

# amazon Affiliate Blueprint

How To Build A Profitable Business As An Amazon Associate



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# Amazon Affiliate Blueprint

# Introduction

What is an Amazon affiliate website?

Amazon, the world's largest e-commerce site has a well-established affiliate marketing program called Amazon Associates that allows you to earn up to 12 per cent of the total sales value of a transaction originating from your referral website. That's a pretty decent figure you earn for a successful referral.

E-commerce companies nowadays are trying to outdo each other in terms of sales and they are investing on every marketing channel available. Affiliate marketing is where they are interested mainly for the returns it can guarantee.

Let's start with the basics by getting a general idea of what an Amazon affiliate website is. If you are looking to make some money, then becoming an Amazon affiliate is a great idea, but you need to do more than just becoming an affiliate. You need to promote the products you think will earn you some cash on a regular basis.

How does it work? It is really simple.

Once you open your Amazon account, you can insert plenty of Amazon HTML links into your articles or blog posts, which are based on the products you choose to promote on your blog.

These customized links will direct readers that click to the item on Amazon's page, and if they buy the product, you get a commission. Best thing is that these links will remain on your blog forever as long as you leave them there, meaning you can be paid commissions for an endless period of time whenever someone make a purchase through your referred link.

There is a fee structure within Amazon that will help guide you to the products

where you will earn more money. For example, electronics only earn 4% commission while mp3 downloads will earn 10% commission.

Lucky for you, the more products you sell, the more commission you will earn as your percentage will go up. In regards to electronics, if you sell more than six products in a month your percentage commission jumps to 6% and then will go up again after you sell more than 30 products in a month.

The greatest percentage that you can earn in a month is 8.5%.

Now that we know the basics of the Amazon affiliate program, what is an Amazon affiliate website?

An Amazon affiliate website is a website that promotes products from Amazon and uses affiliate links to sell these products. Typically, these types of websites will have a theme, such as cameras. There are product posts, reviews and other things to create interest about a certain product to send the reader to Amazon to purchase that product.

One of the absolute best things about the Amazon affiliate program is if a reader clicks to go to Amazon through one of your affiliate links, it stores your affiliate code and anything that they buy will earn you commission. Therefore, they don't have to buy the product you suggested for you to earn commission - they can buy anything off of Amazon and you will earn commission.

# Chapter 1: Why Should You Be An Amazon Affiliate?

It's free to join and easy to use. And it makes money.

There's plenty of reasons why the Amazon Associates Program is one of the best existing affiliate program.

One of the great things about the Amazon affiliate program is if a reader clicks to go to Amazon through one of your affiliate links, it stores your affiliate code and anything that they buy will earn you commission.

I repeat, ANYTHING.

This simply means that they don't necessarily need to buy that product you recommended in order for you to earn commission - they can buy literally anything from Amazon and you will earn commission, as long as they are directed to Amazon through your website's affiliate link.

It's really common for people to buy more than one item. Regardless of whether people make purchase of the product you recommended or not, statistics have found that a significant crowd of people usually went on to buy all manner of products (other books, electronics, cosmetics etc) – where you will get a commission on each one of them – this is passive income.

You earn a commission on anything that a person buys within 24 hours of you directing them to Amazon.

Amazon is one of the most widely trusted brand on the internet. The traffic for Amazon has been proven to be one of the most popular shopping destinations online. Readers know Amazon and are familiar with it – they trust it and do spend significant amount of money there.

Tens of thousands of Amazon customers have already set up an account and specifically have a credit card stored on file for speedy checkouts. Proving that these pool of trusting loyal customers usually will not have second thought on making a purchase.

The amount of products on Amazon is what makes it attractive. The wide arrays of products selling on the site allows you to narrow down your options. Amazon has such a variety of products, bloggers with narrow niche generally get to avoid facing the common difficulty to find the right product that matches their blog's focus.

For example, certain blog that only focus or specialize in reviewing a specific product that affordable affiliate program do not offer. Many bloggers don't have the luxury of being able to choose high paying affiliate programs that have narrow niche because they simply don't relate to their topics. Therefore Amazon is a great option to bloggers.

Your earnings might come in slower than you can wait but trust me on this, it will build up as time goes and when it is established, it will be your constant snowballing income source. The next best thing is the effort needed for this program is pretty minimal. Just by doing reviews, blog posts, adding links to your posts over time. Create as much doorways you can to direct customers into the Amazon store. Each time you do, you are increasing the chances of people making purchase and you will get your share of commission. That is literally all you need to do. Attract, direct, earn.

And just like any shopping center, the sales during holidays season on Amazon bloom rapidly too. There is a significant bloom in sales whenever it hits holidays season so the key to making profit as an Amazon affiliate is to aim for times like this. Plan ahead, line up your links and posts a couple of months before, and run specific posts leading up to the holiday rush (like Christmas or New Year). You'll be sure to earn extra commission during the holiday season.

Joining an affiliate program can be a rewarding experience. But it can also be challenging when you have to deal with choosing what affiliate program is best for you. There are plenty, like Amazon, Ebay, Clickbank, Microsoft, Avangate and more.

The question here is which one should you choose?

Each has its own advantages and disadvantages. It also greatly depends on your current situation, as well as your own personal preferences and expertise when having to create related posts to advertise a product.

Of course, you have a choice to promote more than one affiliate site. However, to increase your chances of success, it is highly recommended to focus your marketing efforts on only one affiliate program first.

Especially if you are a beginner.

Once you have successfully established a strong loyal traffic and constant income through one affiliate program, perhaps that's the time you can promote the other program.

So if you find yourself struggling in choosing between different affiliate programs to work with, you have just landed at the right place. Whether you are new to affiliate marketing or been around for some time, you will be ready to maximize your income with the right affiliate program.

Here's why Amazon Affiliate Program is better than the other affiliate programs:

1. It is comparatively easier to join the Amazon Affiliate Program.

At Amazon, joining the affiliate program is pretty easy. Your application will be approved regardless whether you have a website on your own or if your website has quality traffic.

You can even use the free blog platforms like Google's Blogger or Blogspot. Quite a number of Amazon affiliates are quite successful even if they don't have a website. The secret here is that the main method of promotion is via advertising.

## 2. It offers one of the best Commission System

With Amazon, you can easily estimate your earnings.

The payment structure is simplified. Earnings of products are based on percentage commission. Therefore, your affiliate income will be calculated as a percentage of the price.

However, there are also items where the commission is fixed. Regardless of the price, the amount of commission remains the same. An example is the electronics items like laptops. You will earn a flat rate of \$25 per sale, regardless if the laptop is worth more than \$2000 or less than \$500.

The best thing about the Amazon's affiliate program compensation program is the performance fee structure.

Simply understand this concept as the more sales you make the higher will be your commission rate. The percentage commission starts from 4% for those with monthly sales of 1 to 6 shipped items per month. It goes up to 8.5% for super affiliates who are able to sell more than 3131 items per month.

## 3. You do not have to do a lot of selling yourself.

Most of the Amazon products sell themselves. This means that this program do not require you to work hard at selling like you do with digital products.

For example, you don't need a sales page or landing page, and you don't need to become best buds with all the top marketers. All you need is your expertise in reviewing the products and advertising it to direct traffic from your blog or

website to Amazon.

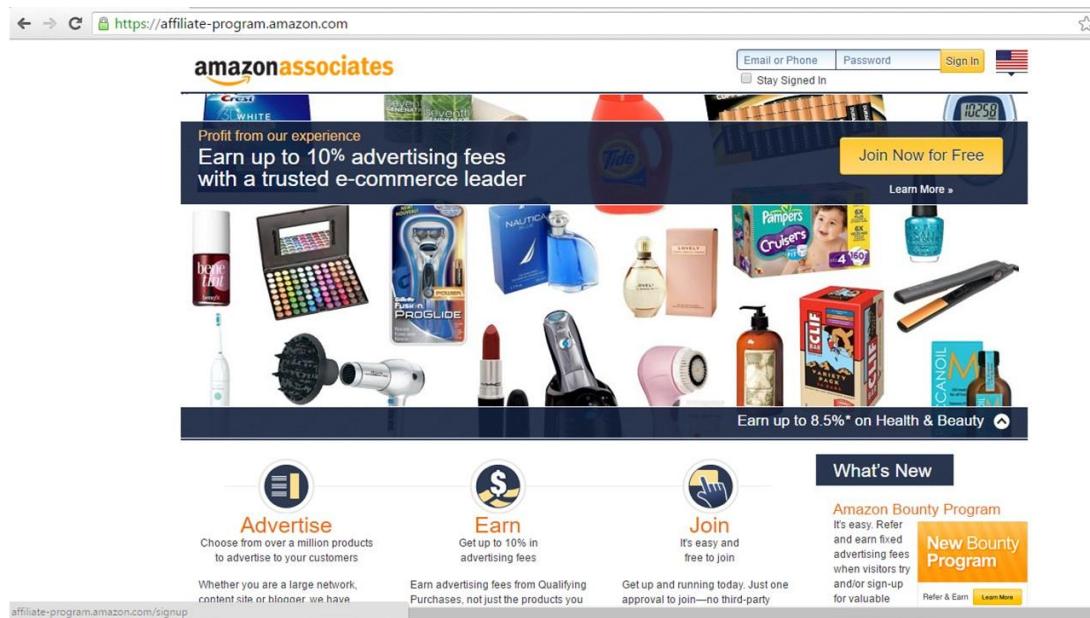
And then it will pan out well because the chances of a customer making a purchase upon entering Amazon is pretty high. Most readers/customers already have intention of purchasing, it's just a matter of how many more products would they end up buying.

There you have it - three excellent reasons why Amazon Affiliate Program is better than many of the others on the market. Amazon provides you with an opportunity to build yourself an excellent income source with reputable products that are readily available.

# Chapter 2: How To Register For Amazon Affiliate Program?

This is a step by step guided tutorial on how to register for Amazon affiliate program.

## **Step 1**



This will be the first page you see after entering the address. Click on the “Join Now for Free” button to continue.

## **Step 2**



The screenshot shows the Amazon sign-in page at https://www.amazon.com/ap/signin?openid.return\_to=https%3A%2F%2Faffiliate-program.amazon.com%2Fsignup&openid.identity=http%3A%2F%2Fspecs%2F. The page features the Amazon logo and a "Sign In" button. A question "What is your email (phone for mobile accounts)? E-mail or mobile number:" is followed by a text input field. Below it, a question "Do you have an Amazon.com password?" has two radio button options: "I am a new customer." (selected) and "I am a returning customer, and my password is:". There is also a "Forgot your password?" link. At the bottom, there are "Conditions of Use Privacy Notice" links and a copyright notice: "© 1996-2016, Amazon.com, Inc. or its affiliates".

After you have clicked on the Join Now button, you will be navigate to the page as shown. Enter the required details and hit enter. If you are an Amazon returning customer, just type in your password and continue. And for those who are the new customers, just enter your e-mail or mobile number and hit enter will do.

### **Step 3**

The screenshot shows the Amazon.com Registration page at https://www.amazon.com/ap/register. The page title is "Registration". It asks new users to register below. The user has entered their name as "Jaclyn", email address as "missjdaebak@gmail.com", and password twice. A "Create account" button is visible at the bottom.

New to Amazon.com? Register Below.

My name is:

My e-mail address is:

Type it again:

Protect your information with a password  
This will be your only Amazon.com password.

Enter a new password:

Type it again:

[Create account](#)

Conditions of Use Privacy Notice  
© 1996-2016, Amazon.com, Inc. or its affiliates

This is the page for new customer to setup your password. Click on create account to continue.

## **Step 4**

The screenshot shows a web browser window for 'Amazon.com Associates' at the URL [https://affiliate-program.amazon.com/signup?openid.assoc\\_handle=amzn\\_associates\\_us&aToken=Atza%7ClwEBIBr19DY6iTOKSIWCEfJlukdnEhh7G-O5Q](https://affiliate-program.amazon.com/signup?openid.assoc_handle=amzn_associates_us&aToken=Atza%7ClwEBIBr19DY6iTOKSIWCEfJlukdnEhh7G-O5Q). The page is titled 'Creating Your Amazon Associates Account'. A horizontal progress bar at the top indicates five steps: 'Account Information' (highlighted in orange), 'Website and Mobile App List', 'Profile', 'Identity Verification', and 'Start Using Associates Central'. The 'Account Information' step is currently active. Below the progress bar, a section titled 'Your Account Information' contains instructions: 'Important: Please read [these instructions](#) before you fill this form.' and 'To whom should we issue payments?'. A note states: 'Note: Residents of Arkansas, Louisiana, Maine, Missouri, Rhode Island, or Vermont are not eligible to participate in the Associates Program.' There are three input fields: 'Payee Name \*' (with a note: 'Enter the name exactly as it should appear on the check. If the check is to be mailed to an individual other than the Payee, enter the name of the recipient in "Address 1" below'), 'Address Line 1 \*', and 'Address Line 2'.

And then, you will each this page to enter the required details.

## **Step 5**

The screenshot shows a web browser window for the Amazon.com Associates sign-up process. The URL in the address bar is [https://affiliate-program.amazon.com/signup?openid.assoc\\_handle=amzn\\_associates\\_us&aToken=Atza%7ClwEBIBr19DY6iTOKSiWCEfJlukdnEhh7G-O5Q](https://affiliate-program.amazon.com/signup?openid.assoc_handle=amzn_associates_us&aToken=Atza%7ClwEBIBr19DY6iTOKSiWCEfJlukdnEhh7G-O5Q). The page displays a form for entering account details:

- Address Line 2:** A text input field.
- Address Line 3:** A text input field.
- City \***: A text input field.
- State, Province or Region \***: A dropdown menu set to "AA".
- ZIP or Postal Code \***: A text input field.
- Country \***: A dropdown menu set to "United States".
- Phone Number \***: A text input field containing "+1" and "ex: 555 123 4567".

Below the form, there is a question: "Who is the main contact for this account?" with two radio button options:

- The payee listed above
- Someone else - I need to enter their information

A yellow "Next >>" button is located at the bottom right of the form area.

Fill in the details and hit on the “Next” button.

## **Step 6**

The screenshot shows a progress bar at the top with five steps: Account Information (green checkmark), Website and Mobile App List (orange circle, currently selected), Profile, Identity Verification, and Start Using Associates Central. Below the progress bar is a section titled "Your Websites and Mobile Apps". It contains instructions: "Important: Please read these instructions before you fill this form." and "List all the top level domains and/or mobile apps on which you plan to display banners, widgets, Special Links, or other ads from Amazon Associates. You need to add at least one website or mobile app. You can add up to 50 websites or mobile apps." There are two input fields: "Enter Your Website(s) \*" containing "example.com or example.com/myblog" with an "Add" button, and "Enter Your Mobile App URL(s) \*" containing "amazon.com/dp/B00AQL8VU4" with an "Add" button. Below these fields are two large empty rectangular boxes for entering URLs. At the bottom left is a "Previous" button.

On this page, you will be required to enter your websites and mobile apps URL(s). You are able to enter several websites as long as they are legitimate. And it is okay if you do not have any mobile apps URL(s). You will still be able to continue by pressing enter after filling in your website.

## **Step 7**

The screenshot shows a web browser window for the Amazon Associates account creation process. The URL in the address bar is [https://affiliate-program.amazon.com/signup?openid.assoc\\_handle=amzn\\_associates\\_us&aToken=Atza%7CIwEBIBr19DY6lTOKSIWCEfJukdnEhh7G-O5Q](https://affiliate-program.amazon.com/signup?openid.assoc_handle=amzn_associates_us&aToken=Atza%7CIwEBIBr19DY6lTOKSIWCEfJukdnEhh7G-O5Q). The page title is "Creating Your Amazon Associates Account". A progress bar at the top indicates five steps: "Account Information" (green checkmark), "Website and Mobile App List" (green checkmark), "Profile" (orange dot), "Identity Verification" (grey dot), and "Start Using Associates Central" (grey dot). The "Profile" section is currently active. It contains instructions: "Important: Please read these [instructions](#) before you fill this form." A field labeled "What is your preferred Associates Store ID? \*" is empty. Below it, there are two text input fields: "Your Website List" containing "edmundloh.com" and "Your Mobile App List" which is empty. A large text area labeled "What are your websites or mobile apps about? \*" is also empty. A small note at the bottom of this area says "What can users do on your website or mobile app, who is it for, and".

And now, you will be navigated to the Profile page to enter your store ID and some description of your websites. In this page, you will able to choose your niche of your store. After setting up everything, click on the Next button to continue.

## **Step 8**

The screenshot shows a progress bar at the top with five steps: Account Information, Website and Mobile App List, Profile, Identity Verification (which is highlighted in orange), and Start Using Associates Central. The main section is titled "Creating Your Amazon Associates Account". Under "Your Identity Verification", there is a field to enter a telephone number (123 456 7890) with a "Call Me Now" button. A note says: "If you are entering an international phone number, please include the full phone number along with the country code. Country code should include a '+'". To the right, a box details the 3-step verification process: 1. Enter the phone number, 2. Click "Call me now" to generate the PIN, and 3. Receive the call and enter your PIN. Below this is a "Contract Terms" section with a checkbox for agreeing to the terms and conditions.

And here's comes the identity verification. Enter your phone number and click “Call Me Now” button. You will receive an auto reply call which will direct you to enter the PIN on your computer screen to the keypad of your phone.

## **Step 9**

The screenshot shows the final step of creating an Amazon Associates account. The title is "Creating Your Amazon Associates Account". A progress bar at the top indicates five steps: "Account Information", "Website and Mobile App List", "Profile", "Identity Verification" (which is orange, indicating it's the current step), and "Start Using Associates Central".

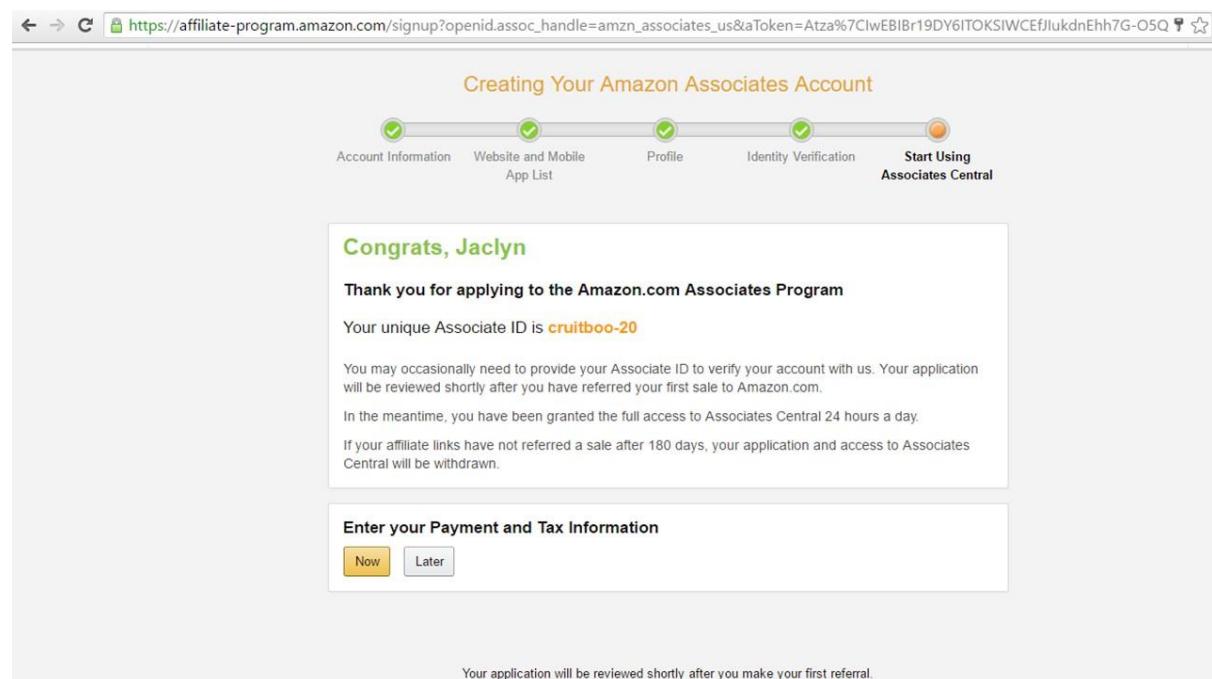
The main content area has two sections:

- Your Identity Verification:** A message says "Congratulations, your Identity Verification is complete. Please accept the Operating Agreement and submit your application." with a green checkmark icon.
- Contract Terms:** A checkbox is checked, stating "You agree to the terms and conditions of the Associates Program Operating Agreement".

At the bottom, there are navigation buttons: "Previous" (disabled) and "Finish" (highlighted in yellow). A note below says "Your application will be reviewed shortly after you make your first referral." and links to "Conditions of Use", "Privacy Notice", and copyright information. Social media links for Twitter, Facebook, and LinkedIn are also present.

After you have done entering the PIN, your page will automatically jump to the page as shown. Click on the Finish button to continue.

## **Step 10**



Now, you will get your unique Associate ID and you will have the option to enter your Payment and Tax Information now or later. Click on the “Later” button to instantly see how’s your store looks like.

## **Step 11**

The screenshot shows the Amazon Associates home page at <https://affiliate-program.amazon.com/home>. At the top, there's a red-bordered box containing two notices:

- Important Notice**: Before we can pay you, we must have your Tax Information. Note that only the primary account holder can enter this information. Any update to Tax Information after 15th in this month will be in effect, only from next month. Please ignore this message if tax information is already submitted.
- Before we can pay you, we must have your Payment Information. Please ignore this message if Payment Information is already submitted.

Below the notices, there are search and browse options:

- Quick Links: Search for Product** and **Browse for Product**
- A search bar with placeholder text "keyword or ASIN/ISBN" and a "Go" button.

On the left, there's a chart titled **Earnings Overview** (for Last 30 days) showing earnings over time. On the right, there's a summary table titled **Summary for This Month**:

Summary for This Month	
Total Items Shipped:	0
Total Earnings:	\$0.00
Total Ordered Items:	0
Clicks	0
Conversion:	0.00%
Referral Rate:	4.00%

This will be your home page. And if you haven't entered your payment and tax information, there will always be a notice to remind you to do so.

# Chapter 3: Associate Program Operating Agreement

Anyone who owns a website or blog knows how costly maintenance and marketing can be. The most successful websites are known to have large budgets, thus making it difficult for smaller websites to compete.

While there are dozens of ways to increase funding for your website, one of the most popular ways is to tap into the advantages of Amazon's affiliate marketing program. This program is one of the most cost-less and successful money making tools for any website, especially if you know how to use it right. To get the most of this modules and to get started, it is best for you to know the operating agreement in order to begin your journey.

## **Associate Program Operating Agreement**

In this part of guide, I will include the simplified version of the operating agreement for your better understanding. First of all, this operating agreement has 20 descriptions for your acknowledgment. But, no worries, I will go through the simplified version one by one with brief explanation with a total of 19 descriptions excluding the disclaimers.

## **Description Of The Program**

The purpose of the Program is to permit you to advertise Products on your site and to earn advertising fees from Qualifying Purchases. The product here means any item sold on Amazon Site. This may also include certain services. The description of your Program may include data, images, text, link formats, widgets, links and other linking tools.

## **Enrollment**

This process only begins after you submit a complete and accurate Program application. However, Amazon Site will reject your application if they found out any inappropriate content. Examples of inappropriate content are sexually explicit materials, violence materials, materials that contain defamation, materials that promote discrimination and undertake illegal activities. Furthermore, your site shall not be directed toward children under 13 years of age, include any trademark of Amazon or its affiliate.

### **Links On Your Site**

After you have been notified that you have been accepted into the Program, you may display Special Links on your site. Special Links are links to the Amazon Site that you place on your site. This Special Links permit accurate tracking, reporting, and accrual of advertising fees.

### **Program Requirement**

By this, you will need to provide Amazon any required information to verify your compliance with the operating agreement. Besides, you are also consent Amazon in several issues.

- Sending you emails relating to the Program from time to time
- Monitoring, recording, using and disclosing information about your site and visitors to your site from your Special Links
- Monitoring, crawling and otherwise investigating your site to verify compliance with this Operating Agreement.
- Using, reproducing, distributing and displaying your implementation of Content displayed on your site

### **Responsibility For Your Site**

You will be solely responsible for your site, including its development, operation and maintenance and all materials that appear on or within it.

### **Order Processing**

Amazon will process Product orders placed by customers who follow Special Links from your site.

### **Advertising Fees**

Amazon will pay you advertising fees on Qualifying Purchases.

### **Advertising Fee Payment**

Amazon will pay you advertising fees on a monthly basis for Qualifying Purchases shipped, streamed, or downloaded in a given month subject to any applicable with-holdings or deduction.

### **Policies And Pricing**

Customer who buy products through this Program are Amazon customers with respect to all activities they undertake in connection with the Amazon Site. Accordingly, as between you and Amazon, all pricing, terms of sale, rules, policies and operating procedure concerning customer orders, customer service and product sales set forth on the Amazon Site will apply to those customer and Amazon may change them at any time.

### **Identifying Yourself As An Associate**

You will not issue any press release or make any other public communicate with respect to this Operating Agreement, your use of Content or your participation in the Program. You will not be wrongly present or embellish the relationship between Amazon and you or express or imply any relationship or affiliate between Amazon and you.

### **Limited License**

Subject to the terms of this Operating Agreement and solely for the limited purposes of advertising Products on, and directing end users to, the Amazon Site in connection with the Program, Amazon hereby grant you a limited, revocable, non-transferable, non-sub licensable, non-exclusive royalty free license to copy and display the Content solely on your site. You may use only the trademark and logos that Amazon may make available to you as part of "Content".

### **Reservation Of Right; Submissions**

Amazon reserve all right, title and interest in and to, and you do not.

### **Compliance With Laws**

In connection with your participation in the Program, you will comply with all applicable laws, ordinance, rules, regulations, orders, licenses, permit, judgment, decision and other requirements of any governmental authority that has jurisdiction over you.

### **Term And Termination**

The term of this Operating Agreement will begin upon Amazon acceptance of your Program application and will end when terminated by either you or Amazon. Either you or Amazon may terminate this Operating Agreement at any time, with or without cause, by giving the other party written notice of termination.

### **Modification**

Amazon may modify any of the terms and conditions contained in this Operating Agreement at any time and in Amazon sole discretion by posting a

change notice, revised agreement, or revised Operational Documentation on the amazon.com site.

### **Relationship Of Parties**

You and Amazon are independent contractors, and nothing in this Operating Agreement or the Operational Documentation will create any partnership, joint venture, agency, franchise, sales representative, or employment relationship between you and Amazon or Amazon respective affiliates. You will have no authority to make or accept any offers or representations on Amazon or Amazon affiliates' behalf.

### **Limitation Of Liability**

Amazon will not be liable for indirect, incidental, special, consequential, or exemplary damages arising in connection with this Operating Agreement, the Program, Operational Documentation, the Amazon site or the service offerings.

### **Disputes**

Any dispute relating in any way to the Program or this Operating Agreement will be resolved by binding arbitration, rather than in court, except that you may assert claims in small claims court if your claims qualify.

### **Miscellaneous**

You acknowledge and agree that Amazon and the affiliate may at any time solicit customer referrals on term that may differ from those contained in this Operating Agreement or operates sites that are similar to or compete with your site.

# Chapter 4: Guide To Get Your Approval From Amazon

Before you start any program, it is important to understand what you are getting into. Amazon's affiliate marketing program is one of the prime ways to earn extra website income on the side. This income can be used for the maintenance of your website and if you earn enough, it can simply turn into revenue. The program allows users to earn four percent or more on products that individuals purchase after clicking on the Amazon affiliate links on your website or blog.

Your website can be related to nearly any topic, so long as it is reasonable and non-offensive. The registration process and getting approval is also extremely easy. Remember, the program helps Amazon more than anything. Therefore, your website is just a means to an end – which is Amazon's success. However, this doesn't mean that you can't stand to benefit from the program. If you take the right steps and configure everything correctly, you can earn some substantial pocket money.

## Registration

The first step in the process is to go to Amazon's affiliate marketing page and register. At the top of the page, you'll see a tap that says, "Join now for free." To register, you need to have an existing Amazon account. After you fill in your account information after being prompted, you'll reach a web page that details your account information.

Below is a step-by-step overview of how to fill in the information and to gain approval from Amazon. Just take note that you want to take care to fill in the

information as correctly as possible. While you can certainly go back and fix a mistake, it is best to avoid the hassle and problems.

## **Account Information**

To gain Amazon approval after you enter your username and password, you'll need to go through a step-by-step process. The first step is an overview of your account information. Amazon will ask you what your primary Amazon.com account address is.

The address that you use will determine where your payments from your earnings will go. The second important element that you need to look at on this page is a verification of the address. Amazon will ask you to whom the address belongs. While it is certainly alright to enter a third party's address, it is best to use your own information.

## **About Your Website**

This portion of the application is the most important one because it is going to determine whether or not Amazon will agree to allow you to use its affiliate marketing program. The entire next step is a profile about your website. After you enter in your web page URL, you need to describe exactly what your website is about. It is best to be upfront and honest at this stage since Amazon is going to verify your website anyways.

The next section of this page details the topics that your website features. The list that you can choose from is very extensive. It is best that you try to choose the category that is most reasonable. Using a category that most describes your website is going to ensure that you are using the proper links for the most revenue.

After determining the type of content featured on your website, you'll need to choose the types of Amazon items you intend your website to feature. You can choose from the main categories that are featured on the main Amazon website. Again, being accurate at this stage will help you attain the most revenue possible.

The next stage is to specific your current monetization methods. You'll need to disclose to Amazon the main ways that you drive traffic to your website. You can choose from categories such as paid search, blogs, rebate, shopping, lead generation, offline, email, SEO, social networks, and display advertising. If your website does not fall into the main categories specified, you can also choose other.

Lastly, you'll get to the portion of the website page where you are prompted to disclose your link building methods. You'll also be asked how many visitors you get to your website per month, why you want to join Amazon's affiliate marketing program, and how you heard about the program.

Keep in mind that at this stage, you want to be sure that you do get a high level of visitors per month to your website. The more traffic your website has, the higher the chance you'll get accepted to Amazon's affiliate marketing program. You also want to be accurate about all the information that you enter because Amazon will be able to verify that the information is correct.

## **Identify Verification**

The final stages of the application include verifying your identity. This portion will require you to disclose the main answers to your Amazon security questions. After you verify your identity, your website will be reviewed by Amazon.

If you are approved, you can start using your Associates Central page, which allows you to choose the products you want to feature, verify your banners,

and determine where you want to post your Amazon affiliate links. When going through this entire process, there are also additional ways you can increase your chances of being accepted, ways of which will be described below.

## **Becoming Amazon Friendly**

Amazon has a brand and image to maintain, which means that it is extremely hesitant to associate itself with websites that do not further or comport with its image. To best improve your chances of being accepted, you need to become Amazon friendly.

## **Keep In Check With Terms And Conditions**

Amazon doesn't really mind what your website features as long as the content complies with its terms and conditions. This usually just means refraining from posting content that is sexually explicit or laced with bigotry. If your website contains any content that may be offensive, then it is best to take it down and turn it into a cleaner site.

## **Product Reviews**

Another viable option to increase your chances of being accepted are to write product reviews and post them on your website. Not only will Amazon appreciate this more, but those who visit your website will be much more likely to buy into the content if you have a review about it.

The products that you post and review should also be relevant to your site. For example, it isn't going to do much good for both you and Amazon if you feature sports products on a website that is dedicated to fashion and style. You want to feature products that your website viewers care about and are interested in.

## **Amazon Widgets And Banners**

Another step is to add Amazon widgets and banners. When setting up the program, you can choose from a number of styles. The style that you choose should be attractive, interesting, and it should also encourage your viewers to click on it. In most cases, banners are more successful than widgets because they are more visual and larger, making them more noticeable.

## **Payment**

Now that the most important information is covered, you may be wondering about the payment process. It is pretty simple. Once someone purchases a product that they got to through an Amazon affiliate link on your website, you get paid for that sale.

The more sales and/or the higher the price of the product, the more commission you are going to make. You usually get about four percent per share, but you can also reach up to 15% depending upon the success of affiliate links. After you accumulate \$100 in sales, Amazon will send you a check. If you want, you can also opt for a bank deposit if it makes your finances easier to track.

Overall, while the program may sound tedious to get accepted into, it is actually very easy if you take the above steps. Making sure to ensure that your website is Amazon friendly, taking the time to fill out the application correctly, and taking the extra steps to ensure a successful application is going to be worth your while. The Amazon affiliate program is a great choice for many individuals that are looking to earn some extra pocket money for website expenses and more. Also, don't forget to write splendid product reviews and add the right products to your site.

# Chapter 5: Kick Starting With Amazon

So assuming that you should have already created your own website and hosted it in hopes of making some good coin with Amazon Affiliate Program. If you are unsure exactly how to do that, you aren't alone. Here are some steps to get you started.

## 1. Learn basic HTML

If you don't know HTML already, now is a good time to learn it. It will help to keep your costs down and give you more flexibility. Many sites are WYSIWYG but the trouble is you lack any flexibility when it comes to creating hyperlinks, formatting text, and carrying out other tasks that can help you to make money with Amazon. There are tons of HTML tutorials online so in no time at all you can learn the basics.

## 2. It's time to decide what your niche or topic will be

If you are planning to make recommendations, do product reviews, or just talk about a certain product or products in an effort of selling that product. Make sure you choose a narrow niche that is distinct and will be easy to target. For example Latin dance, card making, Jack Russell, etc.

## 3. Pick the domain name

Make sure that you give this the thought it deserves. Choose a name that is keyword rich to help you with SEO, a name that is relevant, and matches your niche. Of course, it will have to be available so have a few options that you'll be happy with. For example, latindanceforbeginners.com easycardmaking.com or ilovejackrussel.com you can also be creative in case the domain you want isn't available by using hyphens, such as latin-dance-

for-beginners.com or choose a different domain extension. There are tons – for example net, ca, org, edu, etc.

#### 4. Register the domain name

Many hosting sites are set up so you can register your domain right away but if not you can register it separately through many different sites. Once you register your domain name, it will be yours to use. Registering a domain for a year ranges from \$10 to \$20 on average.

#### 5. Setup web hosting

This is where you need to be careful. There is really expensive web hosting and generally there is no reason to pay high rates. Even if they offer all kinds of tools most people don't use the majority of these features and you'll be paying for them. You should be able to find hosting for as little as \$5 a month, and for as little as \$10 you can find hosting for unlimited sites.

#### 6. Install the blog software

Why blog software? Because it will provide with the necessary structure to make it easy for you to run an effective site and post new content easily. WordPress is the most popular. It is open source, which means it's free, it's easy to install, and it is extremely powerful. Many web hosts have a one-step process for installation, or just download and follow the instructions provided.

#### 7. Make it look good

One of the perks to WordPress is all the templates that you have to choose from. In addition to the hundreds of free themes, there are hundreds of WordPress themes you can buy. Pick a theme that looks good, ties to your niche, has the layout you want, and offers what you want to be able to do in terms of tools.

## 8. Create your categories

Your blog software should allow you to setup categories that help you to organize your entries so it is easier for your visitors to find what it is they are interested in reading. For example, your Jack Russel site might have a number of categories such as training, eating, toys, etc.

## 9. Become an Amazon Associate

The sign up is simple, and it's free. Just go to the Amazon site and at the bottom click the 'Join Associates' link. You'll want to have your site set up – at least the basics with some content, as they are going to review your site.

## 10. Create the blog posting links

There are different ways to create your links. You can use the tools offered by your blog software, but the easiest way is using the Amazon Build A Link tool. Log into your Associate page, and find the product you want to review. Build your personalized link. There are a number of options for link building but most would tell you that the text links are most effective.

## 11. It's time to blog

The time has come to write your blog review and post it. You will insert your link code to the product on the Amazon site (created above) that you are writing the review for. You will want to include a number of reviews.

## 12. Promote your website

Make sure you take time to promote your website/blog. There are all kinds of online communities that can help you do this, as well as social media, directories, etc. The more exposure the better!

# Chapter 6: Making Money With Amazon Affiliate Program

If you have been looking at the Amazon affiliate program and wondering if it is right for you, the only person that can answer that question is you. But we are going to provide you with all kinds of reasons why you should consider this program.

## **Commissions**

Many don't think the 4% commission is adequate, but consider the difference it makes between a \$10 disk, which is .40 cents, and a \$5000 camera, which is \$200 – suddenly the 4% doesn't seem all that bad. In addition, it's pretty easy to take the 4% to 6%. All you need to do is sell seven items. Now consider this – if you make your seven items, using low ticket items that sell fast, that puts you in place for the high ticket items at a higher price. You have make as much as 8.50 percent when you reach the higher end of the selling scale.

## **People Purchase More Than a Single Item**

One thing that is great about Amazon is that it is like 'one stop shopping.' You send them to the site – they buy 'your' advertised item and then they shop some more – you get paid. Or if they leave the site but come back within 24 hours you still get your commission. So let's look at an example. You send a potential customer to the site because they are going to buy a 'book' you promoted. When they get there they not only find buy the book they buy a headset, and then finish their purchase with a new phone. Now you'll get paid commission on all of those items.

## **Remember That Every Little Bit Adds Up**

Initially the commissions may seem small. You may think how can you possibly earn a living with small commissions – after all 4% on a \$10 item is .40 cents. Celebrate these little payouts because before long one item is ten items and ten items is a thousand items. Before long to go with the ten dollar items are the items that cost hundreds of dollars. Soon your commission checks will grow and you will enjoy the benefits of a steady income. So be patient. Make sure that you provide plenty of links on your website or blog to bring people to the products you are selling.

## **Many Links to Products**

As we touched on above, make sure that you are providing many links to the products you want your site visitors to click and eventually purchase. The more links the more likely that you will have a sale complete. Don't be afraid to place your links strategically in your content or article.

# Chapter 7: How To Use A Best Seller List To Boost Sales

Many people have turned to the Amazon Affiliate program because of the potential revenue opportunity it offers. However, just as many do not understand how they can significantly increase their Amazon affiliate sales and increase their commissions exponentially. That well kept secret is the ‘Best Seller List.’

The actual technique isn’t new. Many businesses will create a ‘Best Seller List.’ The music industry and book industry have been doing it for decades. Amazon does it too! Feel free to think outside the box here and create your own Best Seller list. This list can be posted on your blog, in your articles, or among your content on your website.

**Why Best Seller Lists Work Well** Your bestseller list should contain 6 to 10 products in your category. You can have one or more categories.

- Consumers love to be part of trends. They hate being left out.
- We claim we are unique individuals, but the truth is we are social creatures and we want to know what others are doing.
- We are by nature lazy and so we love short cuts to find something that appeals to us.
- There’s a certain kind of wisdom that occurs in crowds. We like to see what’s happening in the crowd.

## **Results of Your Best Seller List**

There are several results you can enjoy from your bestseller list.

- Sales – Each time you produce a list you should see an increase in your sales on Amazon. Of course, that's assuming the list links to the item on Amazon.
- Conversion – While conversion rates vary, you should enjoy a conversion rate that was higher than prior to your list creation.
- More Commission – A higher conversion rate means more sales, and more sales mean more commission owed to you. And it potentially has the ability to increase your commission rate from 4% to 6% since you are required to only sell 7 items for the jump to occur.

## **How to Increase your List Longevity**

This is an effective technique but you want to get the maximum time out of your list. You don't want to have to be changing your list weekly as this requires time. A better option is to choose items for your list that will stay popular at least for a 4 week period. Some items will have even a longer shelf life. Take advantage of it!

# Chapter 8: Amazon Affiliate Program Integrates With Blogger

Amazon Associates has integrated their affiliate program with Blogger, which will make it easier for bloggers to add relevant Amazon product links to their blog posts without having to interrupt the editing process on their blogs.

Amazon Associates for Blogger can be found on your Associates Central web page. You will want to take advantage of this.

Sign up is quick and easy. Assuming you already have an Amazon Associate account, you can use your Associate ID. If you are new you can have your Associate ID almost instantly. For existing associates it will only take you a couple of minutes to sign up, and you will instantly have access. You will be able to turn the Amazon Product Finder on or off depending on your preference.

The new tool makes it simple to add Amazon links to your blog posts, either text or image links. There are just two steps. First type and highlight the text in your blog post that's relevant. The Amazon Product Finder will search through the millions of products on the Amazon site and recommend those it feels are a close match with the text you highlighted. Then you can insert an image or link to that product, which will include your ID. If you are using a blog editor you might find it easier to write your entire post in the program and then post the draft on Blogger and then use the Amazon product finder.

By signing up for Amazon Associates for Blogger you will also be able to add dynamic content in the sidebar of your blog using the new sidebar gadgets that are being provided. The Amazon Deals gadget and Amazon Search box are excellent tools to help your visitors find exactly what they are looking for.

If you want to add these to the sidebar just go to ‘Add a Gadget,’ and then type in Amazon to find the gadgets you want.

If there is a disadvantage to adding the gadgets to the sidebar it is that it can slow down page load times. You will have to experiment and decide for yourself whether the load times are acceptable.

The new Amazon Associates Blogger tools are going to make it a great deal handier to get your links in place and start to enjoy earning revenue. Don’t be discouraged if things start slow. It can take a bit of time to create a blogging environment that consistently makes money for you, but don’t give up.

### **The Golden Rule to Making Money with Amazon Associate Program**

If you are just getting started using Amazon Associate Program before you jump in promoting products, there is something you should know – The Golden Rule – actually there are a handful of golden rules you should follow that will help you make money with Amazon.

- The products you choose should always be over \$100.

Because Amazon’s commission is only 4% for the item that sells, it’s important to sell higher priced items if at all possible. That percentage can go as high as 8.25% if you sell sufficient product quantities. You will make more money when high priced products sell, compared to low priced products. Amazon allows you to sort by price making it easier to find the products you want to sell.

- The products you choose should get a minimum of a 4 star review.

For success, it is key for you to promote products that have good reviews. You will get a much higher conversion rate on products that have a good review. These days’ people like to do a lot of research before they decide what they will buy. After all, it’s easy with the internet to review products and find the

best products. Therefore, if you are promoting products that have a low review score people simply are not going to buy them because they know that there are better options.

- Always create a blog that's like a review with only the best content and use text links, which Amazon readers prefer over widgets.

If you ask bloggers who are successful with Amazon earnings they will tell you that they do best when they do product reviews. That's because people like to read reviews before they make their choice. The more compelling your review the faster you will make Amazon income. It's really that simple.

To start your review blogging you do not even need your own domain name and you don't have to purchase hosting. You can start by using one of the blogging sites that host blogs. The one thing that you should do is choose your name (Subdomain) to be close to the product name. For example, if you are promoting XYZ Treadmills then choosing a name like XYZ-treadmills would be wise. This helps with your search engine optimization and that's important for potential customers to find you, because it is what will help you rank well in the search engines.

# Chapter 9: How To Increase Your Amazon Affiliate Income

If your goal is to make income through affiliate programs, one of the programs you will want to investigate is the Amazon Associate Program – this one is certainly worthwhile to have a look at. There are tons of affiliate programs out there, but not all of them are created equal. In fact, many don't really generate a great deal of income, but Amazon Associate Program is different.

Amazon affiliate program makes it easy to drop your HTML code in your blog, articles, or content. You make your selection for what you would like to see on your page and Amazon gives you the code – you just cut and paste. It has been proven that the text links do best. What's nice about these is that you can actually change the text to fit your article, blog, or content.

Amazon Associate Program has plenty of options even if you are just starting out. The 4% commission might not seem to appealing but there's plenty of potential here because when just seven items are sold that commission jumps to 6%. Let's have a look at the secret to increasing your income on Amazon.

You are going to want to find your niche and then search engine optimize your pages for the product you are going to sell. For example, let's say you are going to focus on toasters. Then you will want to SEO your page to bring targeted traffic to your site.

You want to focus on the bigger ticket items for your main commission because 4% of \$100 is much better than 4% of \$10, so at least some of the items you are going to market needs to be higher ticket. Don't be afraid to include thousand dollar items as well.

However, there's a little trick that can help you increase your commission percentage and your overall income. We already mentioned to get to the 6% commission rate you only have to sell seven items a month. You also already know that smaller ticket items always sell faster. So set yourself up so that you can move tons of these small products easily. That will instantly bump your commission up so that you are making more on those big ticket items.

There is a higher rate of 8.5% but that one's a little tougher to reach, as you have to sell thousands of items, so focus on the 6% at least in the beginning.

Amazon offers you a wide array of products, so many that no matter what your niche is you should have no problem finding a product to promote and sell. So make the most of what Amazon can give you – The Amazon Associate Program has a lot to offer in income.

### **Tips and Tricks to Generate Amazon Income**

Earning revenue through the Amazon affiliate program offers a great deal of potential to anyone who takes the time to really figure out how to really get the most out of it. Let's look at just a few tips and tricks that can increase your revenue.

One trick that works well for many is to find a way to publish recurring deals. If you can frequently mention products on sale it can increase your revenue, and an easy way to do this is just to post weekly deals. You can include this in your content and make it appear in a way that your visitor feels you are offering them valuable information. If you have the time, you can do it as a daily deal posting each day instead of weekly.

You can also publish a monthly list of bestsellers. These might not always be in your niche. It's a bit like a trending list, in fact, you could call it that if you like. You can find out what the bestsellers are on Amazon just by going to [www.amazon.com/bestsellers](http://www.amazon.com/bestsellers). If you want more visitors and more exposure

than write an article that talks about one or more of these bestselling products. It's a good idea not to make your list include more than 10 bestsellers or it will lose its effectiveness.

Carousel banner ads have proven to work better than the static banner ads. The carousel widgets are interactive and will generally display about a dozen products in the banner. It is easy to create an Amazon carousel banner right in your associate account. You can even add products manually if you want to or just display those that are bestselling.

Don't waste your time creating an Amazon Astore. Many find the conversion rate is awful – less than 1 percent of total sales. If you aren't convinced you can try it for yourself, but many of the high earners don't bother wasting their time here.

You'll do better just getting the people over to Amazon.com through your text links. You can expect this to be your main focus for revenue generating. When you send someone to Amazon and they buy within 24 hours of initially going there, you'll get paid your commission. And if the customer adds it to the cart but doesn't complete, if they go back and buy within 30 days, you will get your commission. This is the most effective way to make money with your Amazon affiliate program.

It is possible to earn a full time income through Amazon. These tips and tricks are a good start.

# Chapter 10: Using Article Marketing To Increase Your Revenue

The Amazon Affiliate Program provides an excellent opportunity to build a steady revenue source. There are a number of ways to incorporate Amazon products into your site, but one method that works very well is to include your Amazon product or products in articles. Here are the steps to do just that.

1. First you will need to login to your Amazon Affiliate Program at amazon.com using your username and your password, which was provided to you upon signup.
2. Once you have logged in you need to go to the best selling products, which you can select from the drop down list. Then choose the product type you want to sell.
3. After you select the product, you need to click on the get link to copy your affiliate link. Amazon has made this a very easy process for you.
4. Now copy and paste the link into your document. You will insert it shortly.
5. Start the process of writing your recommendation. Make sure that you provide detail. Talk about the good and the bad, the pros and the cons. Make your article between 300 and 500 words. Don't go much over 500 words because you will lose your reader – their attention span is simply not that long.
6. Now it is time to put your article on the web for others to read. There are a number of article banks out there, but Ezine Articles, which is found at <http://www.ezinearticles.com> is one of the most popular and recommended. If you do not yet have an account here, or at any of the other article banks, you wish to use, then you need to create an account. You will need to provide

your information and a photo so your customers can feel like they know a little about you.

7. Paste your article and then in the signature line at your Amazon Affiliate URL, which you obtained earlier.

8. If you have another product then repeat the steps again.

If you don't like to write or you are not a good freelance writer there are many sites online where you can hire a qualified writer to write your article for you. This is an excellent way to ensure you get a top quality article. You can also use freelance writers to write your content for your site too.

Amazon Affiliate Program offers you an excellent opportunity to earn income and with a little work, you can turn this into a full time income opportunity.

# Wrapping Up

While it seems that we covered a lot through-out this e-book, these tips are just to start you on the journey on becoming the best Amazon affiliate ever! You will still have to do the work and continually keep your site updated with relevant and original content. That content can be written by yourself or you can outsource it. Your content should also be full of keywords and links to help your SEO.

Write content on your various product promotions and also write product reviews. Promote sales, related products and pre-sales. Each thing you promote will just create more sales for you. Product reviews are useful because they provide information to the reader. If it is well-written and convincing, the reader will click through to Amazon and buy that product!

Promote your posts through social media. Also create backlinks and social bookmarks to cause more readers to be interested in your posts. If you don't have anyone reading your posts, then you won't get any sales. Therefore promotion of your blog posts is essential to a good Amazon affiliate.

Lastly, just remember that one sale might seem like pocket change but things add up. Small things will always add up to bigger things. Just keep writing and promoting and good things will come.