

Affiliate Marketing- Freedom Business Blueprint # 5

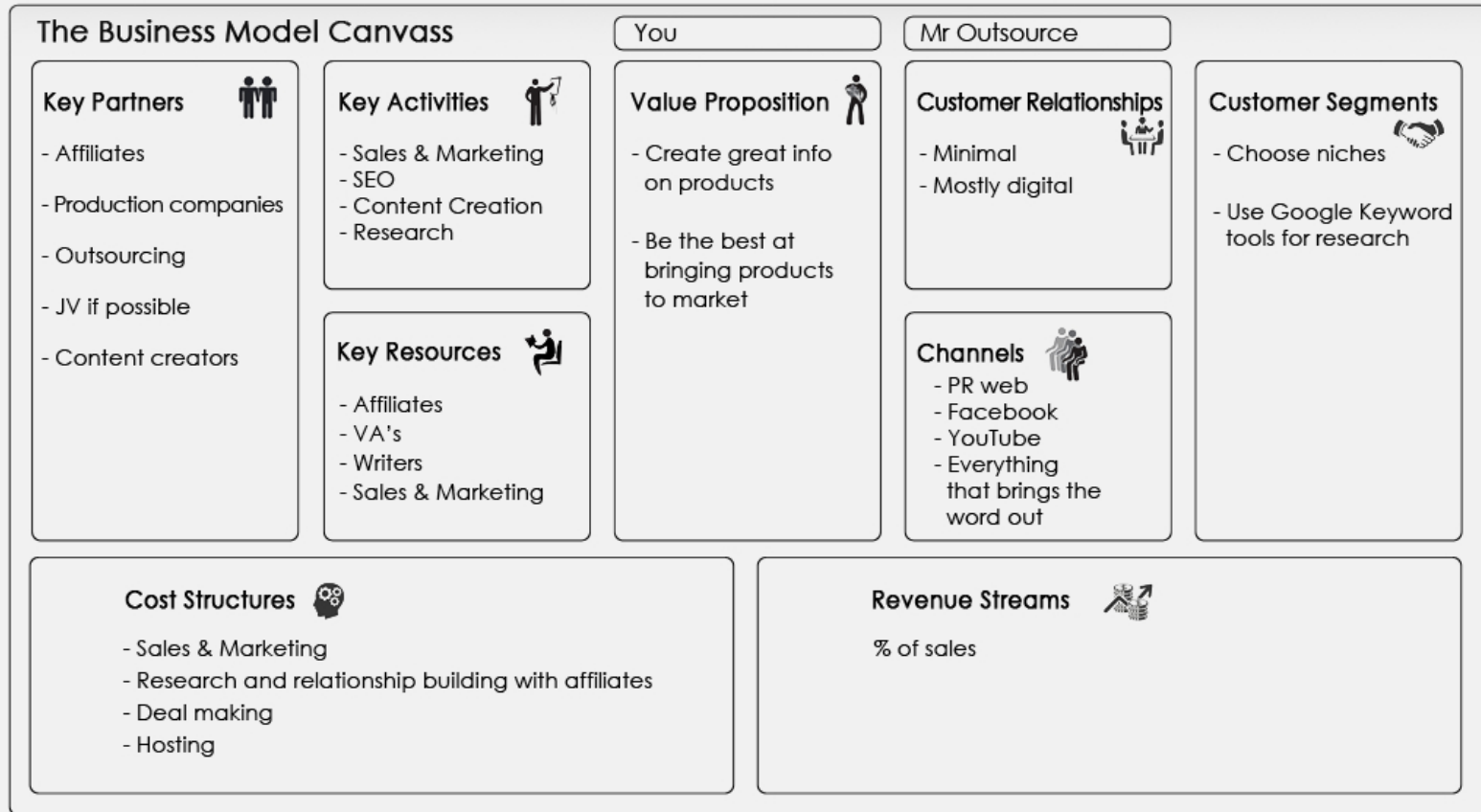
created by MrOutsource.com

Pro's

- Highly scalable
- No need for patents/licences
- Many distribution channels
- Outsourceable
- Laptop business friendly

Con's

- Easily copied
- Lots of competition



Get Started

- Is there a trend you can promote?
- Create a blog
- Create useful content about product you are promoting
- Use SEO to get ranked as no. 1 in Google
- Add similar or complementing products

Tips

- New trends can be monetized
- Outsource article writing
- Outsource publishing of content
- Outsource research

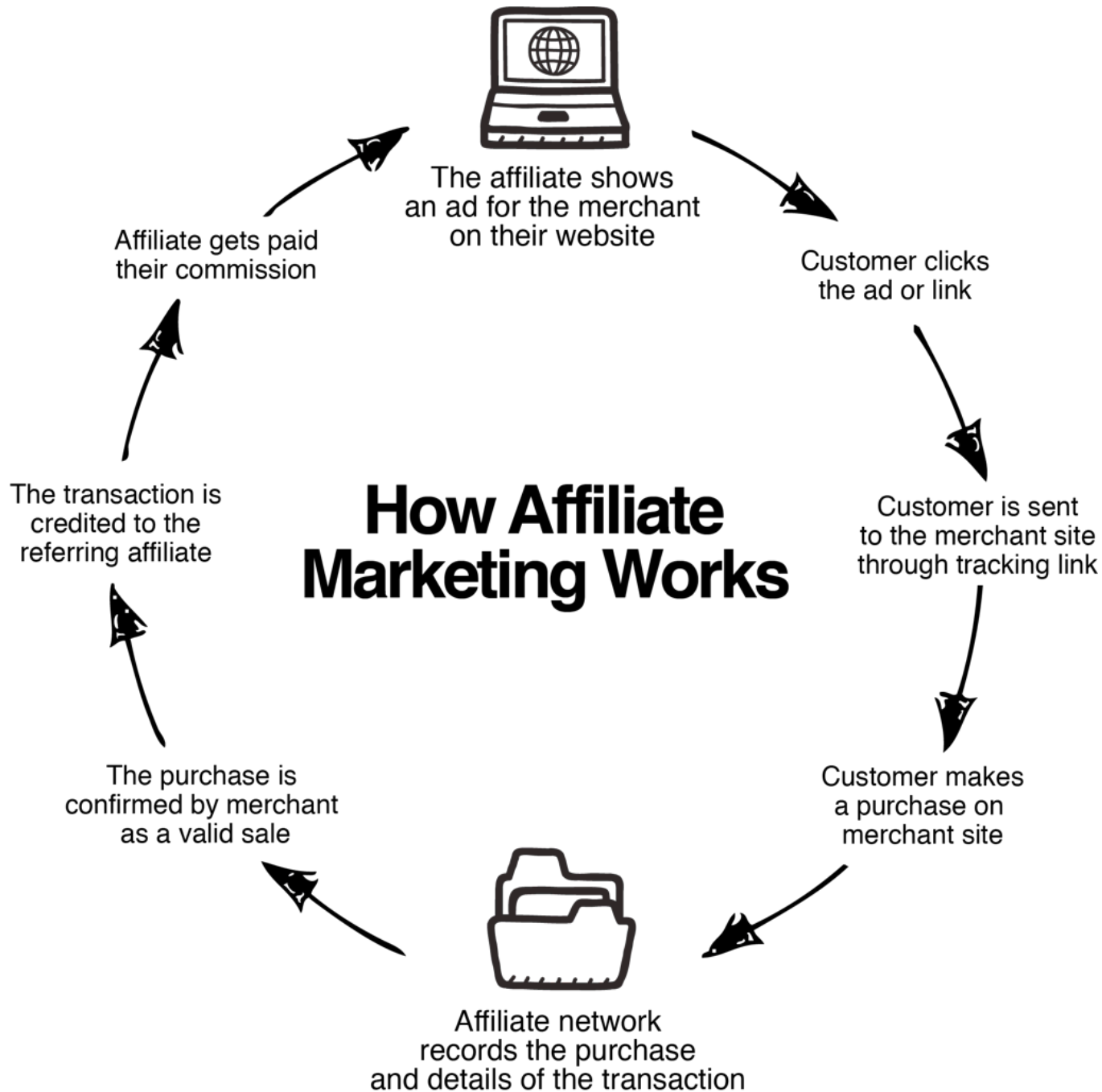
www.youwillneverworkagain.com by Erlend Bakke

On the blueprint, we see that the **Key Partners** are mostly the people who create the materials you are promoting – affiliates, joint ventures, and production companies. You may also form partnerships with content creators, both to promote their content and to create the promotional content that you will be using to gain sales. Your **Key Activities** are content creation and search engine optimization, to ensure that your content is visible enough to potential customers; and research, sales, and marketing, to find the most appropriate products to promote and to convince others to buy them. Your **Key Resources** are your writers and affiliates, as well as anyone who is assisting you in sales, marketing, or organization.

The **Value Proposition** is twofold – on the one hand, you are bringing value to the consumer by producing excellent information about products relating to a particular topic. On the other hand, you are bringing value to manufacturers by promoting their product to new audiences that they might otherwise miss out on. Your **Customer Relationships** can be fairly minimal here, as many people will simply find your information while looking for reviews about a particular kind of product, but it would also be possible to cultivate similar relationships to those you make when information marketing. Your **Customer Segments** are, as with all these models, somewhat dependent on the particular product niche you are

choosing to specialize in. Your **Channels** are anything that gets the word out, particularly digital and social media like YouTube, Facebook, Twitter, and your personal blog or website.

Your **Costs** are coming from hosting your website, taking the time to build relationships with potential affiliates, creating content, and marketing. Your **Revenues** come from taking a percentage of each sale that directly comes from your work. The advantages of this work are that it is very easily done from a laptop, the work is outsourceable (particularly the research and writing of content), there's a lot of options for products and marketing channels, and there's no need for much in the way of legal agreements like patents or licenses. The disadvantages, as with many of these blueprints, is that the ease of the model makes it attractive to a lot of people, so competition can be high.



Source: (Commissionfactory)