

SPI Podcast Session #30 - Pat's 30 Tips For Successful Affiliate Marketing

show notes at: <http://www.smartpassiveincome.com/session30>

Hey what's up everybody and welcome to the 30th session of the smart passive income podcast.

I'm Pat Flynn and we made it to session 30. The big 3-0, and 30 is the new 20 twenty right? So the podcast is still young and kickin' and we're definitely just getting started, so lets get right into today's content!

If you're at all familiar with the Smart Passive Income blog you'll know that each month I like to publish a detailed report sharing the income I earned online, down to the penny, and where it came from - along with some important lessons and the wins and losses from the previous month.

I have a pretty diversified income stream, from products I sell on greenexamacademy.com, my niche sites to iPhone apps, but for the last, oh, I'd say year or so, the affiliate marketing portion of my income has gone through the roof, most of it coming from the SPI blog itself, and the crazy thing is that it all happens without me having to become forceful or aggressive with my marketing, and a lot of it happens passively and almost naturally.

So today, I'm going to talk all about affiliate marketing - quickly re-introduce what it is and why it's worth looking into, and then blast right into 30 different, wide-ranging tips all about affiliate marketing based on my own experience, and hopefully at least 1 or 2 of these tips will help you and your business in one way or another - or at least get those gears turning.

So - affiliate marketing - why is it such a beautiful thing?

Affiliate marketing is selling another person or company's product and earning a commission, or a cut, of the overall price - sort of like a reward for sending a customer their way.

It differs from advertising because with advertising you don't get a cut of any sales or leads or anything like that - you basically just get paid for getting more eyes on another brand who is paying for that traffic, and that's it. For example, with Google AdSense, it automatically generates ads from other companies on your site, and you get paid everytime someone clicks on one of those ads. Or, if you're doing private advertisement on your site, which is like renting space on your website to put maybe a banner advertisement up, or a text-link ad of somekind, you might get paid per number of impressions that ad makes on the site, or sometimes it's just a flat fee, like \$100 per month to keep a banner ad in your sidebar, for example. What happens to that traffic after they click on those ads or links doesn't effect how much money you make.

With affiliate marketing, you get paid when people you send over become customers.

All you have to do is send people through a special link that keeps track of the sales that come from you, and then you get paid every time someone makes a purchase. You don't have to worry about creating the product, or even dealing with customer service afterwards - you just send them through a link and you're all good to go. That's the beauty of affiliate marketing.

Sounds easy, right?

Well, it's not.

Anytime anyone says "all you have to do is this or all you have to do is that" always dig a little deeper because you're likely to find that it's not really as easy as they say, and affiliate marketing - it's not a push button solution and there's a certain...choreography that's required to make sure things happen the way they are supposed to.

There are certain things you can do to increase the number of people clicking on those links, and those who will actually end up buying that product that you're promoting as an affiliate.

Here are my Top 30 Tips for Affiliate Marketing, primarily from your blog or from a niche type of website, not affiliate marketing where you buy keywords on Google Adwords or buy Facebook Ads and send people through your links that way.

1. Build Trust First

My number one tip is to build trust first, and trust takes a while to build - so therefore, it's going to take time. This is why I wanted to give you this tip first because I want you to expect things to take awhile, and focus on building your community and the trust within that community first, and seriously the recommendations for products and the affiliate love you'll get from your community comes almost naturally after you EARN that trust from them.

Trust is earned through 2 things:

1) Giving - and giving as much away as possible. Content, information, freebies, high-value stuff, and sometimes even your own time. Online Karma does exist people - and the more you give away, the more you get back in return - and maybe not from the very same people you gave to, which is why part 2 of earning trust is:

2) Recommendations from others - get on other people's radar and have them do the marketing for you. Not for the affiliate products that you're promoting, but you, or your brand. YOU. Trust is earned faster through the friends and relationships that people already have existing with each other, which is why, I feel, it's important to give to everyone no matter how big or how small they

may seem to your brand, because you never know, they maybe know somebody who knows somebody who will become your biggest client, or a multi-product customer, or maybe the window to opportunity that would have never happened otherwise. Relationships with other people, and their relationships with their own group of people is extremely important to your success - and again, no selling or buying from products that you recommend will happen, until that trust is earned. Keyword: earned.

2. Know The Product

One of the biggest mistakes I see people make when attempting to sell a product as an affiliate is not really knowing much about the product - which is usually because of the desire to push a product for the primary purpose of earning money from it, which is a no-no.

Now - don't get me wrong, it's smart as a marketer to take into account what the commission rate is and how much money you might make per sale, but the commission shouldn't drive the decision to promote a product - it should be just one part of the entire decision to promote a product (the other parts, we'll get to in a second), but again point #2 here: know the product. Why? Because if you know the product, and I really mean know the product, it will shape how you promote it, what you say to promote it and the overall feeling people will get when you offer or recommend it.

So what's the best way to get to know a product? Use it.

That's my #2 rule - use the product. If you don't use it or aren't extremely familiar with it, I wouldn't promote it. I'm not sure that's a rule most people follow, but it's one that I do and it's been working out really well - especially when it comes to tip #1, which is building that trust factor with my audience.

On greenexamacademy.com, my #1 product that I recommend is a product that I used myself to pass the exam, which is a series of practice tests for the LEED exam. I know all about it, and I'm very comfortable with how it works and it helps me when I promote it.

This goes along with tip #3, which is

3. Ask Yourself: Can I Trust The Product to Be Good to My Audience?

This is important. It's the idea that you should be sharing or recommending *something* that will actually help your audience. Do you trust that after you send people through your link that the sales page for that product, the product itself and the customer service for that product, if any, will be good to them?

This is important because the dictionary definition of affiliate is:

Officially attach or connect to an organization.

The moment you promote something as an affiliate, that's the moment you attach you and your brand, or business, to that company and that product, and if that product isn't going to be good for your audience, then it's going to reflect ultimately on YOU.

If it's an awesome product that totally helps them out - then awesome, you're going to look that much better and be thanked, and it's a win-win-win for everyone.

If it's bad, it's a lose-lose-lose, and you're going to get the smelly end of the stick, if you know what I mean.

There were a couple times where I've been offered to promote a product for a good amount of money actually, that I knew would sell well and would make me a lot of money, but I didn't because I didn't like the way the upsell process was handled - it seemed very aggressive to me and even ended with an automatically opt-ed in 30 day trial for something that didn't fit right with my message, so I didn't promote it. I think I may have lost some money up front because of that decision, but in the long run, I'll probably make more.

4. Show Your Own Results

The number one way I've been able to really take my affiliate income to the next level is by showing people results of what has happened as a result of using those products.

For example, with GreenExamAcademy.com, I showed my test scores from the practice exams that I promote, and my passing test grade. On Smart Passive Income, I show how I use a tool called Market Samurai, for example, to locate profitable and untapped keywords for niche sites.

By showing that I've actually used these products, it helps to build that trust and lessen the, sort of, "I don't know exactly what this product is about so I'm not going to buy it" mentality. You want to show them as much as possible, which leads me into the 5th tip:

5. Get Your Audience To Know As Much As Possible About the Product

So a person sees an affiliate link for a product that you recommend on one of your sites.

Big whoop!

Instead of just a paragraph or two explaining what the product does and what it can do for them, show them how it works, what it's like to sign up for the product, some tips to make the experience of using that product even better, answers to the most frequently asked questions about that product - use video - show them everything, and don't leave anything out.

The more you can show, the more comfortable people are going to be with actually making that purchase.

This is why my Market Samurai webinar is one of the most watched videos on my website, even though it's not in my YouTube Channel (mainly because when I put it up I didn't have the ability to add content more than 10 minutes, like I do now). That video shows exactly what the product looks like, how it works, how the best use it, etc.

You want to...and this is tip #6...

6. Become a Source of Information For That Product

One ninja tip is to actually say that you'll be there as a source of information for that product. If anyone has any questions about it before making a purchase, tell them to go through you (or maybe someone on your staff or a VA).

If a person is on the fence, it may just take an answer to a simple question to get that person to click through your link and make a purchase. Plus, they'll feel more secure with their purchase, again, since they know if they have any questions they can come to you.

7. Give People Multiple Opportunities to Click On Your Affiliate Links

This is a tip that I picked up from Chris Guthrie of MakeMoneyOnTheInternet.com, and it's actually a pretty obvious tip that, sadly, not that many people are implementing - especially on niche sites.

I say sadly because a lot of people are missing out on potential income as a result because by not giving people multiple opportunities (meaning - more than 1 opportunity) to click on your affiliate link, you're losing out on potential income that could come with not that much more work.

Of course, there's a line that can be crossed - you can definitely go overboard with stuffing affiliate links into your posts. The best thing to do is just naturally place links where it seems like they work. The first time you mention the product - somewhere in the middle of the post, and then again at the end.

As they say, you can catch the low hanging fruit with that first link (lots of people will click on the link just because it's there), but then you get the people who actually read your posts and the time when they are probably best to be engaged and take action, which is at the end of your posts, which would have a link for them as well, because you don't want to require them to have to scroll all the way back up the page - you need to make it as easy as possible for all of your visitors to go through your affiliate links.

8. Link through Images

Another quick and easy tip is to have your images link through your affiliate link - meaning, anyone can click on an image of the product and be sent to the product page through your affiliate link, and if anyone purchases a product, you get a commission.

Might as well, right? I mean usually those images link to just the image on a page by itself, but this way - you have another opportunity for people to click through and earn a commission.

9. Get in Contact With the Owner of That Product

So imagine this - you're promoting some type of product and you get the owner of the product to answer some questions that you have about it, which you post in a blog post - or a podcast episode or maybe a video interview on Skype or something. Or maybe you have that person on as a guest and he or she offers some really high-value content, with a small promo for the product at the end.

This does a couple of things. One, it begins the relationship and trust that is required between your audience and the owner of the product, before any purchase can be made. And secondly, it shows your audience that you have been in contact with the owner of the product, which means you're not messing around when it comes to this person - it's not just a product you're familiar with, but the owner behind it too - which will help your audience feel more comfortable with their purchase.

I've done this a few times here on SPI, and it has worked really well - I've had Corbett Barr from ThinkTraffic.net on the show a couple of times, on sessions #8 and #23, which were some of the most information packed and most popular sessions of the podcast up to this date, which helps with sales for his Affiliate marketing for beginners course (<http://www.smartpassiveincome.com/affiliate-marketing-course>), and I've promoted Chris Guthrie's Amazon Affiliate Course, after having him on as a guest SPI session 10, and he's a very genuine and sincere guy who provided a lot of value on that podcast too, just like Corbett, which is why I'm still making sales for his Amazon affiliate course today from that one podcast session which was published 1 year ago. <http://www.smartpassiveincome.com/amazon>

10. Special Deal just for your audience!

Along with that, if you can get a special deal from the owner of that product, just for you and your audience, then that will give your audience an even better value and more of a reason to purchase from you. You can try to work out a deal with the owner before you have him on your blog as a guest, and what's the worst thing that can happen - they'll say no, and that's it.

I've done special SPI deals on several products here on SPI and each time it has driven the affiliate sales through the roof. You can do a limited time only deal, or one that is evergreen (like my one with Chris's course, which is \$20 off in case you're interested - you can check it out at

<http://www.smartpassiveincome.com/amazon>)

11. Create an Epic Post

One thing I like to do when promoting a product is create an Epic Post about it. When you write this post, think of it as the potential ONE STOP SHOP resource for this particular product - it's not just a review of it, but a full-fledged introduction, how-to, FAQ, best practice and troubleshooting resource for anyone who purchases the product. If you can show this much information to people before they make a purchase, they'll be more likely to actually make a purchase, and at the same time it becomes an extremely shareable article, one that has the potential to rank extremely high for the particular product keyword in Google.

In this epic post, I'd go all out and create...and this is tip #12...

12. Multiple YouTube Videos

These videos should be embedded in the epic post, but another reason why this strategy works so well is because YouTube is the #2 search engine in the world, and so you can get a lot of traffic coming in through your affiliate link through YouTube, and your YouTube videos themselves can rank in Google too - you just open up a lot more opportunity by shooting multiple videos about a particular product, and make sure to include your affiliate link in the video description - ideally it should be the first part of the description so that people don't have to click on "show more" or "read more" to see it.

How can you make multiple videos about a certain product?

Record yourself from start to finish with it, and break it up into chunks. People like to watch shorter video, so this works in your favor, and plus you get multiple opportunities to rank for various keywords related to that product. If it's a digital product, start at the moment of purchase and walk people through the entire thing - if you're doing a physical product, how about starting with an unboxing video? Those seem to be very popular nowadays.

13. Hold a Webinar

One popular thing to do today to really take promoting a product to the next level, even products as an affiliate, is to hold a webinar for it.

If you listened to the last session of the SPI podcast, #28 with Lewis Howes, you'll know exactly how powerful webinars can be in sending a message to your audience. It's more personable, it's live, and you can treat it like an actual event, which is cool because then it becomes a bigger deal than just a regular ol' affiliate link that's dropped into a post.

Combine with with tip one of the other tips and have the owner of the product on the show to give

away high-value information, and even answer people's questions directly on the live webinar, then you've got yourself a winner.

14. Publish a Webinar Replay

Be sure to record your live webinar so that you can embed it on your website as a replay for those who didn't watch it live, and those who did watch it live but want to get the information again.

To be honest, more people will probably watch it as a replay than live, and that's a good thing, you just have to give them the opportunity to do so.

If you're using GoToWebinar with a PC, you do have the ability to record the webinar using their software, but PC or Mac, I'd recommend recording using screencapture software like Camtasia or Screenflow - affiliate links on the shownotes at <http://www.smartpassiveincome.com/session30>

I have a webinar replay that's been live about well over a year and a half, and it's one that introduces people to keyword research and some of the tools you can use, and it's been awesome for driving sales for this product - you can check out the webinar replay at <http://www.keywordresearchwebinar.com>

And again, make sure that in the webinar and on the post where you embed the replay, you give people multiple opportunities to click on your affiliate link, and all of the other tips I just mentioned.

15. Give away a Bonus

Tip #15 is probably one of the more underutilized tips that I have, but probably one of the most powerful too, so definitely pay attention here.

In addition to promoting the affiliate product, give away a bonus to all of those who purchase the product through your link as a thank you.

Chances are, you're not the only one promoting that product, so to get people to buy from you instead of the other guy, throw in a bonus that can only come with a purchase through your link.

Just have your audience send you their receipt via email and then you can reply with the bonus, or information about the bonus - whatever's good for you.

So what could that bonus be?

Maybe it's a special webinar that shows people how to use the product with a Q&A session at

the end of it. Imagine, being able to purchase a product, get familiar with it and then a couple of days later have access to a webinar that will show you exactly how to best use the product, with an opportunity to ask questions about it? How awesome is that?

Maybe the bonus is another product or piece of software that you have that compliments the affiliate product.

Maybe the bonus is the discount price that you work out with the owner of the product, and that's the incentive to purchase from you.

Maybe the bonus is a coupon code or discount to another product that you own or have ties with.

Maybe it's a PDF file that includes instructions and best practices for that product, or access to a website with videos - sort of like a quick start guide.

Again, you're just adding value to the purchase and doing what you can to help your audience feel comfortable with their purchase who have, and get those on the fence - they may be like "ehhh, I'm not sure if this is right for me", to instead say "this is exactly what I needed, and more".

So think about what bonuses you can include with their purchase, and make sure to deliver on it too and follow through.

16. Indirect Social Media Push

Of course, it's hard to talk about anything related to websites today without talking about social media - Facebook, Twitter, LinkedIn, Google Plus - all of that good stuff.

The thing about social media, at least in my experience and in the experience of several other people that I know, is that if you directly promote on your social media platforms, you're not going to get a good response. People on social media are on there, typically, to be social - not to be sold to - but that is all lost in the affiliate marketing world, because you can do an indirect social media push, which means instead of directly linking to your affiliate links on Facebook or Twitter or any other platform, you're instead linking to something of value that includes the affiliate link - such as a video, your epic post on your blog, a link to sign up for your webinar - things like that.

You're not linking directly through your affiliate link, but a resource that will engage people beforehand, earn that trust and show them what the product is about before clicking on your affiliate link.

Yes, one of the cardinal rules of online marketing is the less gateways or clicks people have to go through before they get to the buy now button, the better - but I think that's changing now, and

I think it's more like:

The less information you give away, the less you're likely to make a sale. The more trust you can earn before hand, the more chances people are going to buy from you, regardless of gateways or clicks, although - common sense, just make it as easy as possible to get people through the sales funnel - you don't want 100 clicks before they get to where you want them to go, but just make it easy for them, and give them information they can digest before hand to help them make that decision.

17. Keep Track of your Click-Throughs

One thing you should always do with all of your affiliate links is keep track of them - where they are located, and based on that how many clicks are going through, and what your conversion rate is.

Very, very, very important stuff, and yes it does take time upfront to setup, but you have to know what's happening to each of your links in order to understand what works and what doesn't.

If you just have one affiliate link that you use in all locations - your videos, your podcasts, your blog posts, at the top of the blog post, at the bottom, in the sidebar, in your webinar, etc - then how do you know where you're getting most of your sales from? How do you know what campaigns aren't working or - what's working against you?

You don't, unless you track.

Some resource for you - I mostly use **Pretty Link** - which is a wordpress plugin you can use to shorten your affiliate links into nice looking links (for example, my affiliate link for Bluehost, which is the domain and hosting I recommend for starting a website, is <http://www.smartpassiveincome.com/bluehost>). The nice thing about Pretty Link is that it keeps track of the number of clicks for each link you setup, and you can setup multiple pretty links for the same affiliate link so you know where those clicks are coming from - the more detailed and precise you can be, the better.

Another good resource is CrazyEgg.

18. Social Proof Giveaway Strategy

This is a strategy that I share on one of my email newsletters - but I wanted to make sure to include it here because it's very relevant to this discussion.

Social proof is something I dedicated an entire podcast session to in session #27, and it's the idea that people individually will naturally gravitate toward what the masses are doing, or what they're into - and the example I always give is, when you're at the mall, and you see a huge

group of people, a huge crowd gathering around a store, or in a certain area, you can't help but want to know what's going on - because everyone else is there for some reason, and you want to know what that reason is.

Online, this translates to having other people do the marketing for you, through numbers, like number of subscribers, number of comments and things like that - to other people's comments and responses to questions.

Anyways, I recommend you check out episode 27 - some say it's one of the best ones so far, and I wouldn't disagree with them.

So the strategy, specially, works like this (and I first saw this from Mark Mason from Masonworld.com - so thanks to him for this).

You plan to promote a product as an affiliate, and if possible, work with the owner to get a few copies to give away to your audience, for free. Also, if possible, get a discounted price for a limited time only, for your audience as well - again, not always possible, but you can always ask and see what happens.

In a post, review this products - maybe it's your epic post, or maybe you just mention it at the end of one of your regular posts, and share that you have 2 or 3 copies of this product to give away for free, and in order to be entered to win one of the copies, your audience has to leave one comment about how they would use the product, and why it would help them. Have them go through an affiliate link of yours to see what the product is all about first, and then come back to your blog to leave their entry as a comment.

What happens here is that you get tons of people leaving comments that become social proof for the greatness of the product - this is other people saying how good it is and why it would help, not you, and as I always say this, there's nothing more powerful than someone else's recommendation, and in this case, it's other people's recommendation for a product you're promoting, as an affiliate.

And what happens is that people will see how awesome the product is, from others people's recommendations, and they are more likely to buy the product. Especially if they left a comment sharing why they would use it, and they don't win, those are your hot leads you can follow up with with a limited time deal or an email saying thanks for the entry and then give them your affiliate link one more time - lots of things you can do here.

I used this to great success promoting a product called Instant Article Factory, and it yielded about \$3000 in 3 days during the promotion.

19. Indirect Email List Promotion

Of course, your email list is an integral part of your marketing campaign - and if you don't have an email list for your site, you're totally missing out. Just think, how many of you wake up and the first thing you do is check your email - or everytime you're at work and a new email comes in, you have to read it - email is extremely powerful for marketing and that's why they say, "The Money is in the List".

For me, I like to indirectly promote on my email list - like what I do with social media - it's all about giving people as much high-value content as possible, and on the email, it's exactly the same. I don't directly promote anything on my email list - and if there are any links in my emails they all point back to my blog.

So like tip #16 - the indirect social media push, I'm pushing to my email list, but indirectly. This, I don't do nearly as much because I take great care of my email list and make sure not to be too aggressive with it, and if you're on my email list, you'd know it.

Again, linking out to epic posts, videos, webinars - things like that, instead of directly linking to affiliate links - I think it's a much better way to promote if you have a community of people who you're building trust with.

20. Indirect Promotion on Other People's Sites

Again, indirect linking for affiliate products, except this time, instead of through email, or through social media, it's through links on other people's sites - so in interviews, guest posts, and things like that, and actually most of the time if you link directly to an affiliate product through someone else's site, they won't allow it.

21. Disclose That Your Links are Affiliate Links

Most of you know I'm all about transparency and authenticity, and with affiliate links, it's no different - I do my best to make sure I always reveal that links are affiliate links.

Why?

Well, for one, at least in the US, there are recent FTC regulations that make it so that if you're receiving any compensation for promoting any other product or company, then you have to disclose that. There's a lot more to it than that, but the best thing you can do is just be honest and upfront with your links. I'll post some important links for those of us in the US in the shownotes on the blog about that.

But, beyond that, people appreciate honesty, and if you give enough information away, and really help people out, some (not all), will want to pay you back for your generosity, and if you disclose that you have an affiliate link they can click on, then that right there is a good call to action for people to give back to you.

Additionally, you should mention that you get a commission, but at no extra cost to them, so if they are going to buy the product anyways they might as well buy it from you and help you make some cash too.

22. Thank people in advance for going through your affiliate links.

When I disclose affiliate links on my blog posts or videos, I will sometimes thank people in advance for going through them - this small thing probably doesn't make a drastic difference in sales, but it's something I do just because I think people appreciate it.

But beyond that, we have tip #23, which is...

23. Thank people afterwards for going through your affiliate links.

If possible, if the tracking system from the company you're an affiliate with reveals the name and/or email of those who purchase through your link, then definitely follow up with those people and thank them. Maybe give them a surprise bonus if you want to, something you didn't mention they'd get in the first place - just to again thank them, but also this will give them good vibes after making a purchase that will potentially make them want to make a purchase through one of your affiliate links again in the future.

24. Review and compare different products of the same type

Another strategy is to compare different products of the same type. Compare and contrast, and if you give them your recommendation, make sure that link is an affiliate link.

The reason this works is because people like to shop around, so instead of letting people have to search for different options all over the web, on your site and other sites, keep them all on your site by reviewing each of the different products in one spot, and if you have that trust built up, and you do a good job of sharing why the one you're recommending is better than the others, you can hit it out of the park, and that would potentially become an epic post as well - maybe complete with videos and special deals just for your audience? Right? You can definitely mix and match any of these strategies together, for sure.

25. Focus on how it will help your audience (not on the features, but the benefits)

When talking about the product to your audience, no matter what platform you're using or methods you choose to deliver your content - always focus more on the benefits for your audience - in other words, what's in it for them?

That's a very important question you should always be asking yourself online - what's in it for them?

In each section of your blog posts, in your videos, in podcast episodes, don't forget to remind your audience exactly how the product will help them - and remember, benefits - not features.

Features are good, but benefits are what people want.

Sure, it's cool that this link building tool helps you get links from high Page Ranked sites, but the benefit is that your site will have more authority and you'll rank higher in Google and get more traffic.

Sure, it's cool that this in-ear headphone comes with a flat, tangle free wire - but the benefit is so that you don't get frustrated trying to untangle the darn thing every time you take it out of your backpack or pocket.

If you're having trouble with the whole feature vs. benefit thing, it's okay - a lot of people get confused, but the simplest way to understand what the benefits are is to think of a feature, and then insert the words "SO THAT".

We have this feature, so that blah blah blah.

Works every time - you try it with something random you see right now.

"So that..."

Alright, so we're coming up to the last 5 tips for the show today, so let's get right to 'em.

26. Believe in your recommendation.

Plain and simple, if you really believe in the product, in your recommendation, then so will your audience. If you have motives other than really trying to help people out or give them something they need, because of the commissions or you're just doing a favor for a friend who owns a product, or whatever - then you're not going to perform as well with your sales.

Believe in it, and your audience will believe in you.

Again, trust - a major motive we're hearing a lot today.

27. If it doesn't work out - try another offer

So let's say you have a product that you use, it's great, it will help your audience and you believe in it, and you run your promotion or include links in your posts and create an epic post with videos and the whole 9 yards - or, meters for those of you not in the US...

If it doesn't work out - it's not the end of the world. Try another offer! Sometimes you think your

audience will respond one way, but they go completely the opposite and surprise you, and sometimes that means your campaigns don't work for whatever reason, or no one clicks on your links.

Why? Figure out why and evaluate the circumstances, and try again knowing what you now know from what you learned.

It's all a learning process people, through taking action, and trial and error - that's what it's all about, and the more things don't work out, the better because the more likely you are to eventually get to something that does work.

Sort of related to that, we have...

28. Test, Test, Test.

Test offers, yes, but more than that - test everything. Test how you promote, to see which one your audience response best to. Test the placements of the links, the quantity of links within posts, are they bolded links, do images work better, does having the owner come in on an interview help, does Thursday convert better than Tuesday for webinars - test everything you can think possible - and if you're really into this product, work with the owner to make it better on their end too. This is something I did with my site at GreenExamAcademy.com, because the thing is once people go through your link, they're no longer under your control - they are in the control of the owner and his/her website or business, so do what you can to make sure your audience goes through the easiest, best flowing journey from your link all the way through the sales page and to product delivery, even if this means working with the owner of the other product. They want to increase conversions too, so they're likely to at least hear you out, especially if you have a good sized audience to begin with.

Test, test, test.

29. Make Your Own Product Instead

If all else fails, but you know there's a market out there for a particular product that's perfect for your audience, and it doesn't exist - create it yourself.

Yes, this isn't affiliate marketing, but affiliate marketing doesn't always work out, and when you create your own product you waive the benefits of affiliate marketing, such as not having to create the product, dealing with customer service and conversions and that sort of thing - but, you get to keep people in your own brand when you sell them your own products, you keep all of the profits, and maybe you can have an affiliate program people can sign up for to promote your product instead so you become the leader in whatever it is your product is about, and other people promote you and tell their audiences and followers to go to you, instead of the other way around.

Work hard now - reap the benefits later.

And lastly...

30. Be patient.

No matter how fast people say you can make money online, realize now that it's going to take time. Relatively speaking, yes - things can happen pretty fast - that's the beauty of online business - you can have a site up by today and start writing content and getting a message out to the world - but in order to make an impact and really make money online, you're going to need to get your message out there, nurture it, let it marinate and just build those relationships with people - your audience and other people in your niche, because that is what will drive traffic to your site, which may eventually lead to clicks and sales and products and affiliate commissions.

Things take time, but hopefully with these tips and everything else you're reading or listening to or watching online, you'll give yourself the best chance to make things happen as fast as possible, for you.

Learn, but take action and keep learning as you go. That's the best advice I can give you.

So that's it! We got through 30 tips for session #30. Woohoo! I hope that was helpful and maybe you have a page full of notes, I dunno, but you can always come back to this and listen again in the future if you want.

To finish up, not just this episode, but the entire year of 2011...

I just wanted to take this moment to thank you all, seriously, from the bottom of my heart for your wonderful support for me, the SPI brand and of course, the SPI podcast which is now really close to 1,000,000 downloads since session #1 up to this point, which is just incredible and something I never thought I would achieve in such a short period of time. The honest reviews on iTunes, the emails and messages on Facebook and Twitter - I appreciate each and every one of them, and I appreciate each and every one of you.

2011 was an awesome year and I know 2012 will be even better - so until session #31 I wish you all a very safe, happy and profitable New Year! Really take a moment to think about what you want to accomplish next year, and just do what you can do make it happen.

Make it happen people - take action because nothing is going to happen on it's own, it's your drive, passion and focus that will take you there.

Cheers, and Happy New Year!