

# The 4 Step Affiliate Marketing Framework



**Brought to You**

**By**

**[Two-Weeks-Notice.com](http://Two-Weeks-Notice.com)**

# What is Affiliate Marketing?

Affiliate marketing is a form of marketing where you get paid to promote a product or service that someone else produces and sells. You're probably into marketing already. You tell your friends about good restaurants or cool hotels you stayed at on vacation. The key difference is that you're not getting paid for these recommendations.

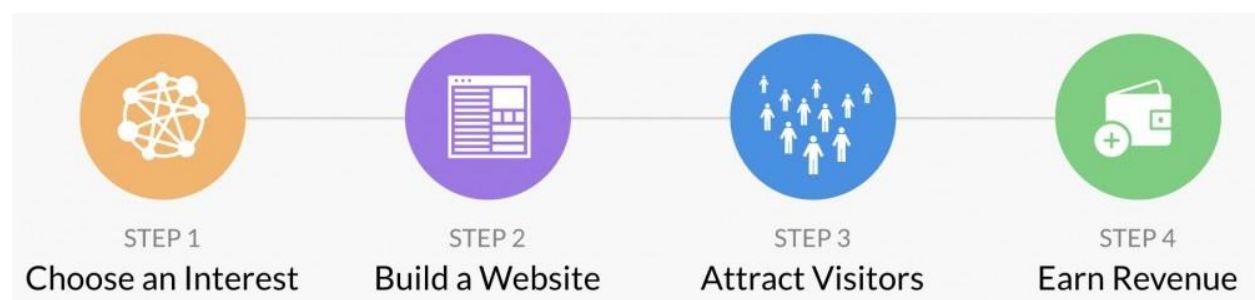
Affiliate Marketing is making recommendations to others based on your experience **and** being rewarded when they follow through and make a purchase. The best thing about affiliate marketing is that you already pay for all sorts of products and services daily. If you have a strong opinion about them (good or bad) you can basically use that to become an affiliate marketer.

A few of the things you can expect by becoming an affiliate marketer:

- ✓ You can earn money talking about products and services you know and understand
- ✓ You can start a side business (or many) for passive income
- ✓ You could quit your job and work full time from home, or anywhere with an internet connection
- ✓ There's no need to know HTML or CSS or any coding at all if you don't want to
- ✓ A laptop and a stable WiFi connection are all you need from a tools standpoint
- ✓ Then you need the right training and framework to get started

---

## Successful Affiliate Marketers Use This Proven 4 Step Method



Affiliate Marketing is a large subject with many parts. And while each person may approach it differently there are 4 core concepts that are consistent across almost every affiliate marketer's business.

And consistency means it can be simplified and broken down into key concepts that are easy for everyone to follow. There are thousands of successful affiliate marketers that use this same 4 step method to build their web based business and **you can too**.

**So let's dig into each of these 4 core concepts in more detail below.**

# Step 1 - Choose an Interest

As the old saying goes, the first step is often the most difficult. It is true within Affiliate Marketing too. You need to choose a topic of interest. But it shouldn't just be any old topic.

It should be a topic you're knowledgeable about, you find interesting, and that you think you can help others with. Helping others is key because your website needs to help people!

So let's take an example. Let's say you love dogs and you know a lot about them. Dog owners have a million questions. But dogs is a huge topic. People could ask questions about treats, dog sickness, dog breeds.

You want to *narrow it down*. You want to choose a niche within the dog topic. Say for example, dog related accessories. You could write about the following:

- **What are the best GPS dog trackers?**
- **Are choker collars or harnesses better for big dogs?**
- **What is the best way to travel with a dog?**

Each of these questions can be answered and products and services can be recommended. When you provide high quality information about the products then people will buy those products to help solve their problem!

Now dogs are just one option. There are a million topics to choose from. Here are just a few: Food, Cooking, Health, Fitness, Video Games. The list goes on and on.

But your first goal is to choose a topic of interest where you can **help others**.



## Step 2 – Build a Website



Now your next step is to build a website. But don't get nervous. I don't expect you to go out there and start hand coding HTML. There's just no need anymore.

These days building websites is far easier. Most platforms feature "What you see is what you get" WYSIWYG (pronounced: wizzy-wig) type editors where it is just like editing a document in Microsoft Word or writing an email in Outlook!

I'd argue that building the website was the easiest part of setting up my first side business. It only took a couple of minutes and **I didn't write a single line of code.**

There are a ton of tools out there that can help you perform more complex tasks to get your website to do special stuff (like send emails etc.). But let's save that for later.

To get your first website going just [Click This Link](#) and create your completely free Wealthy Affiliate Starter Account. There's no credit card required, no strings attached. You just get immediate access to **create 2 websites free.**



# Step 3 – Attract Visitors

Clearly a website doesn't do a lot of good unless people actually come visit it. So the next thing you want to do is focus on getting people to your site!

The more people you get to your site the more likelihood you have to drive sales and the more sales you make the more revenue you generate!

There are two different ways to attract visitors to your site. You can attract them through:

- **Paid Traffic:** Know those ads that pop up on the side of Google Searches? This is the most common form of paid traffic, it is called Pay Per Click (PPC).
- **Organic Traffic:** The top results on Google that don't have an 'Ad' sign next to them are Organic traffic. Organic traffic is free and is the best way to get started in Affiliate Marketing. It means there's no up front investment.

Your goal is to drive organic traffic by becoming a known authority in your chosen topic of interest. The more well known you are the more your website will sit at the top of the rankings. The higher it sits the more traffic you can get.

Sitting at the top is called "ranking 1st" and first is the place you want to be. The term Search Engine Optimization (SEO) is all about getting to the top ranks of a search engine.

This applies to Google, Facebook, YouTube, Bing, Yahoo and any other search engine out there.

But first things first, let's [get you started on your website](#) and then you can focus on ranking at the top!



## Step 4 – Earn Revenue



Two-Weeks-Notice is dedicated to teaching you what you need to know to make a consistent passive income stream.

I don't want to show you how to make one big sale and then have no way to replicate it. The goal here is that the website you start is totally self-sufficient and continues to increase the income generated over time.

Now I'm focused primarily on teaching you Affiliate Marketing here at Two-

Weeks-Notice, but there are several other ways to monetize the same website you use for affiliate marketing. A few worth noting are things like:

- Display Ad Revenue through Google AdSense or Ad Maven
- Developing an Email Marketing List
- Creating and Selling Your Own Products
- Performing Paid Product Reviews (once your site builds a following)

The key take away right now is that you're not limited to any single method to earn income from your website. On top of this several of these methods can be used at the same time so you've got multiple income streams working for you at once.

So let's recap below to make sure you've got a clear understanding of what it is affiliate marketers do! Check out the diagram on the next page for details.

# The Affiliate Marketing Process



<https://Two-Weeks-Notice.com>

As I mentioned above, your job as an Affiliate Marketer is to help people. As you probably know, there's more and more data being created daily. More photos, more emails, more everything. To help people you need to distill useful information into a consumable format so people can find the answers they are looking for.

This is the job of an Affiliate Marketer. So let's get to it.

# So What's Next?

The next step is easy. Get going! This framework will carry you through the first steps of Affiliate Marketing all the way to becoming your own boss if you so desire. But to capitalize on it you need to put one foot in front of the other, figuratively of course. You need to get started.

By reading this and getting a clear understanding of Affiliate Marketing you're already light years ahead of most people. Congratulations. I hope that you take the next step and accept my invitation to join the Wealthy Affiliate Community and establish your first website today.

Wealthy Affiliate is training platform I used to start my endeavor into affiliate marketing. It has all of the resources you need to get off on the right foot. And most importantly, it is 100% free to start.

So [click here](#) to get your Wealthy Affiliate account started today.

-Craig

