



Affiliate Budgeting

*"97% of Affiliate Marketers Fail...
The Other 3% Have A Budget"*

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Affiliate marketing has the potential to make anyone a lot of money online. But that can only happen when you do certain things the right way. A lot of people come into affiliate marketing with a mindset that they can quickly make thousands and thousands of dollars online in just a short amount of time, and while that is possible, it is not very likely. So if you made thousands and thousands quickly, you shouldn't be reading this. As for the rest of us, here we are.

Now that we understand that we aren't going to make thousands upon thousands of dollars in a very short time or overnight, we can learn and understand that we have to have a good base to get us started. A good strong base is the key to success in everything that we do.

For our base we are going to learn why having a strong budget is going to help us create more success with our business online. Having and knowing what your budget is, will eliminate questions as to how much you are investing in your business and where all of your money is going.

Plus the last thing any of us need is our significant other asking us where the extra \$500 from the checking or savings account. Most of you will understand this and get a chuckle.

When I started my affiliate business online, I didn't have a lot of extra cash that I could use for my business. Just about \$100 a month was all that I could afford. The good part is that you don't even need that much to get your affiliate business started. And I will tell you why.

I struggled initially as an affiliate marketer, I jumped on every train to get rich quick that I could and did anything I could that I thought would help me make money online. I spent and wasted a lot of money trying to figure out how to earn or make a living online. It took me quite some time to learn that I not only needed a budget so I was buying every get rich opportunity that I came across, but to start me off with a strong base and a few strong tools to get me going.

As soon as I started sticking to my budget and using these few select programs, it became much easier and much faster for me to start seeing results and start earning an income online as an affiliate marketer.

The best part that shortly after I started using this method, the commissions that I was earning from these programs, started paying for the programs themselves! I could then use the extra money that I had to upgrade or purchase other programs that were becoming vital to my business.

We call this method "stacking". By stacking your income and pushing it into other programs, you earn higher percentage levels and more benefits at those programs. Doing all of this enables you to earn so much more money online while keeping your out of pocket expenses as low as possible.

Before we get started, let me knock a few myths out of the way, if I haven't already done so.

- you absolutely **HAVE** to spend money to make money. This holds true to nearly everything we do in life. Those who see the best results spend both time and money investing in their business

- you have to see your purchases as an investment and not an expense. You invest in your business. If you don't take it serious enough to look at these purchases as investments, then you are probably not going to see the results that you want to see.

- you have to promote you. This holds true especially in affiliate marketing. All things considered equal, people will buy from those that they know and trust. Since all things aren't equal, people are still going to buy from those that they know and trust.

- results **DO** vary. Not everyone will make the same amount of money in the same amount of time. Some people may not make money at all. I cannot guess whether or not you will make money as an affiliate marketer. I am here to simply help you out by giving you a strong base to work from. What you choose to do from here is up to you.

So, let's get everything started here with our budget and the tools that we need to get everything going. Like I had stated before, you are going to need less than \$100 a month to start.

The few tools that you need as an affiliate marketer are an auto responder, a tracker and a page builder. Other tools that we recommend are hosting and a domain registrar, methods of getting traffic to your website, and a communication tool.

Now let's go over each of these tools one by one, so that you may understand why we need these.

The Autoresponder -

There are a few autoresponders out there to choose from. We recommend using either [RocketResponder](#) or [Aweber](#).

Why do we need an autoresponder? Simple, because the money is in the list. That phrase has been around for years and still holds true today. You need to build a network or list people that are interested in what you have to say. This way anytime something happens or you want to recommend a product to them, you can simply setup and send out an email to all of your subscribers quickly and with little effort.

This allows you to save a ton of time versus trying to contact each person individually. Using an autoresponder also allows you to effectively communicate with your network or subscribers.

The trick to using an autoresponder effectively is not to "pitch" a product or service to your list every chance you get. Build a list or network of people that are interested in you and the niche you are working in. Sending pitch after pitch after pitch to your subscribers will only result in them unsubscribing.

The Tracker -

We recommend using [Trck.me](#) as your tracker.

Bottom Line Up Front: You NEED to track your advertising. If you do not track your ads then you do not and will not know what traffic source is bringing you sign ups and which ones are wasting your time.

With Trck.me, you will be able to track everything you can from a single site. It will

track advertising sources, delineated by time frame, it will also show you conversions. You can also track your banner advertising and they even have a website counter you can install on your website.

The Page Builder -

There are two types of people when it comes to building their promotional pages. Those that like to do it themselves and those that prefer to pay someone. If you like to build them yourself, we recommend [adKreator](#), if you do not and would rather just have someone else do the work there is [LandingPageMonkey](#). If you are unsure as to which, try them both and see what works for you.

You need to have squeeze pages to advertise yourself with. It doesn't matter where you advertise, you need a simple page that loads quickly and has no other purpose except getting someone to give you their email address in return for something.

So check out both of those options and see what works best for you.

Those are the three tools that we recommend as necessary for your affiliate business. The following tools are not necessary to start your affiliate business but are highly recommended to put you out in front of the competition.

The Domain Registrar -

At some point in your business as an affiliate marketer. You are going to want to create a website of your own. Whether it be a blog, a membership site, or whatever you may want to build. You are going to need to registrar your domain name somewhere.

We recommend [GoDaddy](#). They are simply the best, and most used when it comes to registering your domain online.

Website Hosting -

Once you have registered your domain with [GoDaddy](#), you are going to need to host your website with a reputable hosting company.

We recommend using [LiquidWeb](#) as your hosting provider. LiquidWeb is an outstanding and reputable hosting provider. They have a ton of options when it comes to hosting your website.

They even have it so that you can scale the size of the server that you need with just the click of a button and everything is done automatically for you. With other providers it can take days and up to weeks just to change the size of your server.

Traffic Sources -

Traffic is the lifeblood of any website and any promotion. You absolutely must have traffic to your web pages to be able to get sign-ups to your autoresponder and sales from your affiliate programs.

There are many different ways to get traffic to your website. There are simply too many ways to get traffic to your website for us to mention them here. The best and easiest thing for you to do would be to Google something along the lines of “Get Traffic To My Webpage”. A ton of resources will pop up. Based on your budget and how much is left over, you should find some good methods of obtaining traffic.

The key here is to test your traffic resources and continue using any source that gets you more subscribers. Always search for new sources of traffic and Always keep an open mind because great converting traffic can come from the most obscure places sometimes.

The Communication Tool -

To be an effective affiliate marketer, you must be able to communicate with people effectively. You need to be able to converse with like minded marketers, potential customers, and program owners of which you are looking to be an affiliate.

We recommend [Skype](#) as your communication tool. It is completely free to download and use, but can be such a vital tool when it comes to effective affiliate marketing.

Affiliate Budgeting Summary -

If you cannot tell already, there is a basic flow to all of the programs that are recommended here at [AffiliateBudgeting](#). You must have an autoresponder, and you need a squeeze page to put it on. You must track your links and get traffic. Eventually, if not already, you will want to get your own website and will need a domain and hosting. And you will always need to communicate.

All of these tools are great tools that are lifetime investment and use tools. What does that mean to you? If you refer someone to these tools, chances are, they will use these programs for a long time, which will give you years of affiliate income.

One person could basically give you an income from multiple sites for years to come. The key is to communicate with them and help them out as much as possible.

So, let's do some math here and see what our total budget should be.

Autoresponder -	\$10-\$19 a month starting
Tracker -	\$9 a month
Page Builder -	\$12.99 - \$19.95 a month

Total Necessary tools: **\$31.99 - \$47.95 a month**

Domain Registrar -	\$12.99 per year
Hosting Provider -	\$14.95 a month
Traffic Sources -	\$10 a month

Total Recommended tools: **Approx. \$26 a month**

So all in all, with every program, you are looking at needing a budget of **\$50-\$75** a month. Not a huge amount of money needed to start your affiliate business off on the right foot.

The most important part is to actually have a budget.

A few closing tips -

- Give your budget up to six months. You should start seeing results sooner, but stick with this budget for at least six months before changing it up to much. Unless your business starts to skyrocket and you need a larger budget for more advertising that is.

- Become an expert in your niche. No matter what it is that you are selling, you need to know as much about it as possible. When you are seen as an expert, you tend to be more respected in regards to the specific thing. That has the probability of earning you more sales, just because you are the subject matter expert.

- Don't rush things. From setting up your autoresponder and advertising campaign to promoting anything and jumping from program to program. You need to slow down just a bit and make sure everything runs as smooth as possible. You don't want to start advertising your pages when you haven't completely setup your autoresponder.

- The most common problem is that most people do not know what to sell or where to start. That is perfectly okay and understandable. The easiest thing to do when people sign up to your autoresponder is to give them a free e-book. You can download a copy of [AffiliateBudgeting](#) branded with all of your links and ready to go. The best news is that you don't actually have to sell it. It's completely free! If you have not gotten your re-brand rights to [AffiliateBudgeting](#), you can do so now by clicking [here](#).

That's all there is to . Now you have the budget and the tools to get out there and destroy the competition, no matter what niche you work in. And be sure to share this book with anyone and everyone that you think can get use out of it!

Resources:

- RocketResponder
- AWeber
- Trck.me
- adKreator
- LandingPageMonkey
- GoDaddy
- LiquidWeb
- AffiliateBudgeting