WHAT IS THE ULTIMATE ONLINE BUSINESS?

THE CASE FOR AFFILIATE MARKETING

EXTREMELY FLEXIBLE - AN ENTREPRENEUR'S DREAM...

ONE OF MY FAVORITE BENEFITS OF AFF. MARKETING

CAN ESSENTIALLY BE IN 1,000s OF DIFFERENT BUSINESSES AT THE SAME TIME. CAN SELL TOYS OR GARDENING TOOLS OR SPORTING GOODS OR INFORMATION OR SOFTWARE OR ANYTHING. AND IF ONE MARKET ISN'T WORKING OUT AS WELL AS SOMEONE WANTS (OR YOU GET BORED) IT'S CHEAP, EASY, AND FAST TO GET INVOLVED IN ANOTHER MARKET.

NO ONE OTHER BUSINESS MODEL OFFERS THIS FLEXIBILITY.

LOW START-UP COSTS - UNLIKE MOST BUSINESSES, SOMEONE CAN ACTUALLY START MAKING MONEY WITH LESS THAN $100 INVESTED.

NO INVENTORY OR PRODUCTS TO SHIP - NO CAPITAL REQUIRED TO BUY AND STORE A BUNCH OF INVENTORY AND NO MASSIVE HEADACHE OF DEALING W/ SHIPPING THINGS TO A CUSTOMER; NO DELIVERY ISSUES, PACKING BOXES, TAKING TO POST OFFICE, ETC.

AWESOME

NO PAYMENTS TO COLLECT - POSSIBLY ONE OF THE ONLY BUSINESS MODELS IN THE WORLD W/ THIS BENEFIT. NO CREDIT CARD FEES, TRANSACTIONS, CHARGE BACKS, ETC. TO MESS WITH. ALSO NO REFUNDS TO ISSUE AND MANAGE!

GREATEST BENEFIT OF ALL?

NO CUSTOMER SUPPORT REQUIRED - ONE OF THE FEW BUSINESSES (IF ANY) THAT HAS THIS ADVANTAGE. SAVES TIME AND MONEY NOT HAVING TO DEAL WITH IT. ALSO A HAPPIER BUSINESS TO RUN WITHOUT HAVING TO MESS WITH IT!

EVEN IF ONE HAS A GOOD PRODUCT & THE RIGHT MARKET THE SELLING PROCESS STILL MUST BE FIGURED OUT FOR ALOT OF MONEY TO BE MADE. AFF. MARKETING DOESN'T REQUIRE THIS (BIG DEAL)

NO SELLING REQUIRED - WHILE 'PRE-SELLING' GREATLY INCREASES AFFILIATE CONVERSIONS (i.e. ENCOURAGING SOMEONE TO BUY BEFORE THEY CLICK THE AFF. LINK.) THE MERCHANT SITE SHOULD ALREADY BE SET UP TO MAKE THE SALE. SHOULD ALREADY BE TESTED AND TWEAKED AND READY FOR MAX CONVERSIONS.

BUSINESS CAN BE RUN FROM ANYWHERE - THIS IS SOMEWHAT TRUE WITH MOST INTERNET-BASED BUSINESSES BUT IT'S 100% TRUE W/ AFF. MARKETING AS CONTENT CREATION, LIST BUILDING, BUYING TRAFFIC, AND EVEN GETTING DIRECT DEPOSIT PAYMENTS CAN ALL HAPPEN VIRTUALLY.

* I'M LIVING PROOF AS I'VE MADE MILLIONS FROM AFF. MARKETING AND WILL CONTINUE TO DO SO.

HUGE POTENTIAL & HIGHLY SCALABLE - IN EVALUATING ANY BUSINESS ONE MUST CONSIDER UPSIDE AND SCALE. THERE ARE MANY GREAT BUSINESS OPPORTUNITIES BUT MOST HAVE A CEILING AS TO HOW MUCH THEY CAN MAKE. AFFILIATE MARKETING IS ALREADY PROVEN TO HAVE MULTI-MILLION DOLLAR POTENTIAL. ANYONE CAN START SMALL AND SCALE THINGS TO BUILD A HUGE BUSINESS.

MAJOR CRITERIA I LOOK FOR IN A BUSINESS MODEL

CAN RUN WITH SYSTEMS - A STRONG AFF. MARKETING BUSINESS IS RUN WITH SYSTEMS AND AUTOMATION. CONTENT AND OFFERS CAN BE 'DRIPPED' W/ AUTORESPONDERS AND OTHER CMS PLATFORMS. USING SYSTEMS TO GENERATE THE BULK OF THE REVENUE ALLOWS FOR EASY SCALABILITY. SYSTEMS CAN ALSO BE USED TO MANAGE OUTSOURCED CONTENT AND MARKETING CAMPAIGNS.

3 MAIN CHALLENGES FOR AN AFFILIATE MARKETING BUSINESS

① KEEPING UP WITH THE HUGE NUMBER OF OFFERS AND OPPORTUNITIES

THIS CAN BECOME OVERWHELMING AND TIME CONSUMING

SOMEONE COULD SPEND 100+ HOURS A WEEK EVALUATING AFFILIATE PROGRAMS AND NOT EVEN SCRATCH THE SURFACE OF ALL THE AFFILIATE MARKETING OPPORTUNITIES THAT ARE OUT THERE. THERE'S ALSO AN ADVANTAGE TO KNOWING WHICH OFFERS ARE HOT AND CASHING IN ON IT BEFORE MANY BECAME SATURATED. THE "FIRST MOVERS" MAKE A LOT MORE MONEY.

② KEEPING UP WITH THE LATEST RESEARCH AND INTERNET USER BEHAVIOR

NEED A TEAM OF RESEARCHERS

INTERNET TRENDS, FADS, AND INNOVATIONS CAN PLAY A HUGE ROLE IN MAKING A LOT OF MONEY FROM AFFILIATE PROGRAMS. DOING PROPER RESEARCH, HOWEVER, TAKES A LOT OF TIME AND IT'S A CHALLENGE TO KNOW THE BEST PLACES TO GET DATA THAT CAN POINT TO EASY PROFITS.

③ KEEPING UP WITH THE LATEST MARKETING STRATEGIES & TRICKS

THE REASON WHY SOME AFF. MARKETERS CAN TURN A PROFIT FROM HIGHER PPC COSTS. (BIG ADVANTAGE)

AFFILIATE MARKETING AND INTERNET MARKETING CHANGE OFTEN. TO MAKE MAXIMUM INCOME ONE MUST STAY ON TOP OF THE LATEST TECHNIQUES TO MAXIMIZE CONVERSION RATES AND RESULTS.

I CREATED OPPORTUNITY.COM TO SOLVE ALL THREE OF THESE CHALLENGES FOR ANYONE THAT WANTS TO BUILD AND GROW AFFILIATE MARKETING INCOME.

OPPORTUNITY.CO WILL OPEN ON THURSDAY, MAY 7TH AT 3PM EST. AND WILL CHA THE AFF. GAME