

# **Forever Affiliate Free Strategy Guide 2013**

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## **Introduction**

I've been making money with affiliate marketing since 2005. Since then a lot has changed. The game is very different now.

But one thing remains the same: Free traffic affiliate marketing is still the easiest way to get started making money from home, on the internet.

The ability to publish content, get yourself listed in the search engines, and use your traffic to sell other people's products for “hands off” passive income... is as real as it has ever been.

And with the sheer size of the internet today, compared to when I started in 2005, there are more opportunities than ever.

They just aren't visible to those looking through outdated glasses.

Right now, all over the internet, humble affiliates, working from the computers in their living rooms are making money hand over fist, with simple little websites and free traffic from Google.

Passive income, just like the old days. They're using the affiliate checks to pay their bills, to travel round the world, and to live a life of their choosing. I know because I'm one of those affiliates.

This report is about how they're doing that. Right now in 2013.

I hope you enjoy this report, but more importantly I hope you act on it.

To your success,

**Andrew Hansen**

**ForeverAffiliate.com**

## How Affiliates Make Money Today

In 2013 on the internet, more people will buy more stuff than they ever have before. They'll buy everything from the most mundane household item to the kind of stuff that you don't know even IS stuff. And they'll spend amounts of money on it that you wouldn't believe.

Remember this: As long as people are buying stuff, there is money to be made for affiliates. Why?

Where once, confined to small communities, we used to buy everything we needed from someone we knew, humans now shop in a global market place.

If I want a new shirt, I can buy one MORE easily from an online store in China, seated at a computer in my living room, than I can by driving down to my local department store, a few miles away.

This has opened up endless possibilities for the world of shopping, but it's taken away some things too, one of which is the element of human connection. Yes, I can buy that shirt from an online store in China. But how well do I know that store? How confident can I be that I'm going to get the right price? The right size for me? That the company will really deliver on time, and at a high quality?

The answer is I don't know. At least not very well.

So what you have on the internet is a giant global market place where anyone can buy anything from anywhere... but where no one has the confidence to just pick something up and take it home.

That is, without a 3<sup>rd</sup> party source of information.

How can I be sure about that Chinese shirt shop? If my friend used it. That's how. If a community I'm a part of online has used it and they recommend it. Like that. With help from people who have already gotten the answers I'm looking for, I can be confident to make a purchase from a person or a store that I'll never lay my own eyes on.

Without that help, I'm lost in a sea of choices.

It's that need for 3<sup>rd</sup> party information in the global market place that means AFFILIATES, people like you and me will always have an opportunity to profit, and without ever touching a good or service ourselves.

## **Affiliates Providing Value?**

Once upon a time, all it took to make money was to get your piece of content, talking about some product or service, out onto the internet. Ranking in the search engines was so easy that if you hit the right product you'd be making money within 24 hours.

Providing value was irrelevant. If you could get your affiliate link in front of people, you'd make money.

Today that's not the case.

Today, affiliates make money by providing value to people. And in Forever Affiliate, we make money by providing value to people who are looking to buy stuff.

Imagine it. When a person is going to buy something in that big scary global market place, there is plenty they need to know. **And crucially, there are things they need to know, that merchants aren't going to tell them!**

A merchant isn't going to tell them if there's a competitor that's cheaper. A merchant is going to try get them to buy as much as possible regardless of how much they need. A merchant isn't going to tell the downsides of a product, or things a customer should watch out for when using it. A merchant's job is to sell.

**(Affiliate Content Tip:** *Whenever you can provide a piece of information on the product that your merchant won't provide ie “you only need half as much of this thing as the official store will tell you”, or “there is a secret discount coupon code open this month”, or “shipping is free if you purchase two months supply at a time”, the trust you*

*have with your readers, and your conversion rates skyrocket!)*

An affiliates job is to inform. That's why affiliates have value. That's how affiliates get traffic and make money. If you can remember this, and operate an affiliate business from that frame of mind, you will be profitable forever.

### **Sidenote: An Affiliate Outranking A Merchant?**

People ask me all the time, *“When you're promoting a product for a company, how can you outrank them in Google? Won't they always be at the top?”*

Fortunately, Google is an information engine. It rewards informativeness. And if you're providing more information about a product than the merchant is, and allowing Google's searchers to become better informed... you can win in the search engines (provided you do some other things as well).

### **Being Informative & Making Money In Any Market**

The beauty of this whole process is that as an affiliate, and with the power of the internet, you can be informative (enough) to anyone.

Most people buying things on the internet are busy. They're shopping online to save the time of going to a real store. They're in a hurry by their very nature. They don't have the time to compare various price options, to seek out discounts, to fully research the products they buy to make sure they're the best they can possibly get. But they'd all be better off if they did. And they know that.

As an affiliate, you can fill that role. You can do the research, and uncover the information that the busy buyers won't take the time to do. What's more, you can do that in any market, for any product that exists on the internet!

Yes, there are two types of affiliates, and both make money, one group not more than the other.

There are affiliates who are informative because they're involved in the market in which they're informing. They love it, they do it anyway, and so they become “experts” out of passion.

But there are also affiliates who are informative only because they've researched the market in which they're informing. With the power of Google, I can spend 30 minutes of research, and know more about any given product than a person who's considering buying it. 10 times more in fact. And I can save a potential buyer of that product a HUGE amount of time (and potential heartache) with what I now know.

Most Forever Affiliates are in the latter group. The advantage of being in that group is that I'm not fixed to one spot. I can diversify my markets, my sites and my income streams to all corners of the internet, and pick up and start again with ease at any point, for any reason.

That said, being in the first group can be extremely profitable too, provided your “passion” also coincides with a market that's active and profitable, which is not always the case.

**Bottom Line:** What we've discussed so far is the broad opportunity that exists, and the frame of mind needed to make money as an affiliate in 2013: Providing value.

That opportunity will ALWAYS exist, for people like you and me. The ability to inform and make money from recommendations on the internet. And if you're providing value, you'll be able to capitalize on that opportunity forever.

It's at this point that we'll move our conversation to this last point: Markets. Niches. Which are profitable, which are not, and how to ensure we make as much money as we can, as easily as we can.

## The Most Profitable Markets On The Internet

For as long as this way of making money has existed, one thing has been true: **To make the most money, you go to where the most money is already being made.**

Remember our earlier example about the huge global market place? Did you picture it as this enormous street market with every good under the sun for sale but with most people walking around with their heads up in the air, confused and not sure which thing to buy?

The first part of making money as a Forever Affiliate is the equivalent of “Walk into that market”. The stalls of that market is where the money is changing hands. So that's where we need to be.

Where you DON'T go, is to the library. That's where people are just acquiring information. For free. Browsing, learning, enquiring. NOT BUYING.

Because what we do is sometimes called “information marketing” some people get confused. They think that information, is the same as products. It can be, but it's mostly it's not. Some people searching the web with notepad files open. Researching, taking names, making phone calls maybe. Other people are searching the internet with credit cards in hand. Those people are looking for products. Those are the people we want to help. Those people are where money is being made.

This, the core of my affiliate marketing strategy hasn't changed in 8 years now: **Find groups of people looking to buy a single product, and help them buy it. And the sun hasn't set on a single day where that wasn't a VERY profitable thing to do.**

Don't get me wrong, HOW I help those people has changed; How I get myself in front of those people has changed; Even how I find those groups of people has changed... but that they are what I am looking for if I want to make money has not, and will not ever change.

Want some good news? Each year more products are available for purchase on the internet, and with every new one, there is a new group of people that want it, and a new

opportunity for money to be made.

Even with how popular affiliate marketing is today, the number of new affiliates coming into the world can not even slightly outstrip the number of new opportunities arising for them to capitalize on.

Want an example?

Recently this new product came into the world. It's a kids toy called an Air Swimmer. It's this balloon shaped like a fish, that's rigged to a remote control that you can steer around a room, through the air. It's awesome. I know this because it was a Christmas gift for one of the kids in our extended family this year.

It retails for about \$50, and a lot of people buy more than one at once. For curiosity, I searched in the Adwords Keyword Tool and saw that right now, more than 100 000 people every month, around the world, are looking for Air Swimmers. Because they are thinking of buying one.

That's a market. Out of nowhere it came. And you think some affiliate somewhere made some money on that? You can bet your life they did!

**Markets like this pop up every day (probably every minute) and the only difference between who makes money on them and who doesn't is... who can find them.**

You know who DOESN'T find these kind of markets? People who do “niche research” by hunting through Clickbank, or their local affiliate network. Nope.

People who find these markets are clever affiliates with their ears to the ground in many markets, all at once. These affiliates get wind of stuff like this before it becomes popular. They start their campaigns and they ride the wave of popularity as it builds, and peaks.

Other affiliates jump on as the swell of the wave as it's settling back down to the flat of the ocean, when there's almost no money left.

There's a technique I talk about in the upcoming [Forever Affiliate course](#), in Phase 1, Video 7 that reveals exactly how anyone can do this: Find products and markets AS they're becoming profitable and ride their waves for months or even years at a time, all for a little bit of work at the right time.

Truth is, the ability to find markets is the greatest skill any affiliate can have.

It's not just about finding markets that are REALLY profitable. Pay Day Loans are REALLY profitable but I wouldn't recommend anyone reading this report to start affiliate marketing there.

And it's not just about markets with low competition either. The Knitting market is low competition, but I wouldn't recommend anyone reading this report to start their affiliate marketing there.

It's about finding just the right level of competition, with just the right amount of volume, and in the market with just the right product where those buyers are walking around, wanting the thing but not quite sure, so you can swoop in with your value, and help them do what they want to do.

But most importantly it's about never entering a market without certainty that it will be profitable. This is a far cry from going into a market because of what the search volume says and what the search engine competition looks like.

One of the biggest changes I've made in my affiliate marketing over the years – as I've become “older” and “wiser” I guess – is the process by which I confirm that a market is profitable before I enter it.

For example, a big part of the Forever Affiliate strategy is called “Testing and Validation” which is basically the process of confirming a market will be profitable before I commit anything more than the minimum amount of time and money to it.

Most affiliate marketers, particularly new ones, DO NOT operate in this way. And they

suffer because of that.

My goal with markets is always to test many markets, and eventually settle, then focus my efforts on the most profitable of them. There I'll hammer away until I've claimed every last piece of profit in that market, before moving on.

There are many techniques for finding markets like this, most of which I've developed gradually and over a long time. They'll all be available in Phase 1 of the [\*\*Forever Affiliate course\*\*](#), come February 19<sup>th</sup>.

## Creating Affiliate Sites In 2013

So when you come upon a market that's profitable, and you have to provide value to them with a website, how do you do it. More importantly, how do you do it with as little effort as possible so that we can make as many of these sites as possible, and as much money as possible?

Let me clear up a few things straight off the bat:

**Q: Do simple blogs still work for affiliate marketing? Can they still rank in the search engines?**

A: Yep. And yep. The search engines like blogs now probably more than they ever have. Plus half the world uses Wordpress these days. Blogs take 5 minutes to create, cost basically nothing, and can manage your site no matter how big it grows. Blogs still rock.

**Q: Do mini sites still work for affiliate marketing? Can they still rank in the search engines?**

A: Yep. And very much yep. If you saw the prelaunch video at ForeverAffiliate.com already you'll have seen the site I pointed out, currently getting 10k visitors a month from the search engines and making \$1k a month with only a Wordpress blog and 6 pieces of content. I'd call that a "mini site", wouldn't you?

Mini sites rank as well as they ever have. They just can't be as low quality as they once could. In 2013 I do more things than ever to ensure there is no doubt in anyone's mind that my site is HIGH quality.

What's more, minisites are powerful for multiple reasons. They allow you to get into any market with ease. They allow to multiply in any market with ease. They allow you to diversify your income across many markets with ease. And they minimize the liability in your affiliate site portfolio with ease.

Minisites have an important role to play in Forever Affiliate strategy but they're not the

ONLY kind of site I use as part of my affiliate marketing strategy. There is a lot to be said about diversity and we'll talk about that more later.

**Q: Do exact match domains still work for affiliate marketing? Can they still rank in the search engines?**

A: Yep and... yep. Even after the “exact match domain update” of 2012? YEP.

Truth be told, I don't use “exact match domains” anymore, and I haven't for some time. If I'm promoting a product called Weight Loss RX, I don't want the domain weightlossrx.com. That's for the product. And remember my goal as an affiliate? To provide that 3<sup>rd</sup> party information that people need. That means I have to make sure people know I'm a “3d party”.

I'll use domains with the main keyword in the domain, with some other modifier that makes it clear I'm a person with reviews. I get the benefit (that STILL exists as a ranking factor) of having the target keyword in the domain, AND the conversion benefit of declaring myself a 3<sup>rd</sup> party, so people can know I'm not from the company, know that I'm going to provide neutral information, and know I'm going to share what the company might not.

Win win.

While we're on the subject, the Exact Match Domain update in Google late last year didn't just flippantly penalize all exact match domains and take away the advantage of keywords in a domain name. It penalized low quality sites who's rankings were being excessively inflated because of their exact match domain. They turned down the volume on exact match domains a bit.

But testing shows that keyword in the domain is still a ranking factor and Google is still ranking QUALITY sites (oh who are we kidding, plenty of NON QUALITY sites too!) that are exact match, or have keywords in the domain name.

Anyhow, what about...

## **The Look Of Affiliate Sites In 2013**

This is another area where I've made a lot of changes in strategy through the past 18 months.

The core is the same: My affiliate sites are simple, with plain, clear Wordpress themes, with fewer plugins than ever (despite the host of new plugins available to WP users these days). Some people get caught up in the functionality of their site, adding bells and whistles that apparently have some benefit (that can't quite be defined) but in reality just distract effort from more important tasks AND open site owners up to new security risks (plugins are the primary way that a hacker exploits your website).

I almost never do cute header graphics, and absolutely never get custom themes designed. I've said once and I must say again: **There's no money in obsessing over the appearance of your site.**

**What I DO care a lot about nowadays is the delivery of my content.** I care a lot about how easy it is for my readers to digest the stuff I've produced, how helpful they're going to find it, and how certainly they're going to get to my affiliate links.

I put a lot of effort into making sure my content hits exactly what my audience is looking for. And more effort into communicating it in a way that connects with my audience. A miniature art in itself.

I use more mediums for my content now than I ever have to. It's more dynamic, more exciting, and more interactive... and yet still simple, formulated, and easy to create.

Basically, there needs to be more focus on “time on site”, and “bounce rate” now, two metrics that Google measures closely, and that has become a greater ranking factor in the past 12 months.

With the content I create now, my users stay on my sites for longer than they ever have. And I have a specific formula for allowing for that to be the case.

I also create content for the purpose of lowering bounce rates on the site. I use more “non affiliate content” than I ever have, written on specific keywords, with a specific purpose of trying to lead visitors through multiple pages of my sites and lower that bounce rate.

Fortunately, this all happens on auto pilot now.

I've got the right outsource staff these days who know how to create my content in exactly the right voice, and hit exactly the right notes for any given market. This means content creation takes no time out of the day and still creates maximum results.

That's the formula for content that I'll lay out to you in **Forever Affiliate**. For now, remember only that your focus is still as a content producer. Your value is more in WHAT you write, than how pretty your site looks. And your results come from how well you RANK, more more so than how you well you write.

Armed with a site that fulfils your audience needs, all you need to do is make it rank, and you're making money. This is a specific, but a simple system and anyone can profit with it.

Let's move on and tackle the big one... Search Engine Optimization, ranking, and Google for affiliates in 2013.

## **Getting Search Engine Traffic In 2013**

I'm going to talk here about SEO and Google in 2012 and 2013, but first I want to make some comments about traffic in general.

If you're reading this report, you know that there are many ways to get traffic to a website on the internet. And when you talk online business with people, you get these people who – seeing the ways that search engines change – would do anything to avoid having to focus on search engine traffic with their websites.

Here's what you have to understand.

Search engine traffic is the highest QUALITY form of traffic than an affiliate can get. No other form of traffic can generate as much revenue from such small quantity. In the broader scheme of things, there is Affiliate Traffic (the kind that we SEND to a merchant) that can convert more highly, because it's traffic that's pre-sold. But after affiliate traffic, there's nothing on the scale of “targetedness” before search engine traffic.

Every form of traffic has an upside and downside; stuff that's good about it, and stuff that frustrates you. With search engine traffic it has a downside THAT'S WORTH dealing with because you can make so much money from so little of it.

For a long time I've talked about sites that make sales and great incomes from as little as 3 visitors a day. That is NOT possible with Facebook, with media, with banner ads etc. If you can take the minor inconvenience of “keeping up with things” regarding search engine marketing, you can be handsomely rewarded.

Ok now that's out of the way, let's talk about what it takes to get traffic in the search engines, what's going on with them, and how that's changing.

### **Google's Changes & Where Things Are Now**

This in this area where enormous confusion exists.

Let's quickly recap some history and attempt to set some records straight.

2012 was a challenging year for people who market their businesses in the search engines. Google did more than at any year previous, to eliminate low quality sites from the search engines. And along with that, came the usual “collateral damage” that affects even good quality sites, multiplied by each of the many updates that were made.

Make no mistake, it WAS a tough year. And I wasn't immune. I had a couple of my own sites penalized in various Google updates. That was annoying.

But... that's about the end of it.

You see, some people took the things that happened, and decided that it was no longer worth marketing small affiliate sites and trying to get search engine traffic any more. “Why?”, I asked. Small affiliate sites were still ranking all over the internet. There was certainly no evidence to think it wasn't profitable any more. But, scared and uncertain, many people made that decision to walk away, not knowing any better.

What really happened in the search engines in 2012? **A handful of techniques that people had previously used, to optimize their sites, to build links, and get rankings stopped working so effectively... and some sites that employed those techniques were penalized.**

That's. it.

The core of what worked in the search engines still work. And the same principles still apply for ranking. Content still works. Backlinks still work. Keeping things “natural” still works. AND...

If you know what was really penalized, what Google really wants, and you can provide that...

**Search engine ranking in Google is actually a little bit EASIER now than it was last year.** I'm serious. And it's not just me saying so. Real SEOs all over the internet are

finding the exact same thing.

Let me talk about a couple of things that WON'T work in the search engines any more...

First, one page sites. Yes, mini sites are still fine and can do fantastically in the search engines. But there is more evidence emerging of small sites being rewarded in the search engines as they grow through 5, and past 10 pieces of content. Very interesting.

Second, low quality links. There is just no reason to drive a low quality link to your money site. What's low quality? A link from a low quality, non unique content site that links out to other low quality sites, in large number.

These days, a smaller number of very high quality links can prove to be VERY effective. You'll remember from the prelaunch video that the site I had - the \$10k visitors, \$1k income one – where I'd built only 75 backlinks. And I believe it was ranking even earlier than that.

As you'll learn in the hardcore SEO phase of [Forever Affiliate](#), right now, there are a small number of techniques you need to master, for building links. A LOT of emphasis needs to be put on link quantities, and timing.

I'll get into every single link building technique I actually use at the moment, MINUS the ones I've tested and found to have minimal overall impact. You'll be getting the distilled version, minus the years of testing and things that “didn't work”.

You'll learn about a few different “categories” of links you need to build, and what times they need to happen in your link building campaigns. The reality is that it's pretty simple. You don't need 100 link building techniques any more. You just need to the right volume of links at the right times, and done in the right way.

AND, you'll find that now, with the number of fantastic link building services available, you won't do as much “work” with your link building as you once had to. You'll be more involved as an over seer, managing your link building campaigns across multiple sites and making them “look just right”.

It's all about how you build those links, how high quality they can be, and how well you can get them done, without your effort and do so for many sites simultaneously. Which brings us to our next point...

More so than ever, diversity is the name of the game in this affiliate marketing model in 2013. The real reason people became scared of the search engines last year was the ability for a person to do everything right with their SEO and still be penalized.

And that CAN really happen. But with a few key steps added to your business model, **that risk can be entirely mitigated**. You don't have to worry about it if you do things right. And that means there's nothing to fear. You can go into this business knowing exactly what to expect and be fully prepared for even the outlying, rare eventualities that Google does something crazy.

That's a big part of the Forever Affiliate strategy.

Let's spell out the bottom line of all this and wrap things up...

# The Reality Of Passive Income Affiliate Marketing Right Now

When Forever Affiliate launches on February 19<sup>th</sup>, you're going to meet a few friends of mine.

One is a guy who's using the affiliate income from one of his authority sites to go on a year long vacation in 2013. He's about to travel Vancouver to Antarctica, overland. His affiliate income already allowed him to quit his job earlier in 2012 and now he's living life to the fullest.

You'll meet another lady who's only started her affiliate business in the last 6 months, while working a day job, and in what is meant to be “the hardest time ever to be an affiliate” has built a 4 figure affiliate business from all free Google traffic, and used the income to support her family while her husband was sick recently.

These are not isolated incidents.

There are real people, right now in 2013 who are making money with the [Forever Affiliate](#) model easier than they ever thought possible. I won't stand by while people try to say that this stuff doesn't work any longer. It's ridiculous.

In fact – and even with all the new online business models that have come along - it's still the easiest way to make money on the internet.

By doing the right amount of the right things, anyone can build a profitable affiliate business, starting from today. And I'm going to lay out exactly what those right things are in Forever Affiliate.

I want to thank you for reading this far in the report. It's the people like you, with the highest level of commitment, that go on to make fortunes online.

I hope you've found valuable the information we've discussed here and that you get to put

it to use in your own affiliate marketing.

Keep an eye out for emails from me leading up to the release of Forever Affiliate on February 19<sup>th</sup> where I'll be discussing more affiliate strategies, and more ways to make 2013 the year your online income changes forever.

I wish you great success,

**Andrew Hansen**

**ForeverAffiliate.com**