

JANUARY 2023

THE
Internet Business
SCHOOL

THE NEWSLETTER

Official Newsletter of the Internet Business School

HELLO FROM SIMON COULSON

FOUNDER OF THE INTERNET BUSINESS SCHOOL

Welcome to the Internet Business School Newsletter.

This newsletter has the potential to change your life.

What action will you take this month?

Until next month,



This issue:

Key tips for marketers in
2023

Book Recommendations

The Complete Guide to
Online Research
17 Website Copywriting
Techniques

Effective hooks for video
How to boost social
media in 2023

10 reasons you aren't
making big money online
(yet)

Affiliate Marketing for
Beginners



TikTok Shares Key Tips for Marketers in its 2023 ‘What’s Next’ Report

TikTok has published its 2023 ‘What’s Next’ report, which looks at the key shifts that TikTok’s seeing, from a marketing perspective, within the broader scope of engagement across the app.

This is the third annual trend forecast, designed to help marketers understand how consumers’ wants and needs will change in the upcoming year and what that will mean for their strategies, both on and off of TikTok.

From fun to functional, this new report will focus on unpacking long-term TikTok-first cultural forces, the underlying signals that show how each of these come to life, and the implications for brands to succeed on the platform.

[Read more](#)

YouTube Publishes New Guide to Utilising YouTube Shorts

YouTube has announced a range of new tweaks and updates, which are actually fairly significant, in different ways, but particularly if you’re looking to make Shorts a focus heading into the new year.

[Read more](#)



Are Breadcrumbs A Google Ranking Factor?

Breadcrumbs are helpful for users, but does that mean that adding breadcrumb markup will propel your page to the top of search results?

[Read more](#)

“The secret of getting ahead is getting started”

Mark Twain



Hooked: How to Build Habit-Forming Products

by Nir Eyal

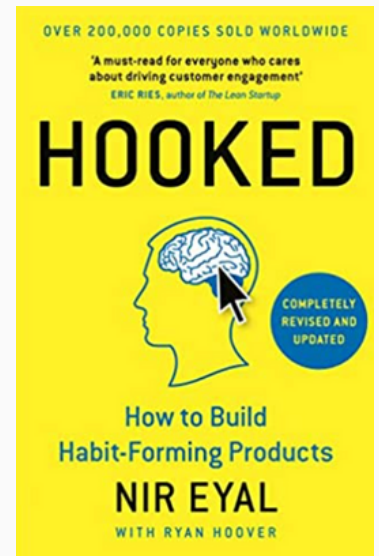
Nir Eyal reveals how successful companies create products people can't put down - and how you can too

Why do some products capture our attention while others flop? What makes us engage with certain things out of sheer habit? Is there an underlying pattern to how technologies hook us?

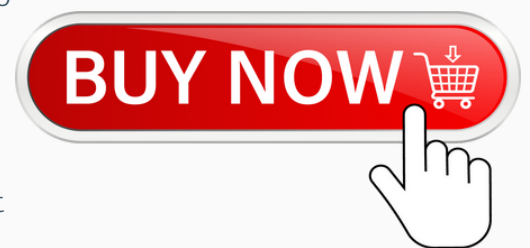
Nir Eyal answers these questions (and many more) with the Hook Model - a four-step process that, when embedded into products, subtly encourages customer behaviour. Through consecutive "hook cycles," these products bring people back again and again without depending on costly advertising or aggressive messaging.

Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder - not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behaviour.

Eyal provides readers with practical insights to create user habits that stick; actionable steps for building products people love; and riveting examples from the iPhone to Twitter, Pinterest and the Bible App.



'A must-read for everyone who cares about driving customer engagement'



Google Search rolls out new search refinements for top bar filters with related topics

As previewed at the Search On event, now these new related topics options can show in the top bar filter options.

Read the full post [here](#)



So Far, Marketers Won't Buzz to Hive Social as Twitter Alternative

With an ad free platform and a ban on certain commercial content, is the latest Twitter alternative, Hive Social, a marketing buzzkill?

In the herculean effort to advance their brand amid Twitter's seemingly constant controversy and chaos, some marketers are on the hunt for an alternative — and lately several are vying for attention. Most recently, it's Hive Social.

But can a platform without advertising and strict limits on commercial contact be the answer?

Read more [here](#)

The Complete Guide to Online Customer Research

Are you looking for a new way to understand your customers? Do you know where they spend their time online, their average annual income or revenue, and their most significant problems relevant to your solution?

Considering all the data you hold, you probably think you know your customers pretty well. You may also feel that you understand them and deliver what they need. Does that sound like you? Then you might want to think again.

Learn more [here](#)

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VOLUME 12

SHORT AND SWEET: 17 WEBSITE COPYWRITING TIPS TO INCREASE YOUR CONVERSIONS

Website copywriting doesn't have to be difficult. In fact, it can be downright easy when you know your topic and you use these copywriting tips:

1: Know your reader. Whatever you write is all about your reader, not about what you know.

2: Plan what you will say. Know in advance what message you want to convey to your reader and make an outline to ensure you get it right.

3: Fill in your outline. After each item in your outline, write about that item. People get hung up on the writing part, but if you look at it as filling out the outline, then it gets super easy.

4: Don't edit as you write, just write. Editing comes later, ideally the next day if there is time to wait.

5: Keep your paragraphs short. The recommended size is 7 lines or less, and that's lines, not sentences.

6: One sentence paragraphs are great, despite what your English teacher may have taught you.

7: Use subheadlines. If your copy is long, break it up with subheadlines to make it easy for your reader to scan.

8: Use active, interesting verbs. You didn't just go to the store, you walked briskly or you ran like your hair was on fire or you sauntered and strutted or you exhaustedly dragged yourself there. Or maybe you crawled or hopped or even flew on the handlebars of your sister's bike.

9: Use active verbs instead of passive verbs. Instead of, "A letter is written by Emma," say, "Emma writes a letter."

10: Omit words that don't do anything at the beginning of sentences. Instead of, "There are 24 people in attendance," you can say, "24 people joined us."

11: Avoid jargon. Even if you're using the right jargon with the right audience, they've heard it so much that it loses all meaning. And if you use the right jargon with the wrong audience, they won't know what you mean.

12: Avoid male and female words. For example, instead of policeman, say officer, and instead of chairman, say chairperson.

13: Write with confidence. Instead of, "I think this is the best solution," say, "This is the best solution."

14: Check your punctuation. "Let's eat Grandma" vs "Let's eat, Grandma."

15: Avoid redundancy. "New innovation," "end result" and "returned back" are three examples.

16: Short words grab attention. "Pick up the box now!" "Warning!" "Free!"

17: Use an editor. If you have the time and resources, hire someone to be your editor. A second pair of eyes can sometimes work wonders.



The 10 Most Effective Hooks for Videos

When it comes to videos, hooks are everything because you have only seconds to grab viewers' interest. Placed at the beginning, the right hook makes your viewers want to keep watching rather than clicking away.

There are all sorts of hooks you can use, but some consistently work better than others. Here are 10 of the most effective hooks for videos:

1. Surprise

This can be anything from a plot twist to a jaw-dropping stunt. Surprise is a great way to keep people hooked because it's unexpected. And when people are surprised, they want to see what happens next.

2. Humour

Humour is another great hook because it's a great way to keep people engaged. People love to laugh, so if you can make them laugh right away, they're more likely to stick around.

3. Mystery

Mystery is a great hook because it gets people's curiosity revved up. If you can create a sense of mystery, people will want to see how it unfolds.

4. Emotion

If you can make people feel something, they're more likely to keep watching. Emotion is a powerful hook because it can make people care about what's happening on screen.



5. Voyeurism

People are naturally curious, and if you can tap into that curiosity, you've got a hook that's sure to keep people watching. Voyeurism is all about giving people a glimpse into something they normally wouldn't see.

6. Scandal

Scandal is another great hook because it's the perfect way to get people's attention. Scandalous videos are always popular because people love gossip and drama.

7. Shock

Like surprise, shock is a great way to get people's attention. If you can do something that shocks people, they're likely to keep watching just to see what happens next.

8. Tease

Teasing is a great hook because it gets people's anticipation up. If you can tease people about what's coming next, they're more likely to stick around to see it.

9. Fascination

Start with a fascinating fact to pique viewers' curiosity and grab their attention. This one has the added benefit of building your credibility in the viewers' eyes, too.

10: What if...

“What if I told you there is a savings account that is 100% safe and pays you 9% interest?”

These are 10 of the most effective hooks for videos. If you can use one or more of these hooks in your videos, you're sure to keep people hooked.

How to Boost Social Media Traffic in 2023

Here's how to get your brand found in social media next year, bringing new subscribers and customers into your fold.

Social media might not be the next Google just yet, but more and more people are searching their favourite platform for the things that interest them most.

Wouldn't it be nice if you appeared at the top of their search results?

This is free organic traffic that is looking for what you happen to be offering and finding you at the exact moment they are most open to what offer.

And in case you're thinking that social media is a waste of time, here are a few stats that might change your mind:

- 59% of the world's population uses social media for an average of 2 hours and 30 minutes daily.
- YouTube is the second most popular search engine next to Google.
- 40% of Gen-Z prefers searching on TikTok or Instagram over Google.
- Facebook averages over 2 billion searches a day.
- 83% of Instagram users say it helps them discover new products and services.
- These social media platforms are keeping users on their sites longer, giving you more opportunities to attract their attention and get their business.



Here's how to maximise your social media traffic:

Social Media Optimisation Best Practices

If you're like most people, you use social media every day. And if you're a business owner, you know that social media is a great way to connect with your customers and promote your products or services.

But what you may not know is that there's a right way and a wrong way to use social media for your business. Here are some social media optimisation best practices that will help you get the most out of your social media marketing:

1. Use Keywords in Your Posts

If you want your posts to be found by people who are searching for relevant information, you need to use keywords. Just like with SEO, using the right keywords in your social media posts will help you reach your target audience.

2. Post Regularly

It's not enough to just set up a social media account and post occasionally. To be successful with social media, you need to be consistent and post regularly. Posting regularly will help you build a following and keep people engaged with your brand.

3. Engage with Your followers

Don't just post one-way messages to your followers. Be sure to engage with them by replying to comments, answering questions, and interacting with their content as well. The more you interact with your followers, the more connected they'll feel to your brand.

4. Use Visuals

People are visual creatures, so using visuals in your posts is a great way to catch their attention. Whether it's photos, infographics, or videos, adding visuals will make your posts more engaging and more likely to be shared.

5. Try Paid Advertising

Organic reach on social media is becoming more and more difficult to achieve. As a result, more and more businesses are turning to paid advertising to reach their target audiences. Paid advertising on social media is a great way to reach a larger audience and get your content in front of people who are most likely to be interested in it.

6. Analyse Your Results

Finally, don't forget to analyse your results so that you can adjust your strategy as needed. Keep track of your metrics and compare your results over time to see what's working and what's not. By regularly analysing your results, you can fine-tune your social media strategy for maximum success.



SEO



Algorithm Optimisation Tips for The Big Four

Now let's cover how to optimise for individual social media platforms:



TikTok

Remember that Gen-Z prefers to search on TikTok and Instagram over Google.

- Use keywords in the name line
- Use keywords in the caption, hashtags and actual video text and sound
- Use three to five hashtags that are a mix of trending and popular tags along with a niche hashtag



Facebook

Remember that Gen-Z prefers to search on TikTok and Instagram over Google.

- Use keywords in the name line
- Use keywords in the caption, hashtags and actual video text and sound
- Use three to five hashtags that are a mix of trending and popular tags along with a niche hashtag

YouTube

This is the second most popular search engine after Google and it offers more optimisation possibilities than other platforms.

- Use keywords as close to the beginning of your title as possible
- Use a brief description and primary keyword above the fold.
- Use secondary keywords and a call to action below the fold
- Include five to eight keywords
- Use up to three hashtags focused on your keywords
- Name your video file the same as your YouTube video title
- Use keywords in your audio
- Enable closed captioning to auto-generate transcripts
- Include a category for ads

Instagram

This is a great place for users to discover new products and services.

- Place keywords in the name line and in your bio
- Use keywords in the caption, hashtags and alt-text
- Use up to 30 relevant hashtags composed of both popular and niche



QUICK CASE STUDY: SAS FOR LIST BUILDING

I've seen this done before but this time it's a little different because of the total inexperience of the person (we'll call her Pam) who did this.

Pam had zero experience at online marketing, zero experience at list building and zero experience at creating any kind of a software program.

She'd read enough marketing materials to know that building an email list was paramount to finding success in online marketing, but she didn't want to bother with slow, traditional list building methods.

Nope. She wanted to do it fast and with as little effort as possible.

And so, she created a software program for laptops and an app version for phones.

Her software is in the self-help niche, but she's asked me not to give out any specifics because it would be super easy for someone else to come along and create a look-alike product.

I can tell you that her program provides guidance and help for some very real-life issues. While it's not a therapist in your pocket, it almost feels like it.

She was torn between wanting to get this program into as many hands as possible, and only letting paying customers have it. She knew from her research that one paying customer is worth ten or even 100 freebie seekers. She also knew that there could be some customer service issues to deal with, and if she had only paying customers then she could hold the number down enough to be able to handle it herself in the beginning.

Here's what Pam did to get the software into as many paying customer's hands as possible: She gave it away with the purchase of any other self-help product or coaching that sold for more than \$45.

In other words, other people in the self-help niche who were selling products could offer her software as a bonus to purchasers. This helped them to get more sales and it built a list of buyers for Pam.

Pam now has a list of over 10,000 people who pay for self-help products and services, as well as several dozen new connections and relationships with players in her industry.

She's already working on joint ventures with several of those marketers. She's selling affiliate products to her list. Her list continues to grow with buyers with almost no effort on her part. And in less than six months she is now earning over \$5,000 a month.

She credits her success to finding out what people want, hiring someone to create the software and app for her, and giving away something super valuable to people who are actively working on making their lives better.

I asked Pam if she might open up the software to the general public to build her list massively bigger and she said it's not really a consideration right now. The people on her list are all buyers and her list is crazy responsive.

She only sends out three emails and one offer per week and yet she's earning over \$5,000 a month. She does plan on creating more of her own products to sell to her list and she has two of them in the works right now – one is a course and the other is another software program.

I love this because her list building efforts are minimal, her list consists of nothing but proven buyers and she spends only about 10- 15 hours a week on her business.

Could this be duplicated in other niches? Absolutely. I know of one person in the online marketing niche who has built a list of over hundred thousand business owners by giving his software service away for free, and I'm sure there are many others.

The twist here is giving it only to buyers of other products. Those product owners – who already have substantial credibility with their followers - become her best marketing tools as they rave about her software to their prospects.

THE 10 BIGGEST REASONS YOU AREN'T MAKING BIG MONEY ONLINE (YET)

Sure, online businesses are more flexible and scalable. Who doesn't want to earn their fortune working in their pajamas at the kitchen table?

But if you've tried making money online and failed, then you know it's not always as easy as it looks. There are a lot of people out there who seem to be doing it, but when you try it yourself, it's just not as simple.

Here are the reasons why you might be struggling, and how to turn things around and make each one of these challenges work for you instead of against you.

1: It's more work than you thought.

Making money online isn't a get rich quick scheme, despite what you may have been told. Decide in advance that you're going to work hard, overcome your mistakes and persevere until you're profitable. Having this mindset is often half the battle.

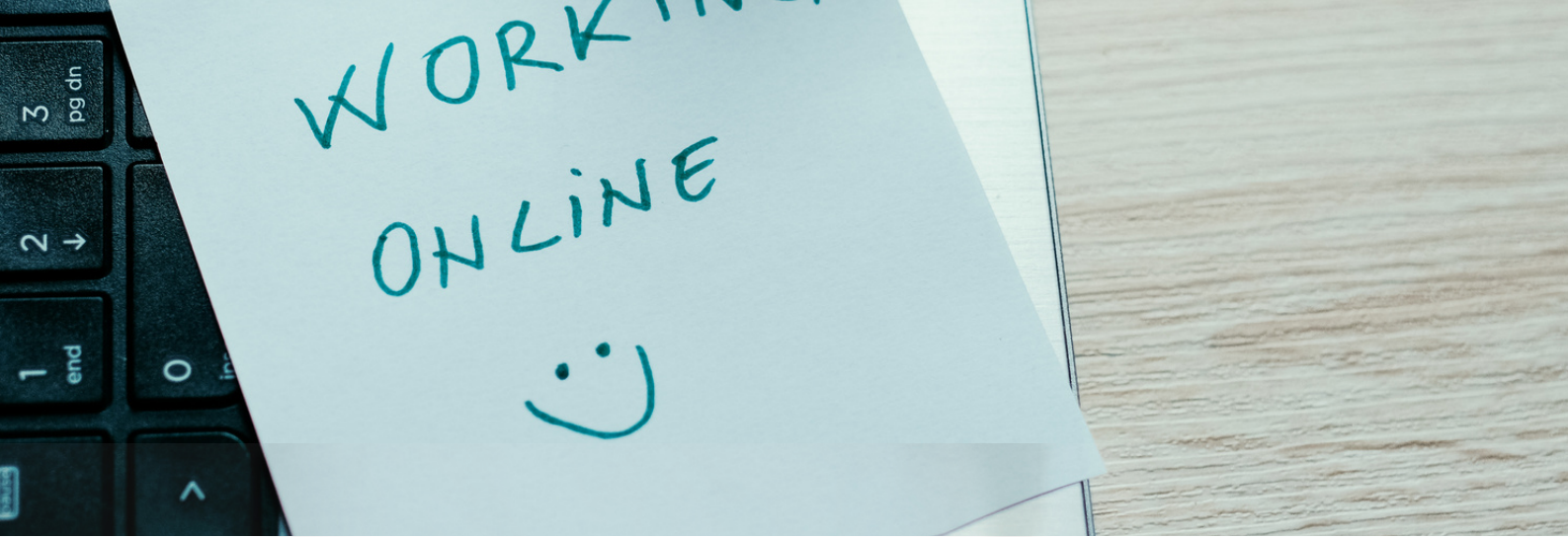
Remember, tens of thousands of people are earning amazing incomes online. If they can do it, then so can you, if you just put in the work, learn how it's done and don't quit.

2: You don't know what you're doing.

Experience is a wonderful thing, but to get experience you'll have to make mistakes and fall down a few times.

If there are skills you need to master, then do it. If there are needed skills that you are better off outsourcing, then do that.

And if you really want to shortcut the process, get a coach to teach you exactly what you need to know.



3: You're in the wrong niche, or no niche at all.

Are you trying to appeal to everyone who needs to lose weight? Or everyone who wants to be smarter? Richer? Prettier? Then you don't have a niche. When you try to appeal to everyone, you appeal to no one.

If you have a tightly focused niche, such as training greyhound dogs, is there a way you can easily reach your target audience? If not, then you need to choose a niche where you can communicate with the exact people who want your product or service.

Finally, do the people in your niche spend money on the type of item(s) you're selling? Maybe everyone could use a belly button brush, but not many people will spend \$19.95 to get one.

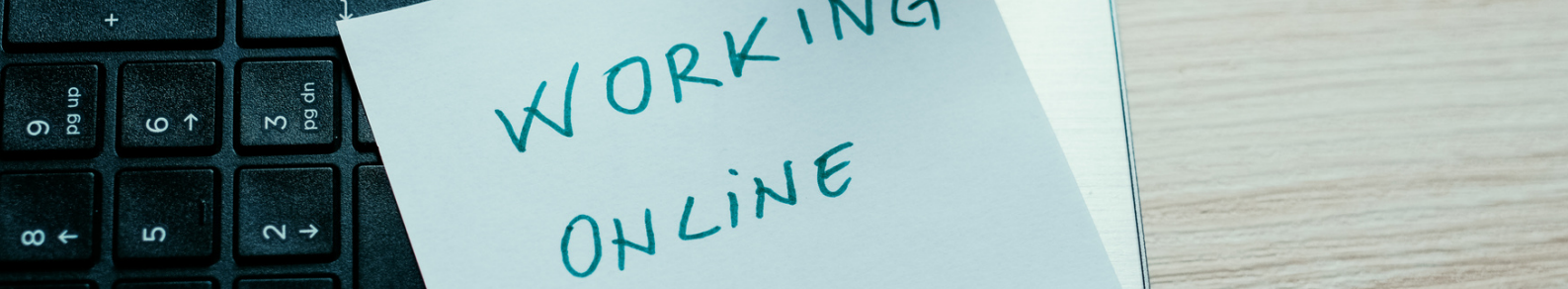
Finding the right niche that is tightly focused, easy to reach and spending money is key to success online.

4: Your product or service isn't noteworthy.

People spend money on products and services that solve their problems, enhance their happiness or make their lives easier.

If your product isn't doing at least one of these three things, then it's not going to sell well.

Find out what your market is spending their money on and what they wish they could buy but they can't find it. When you offer people products they already want to buy, you're halfway to making the sale.



5: You're lousy at selling.

Selling is a skill. It's not something anyone is born with, and it can be learned by anyone willing to put in the effort. It's also one of the highest paying skills in the world.

You can have the greatest product in history, but if you can't communicate the value of the product to the prospect, then you won't make sales.

How do you learn to sell? There are many courses on copywriting (selling via the written word) and on sales. But if you were to learn just one thing that would begin to make a vast difference, it's this: Earn your prospect's trust. When they know you, like you and trust you, they will buy your recommendations even if you do only a semi-adequate job of articulating how the product will improve their life.

6: You have no list.

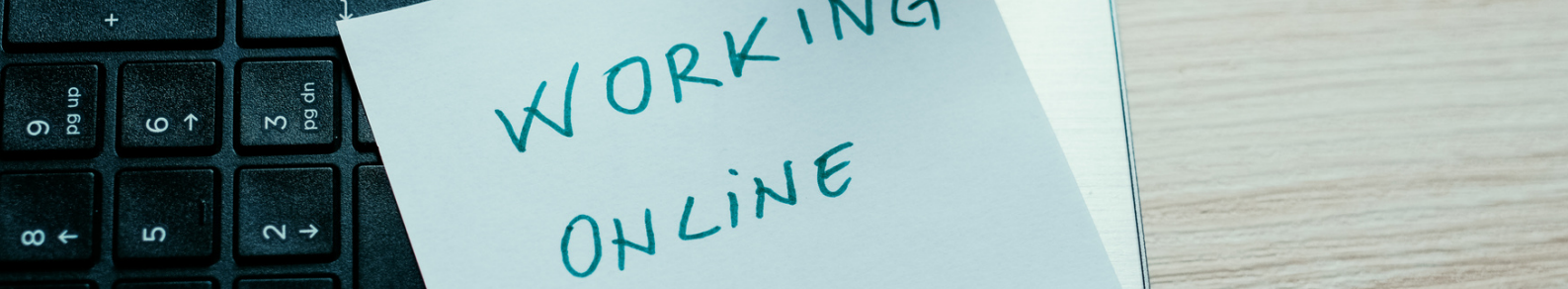
It's important to build a group of fans who know you, like you and trust you. When you have an active email list, you can send traffic to any offer you choose at any time. And if you've done a good job of communicating empathy, compassion and patience to your subscribers, they will follow you anywhere you choose to take them.

7: You have a list but you don't regularly send emails.

A list of email subscribers won't do you any good if you don't build rapport with that list and also demonstrate that you are someone worth following online.

Send out not just promotional emails but also notices of your latest blog posts where you offer comprehensive articles of how to solve problems and get things done.

You might think it's enough to get followers on social media, but email subscribers have the potential to bring in 50 times more value than social media followers, if you email them regularly with the information and offers they want.



8: You think being a lone wolf is a good thing.

One of the lures of online marketing is the thought that you can do everything by yourself, without ever truly interacting with anyone else. But consider this: The \$5,000 potential coaching client is never going to sign up with you if you don't first jump on a call with them. And the \$50,000 joint venture will never happen if you don't have someone to do a joint venture with.

Not to mention the sales you will miss if you don't recruit top affiliates, the projects that will never happen if you don't collaborate with others and one day the sale of your million-dollar business if you won't talk to potential buyers.

Don't make the mistake of thinking the internet is a place to earn a fortune without ever speaking to anyone, because humans simply don't work that way.

9: You're doing things the hard way.

Whatever it is that you're doing or trying to do, odds are there is a tool, software, process or even a person who can automate and streamline things for you.

Imagine digging a hole with a shovel. Sure, you can do it over time, but it's going to take tremendous effort and a lot of hours for you to dig a truly great hole in the ground. Bring in some heavy equipment and you'll have that hole dug in half a day.

The internet is very much like that. No matter what you're doing by hand, there is an easier way to do it with partial or even total automation. And the tasks that can't be 100% automated, such as customer service, can be outsourced to someone else to do for you.

When you free yourself from mundane tasks, you can put your focus where it belongs – scaling your business.

10: You're not producing enough.

If you write one book a year, you're not going to earn as much as the person who writes one book a month. If you write one email or one blogpost a week, you're not going to earn as much as the person who writes one or two blogposts and emails per day.

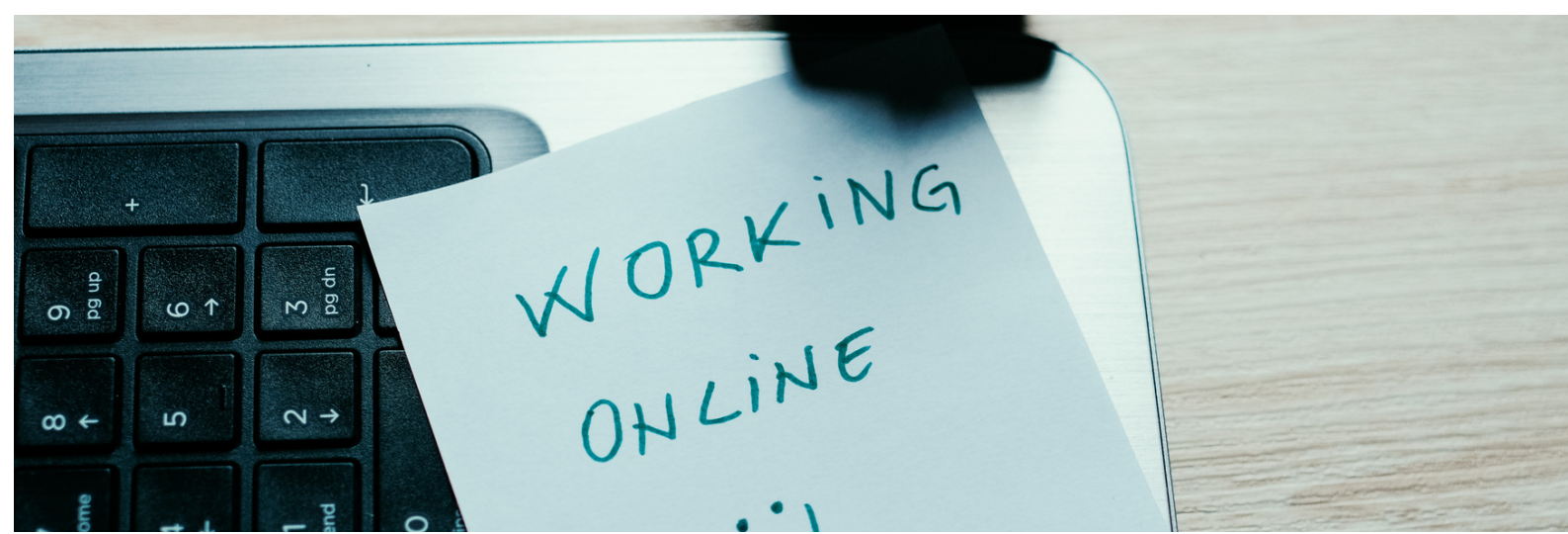
Figure out which tasks are bringing in the most money and then focus on those tasks. For example, if you realise that affiliates are bringing you 80% of your income, then focus on recruiting and retaining more affiliates.

If you realise that creating new products is where your best profits are, get someone to help you create new products faster.

Now here's the bottom line: The way to fail in online marketing or any other endeavour is to give up, which should tell you how to succeed:

- Never give up
- Figure out what you're doing wrong and fix it
- Prioritise tasks that build your business
- Automate everything you possibly can

And realise that if other people can earn their fortunes online, then so can you.



WORKING
ONLINE



PODCASTING FOR BEGINNERS IN 10 EASY STEPS

Based on questions I've received from people who want to start a podcast, I'm going to outline exactly how to get started in podcasting with minimum investment of time, money and frustration, even if you don't know the first thing about podcasting.

You might think of a podcast as a digitally created audio document. Your audience can listen to your podcasts directly on their podcasting platforms, or they can download them in MP3 format to their devices which use a free app that plays the podcast.

Podcasts tend to be favoured over written media for busy people because they can listen while they are commuting, exercising and so forth.

As a podcaster, you can talk about anything you want. You might share stories, news, conduct interviews and educate your audience.

But you already knew all of that, right? Which means you're already well on your way to knowing not just how a podcast works, but also how to start your own podcast.

Here then are the 10 simple steps to get you started:

1: Decide What Your Podcast is All About

Live Now!
First, you need to come up with a concept for your podcast. What will it be about? What's your angle? What will make it unique? Spend some time brainstorming and come up with a few different ideas.

If you can, choose a topic you care about. Passion will be evident in your voice, and that will keep listeners engaged. Something that you can talk about enthusiastically for at least 30 minutes straight is ideal.



PODCASTING FOR BEGINNERS IN 10 EASY STEPS

2: Research and Planning

Once you've got a concept, it's time to start planning out your content. What topics will you cover? Who will your guests be? How often will you release episodes? Make a rough outline of what your podcast will look like.

This is when you'll want to research your topic inside and out. Preparing for your podcast episode by doing research will help you sound more confident, credible, and interesting to your listener. They will be able to tell if you know what you're talking about just by the way you speak.

3: Begin with the Equipment You Can Afford

Next, it's time to start setting up your recording equipment. If you don't have a lot of money to invest, don't worry - you can get started with just a microphone and a free recording program like Audacity. If you want to spend a little bit more, you can get a dedicated recording interface and some nice microphones.

Remember that you don't need the latest and greatest podcasting equipment to get started, but as you move forward it is important to begin investing in quality recording equipment when you can. This will ensure that your listeners can hear you clearly and that your episodes have a professional sound.

4: Choose a Name and Start Recording

Live Now!
Choose a catchy name for your podcast and start recording. Your podcast's name is one of the first things potential listeners will see, so make sure it's catchy and eye-catching. Avoid using inside jokes or puns that only you and your friends would get.

Once you've got your recording equipment set up, it's time to start recording! If you're working alone, start by recording a few test episodes. Once you're happy with the sound quality, it's time to start recording your actual episodes.



PODCASTING FOR BEGINNERS IN 10 EASY STEPS

5: Editing for Quality

Once you've recorded a few episodes, it's time to start editing them. This is where you'll spend the majority of your time, so it's important to find an editing program that you're comfortable with. Again, Audacity is a great free option, but there are also some great paid options out there if you're willing to invest a little bit of money.

When you edit your episodes, be sure to remove any dead air, background noise, or false starts. This will make your podcast more enjoyable to listen to and will give it a polished, professional sound.

6: Promoting Your Podcast

Once your episodes are edited, it's time to start getting them out there. There are a couple different ways to do this. You can host your episodes on a site like Soundcloud or Libsyn, or you can submit them to iTunes or another podcast directory. Start promoting your podcast online and on social media, too. Use hashtags, post about upcoming episodes, and offer exclusive content for your listeners.

7: Making Money

Decide how you will monetize your podcast. There are a few different ways to monetize your podcast, such as selling advertising space, sponsorship, or through donations. You can also promote affiliate products, your own products and offer special deals on products your guests have created. Choose the method that makes the most sense for your podcast and your audience.



PODCASTING FOR BEGINNERS IN 10 EASY STEPS

8: Growing, Networking and Promotion

Grow your audience by continuing to produce high-quality episodes on a regular basis and promote your podcast to grow your audience. You can also reach out to other podcasters and collaborate on episodes or cross-promote each other's shows as well as doing guest appearances on other shows. This is a great way to get exposure to new listeners and make some valuable connections in the industry.

9: Consistency and Feedback

Stay consistent regardless of how many listeners you have. Eventually you'll reach a tipping point where more and more people are subscribing your podcast, but in the beginning it can sometimes feel like no one is listening. Don't give up because you're laying a foundation that is going to pay off when you keep moving forward.

Obtaining success with your podcast means staying consistent with both the quality of your episodes and the release schedule. Listeners will unsubscribe if they don't hear new episodes on a regular basis.

As your podcast grows, you'll start to get feedback from listeners. This is valuable information that can help you improve your show. Use it to make your podcast even better

10: Enjoying the Process

Finally, don't forget to have fun! This is supposed to be enjoyable, so make sure you're doing something that you love. If you're not having fun, it'll show in your episodes. If it starts to feel like a chore, take a break or switch up your format. The most important thing is to have fun and keep your love for podcasting alive. There you have it, 10 simple steps to get started as a successful podcaster. Just remember to put in the work, be creative, and enjoy the learning process.

Behind the scenes

The New Single, "Unicorn"
Out Now, Have You Heard it
Yet?

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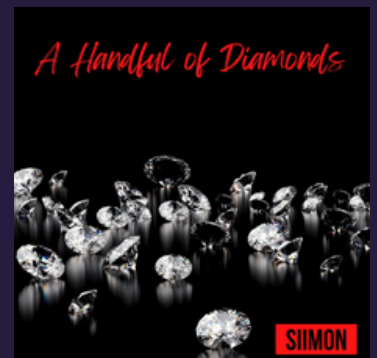
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<http://www.siimon.com>

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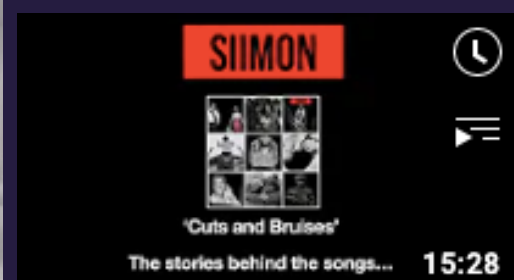
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10 RULES TO BREAK IF YOU WANT TO BECOME A MEGA-MILLIONAIRE

Decades ago, the ultimate financial goal was to become a millionaire.

But these days, thanks to inflation, a million dollars doesn't buy all that much. That's why you probably want to become not just a multi-millionaire (\$2 million or more) but a mega-millionaire (Lots of millions or more).

And just as the goal itself has shifted, so have the rules to get there.

Most self-made mega-millionaires will tell you they didn't follow rules, and in fact set out to break most rules on their quest to earn their fortune.

Here are the rules they especially recommend you break if you want to become wealthy:

1: Follow the rules – we already covered this one but it bears repeating. If everyone is following the same rules and none of them are getting rich, you know the rules themselves are at fault.

2: Don't sell – I don't know how, when or where it became fashionable to think of selling as something worse than cleaning toilets. The fact is, nothing happens until something is sold, and the better you get at selling (online or offline), the more you will earn.

3: Get a mentor – yeah, I'm sure that the self-made millionaires and billionaires of the world are eagerly staring at their cellphones waiting for you to call and pick their brains. Forget mentors and instead figure out what skill you need and then pay an expert to teach you that skill.

10 RULES TO BREAK IF YOU WANT TO BECOME A MEGA-MILLIONAIRE

4: Wait your turn – people wait for the right job, for promotions, for opportunities and for the right time. You can waste an entire lifetime waiting for things to come to you or you can jump the queue and go get them yourself.

5: Obsession is bad – like heck it is. Figure out how you're going to create your fortune and then become obsessed with getting it done.

6: Network like crazy – because you want a thousand people on your contact list and not the slightest knowledge of who 980 of them are, right? Nope. Instead, focus on building a handful of super strong relationships.

7: Invest in other people's stocks – this is great if you want to be rich when you're 75. Just invest in other people's stock funds and wait a few decades for the money to build. Or you could invest in your own skills and your own business and earn your fortune in the next 5 years. Your choice.

8: Do what you love – and the money is supposed to follow, right? In an ideal world this works. But there's a very good chance that what you love is not going to build you a mega-million dollar bank account, so instead you might want to figure out what people want to spend money on and make that your business.

9: If you fail to plan then you plan to fail. What a load of horse manure. Look, if you want to spend the next year planning what you're going to do, then you may as well spend that year watching television. Instead, decide what you want to do, figure out the first 1 or 2 steps, and then start taking action.

10: Don't launch until it's perfect – you could spend a year creating the perfect product that no one wants to buy. Or you could spend 2 weeks creating the minimum viable product and see if there's a market for it. In the first case you need an entire year just to see if you're on the right track, and in the second case you could create 26 MVP's in a year, find out which one or two of them are pure gold and be earning six or seven figures by next year. Your choice.

Affiliate Marketing for Beginners

HOW YOU CAN EARN SIX FIGURES PROMOTING OTHER PEOPLE'S PRODUCTS

I've been getting a lot of questions lately about affiliate marketing, some of which caught me completely by surprise. For example, "Is affiliate marketing legal?"

I certainly hope so, or else I've just paid for my new home with illegal profits. 😊

I'm going to do my best to answer some of the questions I've received and maybe even demonstrate that affiliate marketing can indeed be a profitable side hustle or full-time business.

Why Affiliate Marketing is Still One of The Easiest Ways to Make Money Online in 2023

If you're looking for an easier way to make money online, affiliate marketing is a great option. It's one of the most popular ways to earn money online, and it's relatively simple to get started.

What is affiliate marketing?

Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.

Basically, you can sign up to be an affiliate for a company, and then promote their products or services. When someone buys something from the company you're promoting, you earn a commission.

It's a pretty straightforward way to earn money, and there are a lot of companies out there that offer affiliate programs. These companies use affiliates to help them reach new customers.

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Why is affiliate marketing a good way to make money?

There are a few reasons why affiliate marketing is a great way to earn money online.

First of all, it's a relatively easy way to get started. You don't need your own products or services to sell, and you don't need to deal with shipping or customer service. All you need to do is promote the products or services of someone else.

Secondly, it's a great way to earn passive income. Once you've set up your affiliate marketing campaign, it can run on autopilot, making money for you while you sleep.

Thirdly, there's potential to make a lot of money. If you can build a large and loyal audience through your content creation, you can work your way up to earning \$100,000 a year or even \$100,000 a month through affiliate marketing.

For example, Clickbank states on their website that they have 'hundreds of Platinum affiliate marketers who earn more than \$250k per year,' along with an 'impressive number of Diamond affiliates who earn more than \$5 million per year.'

Fourth, affiliate marketing allows you to focus on your content creation and building an audience while other people tend to product creation and customer service.

Fifth, you can choose what you promote and to a certain extent, how you promote it. You never have to promote a product you don't like or shill for a company you don't believe in. Even though you are promoting other people's products, you are still the boss of your business, and you can feel good about only recommending those products you truly believe will help your audience.

Sixth, you'll never spend months creating a product no one buys. You might spend one day or even a week promoting something that doesn't sell as well as you anticipated, but you can pull the plug anytime you choose and promote something else that is better for your audience, converts at a higher rate or simply pays you more.

HOW YOU CAN EARN SIX FIGURES PROMOTING OTHER PEOPLE'S PRODUCTS

And seventh, you'll never have to deal with customer service. I cannot tell you the nightmare hours I've spent responding to customers with the oddest, strangest and sometimes most aggravating of requests. As an affiliate, in the rare case a customer contacts you directly about a product, you can simply refer them to the product seller for help and guidance while you rest easy knowing someone other than you is handling customer service issues.

In 2023 there are more affiliate marketing programs to choose from than ever before, along with more ways to reach your audience and more audience to reach even the most internet shy people are now coming online with the rest of the world.

So, if you're looking for an easy way to make money online, affiliate marketing is a great option. It's relatively simple to get started, and it has the potential to be quite profitable.

Is affiliate marketing illegal?

Absolutely not. Regular affiliate marketing is as legal as can be. In some countries multi-tiered affiliate marketing may be illegal. For example, if I were to bring you in as an affiliate and I then got paid on the affiliates you brought in. I doubt you'll ever find an affiliate program that offers a three tier system like that. If you do, it's most likely not affiliate marketing but rather multi-level marketing which is an entirely different thing.

Is affiliate marketing a legit way to make decent money?

Absolutely. While affiliate marketing isn't always as easy as it sounds, it's a 100% legit way to earn a living. And if you get good at it, there's no reason why you can't be earning six figures from it by your second or third year.

Affiliate Marketing for Beginners

HOW YOU CAN EARN SIX FIGURES PROMOTING OTHER PEOPLE'S PRODUCTS

What's the difference between multi-level marketing and affiliate marketing?

There are numerous differences but let me just give you the big one: In affiliate marketing you do not need to purchase any product ever. Nor is there a 'distributor kit' to purchase. You fill out an application to become an affiliate, you get approved and you can start marketing the product with zero expense out of your pocket.

You never, ever pay the product owner for the right to promote their product. Nor do you fill up your closets and garages with products you've been told to purchase but you cannot resell.

Also, even if you are in the rare affiliate program that allows you to recruit other affiliates (two-tier affiliate programs) you are never required to bring anyone else onboard.

How Do I Get Started as an Affiliate Marketer?

This is the big question, isn't it?

Let's lay out the steps you might take to get started:

1: Pick your niche.

If possible, start with something that keenly interests you. Since you're going to be working in this niche every day for possibly years to come, it makes sense to do something you enjoy and that stirs some passion for you.

Make a list of possibilities, and then do some research to find out:

- Are people spending money in these niches?
- Are there plenty of affiliate products to promote in these niches?

Only consider niches that get a firm yes to both of these questions.

Don't know where to start? At the end of this article you'll find a list of niches to consider.

HOW YOU CAN EARN SIX FIGURES PROMOTING OTHER PEOPLE'S PRODUCTS

2: Build your website.

While you can certainly send people straight to your affiliate offer, the real money is in building a list and creating trust and credibility with your subscribers.

Your website will be all about your niche, making your visitors feel comfortable, offering product reviews as well as articles that your readers find informative and helpful.

Everything you do as an affiliate is working towards building trust with your audience so that they get to know you, like you and most of all, trust you.

3: Create a mailing list.

To build a relationship with your audience you're going to offer them a perfectly ethical 'bribe' to join your newsletter and get updates, news and special offers from you. The bribe should be something people in your niche would pay money for because it's exactly what they want. It doesn't have to be big, either. Sometimes all you need is a one-page cheat sheet or list of resources.

Email your list often to let them know you've posted something on your blog that's worth their time to check out. Be entertaining and informative, keep your emails short, use stories and don't be afraid to sell them on clicking a sales link in each email, even if you just insert it in the P.S. when your list is accustomed to seeing links leading to offers, they come to expect it and they buy.

4: Promote only products you know and trust.

Anything you promote is something you should know well and preferably use yourself. Your reputation is on the line every single time you promote something, so never, ever promote a lousy product just because you're looking for a fast commission.

Once you have a good reputation as an affiliate, in many (but not all) cases you can email the product owner and ask to see or use the product free of charge.

Affiliate Marketing for Beginners

HOW YOU CAN EARN SIX FIGURES PROMOTING OTHER PEOPLE'S PRODUCTS

5: Sell them on the click.

There's no need to do the heavy lifting of selling in your emails. If the sales letter converts well, then all you need to do is presell them on why this product is something they need to look into for themselves, and why they need to do that right now.

6: Write product reviews.

A good product review is an awesome way to make sales. Your email sends them to the product review and the review sends them to the sales letter.

The trick to writing a great product review is to USE the product yourself and then be 100% honest about what you think of the product.

I once wrote a review for a lousy product and I said it was lousy in the review. Not only did I still get a couple of sales of that product, but the next time I reviewed something positively my sales shot through the roof.

7: Give stuff away.

First you give away something to get them to join your list. Then you give away something now and then just to keep people opening and reading your emails. And finally, you give away the really good stuff when they make a product purchase. The bigger the purchase you're asking them to make, the bigger the bonus(s) you can offer.

Not sure what to give away? A short report, video, audio, cheat sheet or resource list is great to give away anytime for any reason. You can also use these to segment your list into people who like different things. For example, if your niche is online marketing, you can segment your list into podcasting, video marketing and social media marketing to name a few.

If you're selling an expensive product, why not give away one-on-one coaching sessions? You can help the person get the most out of the product they purchased from your affiliate link.

And if it's a mid-priced product, you could do group coaching calls. These calls also serve to bond you to your customers as well as to advertising your paid coaching services.

8: Stick with it.

Like anything else, affiliate marketing takes time to grow. Your first six months might be lean indeed, and your second six months might show modest profit. But give it a year or two and a solid five or six figure income is entirely possible.

WHAT ARE SOME AFFILIATE MARKETING TRENDS TO LOOK OUT FOR IN 2023?

If you're looking to get into affiliate marketing, or if you're already an affiliate marketer, then you'll want to know about the trends that are happening in the industry.

Here are 9 affiliate marketing trends to look out for in 2023:

1: More Focus on Mobile

With more and more people using their smartphones and tablets to access the internet, it's no surprise that affiliate marketers are going to be focusing more on mobile in the coming year. This means creating more mobile-friendly content and ads, as well as making sure your website and products are mobile-friendly.

2: More Video Content

Video is a very popular format, and it's only going to become more popular in the next year. Affiliate marketers are going to be creating more video content, whether it's in the form of vlogs, product reviews, or educational videos.

Become a regular creator of video content with a stellar reputation and you can gain a loyal following who snap up your recommendations solely because you are the one recommending the product.

3: More Influencer Marketing

Influencer marketing is when you partner with someone who has a large following on social media or elsewhere online. This can be a very effective way to reach new people, and it's something that more affiliate marketers are going to be doing in the coming year.

Social media influencers have altered the marketing landscape to a significant degree. For example, 15% of Gen Z's have purchased an item based on the recommendation of an influencer within the last 6 months. Influencer marketing of all kinds generates 10 times the return on investment of traditional banner ads.

If you can see your way to becoming an influencer in your niche, then now is the time to start building that audience. Returns in the first few months will be skimpy but keep at it and you can reach a point of critical mass where the number of followers you have begins to double every couple of months. A year or two from now you could have a significant number of followers and a tidy six figure income from your efforts if you stick with it through the initial lean months of getting started.

WHAT ARE SOME AFFILIATE MARKETING TRENDS TO LOOK OUT FOR IN 2023?

4: More Use of Social Media

Social media is a great way to connect with potential customers and promote your products or services. Affiliate marketers are going to be using social media more in the coming year to reach new people and promote their offers.

5: More Focus on Content Marketing

Content marketing is a way to attract attention and interest in your products or services by creating articles, blog posts, infographics, and other types of content. This is something that more affiliate marketers are going to be doing in the coming year as they focus on attracting new customers.

6: Entry in the Metaverse

As we get ever closer to a virtual tomorrow, affiliate marketers who position themselves to take advantage of the metaverse can see significant growth. Consider in-game advertising, digital transactions and immersive marketing as possible affiliate strategies for 2023.

You might promote virtual products, become an avatar or even create your own virtual world. Even traditional companies such as clothing and accessories are allowing customers to purchase digital versions of their products within games.

7: Voice Search is on the Rise

Mobile devices account for 50% of affiliate marketer's traffic, and many of us already use voice search. Long tail SEO will be the best way to capitalize on this trend. Do your keyword research to discover what your potential customers are looking for when they use voice search and act accordingly.

8: Podcasting will Continue to Grow

More and more brands will want to grab a piece of the podcasting pie in 2023. Your best bet is to create your own podcast with a long-term strategy to build a large, loyal audience who purchase based on your recommendations.

Work with product owners to get special deals for your listeners and advertise this special deal at the beginning, middle and end of your podcast. Place a time limit on the deal to create urgency or limit the offering to create scarcity.

WHAT ARE SOME AFFILIATE MARKETING TRENDS TO LOOK OUT FOR IN 2023?

9: More Recurring Income

As more and more affiliate marketers become savvy to recurring income, we will see an explosion in the promotion of products that continue to pay over a longer period of time. For example, promoting a software or service that charges by the month and therefore pays the affiliate monthly, too.

If you have the choice between promoting two programs that are similar but one pays one time and the other pays monthly, consider going with the monthly payments.

And if you choose to expand your affiliate efforts into creating your own product in 2023, by all means make it something that will continue to give you profits for months to come after the initial sales is made.

Will affiliate marketing ever rule the world?

This question threw me. If you take it literally, then no, I don't think it will. To rule the world you need world leaders. To elect them based on recommendations from affiliate marketers, well, most election systems already do something like this. People and publishers recommend this candidate or that candidate, and I suppose that could be called affiliate marketing.

Figuratively, I don't think it will rule the world, but it will continue to grow. While businesses can drop millions of dollars in advertising, many of them would prefer to pay on a performance basis only. If a sale is made, they pay. If there's no sale, then they don't pay. It's a pretty good system for businesses because they don't waste money on advertising that doesn't work.

And it's a great system for affiliates because we get to make money on products we didn't create and don't own.

WHAT ARE THE BEST NICHE AND SUB NICHE FOR BEGINNER AFFILIATE MARKETING?

There are so many to choose from, and of course you will sometimes overlap from one subniche to another. For example, if your niche is computers then you will likely also be the digital notebooks and webcams as well.

If you're new to marketing, you'll find it's easier to work in a niche other than the online marketing niche. You won't yet have the credibility of an experienced marketer because you don't have any experience in marketing. Starting in this niche is like starting college as a professor without ever taking college classes.

Once you've established yourself in another niche and you're making a six-figure income, that's the time to enter the online marketing niche and teach others are how to be successful, too.

I've created a list below to get you started. Keep in mind that any niche you choose needs to be profitable for you with an audience you can easily reach.

LIST OF NICHEs

Niche: Dating

Sub-niches:

- dating and relationship advice
- flowers and gifts
- partner search for all types of preferences (age, ethnicity, faith, hobby or passion, and other relationship goals)

A sample of the popular affiliate sites:

- BBWDatefinder
- CatholicMatch
- ChristianCafe
- Commitment Connection
- CountryMatch
- Double Your Dating
- eHarmony
- Fitness Matchmaker
- GamerDating
- Jdate
- Meetup
- Military Cupid
- OurTime
- Parship
- ProFlowers
- Seeking
- Single Parent Meet

LIST OF NICHEs

Niche: Education and Self-improvement

Sub-niches:

- bar exam
- certification for financial risk management and project management
- code and software development
- courses with college credits
- e-learning tools and course creators
- English and foreign languages
- hobbies
- homeschooling
- industry skills
- physical classroom supplies and furniture
- pre-school learning
- price comparison for tertiary institutions
- reviews (medical board exams)
- SAT preparation
- textbooks

A sample of the popular affiliate sites:

- AmONE
- Bionic Turtle
- Coursera
- Discount School Supply
- DIY.org
- Kaplan
- Kranse Institute
- LinkedIn Learning
- MasterClass
- Outschool
- Pluralsight
- Princeton Review
- Rosetta Stone
- Skillshare
- Teachable
- Textbooks.com
- Thinkific
- Udacity
- Udemy

LIST OF NICHEs

Niche: Fitness and Sports

Sub-niches:

- baseball
- basketball
- biking
- bodybuilding
- fan memorabilia
- fitness tech and apps
- football
- golf
- gyms and gym equipment
- hockey
- swimming
- tennis
- home gym gear
- hydration and recovery products
- live events
- live sports streaming
- nutrition and supplements
- personal and corporate workout programs
- running
- snow sports
- soccer
- sporting goods
- surfing

A sample of the popular affiliate sites:

- Baseball Rampage
- Callaway Golf
- EVO
- Fitbit
- FuboTV
- Grass Racks
- HockeyShot
- iHerb
- Leather Head Sports
- Muscle & Strength
- Osmo Nutrition
- Soccer Garage
- SportsMemorabilia
- StubHub
- Under Armour

LIST OF NICHEs

Niche: Food and Drink

Sub-niches:

- bakery and sweets
- breakfast cereal
- cooking classes
- fresh produce
- gourmet teas and accessories
- grocery delivery service
- liquor
- meal kits and subscription boxes
- recipes
- seasoning packs
- snacks
- special diets such as keto, vegan and vegetarian

A sample of the popular affiliate sites:

- Art of Tea
- ButcherBox
- DirectEats
- Drizly
- Eat Better Meals
- HelloFresh
- Kettle & Fire
- Lifeboost Coffee
- MamaSezz
- Peapod Groceries
- Rouxbe
- Tasteaholics
- The Fruit Company
- Universal Yums
- Veestro
- Vital Choice

LIST OF NICHEs

Niche: Gaming and e-Sports

Sub-niches:

- betting
- game codes and keys (for character upgrades and game boosters),
- game rental service
- game testing
- game tutorials
- games
- hardware and accessories (desktop PCs, laptops, monitors, keyboards, mice, mousepads, graphic cards, consoles, headsets, joysticks, flight yokes, webcams, microphones, speakers, audio mixers, gaming chairs, and desks),
- in-game currencies
- related merchandise such as apparel, collectibles, and home decor
- streaming
- tournaments for web and mobile

A sample of the popular affiliate sites:

- A sample of the popular affiliate sites:
- Alienware
- Astro Gaming
- Bose
- GameFly
- GG.bet
- Green Man Gaming
- Into The AM
- Kinguin
- Leprestore
- Nvidia
- Razer
- Twitch
- Zygor Guides

LIST OF NICHEs

Niche: Home and Garden

Sub-niches:

- beddings (pillows and mattresses)
- decor (wall art, vases, mirrors)
- DIY projects and tools, kitchen and cleaning appliances
- floor treatments (including rugs and carpeting)
- fragrances and cleaning products
- furniture (and their covers)
- gardening (furniture, tools, plants)
- HVAC
- interior design services
- lighting
- security devices

A sample of the popular affiliate sites:

- AromaTech
- Belle & June
- Canvas Vows
- Curtain Wonderland
- Frontpoint Home Security
- Hardware World
- Heat and Cool
- Homary
- Home Depot
- Keetsa Mattresses
- Kitchen Universe
- MiracleSofa
- My Cleaning Products
- Nisbets
- Rug Source
- Side Door
- Vacuum Cleaner Mart
- Wayfair

LIST OF NICHEs

Niche: Personal Finance

Sub-niches:

- budget tracking and bill management
- credit reporting and management
- cryptocurrency trading
- debt reduction
- financial data security
- financial education for kids and adults
- insurance (health, life, disability, professional liability)
- investment portfolio management and trading
- loan application and management
- money transfers
- online banking and savings
- wills and estate planning

A sample of the popular affiliate sites:

- Acorns
- CIT Bank
- Coinbase
- Complete Wills
- Diversyfund
- Experian
- HoneyMoney
- LifeLock
- Little Green Light
- Trim
- Wise

LIST OF NICHEs

Niche: Petcare

Sub-niches:

- cleaning products (for urine, poop, fur)
- food and feeders
- furniture and carriers
- grooming and hygiene products (pee pads, litter boxes)
- insurance
- medicine
- obedience classes
- pet sitting
- safety products (collars, harnesses, doggy doors, kennels)
- tracking devices and services
- veterinary services

A sample of the popular affiliate sites:

- Brain Training for Dogs
- Chewy
- Paw.com
- Pet Cube
- Pet Pro Supply
- Petco
- Petplan
- PetPlate
- Rover
- Ruffwear
- VetShopMax
- Whistle

LIST OF NICHEs

Niche: Technology

Sub-niches:

- computers (desktop PCs, laptops, and tablets)
- digital marketing software tools (such as SEO analysis, email management, competitor spying, webpage builders, forms, and plug-ins)
- digital notebooks
- drones
- GPS for land vehicles
- headphones and earphones
- microphones
- photography and video equipment
- printers
- projectors
- smart speakers
- smartphones and peripherals (such as power banks and chargers)
- software and apps
- tracking devices (for luggage, keys, elderly patients)
- TV sets and remote controls
- VPN
- web hosting and domain hosting
- webcams

A sample of the popular affiliate sites:

- ConvertKit
- DJI
- Garmin
- GoPro
- Kinsta
- Microsoft
- NordLayer
- Rakuten
- Rocketbook
- SEMrush
- ShareASale
- SpyFu

LIST OF NICHEs

Niche: Travel

Sub-niches:

- accommodations (hotel, resort, or vacation home)
- airline bookings
- car rentals
- claims for delayed or canceled flights
- cruises
- European train rides, restaurant bookings
- guided tours
- house-sitting service
- luggage and travel essentials
- online travel guides
- tickets to attractions and act
- travel insurance policies

A sample of the popular affiliate sites:

- Agoda
- AirHelp
- Booking.com
- Cruise Direct
- Expedia
- Interrail Pass
- Travelpayout
- TrustedHousesitters
- Viator
- World Nomads

Affiliate Marketing for Beginners

LET'S CLOSE WITH AN AFFILIATE MARKETING TRIUMPH STORY:



George was at his wits end financially. In fact, he was about 30 days away from becoming homeless...

But George knew gaming. And he knew gamers.

He signed up for three different gaming affiliate programs, built a simple website and starting writing 3, 4 and 5 articles a day about gaming.

He promoted his site on social media, he answered any and all questions people had about gaming and especially about the games he knew best.

He did live calls to answer questions.

He built his mailing list. And he promoted products.

30 days after he started he had enough money to catch up on his rent.

90 days after he started he was able to replace his clunker car with something newer and nicer.

That was three years ago.

George now owns his own home. He drives a new car. And he's never been happier. Notice that it did not happen overnight.

Notice that George worked his tail off in the beginning. And notice, too, that if George can do it, then so can you.

Podcast Recommendation

A Podcast for Online Course Creators

Meg has sold over a million pounds worth of online courses, learn more about her journey here and how you can do the same.



[30 day free trial for you here](#)



News Roundup



The 30 Best Ads of 2022

Advertisers from around the globe took big creative swings and won big.

[Read more](#)

LinkedIn Adds More Analytics for Creators

LinkedIn announced new creator analytics in March of this year, and now in December, they've made even more improvements to their creator analytics. LinkedIn's new analytics are improved and more detailed for creators and brands. But what are they and what can they do for you?

[Read more](#)

Facebook Enables New Ways To Make Money & Faster Payouts

Meta is introducing new ways to monetize content on Facebook and lowering the payment threshold for creators.

[Watch here](#)





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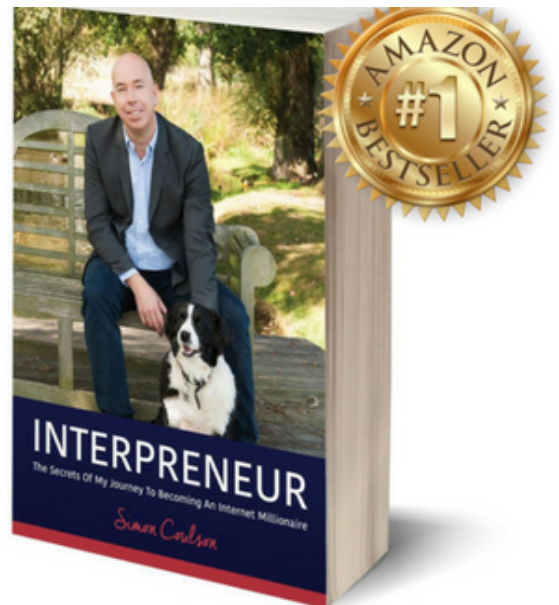
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