



Affiliate Marketing Cheat Sheet

A simple 3-step exercise to get started



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Introduction

Successful affiliate marketing comes in two parts:

1. finding the right products or services to promote; and
2. developing strategies to best promote those products or services.

You can have the best promotional strategies in the world, but if you're not promoting the right things, you're likely to end up not making any additional income. Furthermore, you risk losing your subscribers and the trust you've built with your audience since you'd promote items that don't make sense for them.

Using this cheat sheet, I'm going to help you determine the best products and services to promote to your audience.

By the end of these exercises, you'll have several to choose from. After that, you'll need to prioritize and select one or two to begin with. Don't promote all of them at once, or once again, you may lose your people.

Yes, they are sensitive like that.

This won't take too long and, I promise, it'll be worth it. It's only three exercises. It helps if you have an audience or email list to begin with, but if not, you can still make this work. Find groups of people where your target audience exists to discover answers for the exercises below by listening or engaging in conversations with them.

Let's begin.

Exercise #1: What's the Problem?

Everything you promote to your audience, whether it's created by you or by someone else **should** solve the pains and problems your audience has. In other words, it should be relevant to what they need.

Should is the keyword though, and unfortunately, not everyone cares about what their audience wants. They care about the commission first.

And that's wrong.

Start with solving problems first, and your earnings will be a byproduct of how well you serve your audience.

So, what are the pains, the problems, the inconveniences, the wants and needs of your audience? Do you even know? If not, you'd better find out. Any product you promote should be relevant to that, and if not, it shouldn't end up on your list.

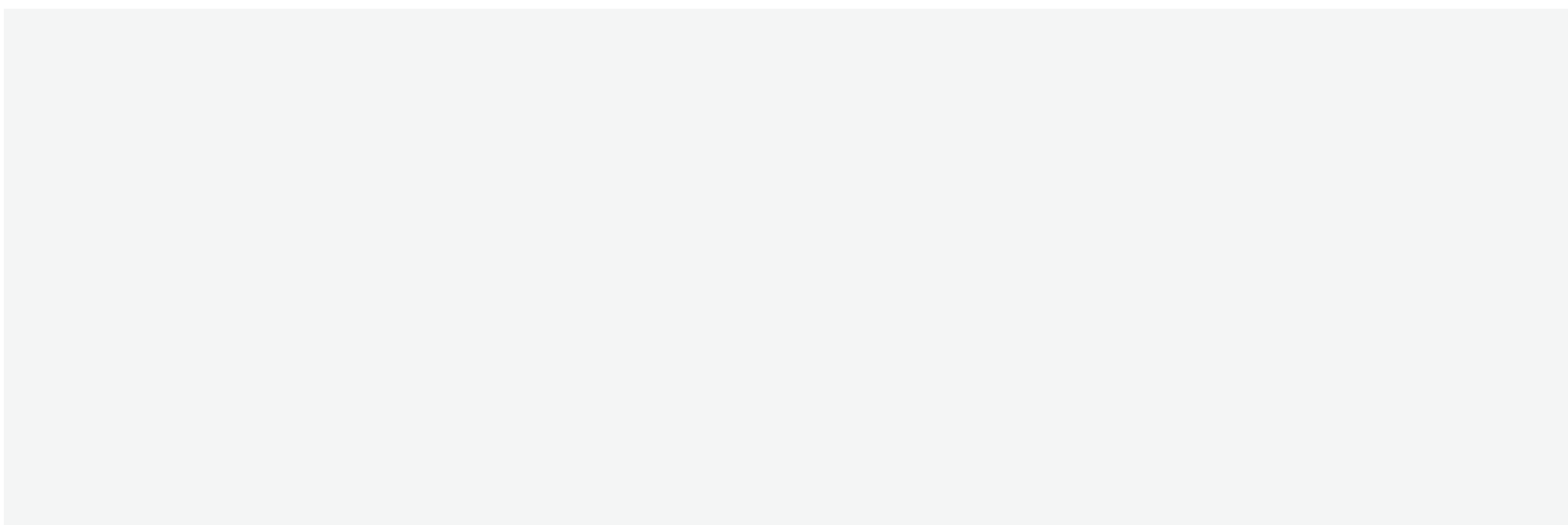
In the box below, start listing any number of problems your target audience has that you discover:

Exercise #2: Questions that Reveal Products You Should Promote

The two following questions will help you determine what a good starting point might be for choosing specifically what products to promote. Write your answers below each question:

Question 1: Looking at you.

If you happen to be in your own target audience (i.e. you were once in the same struggles or suffered the same challenges), then ask yourself, what products or services did you personally use (or are using) to help you through those problems? Remember: when you have experience using products that you promote, the promotion becomes more natural and people are more likely to buy.



Question 2: Looking at your audience.

Wherever you have access to groups of people in your target niche, ask the following question:

“What’s the most recent purchase you made that has helped you the most related to _____ .”

Obviously, fill in the blank with your niche or a keyword, and watch as your target audience tells you the kinds of things they already spend money on. This is a signal for products or services that you could potentially promote to your audience. Write down the answers you find below.

Exercise #3: The Affiliate Marketing Matrix

Below, you'll find a matrix that you can fill out related to various types of affiliate products that you can discover on the market. As you'll see, you can promote all kinds of things—things you didn't even know you could potentially be an affiliate for.

You can transfer some of the answers from exercise 2 to start, use Google search and keywords related to the items below and your nich to find other products, and even just ask around to find more.

CATEGORY	AFFILIATES
Physical Products	
Services	
Online Courses	
Coaching Programs	
Software	
Books	
Events	

At this point, it's not about prioritization. Select one or two of the above and build a campaign to promote them. If you need some promotional ideas, check out this free webinar training to help you understand how to best promote these products online: smartpassiveincome.com/affiliatewebinar.