceeds, in the aggregate, \$500,000.

10 Special rates and conditions (if applicable—see instructions): The beneficial owner is claiming the provisions of Article _____ of the treaty identified on line 9a above to claim a _____ % rate of withholding on (specify type of income): _____
Explain the reasons the beneficial owner meets the terms of the treaty article: _____

Part III Notional Principal Contracts

11 ☒ I have provided or will provide a statement that identifies those notional principal contracts from which the income is not effectively connected with the conduct of a trade or business in the United States. I agree to update this statement as required.

Part IV Certification

Under penalties of perjury, I declare that I have examined the information on this form and to the best of my knowledge and belief it is true, correct, and complete. I further certify under penalties of perjury that:

- I am the beneficial owner (or am authorized to sign for the beneficial owner) of all the income to which this form relates.
- The beneficial owner is not a U.S. person.
- The income to which this form relates is (a) not effectively connected with the conduct of a trade or business in the United States, (b) effectively connected but is not subject to tax under an income tax treaty, or (c) the partner's share of a partnership's effectively connected income, and
- For broker transactions or barter exchanges, the beneficial owner is an exempt foreign person as defined in the instructions.

Furthermore, I authorize this form to be used by the withholding agent that can claim the benefits of the treaty between the United States and the country of which I am the beneficial owner or am the beneficial owner.

Sign Here

Signature of

For Paperwork Reduction Act

for beneficial owner

Date (MM-DD-YYYY)

INDIVIDUAL

Capacity in which acting

Cat. No. 25047Z

Form **W-8BEN** (Rev. 2-2006)

Printed on Recycled Paper



1-5 Sales /mo **\$50 /sale**

6-10 Sales /mo **\$75 /sale**

11-20 Sales /mo **\$100 /sale**

21+ Sales /mo **Custom Commissions**

Variable Payout Commission rate that changes based on amount of sales. For example, an affiliate earns higher variable payout for sales over \$500. In many cases, there's a range of sales, and different bonus \$ attached to each range.

Vertical - Example "Pets", "Software" verticals. Fancy way of saying "niche" or category of business.

W8Ben - A USA document product owners want you to fill up for government requirements.

In the next page, look at a sample with guides what to put in the form.

Once you start earning, the product owners will ask for your w8ben.



Widget Block of code that inserts content on a website. Affiliates use promo widgets on their sidebar



The best way to sell something – don't sell anything. Earn the awareness, respect, & trust of those who might buy

Rand Fishkin

“Remember that we are advertising to humans, not robots and that your target audience can be easily and quickly saturated.”

J.E Sosa



UNSCRAMBLE ME

Now you know the words. Do not commit the mistakes!
Unscramble the mistakes people commit
in doing Affiliate Marketing below.

1. srnoingig niche reseach.
2. otimropng too yamn products.
3. tlegnecing OS aebsics.
4. tno dcsolniiqua affiliate snkli.
5. eklonovig email gnkrtmaei.
6. ucnosfing solely on nmocmisiso.
7. tno tgkacnirf rmofcpanere.
8. pkpipnsi ytlaucn nettcon.
9. ienguurdnesatmtc ooititnpcme.
10. ipnecahtiem for kwicu stluers.



SIMPLIFIED AFFILIATE STORY

So many words. What do they mean when used in the real world? See if you can understand this story after reading the dictionary.

Anna was a 30-year-old single mom who worked as a waitress. She loved cooking and wanted to open her bakery. She heard about making money online by promoting stuff and decided to give it a try.

She read a book by a successful marketer. It taught her how to pick a niche, choose good products, make a website, get more visitors, and build trust with them.

Anna picked baking as her niche. She joined a program that paid \$50 for each sale she made. She wrote helpful articles about baking and put her special links in them.

Anna had three worries:

1. She thought she didn't have enough time because of her job and her son.



2. She was worried about not having much money.
3. She didn't know much about online stuff.

But she worked on her site when she could, got help from friends, used free tools, and joined a community of marketers.

Anna made three mistakes:

1. She picked a big, tough niche without enough research.
2. She promoted bad stuff without testing it.
3. Her site was boring and copied from others.

She fixed these problems:

1. She focused on gluten-free baking.
2. She learned more about her audience and promoted good stuff.
3. She made her site better with her own content and a friendly style.

Anna saw good results after three months. Her site got higher in Google; more people came, and they



clicked on her links. She even made \$200 from one sale!

She kept working on her skills, learned more, and made more money every month...

USE IN A STORY: JOHN

John was a 30 year old breadwinner man with 4 kids and a wife. He worked as a sales manager for a company that sold widgets online. He was always looking for ways to increase his income and provide for his family.

One day, he stumbled upon an article about affiliate marketing. It explained how he could earn commissions by promoting other people's products on his website or social media. He was intrigued by the idea of earning income from home.

He decided to give it a try and signed up for an affiliate network called Commission Junction. He browsed through their inventory of products and chose some that matched his niche and audience. He got his



referral links and started to share them on his blog, Facebook, and Twitter.

He also learned about the best practices of affiliate marketing, such as landing page optimization, A/B testing, strong call to action, and content marketing. He created engaging and informative posts that showcased the benefits of the products he was promoting. He also used graphic ads and animations to catch the attention of his visitors.

He monitored his dashboard regularly to see how his campaigns were performing. He tracked his clicks, conversions, earnings per sale, and average sale. He also used remarketing to target his prospects who had visited his website but did not buy anything

He was amazed by the results. He saw a conversion spike in his first month of affiliate marketing. He had a high click-through rate and a low bounce rate. He was earning recurring commissions from some products that had subscription plans. He also took advantage of seasonal opportunities and promoted products that were in high demand during holidays and special events.

He was happy with his affiliate marketing business. He was able to earn more money than his regular job. He



was able to quit his job and work from home. He had more time and freedom to spend with his wife and kids. He was proud of himself for achieving his goals.

Content is the reason
search began in the first
place.

Lee Odden



AFFILIATE MARKETING TOOLS

You need these. Get them!

1. **Link Organizer:** Keep your affiliate links tidy and organized with this helpful tool that makes managing and optimizing them a breeze.

I recommend both bit.ly and a wordpress plugin to do this. <https://jhilario.com/thirsty>

2. **Traffic Insights:** Get valuable information about your website visitors, their behavior, and how well your affiliate marketing is performing using this user-friendly tool.

I recommend a wordpress plugin to do this.

3. **SEO Booster:** Boost your website's visibility on search engines with this handy tool that suggests relevant keywords and optimization tips to improve your rankings.

I recommend several wordpress plugins to do this. One is <https://jhilario.com/rankmath> or <http://>



jhilario.com/seotool1 or [Http://jhilario.com/seotool2](http://jhilario.com/seotool2).

4. Creative Content Maker: Unleash your creativity and make eye-catching graphics, videos and other content to enhance your affiliate marketing materials, no design skills required.

I recommend:

<https://jhilario.com/expresstool>

<https://jhilario.com/videotap>

<https://jhilario.com/logoai>

<https://jhilario.com/seowriter>

<https://jhilario.com/pictory>

5. Audience Engager: Build and nurture your email list, design attractive emails, and automate campaigns to engage with your audience and promote your affiliate offers effortlessly.

Hands down, this is my reco:

[Http://jhilario.com/complete](http://jhilario.com/complete) (Free to join!)

6. Social Media Scheduler: Easily manage your social media presence by scheduling and organizing your posts across different platforms, ensuring consistent promotion of your affiliate content.

I Recommend: [Http://jhilario.com/magictool](http://jhilario.com/magictool)



7. Keyword Helper: Discover the best keywords that can drive organic traffic to your website, giving your affiliate marketing a boost without the need for technical expertise.

Recommend: <https://jhilario.com/rankmath> and <https://jhilario.com/semrush> or <Http://jhilario.com/seotool2>

8. Competition Explorer: Gain insights into your competitors' strategies in a friendly way, helping you refine your own affiliate marketing approach and stay ahead of the game.

Recommend: <https://jhilario.com/rankmath> and <https://jhilario.com/semrush> or <Http://jhilario.com/seotool2>

9. Trend Tracker: Stay up-to-date with the latest trends in your niche, find popular content ideas, and create engaging material that resonates with your target audience.

Recommend: <https://jhilario.com/rankmath> and <https://jhilario.com/semrush>

10. Website Wizard: Build a professional-looking affiliate marketing website or blog easily, with drag-and-drop features and customizable templates that make it beginner-friendly.



I Recommend:

[Http://jhilario.com/wpforless](http://jhilario.com/wpforless) (fast)

[Http://jhilario.com/wordpress](http://jhilario.com/wordpress) (faster)

[Http://jhilario.com/bestwordpress](http://jhilario.com/bestwordpress) (fastest)

Learn how to use all of these in a friendly way in my
Affiliate Marketing Mentoring Course. Pasig Inc
Affiliate Marketing (<https://jhilario.com/pasig>)

In the above courses, I WILL CREATE AND SETUP
your Affiliate Marketing Website for you.



A WARNING STORY

When doing “extra jobs” or “extra income” or part time. like affiliate marketing: Make sure you have your priorities straight even if it takes 500% from your energy. Here’s my story:

Note: When this all happened, the internet was not yet around.

I was the only one working to help my family to live day to day.

In our family there are 8 girls and 5 boys.

My eldest sister was already in Canada with a life of her own - completely cut off from us at this point. She was legally adopted when I was in Grade 5 - so that instantly made me into the eldest in the family. Her story is for another time. But I lost a sister during elementary.

Back to 1991. I was working for one year already feeding 13 people in the province. My salary was P 5000 only. I gave most of that to help them live. Many people were supporting my family of origin, titos, titas,



lolos and lolas in both sides - even strangers, really so we “got by”. Maraming tiis.

But then my 10-year-old brother Ernie got sick, started convulsing at 330am on a Monday. I woke up, took a bath, and saw my parents over his feverish body. At this point I had around 5 years of Charismatic Catholic experience behind me - but do you know what I did? I saw my parents - praying over my bother - it seems. But did you know what I did?

I looked at them and went out the house - so I wouldn't be late for the 4am bus.

I did nothing. I remember not kissing him, not holding him, not praying over him.

I told myself, “I have to work so they can live.”

I was unaffected by what was happening to Ernie because my focus was earning.

My focus was that the twelve remaining members of my family of origin would be able to live, to go to school to eat.



A few months passed. Ernie's sickness got worse. They needed someone to be with him in the hospital in Makati Medical. Friends pooled their money to get him here - because I knew we certainly didn't have the money to pay for it. I walked to the hospital (it was nearby) and stayed for one night. But I had to leave again, because you know, I had to work during the day.

I was with Ernie when they did the CT scan in St. Luke's.

I was in the hospital.

I was holding him for x-rays and in the ambulance in between hospitals.

But my mind and body always went to back to work.

I had to.

There were many mouths to feed.

Finally, he was admitted to RITM, a large Alabang Government Hospital hidden behind the trees near Festival Mall (during this time, the mall area or the Madrigal Park doesn't exist yet, it's just a forest).



RITM was for infectious diseases. I went there for two days.

My lola told me to remove my necktie because I looked like I had money (company uniform)

I didn't understand nor did I care to understand what was happening to Ernie. The medical talk was beyond me – because all I cared about was the money, I needed to spend to help my family live.

That night - in the Intensive Care Unit, I asked Ernie to tell me a story of a movie he just watched. I wanted to show him that ALL MOVIES ended well, and I wanted this to be a lead-in to tell his 10-year-old mind about Jesus.

Noble you think? I never got there.

Ernie told me about the movie Black Beard's Ghost. Black beard was a bad pirate who died but stayed in limbo (didn't get to heaven) because he had unfinished business to do. Eventually the movie ended with him doing the virtuous deeds as a GHOST and he happily dies finally.

The story started with a ghost and ended with a death. What a bad story to talk about good endings, right? So, I kept my mouth shut.



Soon, I was ready to go home - to sleep because a relative came to take over bedside duties for Ernie. So, I left. The next day was Saturday -so I didn't have work. But passing by Alabang to Laguna, I wrestled with the decision to go home to Laguna or drop by the hospital.

I opted for Laguna instead.

When I came home, everybody was crying. Ernie died just this morning probably while my bus was passing by the hospital.

We were five boys and eight girls. Now only four boys.

What did I miss?

My mind was fixated on “giving the needs of the many” but I forgot the lesson of the Lost Lamb, that the shepherd would risk the ninety-nine sheep just to rescue one lamb. I told you I knew this already, I had 5 years of “worship God” or “God First” experience in college as part of a Catholic Community. You should think I could have applied this in my own family. But I didn't.

Death is a big regret maker but so is life. The life I lead is always thinking about “I need to make money



for...” at the cost of the life/attention/love I can give NOW to my family.

This story has not ended, but maybe you’ll join me in my live events to show you the complete story.

Just take the personal lesson my life has for you and stop sacrificing the ONE for the “many”.

Stop the “tiisin sila” and do the right thing NOW.

Offer yourself as a living sacrifice to those you love.

And ask God to help you learn how to make the **sacrifice sweet**, like in St Therese’s case.



Jomar Hilario



THE NEXT STEPS RECIPE

What are all the next steps needed to make an affiliate marketing business?

Your Affiliate Marketing Recipe

Ingredients:

- Niche of interest or guidance from a mentor
- Research on popular products and profitable keywords
- Affiliate accounts on recommended platforms
- Professional branding materials (website, graphics, video tools)
- High-quality educational content (text and video)
- SEO optimization tool
- Affiliate links
- Active participation in social media communities
- Cross-promotion across all channels
- Email marketing strategy and email catchers on the website
- Metrics analysis for performance improvement



Instructions:

1. Choose a niche you're passionate about or seek guidance from a mentor.
2. Conduct research on popular products, platforms, and high-profitability keywords.
3. Set up your affiliate accounts using recommended tools.
4. Build a professional brand by incorporating graphics and videos into your website.
5. Create high-quality educational content using various tools.
6. Optimize your website's content for search engines using an optimization tool.
7. Incorporate affiliate links strategically throughout your content using automation.
8. Be helpful rather than salesy in social media communities.
9. Cross-promote your content on all channels to reach a wider audience.
10. Utilize email marketing from the beginning to build your subscriber list. Install email catchers on your website.
11. Analyze metrics to improve your performance and make data-driven decisions.



“Being an affiliate marketer is very cost-effective. You don’t have to put much money in an affiliate program in order to gain a lot.”

Russell Brunson, co-founder of ClickFunnels



TOO COMPLICATED?

Some of you are saying that the steps are too complicated.

You're not wrong. It's actually more complex.

But....

Let's consider getting married and having kids.

If you knew the steps - - like the first 20 steps below for newborns....

1. Hold your baby skin to skin as much as possible.
2. Feed on demand - let baby cues guide you on when to feed.
3. Change diapers frequently, at least every 2-3 hours.
4. Bathe daily to keep skin clean and moisturized.
5. Burp baby during and after feeding to relieve gas.
6. Make eye contact and smile at baby to build trust.
7. Rock, sing, talk to soothe and stimulate baby.
8. Check diapers for signs they may need changing.
9. Dress in comfortable layers suiting the weather.
10. Take baby for regular checkups with pediatrician.
11. Get plenty of rest when baby sleeps to recharge.
12. Spend tummy time with baby when awake.
13. Swaddle for sleep if calms and comforts baby.
14. Track feeding times and other patterns.
15. Respond promptly to baby's cries to avoid frustration.
16. Keep living space warm, clean and free of hazards.



17. Have necessary baby supplies always on hand.
18. Accept help from others to share responsibilities.
19. Make time for yourself as well as baby's needs.
20. Love and cherish your new bundle of joy!

Now think about **READING THIS BEFORE GETTING MARRIED...** Would you really have gone through with it? Why? Why not?

Sure! It looks complicated --because Affiliate Marketing is a real online business.

All businesses look complicated if you peel the layers.

In fact, everything is complicated if you spell it all out in detail. That's what "detail" means.

Let's try the thing you did before you became a 9 month old baby - cell division =

1. Fertilization - The sperm fertilizes the egg and they join to form a single cell called a zygote.
2. Cell Division - The zygote undergoes many rounds of cell division to become a ball of cells called a morula.
3. Compaction - The morula compacts and cells stick together more tightly to form a blastocyst.
4. Implantation - The blastocyst implants itself into the lining of the uterus, usually 6-12 days after fertilization.
5. Formation of amnion - The amnion, a sac that will contain amniotic fluid, begins to develop around the embryo.
6. Olfactory Placode Formation - Tissue develops that will eventually form the nose and olfactory system.
7. Heart Forms - Cells in the embryo cluster to form a tube that will become the heart.



8. Branching Morphogenesis - Lungs, pancreas and other organs begin to branch out and develop complexity.
9. Neuralation - The neural tube forms and will develop into the brain and spinal cord.
10. Somitogenesis - Blocks of cells called somites form regularly along the embryo's back to eventually become vertebrae....

NOW HOW ABOUT KISSING?

1. Orbicularis oris muscle surrounds the mouth and brings the lips together.
2. Zygomaticus major muscle lifts the corners of the mouth upwards in a smile.
3. Masseter muscle contracts to clench the teeth together gently.
4. Buccinator muscles in the cheek push the lips forward in a pucker.
5. Levator labii superioris elevates the upper lip.
6. Levator anguli oris lifts the corner of the mouth.
7. Risorius spreads the lips laterally in a smile.
8. Mentalis muscle lifts and protrudes the chin.
9. Platysma muscles in the neck help tilt the head sideways.
10. Occipitofrontalis muscle furrows the brows upward in concentration.
11. Corrugator supercilii muscles draw the eyebrows inward in an expressive frown.
12. Procerus muscle compresses the skin above the nose bridge during a kiss.
13. Tensor tympani muscle in the ear tenses during a deep kiss.

"INFANT DEVELOPMENT" is something you do naturally. "KISSING" is something you do on purpose.

Both are complex if you peel the layers.

Think about both next time you're looking for "easy"



BUT IN YOUTUBE THEY SAID IT WAS EASY...

Those who "attract you" in Social Media with the words "Easy" are just doing that - attracting you. They'd be smart. And you'd be smart... when later you realize, you're knee deep in complicated if you followed their step by step.

It's not as easy as you thought.



LET ME HELP YOU GET STARTED.

Starting affiliate marketing is tough. So here are the things that I can do, a tool can do and artificial intelligence can do for you:

1. Write your super long essays, blogposts, in detail with correct figures.
2. Write with perfect USA Grammar.
3. Optimize your blogpost so it will rank or appear in search engines quickly.
4. Create lead magnets for you in minutes even if you're a total newbie.
5. Create videos for you, complete with voice over, music, interesting live videos.
6. Create your wordpress website for you already optimized for affiliate marketing, with plugins & theme already loaded and customized.
7. Select your first niche or market or vertical for you.



8. Select the top earning affiliate products you must promote. Earning both recurring monthly and one time large amount.

All the above are the benefits of the Pasig Inc Affiliate Marketing course. <https://jhilario.com/pasig>

Since you're not doing those things above, what do you need to do?

1. Decide on the brand identity. Yes, an AI can help you here too.
2. Decide on the approach you want to take based on SEO research (I'll teach you how to use the tool).
3. Command the AI to create the blogposts.
4. Load the blogposts to your wordpress.
5. Optimize the blogposts based on the recommendations of the SEO tool.
6. Create links from outside sources that point to your blogpost.
7. Create short videos using the video tool. Post them.



8. Use our post automation so your videos are reposted next year on autopilot.

In the coming months:

1. Ask the AI to add more details so you have a long blogpost.

2. Make more links. Make more videos. Autopost them.

3. Join us in the Co-Working sessions every Sat morning.

**Get started with us : Pasig Inc Affiliate Marketing
(<https://jhilario.com/pasig>)**



**All things that are WORTH IT, are complicated.
This book has helped you uncomplicate things.**

Now go read the book again!

**And when you're in the GO GO GO stage, join my
Pasig Inc Affiliate Marketing course:**

<https://jhilario.com/pasig>

It's a 12 month course. I'll even do a lot of the heavy lifting for you. There are videos, step by step printable guides, shortcuts if you don't wanna watch the videos and a whole lot more!

In case you didn't notice, this whole book is a
Super Lead Magnet.

See you in the course!



How to Choose Offers as A Beginner Affiliate

Do



Go for tier 2 and tier 3 targeting



Opt for lower payout offers

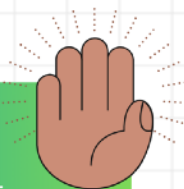


Choose based on recommendations



Test more than one offer

DON'T



Don't go for tier 1 countries



Don't choose offers with high payouts only



Don't choose offer by yourself



Don't stick to one offer only



INSPIRATION

“Affiliate marketing has made businesses millions and ordinary people millionaires.” – Robert Foster Bennett, former US Senator

“Affiliate marketing is really just a quicker way to offer products and services without creating them yourself.”
– Shawn Collins, co-founder of Affiliate Summit³

“The key to success with affiliate marketing is to share genuinely share recommendations based on your own experience, not what you think will sell.”
– Syed Balkhi, founder of WPBeginner

“Affiliate marketing is not about working harder; it’s about working smarter.”
– Jon Dykstra, founder of Fat Stacks Blog

“The most successful affiliate marketers are those who treat it as a real business and not just a hobby.”
– Zac Johnson, founder of ZacJohnson.com



BONUS ATTACHED:
PICTORY AFFILIATE PARTNER PLAYBOOK:
THIS IS THE SWIPE FILE YOU WILL BE
FOLLOWING WHEN YOU PROMOTE PICTORY
FOR RECURRING MONTHLY INCOME.

GET STARTED [HTTP://JHILARIO.COM/PICTORY](http://jhilario.com/pictory)



Pictory Affiliate Partner Playbook

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