

# How to Make Money Online as an Affiliate

So you've decided to become an affiliate. Good choice, we are glad to have you. This short article was written to get your feet wet and give you a little direction on how to get started.

What is affiliate marketing? Simply put, it is marketing other people's products (in this case the Family Herbalist course from the School of Natural Healing) to your networks. If you are looking to create an online income stream, affiliate marketing is definitely the way to go. However, I should warn you that it is not an easy, get-rich-quick, gig. It takes work, consistency, and patience for it to really pay off.

So how does it work? Your part of the equation is simply to attract online traffic, then send that traffic to the School of Natural Healing via your affiliate link. When your traffic buys, you get paid.

## So where do you begin?

- **Define a niche market, and target your offering to that market.**
  - This is probably the most important part of the process. To really be successful you need to target an audience that is looking for what you have to offer. A shotgun approach where you try to market to anybody and everybody may net a few sales and commissions, but is unlikely to grow very large or be sustainable.
  - Your niche market begins with you. Think of what attracted you to the School of Natural Healing in the first place? How did you find it? What are your interests, concerns, problems? Chances are very good that there are other people out there who have similar concerns, similar interests, and want similar problems solved. Do some research about where those people hang out online. Where do they look for information? Your goal is to connect with those people.
  - Be specific. For example if you were creating a blog about dogs, you would do much better, and sell more dog related product with a blog about Dalmatians than about "dogs." Even better would be to go one step further and make it about specific aspects of Dalmatians like training, or breeding, or accessories.
- **Create a content-rich, "sticky" website or blog.**
  - This may seem daunting at first, but it's really not that difficult once you get going. Probably the easiest way to start is with a blog. There are many options out there, but Wordpress is definitely the way to go. You will find a video in the Training section that takes you through all the steps to get this set up.
  - Much as we'd like them to, people are just not going to sit still to listen to your pitch. You have to give them *good* reasons to stop by, so create content that's useful to them. Try newsletters, product reviews and comparisons, helpful tips, contests, quizzes, polls, and so on. Put your personality into it. What has worked for you, how are you using the product, what have you learned? Etc.
- **Build relationships and credibility with your site's visitors.**
  - You'll be a lot more effective if your visitors trust and respect your opinions. That means you'll have to spend time engaging with your visitors.

- Regular emails, blog comments, and social media sites are all simple ways to establish your expertise, build that credibility, and form those relationships.
- **Actively market your affiliate link.**
  - You can't just post your link and then expect profits. *Actively* marketing means that you are constantly looking for new ways to tweak your site's design or sales copy, or to engage with your visitors.
  - Or even to scope out the competition and see what's working for them.
  - The more good stuff you've got out there, the more likely people are to visit your website on a regular basis!
- **Constantly test your marketing strategies.**
  - Don't settle for a modest income – once you start getting those first sales, look for better ways to catch your site visitors' attention. Seek ways to attract new visitors to your site and get them to come back often. And find more successful ways of converting those visitors into paying customers.

The good news is that it's EASY to become an affiliate and get started. The challenge is finding your niche and then consistently delivering valuable content to that market. Once you do, however, the rewards are limitless.