

Affiliate Action Guide

“How to Become a Super Affiliate with Freelance Work Exchange”

You CAN Make Money on the Internet

So you want to make serious money online? As a **super affiliate**, you can. Many affiliate marketers around the world are already earning six-figure or even seven-figure incomes, and there really is no limit to the potential. Thanks to the Internet, you can now generate sales on a truly global basis – working from home, or wherever you find convenient.

Now you don't need to be tied to the daily commute, and a pitiful salary that barely covers your bills. Thanks to affiliate marketing, you can:

- take control of your life
- earn a high income
- enjoy a rewarding and flexible career
- work around your family and social life
- open up unlimited future potential

And best of all, the possibilities are expanding daily. As millions more people become Internet users every month, the worldwide



market for e-commerce is exploding. Get established now, and you could watch your income grow rapidly.

What is Affiliate Marketing?

The concept is simple. You choose a merchant company, such as Freelance Work Exchange, and sign up as an affiliate. Then you add relevant affiliate links – such as banners and text ads – to the pages of your web site. If a visitor clicks on that link and goes on to make a purchase from the merchant, you get paid!

The Benefits of Affiliate Marketing

What makes affiliate marketing so fantastic is the simplicity of the business model. All you have to do is send traffic to the merchant – and the merchant does the rest. You don't have to worry about ordering, fulfilment, shipping, refunds, customer service or anything else.

You just direct the traffic to the merchant – and then wait for the check in the mail.

Well, almost....

Why Most Affiliates Fail – and Why Super Affiliates Prosper

The potential is huge, but only a small percentage of affiliates achieve real success. So why do 95% fail so miserably?



The answer, quite frankly, is that they are too lazy. They don't put enough effort into making the affiliate system work, and so they get out what they put in. Nothing!

But for the 5% who are prepared to put some effort into making money, the story is very different. These are the Super Affiliates – the ones who get their checks delivered by Federal Express...the ones that make **hundreds of thousands of dollars** a year...

How to Become a Super Affiliate

OK, so if you want to become a high-earning super affiliate, you have to make something of an effort. But don't panic – it's not that hard. In fact, we have designed the Freelance Work Exchange affiliate program to make it as easy as 1-2-3:

1. Sign up for the affiliate program, free of charge.
2. Select the most effective links, and position in the best places - we'll show you how
3. Work at generating more traffic, and promoting the program efficiently. We'll show you that, too.

But remember, this is called an action guide for a good reason. You have to act! You must follow those three simple steps if you want to succeed.

Why the Freelance Work Exchange Affiliate Program?

There are thousands of merchants offering affiliate programs, so why should you choose to sign up with the Freelance Work



Exchange program. Here are some very good reasons why it should be your first choice:

- high payouts – we pay \$10 for every trial subscription generated
- a proven and profitable program – with a strong track record of success
- managed by Commission Junction (CJ) – reliable and trustworthy
- consolidated payments – one monthly check for all your Commission Junction earnings
- all the support and training you need to succeed



Getting Started

We've already said that the process of making money with Freelance Work Exchange is as simple as 1-2-3. So let's take a look at those three steps in turn...

Step 1. Signing Up for the Affiliate Program

If you have already signed up for the Freelance Work Exchange program, you can just log into your CJ account and get started. If you haven't joined yet, just click below to sign up free of charge:

[Click here to join](#)

Alternatively, if you already have a Commission Junction account, just log in and then choose 'Get Links.' Click through to the Careers category, making sure that the '**Display By**' option is set to ALL COUNTRIES.

Click on the Freelance Work Exchange link, then select 'Apply to Program.'

That's it – step one completed.

Step 2. Setting up Links



To view the links which you can place on your site to link to us, log into Commission Junction here:

www.cj.com

Choose the CJ Account Manager option, then enter your email address and password. Then select Get Links from the main menu. Click through to the Careers category, making sure that the '**Display** By' option is set to ALL COUNTRIES.

Once you find the Freelance Work Exchange program listed in this category, click on 'View Links.' You will then see a listing of the available links, in order of 3-Month EPC.

OK, so what's a 3-Month EPC? Well, EPC stands for Earnings per Hundred Clicks (don't ask me why they left the 'H' out of the abbreviation). It's a way of measuring how well a particular link is performing over a three-month period, to help you decide which links to use.

So the links at the top of the list earn, on average, more than those lower down. But don't forget that this is only an average. A link with a lower EPC might be the perfect match for your site, and perform outstandingly well.

There are four categories of links to choose from:

- banner link
- text link
- keyword link
- content link



- advanced link

Banner Links

Banner links are still very popular with affiliates, but they generally produce a lower conversion rate than other types of links. Generally, we recommend the use of banners only when other types of links are not appropriate for your site.

Text Links

Text links can be very effective, as people tend to see them as being editorial content, rather than advertising. They are more likely to read these links, and much more likely to click through. Text links are definitely recommended, especially where you only have limited space on the page.

Keyword Links

These links are specifically designed for affiliates who promote the program using pay-per-click search engines. You can be sure that these links are search-engine friendly.

Content Link

These links can produce outstanding conversion rates, and we recommend them highly. This is because they include some editorial which provides useful information about Freelance Work Exchange, enabling visitors to make an informed decision about signing up. Prominent use of these links will increase your earnings.

Advanced Links



These more sophisticated links allow us to show some of the latest jobs from our jobs database, and this can result in excellent conversion rates. The links also include an entire page template which you can use to build keyword-focused content pages. Many affiliates are using these links to devastating effect.

Getting Links

When you have found a link you wish to use, click on Get HTML in the right-hand column. In the new window that opens, click 'Highlight/Copy Code, then paste the link into your web page.

Effective Use of Links

While the choice of link you use is very important, the position on the page is critically important, too.

To increase click-through rates – and so increase your earnings – you should try to place links 'above the fold' wherever possible (that is, towards the top of the page). Try to keep your pages uncluttered, so that visitors find it easy to identify links and click on them.

One very effective technique is to place the link below a graphic image. People tend to be drawn towards images, and then stop to read the text below the picture. So if you have a text link below a graphic, you can expect good results.

Pre-Sell the Merchant



Your results will improve dramatically if you take the time and trouble to 'pre-sell' the merchant. So instead of just placing a link on the page, try adding a glowing review or some other positive content. Not only will visitors be more likely to click through, they will already be in a positive frame of mind when they reach the merchant site – and so more likely to convert into paying customers.

Step 2. Generating Traffic

It goes without saying that the more traffic your web site has, the more likely it is to generate sales. So working on ramping up your traffic levels is clearly very important.

You will find a lot more information on this in our free book, *Get More Traffic*. But in this action guide, we are going to talk briefly about the two most important sources of traffic for affiliates:

- natural or organic search engine traffic
- pay-per-click traffic

Natural/Organic Search Traffic

If you are prepared to invest some time in creating quality content, then search engine traffic is a natural choice for affiliates. Not only is the traffic free (apart from the cost of your time to generate search engine rankings), it is also high quality. Just think, these

visitors are actively searching for the products and services you are trying to promote.

So here are a few tips to help you ramp up your traffic faster.

Identify the Right Keywords

You need to know what people are searching for if you are to create pages that are well optimized for those pages. To help you out, we have created a list of the keywords that most people search for relating to Freelance Work Exchange:

<http://www.freelanceworkexchange.com/keyword-list.html>

We recommend that you create pages optimized around one particular keyphrase, such as 'freelance writing jobs.' Don't try to fool the search engines with tricks and dubious techniques – it's not worth it in the long run.

Instead, just concentrate on creating quality pages that the search engines would be happy to have in their indexes. Don't worry too much about keyword density and other technical mumbo jumbo – just write good, keyword-rich articles, and you will get results.

If you add a new page every day, based around one of the keywords in the list above, you will find that your traffic soon ramps up.

Pay-Per-Click Traffic



The Pay-Per-Click search engines can be a great way of generating traffic quickly and efficiently, but with bid prices constantly rising, you need to manage costs carefully.

One solution is to avoid the most popular keywords which get high bids, and look for alternative keyphrases that get few searches, and so lower bids. Find a number of those to bid on, and you can still get lots of traffic. Use the following list to guide you:

<http://www.freelanceworkexchange.com/keyword-list.html>

Need Help?...Just Let Us Know...

At Freelance Work Exchange, we're committed to helping our affiliates succeed. That's why we've set up a private forum on the busiest discussion board for affiliates, ABestWeb. So you can talk to us and other affiliates any time right here:

<http://forum.abestweb.com/forumdisplay.php?f=106>

If there is anything else you need assistance with, just contact us by email on support@freelanceworkexchange.com – we are always happy to help our affiliates succeed.

Take Action – Start Right Now!



So now you have all the tools and resources you need to start achieving success with Freelance Work Exchange. Just follow those three steps to guarantee success:

- 1. Sign up with our affiliate program**
- 2. Get your links in place**
- 3. Actively promote the program**

And there's no time to start like the present. So why not click below right now and take the first step towards becoming a high-earning super affiliate:

[Click here to join:](#)

Good luck!

