

Affiliate Profit Mentor™

7

DEADLY
AFFILIATE
MISTAKES

By Franck Silvestre

Here is the 2008 Affiliate Marketing Breakthrough...

Why 95% of The Wanna-Be (Yet Hard Workers – Do It Yourself) Affiliates Fail Miserably To Earn Thousands Online... While Others Rake In Huge Profits...

(And How this will change for YOU...)

Every Single Mistake You Should Avoid To Take Your "Affiliate Marketing" Business To The Next Level

*By Franck Silvestre
The Body Guard Marketer...*

www.mynetMarketingland.com
www.SeoseductionSecrets.com
www.MakeMoneyOnlinehow.com

Note: This special report includes master resell rights.

You may give it away, add as a bonus or sell this report and keep all the profits.

However you may not copy, change or modify this report in any way.

Published by:

Franck Silvestre
The Body Guard Marketer.
West Indies (La Guadeloupe)

mynetMarketingland.com

Copyright © 2008 - Franck Silvestre. All rights are reserved. No part of this report may be reproduced or transmitted in any form without the written permission of the author, except for the inclusion of brief quotations in a review.

Note: This e-book is optimized for viewing on a computer screen, but it is organized so you can also print it out and assemble it as a book. Since the text is optimized for screen viewing, the type is larger than that in usual printed books.

Disclaimer

This report has been written to provide information about affiliate marketing. It is sold with the understanding that the author and publisher are not engaged in rendering Marketing legal services.

Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on affiliate and Internet marketing only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source for affiliate marketing information.

The purpose of this report is to educate. The author and publisher does not warrant that the information contained in this report is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this report.

About The Author

Hey, it's Franck Silvestre, I am an ex-body guard (still active martial artist) and offline entrepreneur who accidentally discovered Internet Marketing in December 2005.

I was involved in many “un-official” offline businesses, and I really got started in 1999 when I took the money earned from my “Ex Body Guard life” to buy a 'failing' pizzeria in Paris. After one year, I sold it for a decent profit because I got married... I then took the cash, sold everything including personal stuff, and moved to Dubai.

I took a spiritual retreat, and I wasn't involved in any business activity during this time. No need to say that I got short on money after sometimes... I have a little problem: I don't care about money! I am more serious now, and I this given me a good lesson.

Anyway, I started again in business in 2004 (after 3 years of forced 7-2 job as a P.E . teacher) in Abu Dhabi (UAE), but since I didn't have time for my family, I had no other choice but to find a business that will give me more time...

So with my wife and 2 kids, I was seriously thinking about business and a way to make money... While I suddenly got a revelation: I looked at my computer screen and thought: “the business is right here... In my house, on my desk waiting for me, and I'm looking somewhere else!”

I learned and applied everything, I got several coaches (I still have a mentor), and I am now selling thousands of dollars worth of products every months online.

I started to coach people offline by accident. You know when your friends don't see you going to work the whole year, they start asking you question...

Today, I earn thousands of dollars a year online, and I help many people to jump start their online business...

[A Personal Message from Franck](#)

This report is not like anything you read before because it is based on my mistakes since I started online in December 2005...

Ok, no fluff. Let's start right away.

If you didn't do this already, read Scientific advertising (by Claude Hopkins) right after this report (link is on page 17). **DO IT**. You should also print this ebook and revise it every time you start a new project.

Note: If it's the first time you heard about Scientific Advertising, I'm afraid you are a victim... Nobody want to give you the REAL stuff.

When I found Hopkins' book (Yanik Silver, advised to read it), I started to understand everything – usual suspects style... -

I immediately understood that I was only making \$300 a month because the good stuff was hidden from me.

Public domain and rehashed stuff! Except a few exceptions (Yanik is one), you only get rehashed repackaged stuff online. This is one of the reason you are not making thousands.

Here is what you should do now: Understand the BIG picture...

After you read Hopkins' book, download Jay Abraham Mindmap. This mindmap is one of the most valuable stuff I downloaded online in 2007.

You may not know it yet, but these two 'freebies' are worth thousands of dollars...

Two master pieces that you absolutely need to read.

Now here are the 7 deadly mistakes that will prevent you to earn at least \$1000 a month if you don't pay attention.

Avoid these blunders at all cost...

NOTE: When you find something that YOU are doing (or you are not...), write it down immediately, Then, **plan** to stop doing it within the next month.

Let's start...

Deadly Mistake #1: Not having a mentor (a coach)

I remember when I started online... I was searching for an opportunity to make money. After a while (paid to click, paid survey and other crazy stuff), I stumbled upon affiliate marketing.

Actually, I was studying the forex market. Since I already made money in the stock market before (a few thousands, then I stopped), I was interested in trading currencies.

I subscribed to a forex newsletter, and I saw the word affiliate program for the first time.

Listen up! I didn't make any commission for several months because I didn't even know how to get my affiliate link... I remember logging into my affiliate account and seeing \$0,00.

But everything changed when...

... This forex website owner (a very smart marketer) decided to coach his affiliates in a three month intensive program called the "Affiliate Allstars".

I immediately enrolled, applied the techniques, and made hundreds (or thousands) of dollars. I don't know exactly because the tracking system had a glitch... (he said that). I even had sub-affiliates earning me commissions.

Why?

Because I had a coach from the ground up. He showed us the way... (He never paid us our commissions though! This is another story...)

Bottom line, **having a mentor will save you time, money and a lot of hassle**. You will know what work immediately instead of spending months trying to figure it out yourself.

Having a coach is also a good way to stay on track.

I am a martial artist, and I don't need to say that I had dozens of different coaches (senseis).

Ok, since my first coach (smart, but also a scammer) didn't pay us, I moved on... And I found myself stuck in a loop...

Tip:

If you are just getting started, get an affiliate marketing coach asap.

Every successful marketer has a mentor.

My mentor has a mentor, who has a mentor himself, etc...

This lead us to...

Deadly Mistake #2: Impulsive buying of irrelevant ebooks (or softwares, etc...)

Buying ebooks after ebooks, softwares after softwares, reading every single sales letter on the web waiting for the next big thing opportunity “instant cash push-button magic”... Anyone?

Seeking the quick instant cash opportunity will not do any good to your business. It will hurt you more than anything, so please be careful.

This loop is infernal. I was stuck several month in this spiral. Man, I discovered the power of copywriting! Powerful stuff. Hypnotic writing does really work, beware...

Tip:

Only buy a product (ebook, software membership, anything...) if:

1. It contains an information (or a tool) that will help you grow your business.
2. You are studying your competition.
3. You want to review it (sometimes, I just ask the merchant. It works!).

Deadly Mistake #3: Not having a clear PLAN of action

This problem is difficult to solve by yourself. (Your coach will help you out).

I threw up a couple of sites (3 sites) when I started, and since I didn't establish a solid plan of action, nothing happened...

What I did? I got a second affiliate marketing coach (Mark Ling, he earns \$50 K a month, he knows what he is doing), not a scammer this time!

In a snap, he showed me how one of my failing sites will become profitable.

He gave me a solid, proven plan. From finding a niche to how much money you should make per site, he told me how long it will take to get there.

He even showed me alternative plans.

I knew exactly where I was going, and how. It wasn't just throwing up a site, and then doing a bit advertising and waiting for my commissions...

And guess what?

I followed his plan step by step, and I achieved even more than the estimated results.

Without a plan, inevitably comes lack of focus and procrastination..

Tip:

Do not start to promote a product unless you have a solid plan of action.

Write down your monthly, weekly and daily plan as well.

You should have a "TO DO LIST".

Let's continue to the next blunder...

Deadly Mistake #4: Being in debts or in financial difficulty

This was one of my biggest mistakes since I wasn't able to reinvest the cash I earned from my early affiliate commissions. Once I received a check or money in my paypal account, I would spend it right away to take care of my family.

This seriously limited the growth of my business.

Plus I was constantly under pressure... because I had to pay the rent...

Advice: if you can borrow some money, it will be better for your business because you absolutely need some cash flow when you are starting.

Why?

Because you will receive your affiliate commissions at the end of the month... and DURING the month, you will NEED money.

Even if you only use free advertising techniques, you will have to pay for your web hosting, Internet, etc...

Plus if you are in debts, the growth of your affiliate business will be limited because you will ...

Tip:

I was broke when I started. I was always late to pay my bills...

Result: I was working under pressure (stress is not very effective).

Solution: Find the cashflow you need to be able to survive, or better yet DO NOT quit your day job until you earn your desired amount every single month.

Deadly Mistake #5: Fail to Outsource (Let it go)

Believe me, one of the biggest secrets to make money on the Internet is to outsource.

Do not try to do it all yourself because this will hurt you. I know that as an entrepreneur, you are a doer. I also thought that I could do it all myself, but that was a mistake.

When you outsource, you will get more done in one week that you can do in one month alone... Your business will grow faster.

Heck, I was a pizzeria owner, and I had several employees in the real world.

When I came online, I thought I could make it alone... It took me almost one year to understand, but everything became clearer when my mentor told me that the secret to his success was his team.

Outsourcing can be the difference between a few hundreds dollars a month and a few thousands.

Plus you want to have a life, take care of your family and do other activities. Don't get me wrong, I like my online business, but I can't stay all day long in front of my computer!

Tip:

Outsource one task at a time. Get used to work with contractors.

I don't go to Elance or Guru to outsource, I prefer to find my virtual team members on marketing forums.

You may also try craigslist.

Another big mistake marketers make is...

Deadly Mistake #6: Thinking that they are promoting to computer screens (or robots with a credit card)

While I was an expert in customer relations with my offline business, and often dealing personally with my clients (they like to see that the big boss takes care of them).

I don't know why, but I became really “naughty” online, defying all the best business and marketing practice with prospects and customers.

I tried to market anything that could make me money without thinking about the customer! Will this product will make his life better?

I had a blog with a lot of IM products, in another niche. This IM blog was pulling in more than \$500 per month, but when I think about it, I wouldn't sell these products today since I know that most of them will not help my target market.

Yes, I admit, I made the mistake... Because I thought I was selling to other computers! I wasn't able to see my customers, and the cyber craze caught me... just promote, and take the cash to the bank. happily. I realized my mistake.

Believe me, it's much better to build good relationships with your clients and become a trusted advisor. Your customers will become your followers and helpers.

After all, without your clients, you don't have any business.

Tip:

Remember: in every single thing you do in your marketing, think about your client, not about yourself.

Treat your customers like you would like to be treated, and your business will grow over your expectations.

While we are talking about your prospects and clients, another blunder is...

Deadly Mistake #7: Failure to build a RESPONSIVE list of subscribers

Happily, this didn't happen to me, because it was the very first thing my first coach told me! He told us to get an autoresponder asap.

I made my first responsive list in the Forex market, and I made a lot of sales just sending them email promotions.

Unfortunately, many marketers think that they will make it by Google cashing or with bum marketing...

... Well, maybe two years ago, but not in 2008 and beyond!

The bum marketing method can be profitable if you use it effectively.

Many affiliate only use direct linking to promote affiliate products.

They lose:

1. The SEO benefit for their own sites
2. The ability to build a responsive list
3. Branding themselves

PLUS, after a while, if they want, they can even sell their website for good money because of the original content. BUT with direct linking, nothing will happen (except a few sales) because they don't have an ASSET.

Tip:

This may be the most important tip of all... Beware of Direct linking to merchant sites without building your own list of subscribers.

Oops! There is way more than seven deadly affiliate marketing mistakes. In fact, while I am writing this, I have more than the double on my draft...

Sorry for this, but I have to add...

BONUS #1 - Deadly Mistake #8: Not thinking about a Backend from the ground up

I learned this from Coach Terry Dean and Alex Mandossian. When I read this (not so long ago), I realized that I really missed the bought.

I am now working on my upsells, backends and implementing a complete strategy from the start.

I was about to forget this one...

BONUS #2 - Deadly Mistake #9: Thinking that as an affiliate you don't need a product

Listen up: there is no difference between affiliate marketing and Internet Marketing. It is the same thing.

Every affiliate is an Internet marketer & every Internet marketer is an affiliate.

Let's have a look at some of these well known SUPER affiliate (Internet) marketing experts:

Read below...

Case study:

- * [Ewen Chia](#) created dozens of products.
- * [Rosalind Gardner](#) has her own book (The Super Affiliate Handbook)
- * [Allan Gardyne](#) just released Speed PPC (and in one of his newsletter, he revealed that the dumbest thing he has ever done was that he didn't take the time to complete his ebook project years ago)
- * [Jeremy Palmer](#) created two products.
- * [Anik Singal](#) created many products.

Fact: Every super affiliate sells his own product.

Why?

Because they understand that building a list of buyers is an asset that will follow you and earn you money in the future, AND they brand themselves.

When you are not doing this you lose big time, because you are cutting the lifetime value of your customers.

There are a lot of other mistakes that you should avoid like...

- ==> Unachievable goals (or worst, no goal at all)**
- ==> Not Having A Recurring Income**
- ==> Not taking action**
- ==> Not doing what is working for you**
- ==> Not tracking your advertising efforts**
- ==> Failure to learn copywriting**
- ==> Trying to get perfect**
- ==> Thinking that a software will make you money**
- ==> Going after Several Niches at the same time**
- ==> Not having several websites in the same niche**
- ==> Not thinking about every single way you can make money from your market.**

- ==> **Failure to ask for tools to the merchant**
- ==> **Not having a central blog for your niche**
- ==> **Not using a proven technique because it's too expensive**
- ==> **Not having a marketing budget**

The Wrap Up

While it's true that affiliate marketing is the easiest way to start your online, there are a lot of blunders that can prevent you to earn.

Here is what you need to do to succeed...

1. Educate yourself about affiliate marketing
2. Get a coach
3. Choose the right niche market
4. Prepare a plan of action
5. Add value to people's life in your niche
6. Outsource for maximum profits

And this will make you more money: do not enter in any market if you don't have your backend ready to earn (it can be your own product or an affiliate product).

I really hope that these advices will help you to take your online business to the next level, and read below to find out how you can get access to my affiliate profit mentor monthly newsletter when I help with each of the point above...

--> Here's the link to Scientific Advertising: [Claude Hopkins](#)

--> Here's Jay Abraham's Mindmap: [Download](#)

Continued on the next page...

**Would You Like To Have Access To
Everything That I've Learned?**

**All The Information, Tools & Strategies That
Really Work, While Avoiding What Doesn't?**

Yes?

**Click on the link below to Enroll in my
"Affiliate Profit Mentor" monthly newsletter
right now:**

[Affiliate Profit Mentor Newsletter](#)

Your Truly,

Franck Silvestre