

Affiliate Marketing Q&A on Twitter @ Tuesday Night #IndieBizChat



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Advisor. Author of ClickNewz.com - Join us! :-)

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This is a transcript of an Affiliate Marketing chat that took place on Twitter under the hashtag #indiebizchat. The Indie Biz Chat happens every Tuesday night at 9pm Eastern, with different topics & guests. The tips & responses are short, because they were all in tweet-format...

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You are also welcome to share this free Twitter Chat transcript with others, as-is in it's original PDF format with no changes. ~Lynn

What kind of business do you have, when did you start it?

I'm a professional blogger and super affiliate, and am best known for my work at ClickNewz. You can read more about me at <http://www.clicknewz.com/about/>

This is my 15th year in business though, and I didn't start out as an affiliate or with a blog.

My history: <http://www.clicknewz.com/2665/how-to-start-an-online-business-today/>

I absolutely love what I do now (Affiliate Marketing).

It's easier, more flexible, more passive income, etc than what I did before. And it's FUN :-)

[@indiebizchicks](#) That is awesome! To be able to say that you love what you do and that you enjoy it - a true gift!

I Agree!!! :)

Many people joining in may be new to affiliate marketing... How would you define it?

Affiliate Marketing is very much like a commission-based sales job.

You get paid for sales or leads.

A great post to see on Affiliate Marketing is:

<http://www.clicknewz.com/2195/too-late-to-get-started-in-affiliate-marketing/>

As an affiliate, your job is to bring a product to a market – or bring the market to a merchant. The more value you add to that process, the more successful you'll be as an affiliate.

Many people use Affiliate Marketing to earn on the side.
Others as a full-time business model.

[@indiebizchicks](#) it can be easy for some to get carried away w/niches. Do you set limits?

My advice: Don't spread yourself too thin ;-)

[MelissaOnline](#) I heard you're hosting an event soon. Is it still open & what will we learn?

I'm not hosting an event, but I do teach twice a year at

<http://www.nicheaffiliatemarketingsystems.com>

I love the NAMS workshop in Atlanta for learning niche affiliate marketing, as it's hands-on and very productive!

I am also publishing a book this year :) See: <http://www.affiliatestarterguide.com>

How do you find products to promote as an affiliate?

The first step is to choose a niche or a topic you can really enjoy:

<http://www.clicknewz.com/2281/how-to-choose-a-niche/>

You can see a Case Study of a new niche affiliate blog I started last month here:

<http://www.clicknewz.com/2917/case-study-new-niche-site/>

Once you have a niche or topic, choosing products is easy.
You pick things your market will love!

To find products to promote, I search the major affiliate networks: LinkShare, Commission Junction, etc. I also do a search on Google for "niche+affiliate" or "keyword+affiliate".

[GemShows](#) are you an Amazon affiliate - has your state been affected?

TN has not been affected yet. If your state has, try SkimLinks.

Also see: <http://www.clicknewz.com/2290/survive-affiliate-tax/>

Many affiliate marketers are preoccupied w/ keywords, etc. Do you plan your blog posts around them, or fill them in later?

Absolutely! Keyword Phrases come from people. They aren't just a random metric meant to get in the way of your writing flow. When you create content around keyword phrases, you are "replying to your market":

<http://www.clicknewz.com/2820/keyword-strategy/>

If you need Fresh Blogging Ideas, see:

<http://www.clicknewz.com/2661/blogging-ideas/>

Ignoring Keywords is Ignoring Your Market!

For more on SEO Content, or Choosing Keywords & Phrases, see:

<http://www.clicknewz.com/2077/seo-content-choosing-keywords-phrases/>

How important is social media to affiliate marketers? Do you view it as a good promotion tool or a time waster?

Social Media is super important right now. You have to be where the people are - and they ARE on Social Media. Period. Add in Google+, Google Plus One, and Google Social Search... and you can't afford NOT to be active on the Social Media channels.

How to Use Social Media:

<http://www.clicknewz.com/3038/how-to-use-social-media/>

How to Promote Products via Social Media:

<http://www.clicknewz.com/2553/how-to-promote-products-via-social-media/>

[@indiebizchicks](#) do you link to blog posts w/aff links in them or link directly via social media?

Both :) I have used affiliate links directly on Facebook & Twitter. But more often link to a post about it. ... It depends if it's a short-term promotion, or a long-term promotion.

Long term = link to blog post.

What do you consider the biggest affiliate marketing “Do's” ??

Do #1

Keep up with current trends in your market.
Actively search for related promotions & programs.

Do #2

Keep your site or blog updated, as well as your social media channels.
A month ago is "stale" online.

Do #3

In all things, consider your market and serve your market.
They are the ones that click, buy and share!

[@indiebizchicks](#) people can forget about "serving" their market - It's important to give back!

Giving is what biz is about! Affiliate Marketing is about adding value to the buying process. It's a biz. Making money is just the RESULT. Not the goal...

And what are the biggest affiliate marketing “Don'ts” ?

Don't #1

Don't always be self-promotional. Share interesting links outside your domain.
Ask questions. Share resources & tips.

Don't #2

Never spam. You'll lose your following & readership.

Don't #3

Don't ignore List Building.
Email is still where you'll see some of your best conversions.

See: Do you Ignore Email Marketing for Your Blog?
<http://www.clicknewz.com/2768/list-building-for-bloggers/>

What would you say to someone who has started affiliate marketing, but isn't seeing much success?

Keep in mind that Affiliate Marketing is a great business model. It's for entrepreneurs. It's not a get-rich-quick opp. The key to success is seeing it as a real business - and being both consistent *and* persistent. You have to stick it out. Success doesn't happen overnight.

See... Staying on Track - From Start to Profit:
<http://www.clicknewz.com/2098/staying-on-track/>

When Affiliate Marketing isn't working, don't quit - figure out WHY it's not working and fix it ;-)

[@indiebizchicks](#) thoughts on article mktg? something you still use?

Sure! It's part of a larger Content Marketing strategy. Don't write articles just for Google. Write articles for syndication. And don't rely on ONE place. Publish content everywhere!

On a side note, affiliate marketing has taken some heat in the past – what do you say to “naysayers?”

Um, do you want to see my books? LOL just kidding :-)

I would imagine "naysayers" are not a good candidate for the model. If you don't believe it, you won't succeed at it.

All you have to do is look around at people like me, @sugarrae, @rosalindgardner, etc and you can see that Affiliate Marketing works - and works well!

What tips do you have for people getting started in affiliate marketing?

I have tutorials at ClickNewz, such as How to Sell Products Online as an Affiliate:
<http://www.clicknewz.com/2341/how-to-sell-products-online/>

Also see Promoting Physical Products as an Affiliate
<http://www.clicknewz.com/2414/promoting-physical-products/>

**My advice: don't buy a million courses & read a million blogs.
Get out there and start a biz as an affiliate that you can enjoy!**

For inspiration on how cheap & easy it is to do Affiliate Marketing, see:
<http://www.clicknewz.com/2917/case-study-new-niche-site/>

Open question call, wrap up, etc...

[@indiebizchicks](#) What is the biggest change you've seen to aff mktg since you started?

Must be more specific & more targeted... Back in the late 90's you could share a link anywhere and get attention. Now it's all *micro-marketing*.

Would you like to see my newest niche blog & social properties as a live Affiliate Marketing example?

My newest niche blog is <http://www.TravelingLowCarb.com> and twEATs (lol) are at [@lowcarbtraveler](#)

I'm also active in that niche on Facebook:

<http://www.facebook.com/lowcarbtraveler> and on Tumblr: <http://travelinglowcarb.tumblr.com>

Tumblr is awesome, by the way. Very active! Definitely check it out ;-)

When you find something your market responds to, or you find WHERE your market responds best, find more of that ;-) Don't mess with what works!

I use WordPress for my main site of course. Tumblr is in addition, just like Facebook & Twitter, and any other social media or content channel.

[judithstephens](#) I think it helps to have a community to be successful with affiliate marketing. A forum, Facebook fan page. Engaged community...

I agree. But you have to CREATE that community, your readership & following.

It's work, but with a great ROI!

Affiliate Marketing can be a great stand-alone business model, or a great addition to ANY business model. I first started out with affiliate programs when I had an offline service based business, for example. So if you thought Affiliate Marketing wasn't for you... you just may want to give it a second look as a means of generating new streams of revenue. ;-)

/END

I hope you enjoyed the chat!

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