AffiliateFix

Newbie411

The Beginners Guide to Affiliate Marketing

Written by Oliver Kenyon of AffiliateFix.com

Newbie411
The Beginners Guide to Affiliate Marketing

Contents

Need Some Help Getting Started?

Start now

Introduction

The Newbie411 was written by Oliver Kenyon of AffiliateFix.com

The Newbie411 is the most straight forward, easy to follow affiliate marketing guide on the net. It breaks down the fundamentals and explains in detail exactly what affiliate marketing is and how it works. The book has had several editions and has always been updated to stay in contact with the forever changing industry.

With over one hundred thousand downloads the Newbie411 is the most read affiliate marketing guide online. Please enjoy the book and feel free to reach out for support on AffiliateFix.com

AffiliateFix

www.AffiliateFix.com

Need Some Help Getting Started?

Start now

What is affiliate marketing?

Affiliate Marketing is the process of promoting someone else's product or service in return for a commission or payout. It's a type of performance-based marketing that allows companies and merchants to reach wider audiences, thereby increasing sales and customer base. There are a number of different forms of affiliate marketing but the results are always the same. Affiliate marketing practices are often referred to as **affiliate programs** or **affiliate offers**. However, there are several different affiliate marketing pricing models and formats.

The affiliate marketing industry can be split into **four** key players:

The Merchant/Advertiser
The **merchant** or affiliate offer owner who creates the affiliate program or offer to promote whatever service or product, often referred to as the advertiser. Affiliate marketing is a great way for merchants to get their business promoted by other people. Merchant pay for results driven back to their business.

Affiliate Network
The **affiliate network**, often the middle man who provides the offers and programs from the merchants to the affiliates. The intermediary between the merchants and the publishers. They handle all payments, tracking and support to the publisher.

Publisher
The **publisher (affiliate)** whose role it is to take the offer or program and drive results to it by converting prospects into potential customers. They have the choice to work with an affiliate network or to go to the merchant or advertiser directly. It's their job to connect the offers and programs with the users or customers.

Customer
The **customer or end-user** who takes action on the offer or program, which results in the publisher, network and merchant being paid. The customer is your everyday user who's browsing the internet often unknowing they are converting an affiliate marketing program when they perform an online action.

• • •

Typically speaking, the advertisers or merchant will only pay when a chosen action is executed, hence the popularity of affiliate marketing by direct response advertisers. This could be a sign up, a purchase or something as simple as a view or click. A successful completion of an affiliate offer is often referred to as a **conversion** or **lead**.

A pixel is inserted into the offer page and is fired as soon as a specified action is fulfilled, thus resulting in a successful conversion. The front end of the offer is what a person would see if they visited it online, for example the website or landing page. Merchants' payouts will differ. Some choose to pay per conversion whereas others will pay a commission or referral fee. It all depends on the merchants **pricing model**.

Typically a merchant or offer owner will partner with an [affiliate network](#) to find affiliates to promote their program. However, sometimes they will exclude the middle man and connect directly with the publisher. The benefit of using an affiliate network is that they normally have a vast database of proven affiliates and will also handle payments and processing. In return, the network will take a percentage of the offer payout or commission.

Affiliate marketing is all about numbers and you are deemed successful on your profitability.

What is an affiliate network?

An affiliate network acts as an **intermediary** between the merchants and the publishers. A network allows publishers to more easily connect and find affiliate programs or offers. For merchants, affiliate networks offer many benefits including tracking solutions, tools, payment processing and access to a wide range of publishers.

Networks come in all shapes and sizes and will vary upon the vertical, pricing model or niche they specialize in. For example, some networks will only specialize in one type of offer or one kind of niche, i.e fitness and health or dating. However, some networks will provide you with multiple offers across all the popular niches. While some networks will specialize in smaller promotions and merchants, whereas others will work directly with large and well known brands. Networks can also **specialize** in specific pricing models.

Affiliate networks are **closed** to the public and always require an application. It's free to apply to a network. But, you're not always guaranteed approval. The reason networks vet their applicants is due to the growing amount of fraud in the industry and also they may only want a certain type of affiliate.

As the network is being paid by the merchant, they can often lose large amounts of cash flow if they pay their affiliates early and then the advertiser decides not to pay due to fraudulent leads. Networks can offer multiple benefits including an affiliate manager who is assigned to you and will work with you to get the best results. They also advise you on what offers work for what traffic, methods and verticals. Not all offers accept conversions from all traffic types and Often advertisers will be looking for a very specific type of user. Your affiliate manager is the go-to person for all questions regarding the network and as they usually work on a commission basis. They will try their best to see that you make money.

Networks will also provide you with all the correct links, tracking tools and information you need in order to promote an offer. They are also solely responsible for paying you, as a publisher, your earnings based on the amount of conversions you have. Although approval isn't guaranteed, there are several steps you can take in order to have the best chance of being approved.

Warning

Affiliate and CPA networks are very easy to start up and less easy for us to moderate. Please take special care to only work with networks who have a good reputations. You can see the biggest affiliate networks and review them by visiting our affiliate networks review and support forum. It's a good idea to only work with those networks who you know have paid their affiliates.

Need Some Help Getting Started?

Start now

How to apply to affiliate networks

Most affiliate networks or programs will require a process of approval, hence the need to apply.

Often new publishers do not want to apply to networks as they fear being denied or turned away. However, understanding **WHY** networks manually approve applicants is half the battle. Some networks receive thousands of applicants a day and this is why they need to be moderated. Networks are acting as the middle man between publishers and merchants, so they're held responsible for what the publisher does with the merchants offer or program.

Frequently, fake or **fraudulent** publishers will compromise offers or programs and try to trick the system into receiving payouts. This can result in the network paying the publisher large amounts of money only to be informed that the merchant is unwilling to pay for the conversions. This, then, results in the network being sometimes thousands of dollars out of pocket. Another reason networks will manually approve applicants is because they may only be looking to work with a specific type of affiliate. For example, some networks only work with highly-experienced and high-volume publisher, or others only accept publishers with certain types of traffic. Affiliate networks are **serious** companies often turning over millions of dollars a year, so you have to take them seriously. If you do not take your application seriously, then you will be denied access to the network. Here are a few tips to go about applying to a network:

Get an online Identity
Networks like to connect an applicant with a brand or purpose. If you haven't already, I'd strongly suggest setting up a quick and easy **website** or **blog** for your name or company. It makes you look more **professional**. Make sure you place an "about page" with some interesting content and your photo on it.

Get a personal email address
Using the website you created above, set up your own contact email address.**YOURNAME@YOURCOMPANY.com** looks so much more professional than a standard @hotmail or @mail address. Add a custom signature to your emails and make yourself more presentable online.

Be easily contactable
Make sure you enter all your contact details on the submission form as well as having them viewable on your website. Turn your phone on and be **contactable** in case the network wants to ring you for approval. They aren't doing it to make you look stupid. They just want to know you are the right person for their network.

Need Some Help Getting Started?

Start now

. . .

Do some homework
Often network representatives may ask you a few questions about marketing and how you plan to market their offers? It's a good idea to have some form of **knowledge** before applying. Read information like this and brush up on the glossary of terms. Reading through this **Wiki** will put you in a good position. Make sure you learn the correct affiliate marketing terms.

Always be transparent
If you are not forthright with the networks, they will aggressively find you out. From the outset, just be **honest** and tell them the truth about whether you're new to affiliate marketing or you're a super affiliate. All they want is for you to be straight forward. So, do not pretend to come across as someone you're not. Tell the absolute **truth** when being questioned.

If you put the above into practice and be honest when applying you stand a much greater chance to be accepted. Bear in mind that you may face rejection but don't let it get you down nor put you off applying again. Also if you're new to affiliate marketing try to source out the networks that accept new marketers. As not all will accept you if you're not already making money.

Affiliate marketing is all about numbers and you are deemed successful on your profitability.

Networks we Recommend
If you're relatively new to affiliate marketing here's our list of networks we recommend you apply for first and foremost to give you the best possible chance of being accepted:

- AdCombo

Introducing your affiliate manager

An increasing amount of affiliate programs and networks are introducing **Affiliate Managers** to their staff.

Affiliate Managers are positioned to moderate affiliates across the network. It's their obligation to help publishers with any issues and questions they may have regarding the network. An Affiliate Manager manages affiliates by helping them to ultimately become better publishers. They are **dedicated** to assist affiliates in all kinds of situations including: helping with tracking, finding the right offers, generating sales/conversions and being paid correctly.

Additionally, they will also be responsible for making sure affiliates are promoting offers in the correct manner or way and not breaching any laws or infringements. They are responsible for customer support and should be you first port of guidance. Often Affiliate Managers will be affiliates themselves, so they speak from personal experience. They usually have some sort of monetary incentive for their publishers to earn more therefore encouraging you to make more money. Here are a few examples of how your affiliate manager can **help** you out.

Knowledge Base
Affiliate Managers are often publishers and affiliates themselves. They have a wealth of affiliate marketing **knowledge**. It's your job to pick their brains to see what beneficial knowledge they can pass onto you. Whether it's a question about traffic, offers or anything else related to the network, do not hesitate to ask them.

Payment
Affiliate Managers are the go-to guys when it comes to discussing payment terms and being paid. They can assist you in setting up the correct payment processes and also the right **tax** forms. They will also be the ones to question if you haven't been paid, or if you have any questions regarding payments.

Offer Bumps
Offer bumps refer to bumping your payout on a specific offer. If you find yourself doing well and converting an offer, then it's within your right to ask the Affiliate Manager for a **higher** payout per conversion. The worst result is they may just say no, or they may grant you the desire to receive higher payouts per conversion.

. . .

Offer Search

If you have a specific offer in mind for a niche or traffic source, then your Affiliate Manager will have access to all the networks **offers**. Sometimes they even hide some offers from normal publishers, so it's always worth asking them if they have the offer that caters to your need. Likewise, if you want them to get an offer on their network, you can ask.

Tips and Improvements

Affiliate Managers can also be a great incite as to what's working and hot right now. It's their job to make sure you get the most out of your campaigns. So, feel free to ask them if they recommend trying anything different. More often than not, the smallest tip or suggestion can have the **biggest** results

As soon as you're accepted into an [affiliate network](#), you should get in **contact** with your Affiliate Manager and make yourself known. However, bear in mind that they also have lots of publishers to look after. So, if you have very simple questions, or if they are unrelated to the offer or the network, it's better to do a quick web search before asking them. Otherwise, you may not get the answer you expected.

Need Some Help Getting Started?

Start now

Affiliate marketing pricing models

Affiliate marketing has several different pricing models.

The following are the **main types** of affiliate marketing models, but others can be found:

CPM
CPM or **cost-per-thousand impressions**, is one of the oldest metrics for affiliate marketing. Merchants will pay publishers a fixed rate for every thousand impressions their advertisement is served. The CPM rate may vary. Targeted traffic is regarded better, creating a higher priced CPM.

CPC
CPC or **cost-per-click** marketing is one where publishers charge a fee for an individual click delivered to the merchant's site or program. Costs will vary per click and will be significant to the competition within the sector or niche.

CPL
CPL or **cost-per-lead** is used in sectors where the customers' acquisition isn't always completed in a single online session. It's based on criteria set out prior and can vary from gathering something as simple as an email address to a large form or action. Leads are priced according to the corresponding criteria.

CPD
CPD or **cost-per-download** is the process of the merchant paying when something is downloaded or installed. Otherwise known as cost-per-install, the CPD model has seen a huge increase with the recent rise of mobile advertising and apps.

CPC
CPC or cost-per-call, also known as pay-per-call, is the pricing model where by merchant will pay on a call-in basis. Publishers will get customers to qualify a purchase or transaction by calling a specific number.

Need Some Help Getting Started?

Start now

CPI
CPI or cost per install is a newer form of pricing model in affiliate marketing. Due to the increase and popularity of mobile traffic and the app store, the model was introduced to pay out affiliates each time someone installed an app or software.

CPA
CPA or cost-per-action is the most popular model for direct response marketers. Merchants are almost guaranteed profit as they only pay per action they set out in the initial stages. The payout differs on the level of action that is required, for example, an email submission will pay less than a full form submission.

Tenancy
Tenancy pricing model is where the merchant or advertiser pays a flat, fixed fee per month regardless of the amount of impressions, clicks or leads. Although the results can be hard to measure, and there's no guarantee it will work, the tenancy model can offer large exposure for big companies and brands.

Hybrid
Hybrid pricing model is the combination of several of the above. It's used when a merchant wants to track and focus on the whole purchase or funnel of the offer. Offering different models across one process can really benefit publishers and merchants.

Revenue Share
Revenue share is when the merchant agrees to share a commission or portion of the conversion with the publisher. This is often used when a customer may be spending money on a product or program more than several times.

Most affiliate marketing programs or offers will work on one or several of the above pricing models.

Affiliate marketing offer models

Affiliate marketing has several different offer models.

The following are the **main types** of affiliate marketing offer models, but others can be found:

Submits
Submits are simple one or two **submission** fields that a user will fill out in order for the publisher to get a payment. Often an email address or zip code is used and a conversion is recorded when the field is filled out or submitted.

Short Forms
Short forms are offers that require the user to submit **more than** two fields in order to count the conversion. Usually, they will include things such as: an address, date of birth, a phone number, or other personal information.

Long Forms
Long forms are similar to short forms, but require **more** information from the customer. Often a payment or credit card details will be requested and forms may expand onto several pages.

Free Trails
Free trials require a user to sign up for a free trial in the hope that they like it – and are further billed for the full product. The merchant will pay the publisher when a user upgrades or fulfils the **free trial** and converts onto the full package.

…

Sales
Sales are based on the consumer **buying** or purchasing a product. The merchant will then pay the publisher a fixed rate or commission per sale that occurs. Often the merchant will offer the publisher future commission if the customer returns for another purchase.

Installs
Installs are offers that typically get the user to **install** a plug-in or applications. Once the user installs what is required, the pixel will fire and the conversion will be counted.

Downloads
Download offers are commonly used for mobile offers such as ringtones and application downloads. The payout often occurs once a user or customer **downloads** a specific app or product.

Pay Per Call
Pay per call is based on a unique call field, whereby the merchant pays the publisher when a customer submits a **phone call**. Often when the user clicks on the call button, they receive a call from a call center and further action takes place.

Mobile
Mobile offers are those that are specifically targeted and **optimized** for mobile and tablet devices. Specially designed responsive landing pages are often used and users will convert the offers via their mobile phones.

Introducing traffic

Internet traffic is the flow of people and data across the internet. In order to get conversions or views on your affiliate marketing campaigns you will need to know how to gain traffic. Traffic basically means the amount of people **viewing** your website.Internet traffic comes in many forms. But, it can often be separated into **paid** or **free**. Paid traffic is usually leveraging off someone else and paying for it. Most of the time, paid traffic can be instant, although often you are put through an approval process.

Paid Traffic
For example, if someone was to buy some advertising space on a website, it would be classed as paid traffic. In many instances, a budget or funding is needed in order to get started with paid traffic, as sometimes you're required to pay prior to the traffic coming in. Any online platform or service that demands you pay prior to, or after, for website traffic, falls under the paid traffic category.

For example **Google** ads, **Facebook** ads, any real time bidding or self-serve platform will all fall under paid traffic. The cost and pricing model comes down to how targeted and volatile the specific niche of the traffic is. The more popular and targeted it is, the more you will be paying for the traffic, in most cases.

Free Traffic
The opposite of paid traffic is free traffic. This is traffic that you don't directly pay for to be sent to your site. Using a variety of methods, you can send free traffic to your website and not have to pay for it. free traffic methods can take longer, especially with something like **SEO** (search engine optimization).

Free traffic comes in many shapes and forms. However, the most popular methods are those of **SEO** and **social marketing**. For instance, if you have a large Facebook fan page for your niche and direct users to your site via a status update, that's free traffic you haven't had to pay for. Another example would be if you were able to rank a keyword on the first page of Google for your site and you didn't pay for any ranking. The traffic you would be receiving from Google would be free traffic. Obviously, if you have money, paid traffic is the quickest way to get some. But, if you want to start with a low investment then free traffic is for you. **Longevity**, on the one hand, can be achieved from free traffic. On the other hand, paid traffic is often used for a short burst. This can be successful for a specific campaigns.

When learning affiliate marketing it's easy to get lost in multiple traffic sources, the key is to pick one or two and master them. Most new affiliate marketers will start on free traffic whilst funds are low and in order to learn the basic. Then they choose to move onto paid traffic when they have a larger budget and can afford to test different sources.

Traffic sources and definitions

Traffic is the flow of internet users on the internet. When it comes to affiliate marketing, you need traffic directed to your offers or promotions in order to turn them into conversions.

Below are the **most common** types of traffic and their definitions:

Mobile
Mobile traffic is basically traffic that comes from mobile or tablet devices. If your site or offer isn't optimized for mobile traffic then you could be missing out on a lot of conversions. Anyone who views a website on their mobile is participating to mobile traffic. You need to make sure you have specific responsive web pages to work on mobiles.

£ Discount: $50 FREE mobile traffic coupon.

Native
Native advertising is the type of ads that tend to match and blend in with the platform or publication they appear on. The ad units or placements almost feel apart of their surroundings and are embedded within articles, videos and more. Native marketing is incredibly popular and appears on all major internet publications.

£ Discount: $100 FREE native traffic coupon.

SEO (Search Engine Optimization)
Search Engine Optimization is the process of improving a website's visibility in a search engine's search results. Typically, the higher up the rankings a website is shown on a search engine, the more traffic it will receive. This is called, natural traffic as you aren't directly paying the search engine to show your website in its results. SEO isn't limited to text search.

...

Pay Per Call

Pay Per Call is the method whereby the merchant or advertiser will pay a commission based on a phone call. Sometimes its when someone rings a certain number or often when someone stays on a call with an agent for a minimum time. It's very popular as it allows the potential customer to have an actual conversation with the agent.

Social Media

Social Marketing is a form of internet marketing on any social media platform or website. Social media means any platform that indulges a group of internet-based applications and audience to exchange content. The majority of social media platforms can operate on any platform or device. Facebook and Twitter are two of the biggest examples.

PPC (Pay-Per-Click)

PPC or Pay-Per-Click is an internet advertising model used to drive traffic to websites. The advertiser typically pays a fixed charge for every click that is sent to their website. They generally set a bid on relative keywords that are searched via PPC search engines. The advertiser with the highest bid is then placed in the highest position on the rankings.

£ Discount: $50 FREE pay per click traffic.

PPV (Pay-Per-View

PPV or Pay-Per-View, also known as CPV (Cost-Per-View), is an online advertising model. With PPV, the clue is in the title. You simply pay every time your website or landing page is viewed. An advertiser is given the freedom to target several sources including keywords and URLs. A bid is made and if you are the highest bidder on a specific target, your webpage will be shown to the user.

Display Media Buying

Display Media buying, otherwise known as display advertising, is a method of purchasing banner ad space. You can buy ad space either directly from a website or on specific media buying ad networks. Usually, media is paid for on a CPM basis, meaning cost per 1000 impressions. However, when direct media buys from website owners, a flat rate can often be negotiated for a certain amount of time.

...

Email
Email Marketing is the process of directly marketing a commercial message via email. It usually involves lists, which are groups of email addresses legally gathered by various forms. There are a lot of emailing laws set out to reduce so called SPAM, and every contact on your list, by law, must have opted in. CAN-SPAM is the governing body of email marketing and they provide the rules.

Incentive
Incentive traffic is traffic that comes from an incentive source. This means a source of traffic where by the visitor is asked to complete an incentive before receiving the final content. Often, this traffic comes from CPA gateways or content lockers. The user is asked to fill out an offer in order to get the final step. Once the offer is filled out the user will be free to browse the content or file.

Lead Generation
Lead Generation is the process of attracting potential prospects and converting them into solid leads. This is normally done online by collecting the prospect's data, which can range from just a name and email to full background checks and addresses depending on the offer or promotion.Lead generation is extremely successful and popular amongst online businesses because they can quite simply pay per lead, meaning they only pay out when a prospect has submitted information and therefore is a lead for them to follow up with.

Adult
Adult traffic is that of an adult nature. Adult sites such as pornographic ones have very large traffic that is targeted towards adults. Adult marketing would be to show highly targeted ads and offers on adult-specific websites. Some traffic networks cater specifically for adult marketing and only allow adult traffic across their platforms.

Although these aren't the only traffic sources, they are the most common and talked about when it comes to affiliate marketing. Often many are combined for one campaign. The best way to get into affiliate marketing is to pick one traffic type and stick with it until you've mastered it.

Need Some Help Getting Started?

Start now

Starting your first campaign

When you believe you're at the stage where you've done your homework and are ready to start your first **affiliate marketing campaign**, there's a lot to think about. However, the most common mistake is to over-think things. Affiliate marketing often results in the best outcome when you think outside the box and don't follow a set guideline. You have to have that winning **mentality** and if you think you're going to make money overnight, you're wrong!

It takes a lot of hard work and testing to make it in this industry. The more you fail, the closer you are to achieving something right. With that being said there's some very rough guidelines you can follow to ensure you get off to the best possible start. It always depends on what angle or vertical you take. But, if you follow these steps, they will ensure you have the best starting point.

Do your Homework
Before you dive head first into your first ever campaign, it's best to get some knowledge of what you're doing. As you may have read, it's good to know a little bit about what you're doing before you even apply to a network. Spend some time reading and researching affiliate marketing and the models behind it.

Join a Network
Pick a network that suits your standard of affiliate marketing. Don't go applying to the exclusive networks if you're new to marketing. Ask around on the forum and find out what networks are the best fit for you and your plans. We recommend you start with AdCombo

Talk with your Affiliate Manager
Upon being accepted into your first network, I'd advise reaching out to your affiliate manager. Introduce yourself via email or instant messenger and ask any questions you may have regarding the network and look around yourself. Read up on what affiliate managers can do for you.

Find an Offer
I would always suggest asking your affiliate manager what offers are "hot right now" and if you're new to affiliate marketing, what offer you should start with. This comes hand in hand with picking a traffic source. But, make sure you pick a vertical and niche you know about. Read up on affiliate offers here.

Need Some Help Getting Started?

Start now

...

Pick a Traffic Source

Some offers only allow a certain type of traffic, so always check. But, you want to marry your new offer with a traffic source. Again, check with your affiliate manager and see what they suggest. Try to stick to that source until you have it mastered. Several types of traffic sources can be found here.

Research Demographics

If you're using paid traffic, you need to research your target audience and their demographics. You will need to know what type of people to market to and common traits they share. This will help you drive traffic to those most likely to convert. You can read about demographics and targets by clicking here.

Make Sure You Are Compliant

Now more than ever with the large presence of the FTC, is it important to make sure your campaigns are compliant? It's very important to keep up-to-date with the latest laws and to make sure when you start building your landing pages and creatives that they are within the laws. Keep up-to-date here.

Build Your Pages

It's now time to build or have someone else build your websites, landing pages, creatives etc. Depending on your traffic source and offer, you will need to build your pages and funnels before you start driving traffic there. Learn about landing pages here and how to build your very first lander.

Install Tracking

Tracking is the key to knowing what does and what doesn't work on your campaign. The sooner you learn the art of tracking, the better. Make sure you install the correct setup on your landing pages and links and double-check they're working correctly. You can read about tracking here.

...

Push Traffic
Once everything is set up and tested depending again on your source it's time to start pushing traffic. If using paid methods, start small with multiple tests and be sure to track everything. Different platforms can offer different traffic, so it's up to you to test different traffic sources. Take a look at the most popular here.

Optimize
Once you've gathered enough data from tracking your campaigns, it's time to optimize. If you can see the campaign is not going to work, then let it go. However, if it has potential you need to optimize for more testing. There are lots of different ways to optimize your campaigns you can see some suggestions here.

Scale
If your campaign is lucky enough to be profitable, then it's now time to scale it up. Scaling is the art of trying to get the most out of your campaigns whilst you can. On paid traffic, campaigns don't always last too long. So, try to scale profitable ones quickly. Here's some scaling tips.

Rinse and Repeat
Once you've found a winning formula, it's time to try it with different traffic, offers, funnels and so on. This is a full time job and takes a lot of hard work. So, when you've found something that's winning, make some minor changes and repeat it in a different way. Affiliate marketing is a numbers game. Track your data and use it wisely.

I once heard the quote "Affiliate marketing isn't magic, it's math", and that's often true. Once you've worked out the above you will quickly learn that it's not always about the best looking landing pages or highest paying offers. It's all about testing and making a formula work, then scaling it. Always try to find an angle and be original.

Need Some Help Getting Started?

Start now

Affiliate marketing compliancy

Affiliate marketing has recently fallen under close scrutiny by the **Federal Trade Commission** (FTC). The FTC is an independent agency of the US government established to monitor and police consumer protection.

In the recent years, the FTC has taken a strong stance against affiliate marketing and has issued multiple affiliates, networks and merchant with court cases. It is your job to ensure that you are compliant with the FTC's laws as strictly as strictly as possible. You as an affiliate are solely responsible for your campaigns and practices.

You can read up on the **latest** movements and laws from the FTC by [clicking here](#).

Here are a few **essential** rules to abide by when creating your campaign.

False Advertising
Nothing can be fake or false. You can no longer use fake review or news sites promoting false reviews of your products or offers. Everything you place on your landing page, copy or anywhere else must be 100% truthful and not made up. For example, you couldn't place a positive review from "Mr. Smith" about your affiliate product on your landing page unless "Mr. Smith" exists and you have proof he wrote the review.

Misleading Models
You have to state the exact model or payment process as it is for your campaign. For example, you can't advertise a free trial offer saying they will never be billed if in fact, weeks after the trial is finished, they ARE billed for the product. Always state exactly what the payment and offer entail and don't miss out key facts and figures on your landing pages.

Disclosure
The FTC states that if marketers endorse products, they MUST enclose that they're receiving a commission or payout for their endorsement. For example, I couldn't "tweet" that I loved a product without stating it was an advertisement – if I was being paid for the "tweet".

Need Some Help Getting Started? Start now

...

Testimonials
Any endorsement or testimonial that reflects an opinion by an individual of your product or offer must be disclosed and also 100% legit. Just like the false advertising, you have to be able to prove that what these testimonials say is completely truthful. Any testimonials used must be real and honest and you must disclose that they are testimonials.

Design Factors
All disclosures must be fully responsive on all devices and browsers. Having a disclosure that's hidden on mobile or tablet screen resolutions isn't good enough. You must clearly state any disclosures on all devices and screen resolutions.

Just note that the above was not written by a lawyer and is only our interruption of the FTC guidelines. If you need serious legal advice please contact a qualified lawyer.

Targeting and demographics

A **demographic** can be defined as a certain characteristic or attribute of a user or a person.

It relates to a statistic or factor regarding that person such as: age, race, sex, economic status, income level and so on. The demographic can be as broad or as specific as you like. For example, a broad demographic would be "males", whereas a specific example may be "males who love football". Demographics are **essential** in affiliate marketing especially when it comes to paid traffic. Knowing the demographics of your audience will allow you to target only those people whom you know to be interested in your campaign.

Let's say, for example, we're promoting an adult dating campaign, we already know one key demographic and that is "adult". Promoting this campaign to people under the age of 18 would just be wasting your money, as it's not going to convert. This is just one broad example. However, the closer you look into demographics and targeting, the more you start to understand affiliate marketing.

Put simply, **targeting** demographics allows you to show your campaigns only to those whom you wish.

Most affiliate marketing traffic platforms allows you to target various demographics, some more than others. Moreover, it depends on what traffic source you're using, as some will only allow you to target things like keywords and URLs. Both represent the art of targeting. But, it all depends on what you need to target: a demographic, a keyword, a URL, or something else.

Here are a few popular and **common** tools you may use when doing demographic and targeting research.

These are only some examples of the many demographic and targeting research tools available and what you use is often down to your traffic source. You will find that most if not every paid traffic source will ask you to target something or some sort.

Spy Tools
Spy Tools are the best way to spy on what other competitors and marketers are doing. By singing up to intelligence softwares you get the ability to filter and search through campaigns that are already running on multiple traffic sources. You can filter by those that have been running for the longest and therefore should be profitable. Spy tools are essential for any affiliate marketer.

£ Discount: Mobile traffic spy tool coupon.
£ Discount: Native traffic spy tool coupon.
£ Discount: Display Media Buying spy tool coupon.
£ Discount: SEO traffic spy tool coupon.
£ Discount: Pay Per View scraper tool coupon.
£ Discount: Pay Per View spy tool coupon.

Need Some Help Getting Started?

Start now

...

Quantcast

The best free demographic research tool on the internet. By typing in a URL of your offer or targeted website you can easily view in depth demographics. For example if you wanted to promote a dating offer you can enter the URL and find out the best age range, race, gender and more to target. Visit Quantcast.

Alexa

Another great free resource that gives you great data on traffic, search analytics and audiences. You can also compare the traffic from a chosen site against others to see who receives the most. By typing in a URL you can find great demographics and traffic details in order to pick your URL's or targets. Visit Alexa

Google display planner

Free demographic information from google themselves. The display planner offers amazing information regarding websites traffic. You can also see detailed lists of relative keywords, topics and a great placement tool that suggests other websites you may wish to advertise on or target. Visit Google display planner.

Google keyword planner

Google keyword planner has replaced the keyword tool and allows you to search for keyword targets. By placing in a keyword your are given multiple results within the same group. Google also provides accurate search volumes and adword competition analytics. Visit Google keyword planner.

SEMrush

SEMrush is the number one SEO competition research tool. By entering relevant domains you can see a large list of in depth analytics and demographics. You can quickly see what keywords the site ranks for and it's search competitors. If you're starting an SEO campaign or looking for URL targets SEMrush is great. Visit SEMrush.

£ Discount: SEMrush FREE Trial.

Landing pages and funnels

Landing pages are web-pages that affiliates send users to that they visit or "**land**" on. These are designed and uploaded for one single objective. Although that objective can differ, the end result is normally to gain conversions from the users. Landing pages are often very simple and have one main goal: to encourage the user towards the conversion. The term "**funnel**" is the process or map we talk about from getting the user through to the conversion.

A simple example of a funnel is the following:

- Ad Page > Landing Page > Offer Page > Conversion

However, you can also link **directly** to the offer page, which means you miss out the landing page and send the user directly from the source or ad to the offer page.

- Ad Page > Offer Page > Conversion.

Normally, publishers will test both methods to see which provides the most conversions. But, using landing pages can really help with your conversions. You have to look at the landing page as an added step to get the user in the right frame of mind for clicking through and converting the offer. It's your one big chance to really sell the conversion to the user. This isn't the only benefit of landing pages. Regularly, they can be put in place to do a **specific** job. For example, they can capture a lead or email address. This way, the publisher can also email the user regarding the product or offer. In this case, the funnel would look like this:

- Ad Page > Landing Page > Email Capture > Offer Page > Follow Up Emails > Conversion

Here are some popular examples of commonly used landing pages:

Click Through
This is a very simple landing page used to promote and sell your offer or product. **Key** points and benefits are laid out in order to pre-sell or convince the user to "click through" to your offer page. This page usually features a large call-to-action button, so that the user can easily click through and complete your conversion.

Sales Funnels
Sales funnels are a group of pages made with the specific reason of converting a customer into a buyer. They typically have 3-4 pages in their funnel including a sales page, checkout, upsell and confirmation page. These pages are used to make sales.

. . .

Advertorials
Advertorials or pre sales pages are designed to pre sell the landing page. Often written in article or blog form these pages act as a pre sell page to get the customer in the right frame of mind before clicking through to the offer lander.

Lead Capture
Often referred to as squeeze or opt-in pages, these are pages designed to capture a certain criteria from a user. For example, it may be an email address or a phone number. The affiliate can then further market to the user via that captured lead whether it be by email or by phone.

Viral
Viral landing pages are pages that encourage a viral action to be taken by the user. It may be via a social media network or a large group of people online. The content is usually very attractive, using pictures and content that people would be interested in sharing. The aim is to get as many people sharing the page as possible to make it go viral.

Microsite
Microsite's are multiple page websites or landing pages. Although they are still classed as a landing page, they often look and feel like a normal website. However, they're used for the same purpose as a landing page to obtain a conversion. Often, products with lots of information, images and content will be perfect for microsite landers.

Infomercial/Product Detail
These are really long one-page landing pages that basically suck the user into the offer or product, the more they scroll down the page. Used often for online products or memberships, these pages use direct-response marketing techniques to get users to scroll through all the benefits of the campaign before clicking through and converting.

Choosing the right landing page to use or if even to use one all comes down to what offer/product you're promoting and testing in different funnels and scenarios. So before looking at how we can build our own, we need to look at what should be included on the pages. Depending on what campaign or offer you decide to promote, it will differ from the landing page type you choose. However, there are essential points and guidelines to follow for most landing pages:

Call to Action
A call to action is often a button or link that lets the user know what to do next. Whether it's a purchase or next button, the call to action should be the most prominent thing on the page. It should also be placed at a convenient space were the user instantly recognises it, and therefore, follow the next action.

Copy
Copy is the text and content that appears on your page. Often, affiliates will hire special copyrighters whose job it is to write compelling and converting text. Your copy is essential and should be highly relevant and precise – never to confuse the user.

Headlines
Similar to copy headlines, are the bold titles that quickly communicate with the users to tell them what they are looking at. Headlines should be short and also precise and should entice the users to read further into the copy.

Value
You need to do your research about your campaign or your specific product and know exactly what value it holds to the user. Laying out the benefits and valuing your product or offer holds and portraying them on your page will automatically make the user connect with the offer.

Remove Distractions
Keep your landing pages simple and remove all other distractions. If your funnel or goal for the landing page is for the user to click a certain button, don't place any other links or buttons on the page. Anything that you can think is a distraction away from the page and the point of it – remove.

Responsive

These days with the introduction of mobile and tablet devices more and more people are surfing websites on their mobiles. It's a must that your landing pages are fully responsive so you don't miss out on that traffic. This means your landing pages are viewable on all devices, browsers and screen resolutions.

Pagespeed

You must make sure your page is page speed optimised and built to load quickly. There's various tools to check the load time of your page but it must be able to take high volume and load almost instantly when your potential lead or visitor clicks onto it. Check out GTMetrix to test your speed.

Cross Browser Compatibility

You must also make sure your pages are rendering and appearing the same across all browser types. Sometimes different browsers display websites and pages differently and what can look good on one, can look awful on others so you must always check. You can use BrowserShots to do so.

Tracking

The correct **tracking** is essential to add to your landing page before you start sending any sort of traffic. Tracking should be applied so that you can properly judge the performance of the landing page and also test different factors to see if the results differ. You can view all tracking softwares here.

£ Discount: 25% OFF Tracking solution.

Compliance

You must always remain 100% compliant with the latest FTC rules and guidelines. Otherwise, you will face the consequences. If using testimonials, you must always add the relevant disclosures and make sure you are fully compliant with your copy and text.

Other key factors come into play depending on what your campaign is. But, all of the above should be applied to every landing page you build.

How to build landing pages

Landing pages are pretty much **essential** when it comes to affiliate marketing. How you obtain or go about setting up you landing page is up to you and also depends on your budget and experience. If you can program and design I suggest you learn how to build your own but if you can't then you can find other ways. It's important to understand how you page was built and what goes into it in order to test and optimize it later.

Let's now take a look at how you can build landing pages:

Domain and Hosting
You'll need to setup a domain and hosting account in order to host your first landing pages online. Luckily for you we have partnered up with a hosting company to offer you the best and most affordable hosting package for affiliate marketers available online.

£ Discount: Affiliate hosting coupon.

HTML/CSS and Web Design
The traditional way of making your own landing pages is to learn **HTML/CSS** and web design in order to do it yourself. Although this may take time, it's often argued to still be the best and most effective way of creating landing pages – not to mention the savings on cost. You can learn basic HTML/CSS here and Website Design here.

Plugins/Products
You can purchase extremely easy-to-use and high-quality landing page **plugins/products**. Whether using WordPress or standalone HTML static landing page, using a product like OptimisePress allows you to create very efficient landing page. Most products also come with great tracking and reports. You can download a plugin here.

Image Mapping
If you can design basic pages, but can't code image, mapping is the answer for you. You can upload your landing page designs and place links over certain sections and images, for example the call to action image. Although this isn't a professional look, it certainly does the job when on a tight budget and need to create your landing page. You can use Image Mapping here.

Online Templates

If you Google-search for different terms regarding "free landing page templates", you can soon find lots of free to use landing pages. All you need to do is download them, change the copy and links and re-upload them to your domain or server.

Landing Page Generator Software

There's various softwares now on the market that allow you to generate landing page using their templates and drag and drop functionality. This means you never need to touch any code or design you can do it all from the software on your browser. A simple google search will bring up these solutions.

Professional Landing Pages

You can purchase extremely easy-to-use and high-quality landing page **plugins/products**. Whether using WordPress or standalone HTML static landing page, using a product like OptimisePress allows you to create very efficient landing page. Most products also come with great tracking and reports. You can download a plugin here.

The best but most expensive option is to go to a website development company and pay for your landing pages to be designed and coded. This means you get fully custom, bespoke pages built specifically for you and your offers. You can work with a design team to build your pages exactly how you want them!

I'd personally start off by purchasing one of the landing page generation softwares until you know exactly what you want and then contact a custom landing page designer. Alternatively, I'd learn basic HTML/Design and learn the basics of creating your own pages.

Tracking your campaigns

Affiliate marketing tracking software is designed to provide the means of tracking performance-based online marketing. Tracking can be used to **calculate** and **record** many factors and is used by all the different key players in affiliate marketing. When it comes to the merchant or advertiser, tracking is used to calculate the number of conversions and clicks on their offers or programs.

The affiliate networks often use third party or custom tracking software to connect the merchant offers with affiliates in order to calculate the number of legitimate clicks, views, conversion or whatever the factor may be. These tracking solutions will also feature in-depth analytics, tracking tools and often fraud detection. When it comes to the affiliate or publisher, tracking is one of the most essential elements of setting up your campaign. Without tracking, you'll be unable to record results and optimise/scale your campaigns. Paid and free tracking solutions are available for affiliates and it's a must that you put tracking into practice as early as possible.

Installing the correct tracking on your campaigns will allow you to achieve some essential things including:

Stats
Calculate how many, clicks, views, conversions and more that come from a specific link or campaign. Without knowing this, it's very **hard** to judge your profitability and to know if your campaign is making or losing money. You can easily track your CPC's, CPV's and EPC's

Cloaking
Tracking software allows you to cloak or **mask** your long-tail affiliate links in order to show you a more attractive URL. You can also use these features to mask the refer site and show the user a better looking offer link rather than a blatant affiliate one.

Pinpoint Profitability
Without tracking it's hard to pin point exactly **where** and when you're making money. Tracking allows you to know exactly what you're paying for traffic and how much money in return you're making or losing. It's very hard to scale and optimise traffic that's A) not profitable and B) not tracked.

Post-back/Pixel
This is generated by your tracking software to place on your offer in the network. It will work with the tracking software to alert you exactly **when** and how a **conversion** happens. This means you will be able to see exactly on your campaign when a conversion arises and how it was generated (including through which advert, landing page or traffic source).

...

Here's a small list of the best and most popular affiliate marketing tracking software for affiliates, merchants and networks:
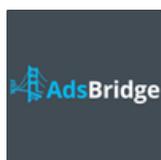
AdsBridge
AdsBridge is the best and most affordable tracking solution for new affiliate marketers. It's very easy to set up and install with your campaign and they also offer a great free package. It has some great features and also comes with some free landing page templates, guides and more.

£ Discount: AdsBridge Tracking Coupon.

If you're new to affiliate marketing i'd advise starting out with AdsBridge until you fully understand the art of tracking. The sooner you can get to grips with tracking your links and campaigns the sooner you will understand affiliate marketing. This industry is all about data and the above is essential.

Need Some Help Getting Started?

Start now

Optimizing your campaign

Optimization means changing and **tweaking** your campaigns in order to test the results. It doesn't matter how big or small the changes are. Something tiny can make the biggest difference in results. The aim of optimization is to increase your results, whether it is revenue, profit or another factor.

Split-testing is a form of optimization whereby you test one thing against another. By tracking your results, you can easily determine which test was the most successful. It really doesn't matter how big the test or change from **A to B** is. What really matters is the results. For example, something as small as changing the color of your **call-to-action** button on your landing page could bring in a huge amount of additional click-throughs to your offer. The opposite of that would be to change the whole landing page altogether, which may bring in less click-throughs and therefore be a bad change.

The ultimate goal of optimization and split-testing is **positive** results. More often than not, the end outcome will be more money, but small tests and changes can be made to increase any sort of interaction on your campaigns. Affiliate marketing is all about optimization and testing. Publishers are known to spend most of their time on testing. For instance, when setting up a new campaign, you may test 10 different colored banners or creatives to see which gets more clicks and conversions. Often, the same campaign is duplicated with minor changes in order to see which performs the best.

Here are some of the more essential and obvious ways to test and optimize your campaigns:

Copy
Split-testing **copy** on your landing pages, creatives, emails, adverts and so on, can bring huge changes in your results. Changing text and headlines can create more or less interaction and click-through rates depending on the results. Using a copyrighter will often bring in good results.

Demographics
Changing your **demographics** and separating campaigns into different groups can be a great split-test. For example, instead of targeting all ages, you could target specific age groups. Similarly, instead of targeting all races, you could split-test different results between cultures.

...

Designs
It's essentially about optimizing your complete landing pages or making the smallest of changes. For example, testing different colors, pictures, effect, fonts and more, all can result in the most profitable combination. You may change the button **design** on your banner

Layouts
Where you place things on your landing pages and creatives can have a huge effect on what gets clicked on, hovered over and ignored. Direct response tests can be put into place to test one landing page **layout** against another in order to see which converts the best.

Bids
Testing different CPC's or CPM **bids** can sometimes result in more click-throughs and a better CTR. Split-testing the same campaign on different pricing models can result in finding a winning formula when it comes to bidding on traffic.

Traffic Source
Some campaigns will perform better on different **traffic** sources. Until you test them, however, all you will never know the results. You can carry your campaign onto multiple sources in order to see which, if any will back out to being positive.

Optimization goes hand in hand with tracking and you need to be able to track the results of your testing. Normally, the newer the campaign the more testing will occur. But, you need to know when to give up on your testing.

Try **not to** fall into the trap of over-testing and make sure each of your campaigns has sufficient traffic in order to make the test worthwhile. Sending $20 worth of traffic to 4 campaigns is better than sending $1 to 80.

Scaling your campaign

Scaling is the art of pushing the most out of your campaigns to get the most profit back. This should only come into play when you have [optimized](#) your campaign for profitability. Some marketers will get their campaign profitable and then leave it to run its course. But, aggressive affiliates will scale them to get the most return possible whilst they can.

Many things can be done to scale your campaigns and below are the most **common** steps to try:

Traffic Source

The most obvious thing to do when scaling is to take your already winning formula or campaign and try it on another [traffic source](#). If you're making money for example, on a PPC network, then it's worth trying another PPC platform or a completely different type of traffic altogether.

Offer Bumps

As explained earlier, if you're doing high-volume on a specific offer or program, then more than likely you can negotiate a better payout or commission with the affiliate network. Sometimes you may only receive a small payment **bump**. But, when you add it up across all conversions it can make a huge difference.

Going Direct

If you understand the [affiliate model](#), you will know that the merchant is at the top of the chain. If you can cut out the affiliate network and work **directly** with the advertiser, the payouts will be better. Not only that, but the merchant may be more flexible with payments.

Funnels

Take a look at your **funnel** and see if adding an extra step or two could create more revenue. Looking into co-reg paths or email sequences could make you an extra commission and also build up your own email marketing list.
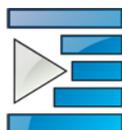
Test Other Offers

Going to **other networks** and finding similar offers can result in massive increases in revenue. Even if the offer payout is less, the conversion rates may be frequently higher and therefore a likelihood of greater profitability.

. . .

Scaling is a **must-do** practice when you have a profitable campaign and one which you wish to make the most out of. Affiliate campaigns do not last forever, especially on paid traffic. So, when it comes to the shelf life of one that's profitable, you have to make the most out of it while you can.

Glossary of terms

Affiliate Marketing
A revenue sharing arrangement between online merchants and publishers (affiliates) in which the affiliate earns a commission for producing a sale, lead or click for the merchants site.

Affiliate Network
Intermediary between the merchants and publishers, including tracking technology, reporting tools, and payment processing.

Affiliate
A publisher that promotes a merchant's products and/or services and that earns a commission for referring clicks, leads, or sales.

Advertiser (Merchant)
Business owner who works with affiliates to generate business for their site or product.

Affiliate Agreement
The terms that govern the relationship between a merchant and an affiliate.

CPA (Cost-Per-Action)
The cost amount for a conversion such as a sale or lead.

CPC (Cost-Per-Click)
Cost of an individual click when paying on a per-click basis.

CPM (Cost-Per-Thousand)
The cost of 1000 banner impressions.

Targeted Marketing
Offering the right offer to the right customer at the right time.

Email Link
An affiliate link to a merchant site contained in an email newsletter or signature file.

Impression
An advertising metric that indicates how many times an advertising link or banner is displayed.

Search Engine Optimization (SEO)
The process of appearing higher in the rankings on search engines.

Text Link
A link not accompanied by a graphical image.

Tracking URL
A URL with your special affiliate code attached to it. Visitors arriving at the site are tracked back to you through your special code, or ID.

Unique User
A unique visitor to your website – probably, the best indicator of site traffic.

ROI
Return on Investment (How to calculate ROI: ROI = (Revenue - Cost) divided by the Cost).

PPC
Pay Per Click.

PPV
Pay Per View.

PPD
Pay Per Download.

Glossary of terms

Conversion
When one of your visitors makes a purchase on the merchants site... That is, converts from a visitor to a buyer.

Cloaking
Hiding of page content or affiliate linking code.

Click-Through
When a user clicks on a link and arrives at the next page.

Click-Through Ratio (CTR)
Percentage of visitors who click-through to a website.

Creative
The promotional tools advertisers use to draw in users. Examples are: text links, towers, buttons, badges, email copy, pop-ups, display banners etc.

Banner Ad
Advertising in the form of a graphic image via display marketing.

Contextual Link
Placement of affiliate links within related text.

Opt-In
The term opt-in means a user has given consent to be attached to your list by entering their email.

Demograph
Data used to separate human populations such as age, race and gender.

EPC
Earning Per Click.

Charge Back
An invalid sale that results in the affiliate's commission being forfeited.

Niche
Specific and targeted section of a particular market.

Affiliate Manager
The person responsible for running the merchant's affiliate program.

Affiliate Tracking
The process of tracking a link uniquely by affiliate using an Affiliate Link.

EMD
Exact Match Domain.

Ready? Ok, let's launch your first campaign

If you think you're ready to launch your first campaign, below is a checklist and bullet guide to making sure you're ready to get started.
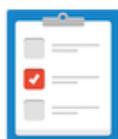
Checklist
Before you start, be sure to make sure you have the following ready:

Money:
If you're going down the paid traffic route you will need $500+

Network Approval:
Get approved by multiple networks, we recommend AdCombo

Traffic Source Approval: Pick a traffic source and join a traffic network:
$50 FREE mobile traffic coupon.
$100 FREE native traffic coupon.
$50 FREE pay per click traffic.

Spy Tools: Sign up for a intelligence tool that spies on your traffic source:
Mobile traffic spy tool coupon.
Native traffic spy tool coupon.
Display Media Buying spy tool coupon.
SEO traffic spy tool coupon.
Social Media spy tool coupon.
Pay Per View scrape tool coupon.
Pay Per View spy tool coupon.

Domain and Hosting:
Purchase a domain and some hosting to host your landing pages:
Affiliate hosting coupon.

Tracking: Sign up for a tracking platform so that you can track your campaigns.
AdsBridge Tracking Coupon.

Once you have all of the above you are fully ready to get started with affiliate marketing.

Bullet Guide

- Read through the Wiki guides front to back.

- **Repeat step one.**

- Join some affiliate networks.

- Contact your affiliate managers.

- Pick a vertical and traffic source.

- Spy on your chosen traffic source and vertical.

- Setup hosting, landing pages and angles.

- Create a follow along and document your journey.

- Create multiple campaigns with different angles.

- Cut your losing campaigns.

- Split test your winning campaigns.

- Scale your winning ads and campaigns.

- **DO NOT switch verticals or traffic sources.**

- Rinse and repeat.

Remember that affiliate marketing has a lot of up and downs, focus on one traffic source and vertical until you've mastered it.

Spend 80% of your time trying to scale profitable campaigns and the other 20% launching new angles. Ask for help and be sure to start a follow along right now!

Best of luck!

Copyright Protected

Need Some Help Getting Started?

Start now

Earnings Disclaimer

Newbie411.com makes no suggestions, implications, warranties, or guarantees that by reading this eBook, or that by following or adhering to any program or information featured anywhere inside this web site or elsewhere, that users will make money. Newbie411.com is not responsible for any losses or damages resulting from the use of any product, link, information, or opportunity contained within this web site or eBook. Users realize any business has potential risk for loss of capital.

Furthermore, any earnings or income statements used within the Newbie411.com or Newbie 411 eBook are only examples or estimates of what you could earn. There are absolutely no guarantees that you'll do as well and you must be prepared to accept the risk of doing not as well. In the event that there are any specific income or earnings figures that have been reported within the Newbie411.com eBook or website, this must not be considered as average earnings. You must be prepared to accept the risk of doing not as well.

Earnings and income results are based on multiple factors. Every individual is different and will achieve different results. We do not know your education, experience, motivation, work ethic, as well as many other factors that may determine or affect the results of how well you may or may not do.

There are absolutely no guarantees that past successes or prior results are any indication of future successes or results. The internet is a rapidly changing environment. What has worked in the past will not necessarily work in the future. Always do your own due diligence before entering into any business or making business decisions.

By using the Newbie411.com products and services, you agree that Newbie411.com and AffiliateFix.com is not responsible for the success or failure of your business. Newbie411.com and AffiliateFix.com is not responsible for any 3rd party platforms or programs mentioned in this book and all "specials" and links are to be disputed by those companies.

Therefore if you have any disputes or questions about 3rd party companies please do it directly and not here.

By reading this book you agree to take full responsibilities for your earnings and actions.