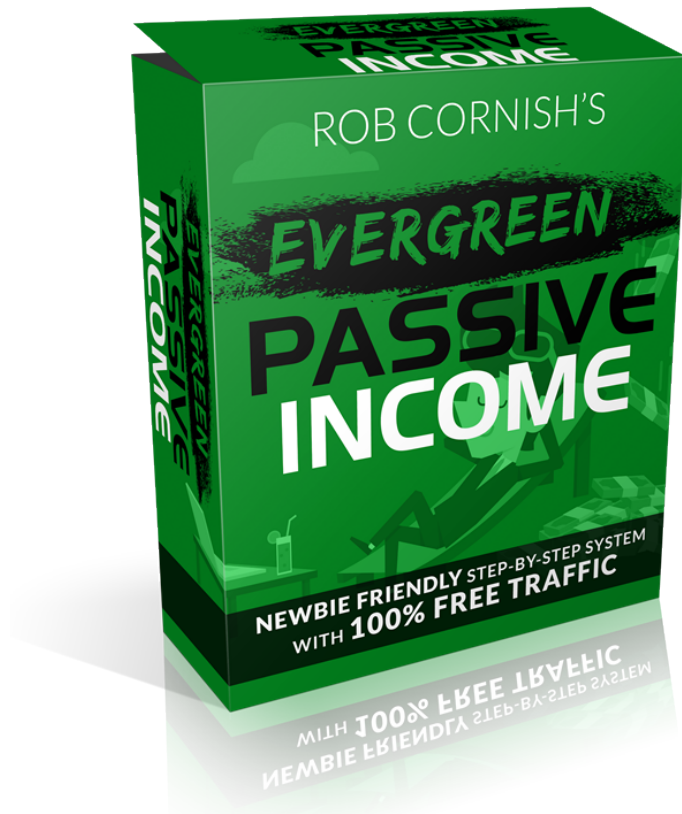


EXCLUSIVE BONUS REPORT



THE AFFILIATE NETWORKS TO AVOID (AND WHY)

By Paul Hollins

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INTRODUCTION

Hi, it's Paul Hollins here.

Firstly, congratulations on picking up a copy of Rob Cornish's **Evergreen Passive Income**.

It's a brilliant course and Rob has done a great job of showing how you can follow in his footsteps and generate a passive income stream of your own.



The key to all of this is... getting started (but I'm sure you know that already). 😊

My advice is to watch Rob's 10-part video training and then start to apply the tactics one-at-a-time.

It will only take you around an hour to watch all the videos and then you'll be ready to get going.

One of the best things about Rob's course is that you can watch it **as many times as you need** as you get everything set up.

Once you are set-up, you can always refer back to it when you need to.

Moving forward, this **EXCLUSIVE BONUS REPORT** is based on my personal experience and is provided as a "companion" to go alongside Rob's course.

I've been online since 1996 and in that time I've trialled countless Affiliate Networks, so this report is based on that experience.

GETTING STARTED

As Rob says many times in his video training, you should always go for affiliate marketing programs that are backed up by a reliable and trustworthy team.

In **Evergreen Passive Income** Rob suggests Thrive Themes, Aweber, LeadPages and a handful of others.

Funnily enough, those are the exact same companies I am affiliated with too (it's a small world, isn't it?!) 😊

The reason I promote those companies as an affiliate is because I actually use – and trust – their products or services.

I also know from experience that their affiliate schemes are fair & honest.

It's worth remembering that you will be putting **your own credibility** on the line when you sign up to (and promote) affiliate programs.

That's why it stands to reason that if **they** are trustworthy, then **you** will be viewed as trustworthy too.

To be perfectly honest with you, in my opinion, you shouldn't just sign up and promote ANYTHING & EVERYTHING just because you can.

I, personally, will only ever promote products or services that I use (or have used) myself.

Why?

Well because I believe it to be one of the key fundamentals to a successful online business.

After all, reputation counts for everything, so I wouldn't ever want to put my name to something I don't believe in just to make a few extra \$.

Some marketers might disagree, but I believe integrity counts for a lot.

That said, it's important that you always do **your own** 'due diligence' beforehand.

MAKING MONEY AS AN AFFILIATE

Earnings from affiliate marketing programs come in the form of commissions, similar to the type of earnings that salespeople receive based on the sales they generate.

Commissions are a type of performance-based income, in that the amount will depend on how much an affiliate can produce based on the sales brought in by his leads.

That's why it's important to you should **AVOID** affiliate networks that are:

- **Complicated to sign-up to**
- **Difficult to administer or track**
- **Pay out low commission rates**
- **Have difficult-to-achieve Minimum Sales Thresholds (known as MSTs)**

And that's what this report is about... helping you avoid those networks that are one (or more) of the above.

So, here's my list of **Affiliate Networks To Avoid** and my reasons why...

AMAZON

Although Amazon is one of the world's most visited websites in the world, its affiliate scheme is notoriously 'stingy' when it comes to commissions.

Typical rates are between 1% and 5%, which means you need to create a lot of visitors to Amazon via your link just to make a few pennies from each sale.

This is because Amazon has to stay competitive on price, so it operates on razor-thin margins, so perhaps it's understandable why their commissions tend to be on the low side.

Now, although Amazon does list a lot of expensive items on its site, it is very hard for affiliate marketers to make any significant headway in generating sales of those 'big ticket' items.

Amazon also makes life harder for affiliates by dividing its affiliate system into various territories. This makes it **MUCH** harder to generate any significant commissions, as they are split across multiple accounts.

In layman's terms, it means that if you sign up for Amazon.co.uk you will only generate commissions from UK visitors. But if your visitor is in the US, Canada, Germany or Japan, you will also have to sign up with **each** of the individual Amazon sites in those territories too if you also want to earn commissions from them.

To make matters even worse, **each** product in **each** territory needs its own SEPARATE link!

This means that you have to include multiple links **or** use a clever script (which uses technology known as GEO-TAGGING) to display the correct link based on where in the world the visitor is viewing your page. This is super-complicated to set up & get right.

One other thing to bear-in-mind is that Amazon has a "minimum sales threshold" (or MST), which means your commissions must total an amount greater than the MST otherwise you won't get paid your commission.

And no, Amazon won't allow you to 'combine' all the commissions you earn from each of the Amazon territories'. Each one is considered a separate entity and you must fulfil the MST in each in order to qualify for your pay out.

Conclusion:

Despite being one of the biggest websites in the world, Amazon has made it all rather difficult to earn commissions from their system.

Some people have done very well out of being an Amazon affiliate, but if you are just starting out it is a BIG mountain to climb. There are much easier ways to make evergreen affiliate commissions online.

ITUNES

iTunes revolutionised music buying when it first came out and is still hugely popular with the music-buying public.

In recent times competitors such as the ‘streaming’ services Spotify and Pandora have taken away some of iTunes market-share, but iTunes is still a force to be reckoned with.

However, although many people promote the iTunes platform as an affiliate, their commissions are REALLY small.

That’s because most people buy just one or two tracks at a time... and at an average of 79pence (or 99 cents) per download, iTunes doesn’t have much of a margin to offer to us as affiliates.

iTunes also has a convoluted sign-up process that takes up to five business days, as they manually approve all applications by hand.

While this might not be a deal-breaker, it’s definitely starting to stack up those negatives points based on the criteria we set-out above.

Just like Amazon, you also have to apply to be an iTunes affiliate in each different territory and again they won’t allow you to combine commissions.

To be an iTunes affiliate you must also tell Apple about how you are planning to generate your commissions (you must even tell them website address, so they can check).

It seems like you have to jump through a LOT of hoops in order to get approved and even when you are, you’ll need to get a lot of traffic to your website – and get a lot of people buying – if you want to generate anything worthwhile in commissions.

Conclusion:

If your niche is music and you’re happy to go through the sign-up/approval process, then maybe you’d consider iTunes as a viable affiliate program.

For the rest of us, it just doesn’t really cut it.

SHARE A SALE

Share A Sale is a great website to learn from, but in my opinion it's not one of the best websites to become an affiliate on.

With a few exceptions, they tend to have lesser-known brands who offer a typical 5-12%.

That being said, some of their affiliates do say that their average customer spend is between \$1500-\$2000, which could generate a healthy commission cheque (or check, if you're in the US), but you'll need to pick and choose VERY carefully.

A LOT of those big-ticket items (that are worth \$1500-\$2000) are what we would term "considered purchases".

In other words, they are kitchens or home furnishings... so it's harder for us, as a website owner, to convince a casual visitor to buy a sofa.... unless your niche is home furnishings.

Conclusion:

I'm not saying DON'T visit Share A Sale, but what I am saying is that you'll need to pick VERY carefully from their list of vendors.

You will need to work out if you can generate enough visitors that will convert into enough paying buyers to give you a decent enough commission payment to make your 'investment' worthwhile.

FINAL THOUGHTS

Affiliate marketing is a great way to make an online income.

The risk to you is minimal and, as Rob explains in the **Evergreen Passive Income** course, there are usually no startup costs.

There are so many great affiliate marketing programs out there and choosing the right one may seem like a daunting task.

But by following Rob's advice – and taking into account the reasons why I suggest you avoid the networks mentioned in this report – you will be able to quickly identify which affiliate programs will work best for you.

That means you're able to quickly set up your own **Evergreen Passive Income** streams while avoiding the pitfalls that many other people may encounter.

Thanks for reading and good luck!

Paul