

A GUIDE TO GETTING STARTED IN YOUR
HOME BASED BUSONESS

AFFILIATE MARKETING

FOR BUSY MOMS & DADS



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INTRODUCTION – AFFILIATE MARKETING AT HOME

I wrote this short book with the intention of encouraging every mom and dad I know to explore and consider affiliate marketing as a way of creating a family legacy in their home. A legacy that includes extra residual (or recurring) income, more family time, more memories, more time freedom, and an opportunity to teach our kids the power of entrepreneurship.

The world is changing fast – we have seen that clearly in the last few years – and I believe that everyone needs options when it comes to our financial futures. An affiliate marketing business is very low cost to start (and sometimes even free if you consume their products), and doesn't require the traditional inventory, overhead, people or financial management of a traditional business. With that in mind, I often wonder why not EVERYONE is doing this. Well.....It's not for everyone – it does require commitment, personal development (that you won't find at your job), consistent action, and sometimes a little sacrifice. But if you put in the effort, *IT IS WORTH THE EFFORT.*

WHAT IS AFFILIATE MARKETING:

Affiliate marketing is a way for people to earn money by promoting someone else's products or services. As a parent, you probably know how important it is to find ways to earn extra income while balancing your family responsibilities.

In affiliate marketing, you become an affiliate of a company that sells products or services, and you earn a commission for every sale that is made through your unique referral link. This means that you can earn money by promoting products or services that you believe in and that you think other people would benefit from.

For example, let's say you're a parent who loves using natural baby products. You could sign up to be an affiliate for a company that sells natural baby products and promote their products to other parents through your website or social media, or just everyday conversations with friends. When someone makes a purchase through your referral link, you earn a commission.

Affiliate marketing can be a great way for parents to earn extra income without having to leave their homes or sacrifice time with their families. It's also a flexible way to work, as you can choose your own schedule and work at your own pace.

BENEFITS OF A HOME-BASED AFFILIATE MARKETING BUSINESS:

There are several benefits of affiliate marketing (we touched on a few above) that can be particularly appealing to parents:

1. *Flexibility:* Affiliate marketing can be done from home, which makes it a great option for parents who want to earn income while also being able to take care of their children. Since you can work on your own schedule, you can fit it in around your other responsibilities.
2. *Low startup costs:* Starting an affiliate marketing business typically requires minimal investment, as you don't need to create your own products or inventory. This makes it a more affordable option for parents who may not have a lot of money to invest upfront.
3. *Passive income potential:* Once you set up your affiliate marketing business and create content, you can continue to earn commissions on sales even when you're not actively promoting products. This means you can earn money while spending time with your family or doing other activities.
4. *Ability to work in a niche you're passionate about:* As a parent, you likely have interests and hobbies that relate to your family life. Affiliate marketing allows you to choose products or services that you're passionate about and promote them to others who share your interests. Often your niche may not be related to your products, but instead allows you to connect with people with similar passions to you (whether that be gardening, or day trading!) and then present your product or opportunity once you have established a meaningful connection.

Overall, affiliate marketing can be a great way for parents to earn extra income, while also having the flexibility to balance their work and family responsibilities.

CHOOSING THE RIGHT OPPORTUNITY THAT FITS FOR YOU:

There are a bunch of factors to consider when looking for an affiliate opportunity for you (and your family). In my opinion, the number ONE consideration is the products. Some of the best affiliate marketers I know simply share their stories of how the product(s) have made their life better, easier, more convenient, happier, less stressful, healthier.....you get the idea. So you need to look for products that YOU would like, that your FAMILY would like and benefit from.

Simply said – try to find a product that fits your niche (we will talk about that a little later).

In addition to loving the products, there are some other important considerations when choosing what company or companies to partner up with. See the next section for a little explanation of each.

CHARACTERISTICS OF A GOOD AFFILIATE MARKETING OPPORTUNITY

If you have been around Affiliate Marketing before, this is probably not an exhaustive list for you, but if you are new to Affiliate Marketing, or thinking about getting started, these are the things I suggest digging deeper into before grabbing that affiliate code to make sure the opportunity is right for you:

1. **High Quality Products or Services:** this goes back to my point above. The products or services need to be something that YOU would use, and that people need and consume on a regular basis. They need to stand behind their quality, and stand out in what they provide to the consumer. I am a big fan of "Consumables", things people use and consume regularly, because it creates customer loyalty and long term residual income (since we get paid every time our customers buy, forever!)
2. **Commission Rates and Compensation structure:** there are simple affiliate programs that offer a flat rate commission of X% for every referred sale, and there are more complex compensation programs that can include sliding commissions that grow with sales volume, bonus programs for performance, and even leveraged sales commissions (that happens when you help others start an affiliate business like yours). Be sure to get all the details so that you can maximize your family's earning potential.
3. **Tracking and Reporting Capabilities:** this is how you keep track of what you have earned, so it's important to look into this ahead of time. Some companies will just send you emails when a sale is made, and other will provide an online "back office" to track sales, and access support and training resources available to affiliates.
4. **Support and Resources provided to help start and build your business:** again there is a wide range when it comes to each opportunity, but here are a few things to look for:
 - Post sale customer service and warranty/guarantees
 - Marketing resources that you can share online or with friends
 - Business and Personal Development training
 - Technology to support your business (app, backoffice, capture pages)

- The people –you may have a “team” to work with and support you in your business
5. Reputation and Credibility of the company: as a representative of the company, it goes without saying that a solid “background check” is in order. I’d suggest looking at any sales history you can find (look for growth!), seeing how long the company has been operating, and if you can, find out what other affiliates are saying about their experience. And if it’s a private company (i.e. not run by shareholders, which by the way is sometimes a red flag for me when considering an affiliate deal), see what you can find out about the owners and their history of the company.

RESEARCHING AFFILIATE MARKETING OPPORTUNITIES

As a parent, it's important to research and evaluate affiliate marketing opportunities carefully to ensure that you're investing your time and effort in the right program. Here are some steps you can take to research an opportunity:

1. Identify potential affiliate programs: Start by searching for companies that offer products or services that are relevant to your interests as a parent. You can use search engines or affiliate program directories to find potential programs.
2. Evaluate affiliate program performance: Once you have identified potential affiliate programs, research their performance by looking at factors such as commission rates, cookie duration, and conversion rates. Make sure the commission rates are competitive and the cookie duration is long enough to give you a good chance of earning commissions on sales.
3. Analyze competition and market demand: Research the competition to see if there are already many other affiliates promoting the same products or services. You can also check the demand for the products or services you are interested in promoting. Make sure there is enough demand to make it worth your time and effort to promote the products.
4. Look for support and resources: A good affiliate program should offer support and resources to help you succeed. Look for programs that offer marketing materials, technology tools, training, and a responsive support team to answer any questions you may have.
5. Check the reputation and credibility of the company: Do your due diligence and research the company offering the affiliate program to ensure that they have a good reputation and are credible. You can check reviews and ratings from other affiliates or customers, and read their website to learn more about their history and mission.

By taking these steps to research and evaluate affiliate marketing opportunities, you can make an informed decision about which program is right for you as a parent, and increase your chances of success.

And I want nothing more but to see you successful! So before I wrap up this short little guide, I want to leave you with some tips that I have found really helpful in my 9 year journey in affiliate marketing (so far). Some come from mentors, and some come from my own experience, and I hope they can accelerate your path to what you have defined as success for your family's home business.

7 TIPS FOR SUCCESS IN AFFILIATE MARKETING

As I mentioned before, my goal of this e-book is to encourage moms and dads to look beyond the traditional employment model and think about starting a business of their own. It can add some much-needed additional income, and it can grow into something that can create more fun, freedom, and memories for your family.

I want to leave you with some of the top tips I have learned along the way, in hopes that it helps you see a vision of your family's future. Here they are:

CHOOSE THE RIGHT NICHE FOR YOU (AND YOUR FAMILY)

Choosing the right niche is an important part of building a successful affiliate marketing business. As a parent, you may have unique experiences and interests that can help guide your niche selection. Here are some steps you can take to choose the right niche:

1. Identify your interests and expertise: Start by making a list of topics that you are passionate about and have knowledge or expertise in. These could be related to parenting, hobbies, or other areas that interest you. Send me a DM on social media if you're stuck, and I will send you a little exercise that help you figure out your niche.
2. Research potential niches: Once you have a list of topics, research potential niches within those topics. Look for niches that have a significant audience and demand, but are not too competitive.
3. Analyze competition: As you research niches, look at the competition in those niches. Try to choose a niche where you can stand out and offer something unique. You can also look for niches where there is a gap in the market that you can fill.
4. Consider the profitability: While it's important to choose a niche that you are passionate about, it's also important to consider the potential profitability of the niche. Look for niches where there is demand for products or services, and where you can earn a reasonable commission on sales.

5. Evaluate your audience: As a parent, you may have a natural audience within your own community. Consider the demographics and interests of your audience, and choose a niche that will appeal to them.
6. Test and refine: Once you have chosen a niche, start creating content and promoting products. Be prepared to test and refine your approach, and adjust your strategy as you learn what works best for your audience.

By following these steps, you can choose a niche that is both profitable and fulfilling for you as a parent. Remember that choosing the right niche is just one part of building a successful affiliate marketing business, and that it's important to continue to learn and adapt as you go.

CONSISTENT ACTION IN YOUR BUSINESS IS THE KEY TO SUCCESS

I believe the key to starting ANY business is consistent and focused action right from the start. That doesn't mean another full time job.....rather that means making the most of the time you have to give and the actions that you take in that time you are dedicating to your business. Whether it's a few hours a week, or a few days a week, you need to show up and do the work when you have committed yourself to doing it.

Here are a few key actions you will want to be doing consistently, and ideally everyday, with the time you have set aside for your home business:

- 1) *Show up on social media daily to build your social retail business.* Post on your feed with a focus on your niche (and providing value and education to them), but NEVER with a billboard shot of your product (see the section on social retail that follows).
- 2) *Engage with your audience* – when you see a comment on your post or story, be sure to comment back! It will increase audience engagement, and open the door to conversations with people you wouldn't otherwise be talking to.

- 3) *Embrace Personal Development* – whether you are learning something valuable that you can share with your audience, or learning a new skill or strategy to implement in your business, it's important that you learn something new everyday.
- 4) *Build a list and add to it daily* – as you get started, you will want to make sure you have a way to keep track of your customers and customer prospects. Having the names and emails of your customers will make it easier to follow-up in the future with product news or specials. Having that information for potential customers allows you to “keep in touch” and keep building trust with them until they are ready to buy from you.

CREATING QUALITY CONTENT – ONLINE and OFFLINE

The days of posting an ad on a social media platform and watching the dollars roll in are long gone! The reality in today's online environment is that people don't buy from ads, THEY BUY FROM PEOPLE THEY TRUST! That means that we have to be a lot more creative, and a little strategic, when it comes to creating content for our online posts, or telling our story to people we know in real life. The end goal is not to get someone to click a link, but instead it is to create trust and start a conversation in the direct message system. It's almost always the case that the link click comes AFTER the trust has been built.

With that in mind, your content should not be all about a product. Instead it should bring some value to your audience. Here's a quick example. If you are an affiliate for a hair care company, instead of posting about all the awesome ingredients, and how this “stuff” makes your hair the shiniest it has ever been, post something educational for your audience related to your niche of “natural hair care for women in their 50's” (just an example). Share something you know from your own hair experience (3 top tips I have learned to keep your hair moisturized), or something your did a little google research on (why hot oil treatments are NOT good for your hair). Instead of becoming a “salesperson” to your audience, you start to become a valuable resource, and that builds trust!

SOCIAL RETAIL – SELLING ONLINE WITH SOCIAL MEDIA

As mentioned before, selling products and services online is not a simple click and buy process. It takes a little work.

The formula for social retail is pretty straightforward. Post valuable content, post engaging content on your stories, create curiosity, demonstrate relatability, engage new prospective customers that engage on your posts, start the conversation, building trust, click. For the visual folks, it looks like this:

POST >> CURIOSITY >> RELATABLE >> ENGAGEMENT >> CONVERSATION >> TRUST >> BUY

Here are a few key tips that have worked well for me when it comes to the Social Retail Formula:

- 1) Frequency. On your feed, less than 20% of your content should be about your business or products. The other 80% should be about you, your life, and the stuff you have going on. That's why your friends are there – to be your friend! So on your feed, maybe 1 post a week should be used a "lead generator" for your affiliate business. Stories on the other hand, are a different story (pardon the pun) – see below!
- 2) Curiosity is Critical. Let me say that again! Curiosity is critical to you NOT being labelled just another online seller by your network of friends. Here is the golden rule: You should NEVER post using your company name, product name, or by flashing a professional lit product shot. Never, never, never, NEVER!!! Promise me!!!! You are not a company billboard (although some affiliate programs will encourage that – another red flag!!), you are YOU and that's who people want to see on social media. Remember, they are not buying the product, they are buying you, and the amazing experience you had from that "thing" (shampoo, shake, shirt, whatever). If you tell them what it is, you have given away the ending to the movie and given them no reason to reach and start the conversation!
- 3) Be relatable. Our goal here is not to become an "influencer" but instead to become a valuable resource to your friend for ANYTHING related to your niche. This is where stories can be so powerful (online at Facebook or IG, or in real life at the coffee shop with a friend), because this is where you become relatable to them. If they say to themselves while reading your story " hey that's just like me" or " I have that problem too", your trust meter goes up by a notch or two.

BUILDING RELATIONSHIPS WITH STORIES AND DM's

Stories, in my opinion, are one of the best ways to build trust online. But remember – you have to be YOU to be relatable, and that can be scary and hard for some. So always be you, and never who you THINK your audience wants you to be. We build trust with our relatability, and that is key toward the end goal of starting a conversation! As a mentor of mine, Rob Sperry says, “the money is in messenger”. That’s where your customer will take action.

There is a simple 5 step formula that I learned from another mentor of mine, Chalene Johnson, when it comes to crafting stories that sell. Here it is:

- a. Identify a problem (and use a poll sticker to ask if others have this problem too)
- b. Relate to the problem with your story.
- c. Share your solution or tip (may or may not be your product or service)
- d. Invite people that relate to it to comment with ONE WORD – keep it easy for them to engage
- e. Reply with a quick message to them and START THE CONVERSATION

Here’s a quick example using a gas treatment product to save on fuel costs:

- a. The price of gas just keeps going up!
- b. It’s costing me fortune to keep my car on the road between all the practices and out of town sports events for my kids. 20 bucks barely moves the gas needle
- c. I found an inexpensive fuel treatment I use with every fill that cuts my MPG by almost 20% and I’m saving about 15-20 bucks a tank
- d. Comment GAS MONEY if this is hitting your family’s budget hard too!
- e. Hi Betty – thanks for your comment on my story today! This gas crisis is crazy and it sounds like it’s only going to get worse. Happy to share that gas saving secret I found if your interested, and have a great day!

BUILDING A BUSINESS ONLINE AND OFFLINE

It’s important to note here that while social media has completely changed the face of retail transactions as we know it, affiliate marketing can also be described as business of recommendations. And those recommendations don’t have to happen solely online. True, it

can be more comfortable for some to approach people they don't really know, like "friends" on Facebook. But know that if you purposefully steer away from the people you know, you are not only missing out on the one of the best business opportunities in front of you, but you are also preventing the people that you truly know and love from benefitting from what have benefitted from. Some would call it selfish – I call it fear. But it is a fear you should be willing to overcome. If that product or service is good enough for you to get passionate about it, don't you owe it to your close friends to share this potentially life changing solution with them. I mention this now because so many affiliate marketers focus solely on the online world, and leave their friends behind, the people most like them (and most likely to appreciate the benefits of that product or service too!).

So don't be afraid to genuinely tell your story in person, live, at the coffee shop, the grocery, or in the case of the example above, at the gas pump!

LEVERAGED SALES – HELPING OTHERS GET INTO BUSINESS TOO

A leveraged sales model is a great way to accelerate your business success, simply by not only sharing the product or service, but also by sharing the opportunity with the friends and families you know to earn additional income with a home-based business.

With a leveraged compensation plan, you not only earn commissions from the company for the products you recommend and ultimately sell, but you build a sales team of affiliate marketers by helping others earn commissions from their efforts. The company pays you additionally for your leadership, and it does not come at the expense of your partner affiliates, who earn the same commission % as you. Imagine starting your business and earning an extra \$500 a month for your family. Then sharing THAT story and helping 100 other families earn an extra \$500 a month too, all while earning an additional commission from that now \$50000 in monthly income you and your team have created. That's the power of leveraged sales!

CONCLUSIONS - AFFILIATE MARKETING AT HOME

In Conclusion – YOU SHOULD DO IT! Seriously!

Affiliate Marketing typically costs nothing beyond the products you use, and in my opinion, there is no better way to create additional income, and eventual time freedom for yourself and your family. No start up costs, no inventory, no employees – it is the easiest (but not easy!) way to get into business for yourself in today's economy.

We talked about the obvious benefits – the residual income, the low risk, the tax benefits, etc. But as a dad I want to mention three key things. Those products that I love so much and choose to align with – they have helped my whole family, including my kids, think about healthy living in a whole new way. They have allowed us to SAVE money as a family on essential things like food, and gas for our cars, and family vacations.

I want to mention the training, because it's not like job training that you would find in the workplace. A lot of the work that I have done over the years get better at this has had more to do with making ME better rather than learning how to use the latest technology or CRM system, or understanding SEO. In doing this work, I have found that I have become a better husband, better father, and better friend, all while trying to become a better home based entrepreneur.

As an entrepreneur, maybe what I'm most excited about is the fact that this has become a family business. My wife tells her friends about what we are doing to help families thrive and save money. My kids talk about it to their friends! And just recently, my oldest son joined me in one of my affiliate adventures. He's a university student, so the extra money comes in handy (and it doesn't come from my wallet!). And he is learning skills that he won't find in the classroom

My point is, this is an opportunity to start your business for your family, and AS a family – not only are you able to reach and help more people, but it's a great way to bring your whole family together towards a common goal of living a better life than we did yesterday.

If after reading this short guide, you are excited about the idea of starting a family business at home, do the homework to find that affiliate opportunity that is right for you. If you're not sure where to start, and you are looking to be a part of team of successful and entrepreneurial people, please reach out to me on social media (@smarhomeceo), or email at jeff@smarhomeceo.com and we can talk about the "marketplace" of products and services that I represent. You can choose one, or you can choose them all. For more information visit www.smarhomeceo.com

ABOUT THE AUTHOR

My name is Jeff Browne, and I am an Affiliate Marketer and Leveraged Sales Professional (since 2014). I help families “find more coins in the cushions” by providing simple and effective affiliate marketing opportunities to busy moms and dads like me.

My biggest responsibility (and joy) in life is being a dad to my 3 kids, and that meant I needed to find more time freedom after 10 years of corporate sales and another 10 years of starting traditional companies from the ground up. I have made a career of affiliate marketing and leveraged sales by representing some of the best products I have found (and totally love and use regularly as a family), helping other families be healthy, save money, travel more, learn new skills like forex and crypto trading, and thrive in life, instead of just survive.

I love residual income! I love sharing opportunity! I love helping families and friends fill in those financial gaps! I love helping to create a brighter future for those that are willing to work for it. I love helping to make this world a little better as my efforts of one become the efforts of many! That’s affiliate marketing! Won’t you join us?

To see what I am working on, and to discuss partnership opportunities, please email me at jeff@smarhomeceo.com , or visit www.smarhomeceo.com