Rhonda Giarraffa's

Affiliate Marketing Resource List

Personal Resource Guide to Affiliate Marketing Tools, Software and Programs, Services & More.

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Limits of Liability & Disclaimer of Warranty

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INTRODUCTION:

To all current and brand spankin` new Affiliate Marketers…..

Thank you so much for putting your trust in me to help guide you in your online businesses. **M**any of you may already be full time Affiliate Marketers and are just kicking the virtual tires here. I am in great hopes that if you are not already using the items listed in this guide you will find what you may be looking for. **If** you are new to Affiliate Marketing, you may be a bit overwhelmed at everything in this guide.

This guide is designed to help you find and hopefully use the resources recommended. Many of the items listed in this guide are free to use. They have all been tested by me personally and with no glitches or issues with downloads.

It is always recommended to only download software programs from a trusted source. You will find with some downloads, your computer system will ask you if you are sure you want to download. You will also notice that even the largest software manufacturers in the world will generate a message that says "publisher unknown". I am not sure why it shows up that way but it just does.

It is your responsibility to make the decision based on your comfort zone with any product download. Again, those listed here are what I personally use. However I will hold no responsibility should your computer deny or have technical issues as a result of downloading any of the listed items recommended.

> **Please Note:** Some of the links on this page are my personal affiliate links. I tell you this up front for full disclosure.
> *You will never pay extra for going through any of the links I have posted. In some cases you may actually save money by doing so if the item listed is a paid type of item.*

"NEVER HIDE ANYTHING OR COVER ANYTHING UP WITH ANYONE YOU DEAL WITH."

DOWNLOADABLE SOFTWARE (FREE OF CHARGE)

Software: Free Downloads… These are all open source software.

Kompozer: Kompozer is a publishing software that takes the place of expensive programs such as "Dream Weaver" It is what I personally use for all of my HTML editing to create simple offer and/or opt-in pages for my visitors. The page that sent you here was created using Kompozer! I Use This EVERYDAY…

Gimp: Gimp is a photo editing software I use to create banners and headers for all of my websites. It is free download and gets the job done beautifully. I combine Gimp with Powerpoint to do some pretty cool graphic headers and banners quickly.

Filezilla: Filezilla is a free downloadable software you can use to quickly upload your files to your website server. It makes life simple when you want to get larger files uploaded quickly. I love using filezilla especially when I need to upload mini sites or html pages fast. I also love the fact that I can get to my htacess files to create redirects on affiliate links. I have a short basic training video on filezilla and how to use it posted on Youtube. **Be sure to *download the file-zilla Client*. This is the one for uploading your webpages, themes and images and files you're your site.**

Social Oomph: Social Oomph is a Tweeting platform that allows you to Auto tweet and drip feed your tweets. Again, Daily use of this service. You have the choice on if you want to upgrade or not. The free version is fantastic but the paid gives you many more bells and whistles that keep your tweets going like clockwork. Amazing product.

Software & Theme Downloads: (Recommended <mark>Paid</mark> For Software & WP Themes)

CurationSoft is a fantastic tool I use to blast out my blog site article super fast and with quick extra content including video's and tweets. This is great for back-linking to other WP sites with ease. This product comes to you from Jack Humphery, one of the internet's most popular bloggers and product developers.

AVG Security: AVG is a powerful security software to protect your computer from viruses. While many will use McAfee or Norton, I recommend AVG. You can get a 30 free trial. If you choose to get all the bells and whistles from AVG, there will be a small charge for it. AVG is what most tech geeks will use☺

Optimize Press Is more than a theme. It is a mega theme for Wordpress that helps you create not only fantastic offer pages but will increase your conversions. Conversion on opt-ins and also on sales. This is my Theme of choice for building sales pages for my own products as well as products I offer as an affiliate marketer. It is also the theme I use to build and create membership sites. I pair up Optimize Press with DAP. "Digital Access Point" to build the membership sites that are secure. You do not have to build a membership site to use the power of O.P. though. Check them out and you will be amazed at what the theme can do for you. This gets my HIGHEST RECOMMENDATION!!

Shopper Press:

ShopperPress is a Premium Press Theme. This theme is one I use for not only my personal tangible products I sell online but also for my Amazon affiliate sites I create. I have tested other Amazon plugins and NOTHING compares to this. The training tutorials you get with this theme are fantastic.

Digital Access Pass Is a powerful membership site script that is easy to use and understand. I have tried several others but none compare to DAP. You have the option to create a free membership or a paid membership site and your product is secure via product lockdowns so you can eliminate the risk of unscrupulous folks out there that would otherwise steal or give your hard work away to others. This is the premier

membership script with a true drip feed if you need one. I use this in combination with Opmitmize Press.

DIYthemes **Thesis Theme**: Thesis is by far the most popular theme to use with Wordpress platforms for blogging. The Theme is simple to use and is extremely powerful with SEO in mind. DIY themes is the company that has created thesis. Heck even Zappos Shoes and Krispy Crème runs on Thesis…***Note:*** *While I agree this is a fantastic theme, there are also some very powerful* free *themes I recommend. Ahaultalupa is one I use about 80 percent of the time. You can find it in the Wordpress themes section.*

Camtasia Studio: Camtasia Studio is the product of Tech Smith. There is a free and a paid version. You can get by with the free version but this is one product I would never skimp on especially if you plan on doing video tutorial and I hope you do one day if not already. I use Camtasia every single day. This is not something you need unless you plan on using it to its fullest potential. If you have ever watched any of my videos, weather a Power-point presentation with voice over or a picture in picture tutorial, it is Camtasia that I use. I purchased Camtasia Studio 6 for $*299* but you can get the Camtasia Studio 7 for less on Amazon. It's a good deal.

PowerPoint: Power Point is a Microsoft program that creates more than just presentations. The newer versions of power point can help you created video presentation with picture in picture or voice over in a video format. You can also create banners and headers in PowerPoint and combine the graphic oomph with Gimp. You can get a free trial from Microsoft to test for 30 days.

INTERNET SERVICES: (DOMAIN, HOSTING & EMAIL AUTO RESPONSE PROVIDERS)

Listed here are the top picks for internet service providers. When it comes to domain names, hosting and email auto responders there are absolutely hundreds to choose from.

When running an online Affiliate Marketing business, there are three (7) things you must have for the greatest chance of success.

- Your Own Domain Name

- Your Own Hosting

- An email auto responder service

- Facebook Account {FanPage}

- Youtube Account

- Determination

- Traffic- Traffic- Traffic

Domain Name Providers:

GoDaddy: I personally use GoDaddy for all of my domain purchases. There are others out there as well but with GoDaddy I member benefits.

Name Cheap: NameCheap is gaining in popularity. I have not used this domain service provider myself but I have not heard anything bad about them. I did check out their site and it looks like they do have really cheap costs on the domains. However, I believe they are really targeting for the hosting. Still it looks like a good provider.

Register.com: I have used Register.com in the past and have had no issues with them but they were a bit more expensive at the end of the day for the same service I get with GoDaddy.

Hosting Service Providers:

Hostgator: I use personally use Hostgator for all of my domains to be hosted on. Hostgator has a cpanel that is easy to use, a support team that is incredible, and the best bang for your buck when it comes to hosting your websites. They also now offer domain purchasing. I am a fan of these guys and promote them heavily. They also have a great Affiliate Program that you can sign up for right away and without being turned away if you are a newer Affiliate Marketer. They pay their affiliates a one-time commission on first time users only but the commission is beefy.

GoDaddy Hosting: I am not a fan of Godaddy hosting but felt it should be listed here anyway. The reason I do not use Godaddy for my hosting is because they do not have an easy navigation or a good cpanel like Hostgator does. Godaddy is more suited to those that have actual online shopping. "Not very well suited for the Affiliate Marketers out there".

Bluehost: Bluehost is also gaining in popularity. The cpanel look much like the Hostgator cpanel and seems to function the same as well. This is a hosting company I have not tested purely because I am happy with Hostgator. I do know that some of my marketing pals have used Bluehost and have had no problems with it all.

Email Auto-responder service providers:

Aweber: Aweber is my personal choice for my email auto-responder and follow up campaigns. Why? Because they have a great customer support team and incredible deliverability rates. They integrate well with every program I have worked with including the membership site scripts I use. One of the biggest things you need to look for in an email delivery system is the deliverability rate. If your emails are not getting to your email list you are doomed… Aweber is perfect for newer affiliate marketers as well simple due to the video tutorials within the site. I have looked at other companies that do have the rate on deliverability but they do not have the ease of Aweber for the newer affiliate marketers to understand.

Icontact: I have tested Icontact really because I started seeing some our fellow affiliate marketers jumping on board with them. Whenever I see a surge I just have to know why..

I contact is very good and powerful. I would suggest them to those of you that have already been in the internet and affiliate marketing arena for a while. Unless you are more tech savvy than most. I believe the surge comes from being able to upload existing subscriber lists more easily than other companies. The cost is a bit less per 1000 names so if you have over 5000 names on your list, this may be a better choice for you.

MY PERSONAL TOP PICKS OF AFFILIATE PARTNER PROGRAMS:

These are the companies I personally use to find offers from vendors; to promote on my sites. They are companies I trust and worked with for years.

One thing to always keep in mind is when working with companies that offer affiliate programs is that they are reputable and have a track record of paying on time.

DIGITAL DOWNLOADABLE AFFILIATE PROGRAMS:(PAY PER SALE OFFERS)
A pay per sale offer means you get paid when something gets **sold** through your affiliate link.

This type of offer is usually for software, information products including e-books and video tutorials and/or membership subscription offers such as online dating, service companies such

as hosting and email service providers, ongoing training or even private forums. Offers of this nature can be a one-time commission or a recurring monthly commission.

ClickBank: I use Clickbank quite often to find great niche items to promote. I will warn you that there are some really crappy offers in Clickbank so you will need to filter through them to get to the really good ones.

TANGIBLE PRODUCTS AFFILIATE PROGRAMS:(PAY PER SALE OFFERS)

Tangible Products are products that ship. These are physical products such as gym equipment, shoes, auto parts, pet supplies etc... these are usually one time offers.

 Commission Junction: Commission Junction is a fantastic affiliate partner site that has hundreds of vendors to select from. They offer primarily tangible items but do have a few digital downloadable offers as well. Commission Junction has offers from some of the largest companies in the world including Disney, HSN, Target, Dell and so many others.

> "*Some offers are not easy to be accepted into but there are many that will accept right away as well. If you get declined for an offer that you really believe you should have been accepted for, write the affiliate manager and let them know your intentions. In most cases you will get accepted if you go after it.*"

 LinkShare: Linkshare is much along the same lines as Commission Junction in the fact that they offer both Tangible and Digital Products. You will find tons of fantastic offers to promote here. Offers from Microsoft, Itunes, 1800 Flowers etc... This company is growing in popularity and is constantly creating and updating the affiliate portal for ease of access to your relationships with the companies you promote.

 Amazon.com is a fantastic way to earn as an affiliate. There are options you must select as far as your earnings go. Amazon gives affiliates the choice in either a set commission or a scaled commission. I personally use the scaled commission. The more products you refer within a monthly time frame the higher your commission rate goes. It is an incentive to focus on pulling in as many sales as possible within each month. It does take just a bit of time to get your arms wrapped around it but once you do... Oh Baby! There is some serious money to earned as an Amazon associate. One thing I have never had

success with though through the Amazon affiliate network are the a-stores you can build. I have spent many hours building them and no luck with them. My suggestion is to stick with the links and not spend too much time on a-stores. You may have better luck with them than I have so I do not want to completely smash them. This is up to you and what you believe folks will go for. Another suggestion would be to use Shopper press by Premium Press.

I use this paid for theme for my personal online tangible products as well as my Amazon associate sales.

PAY PER LEAD AFFILIATE PROGRAMS: (EPA)(EPL)EARNINGS PER ACTION OR EARNINGS PER LEAD

This type of affiliate program is when you get paid for an action that takes place. Meaning; if someone types in their address, zip-code, email address or other form of action you get paid for it. Usually most pay per lead programs will offer you a 50cent to a 12.00 pay-out per lead.

NeverBlue: Is by far the most popular and well respected company in this category. Neverblue is a bit harder to get accepted into as a publisher. You will fill out their questionnaire and should expect an actual phone call from them so they can approve you. The offers here are actionable offers. The offers that you will be promoting are generally to a very tightly targeted set of folks. The companies that put the offers together are seeking out email and/or physical address for their mailing lists. They want names and emails of highly targeted people with intent to purchase soon. Some offers through Neverblue are pay per sale as well but this is not their primary category.

Peerfly: Is much like Neverblue only they are way easier to get accepted as a publisher. They have many offers that are geared toward the "As Seen On T.V." items that pay per sale. The EPL and EPA offers are great also and in some cases Peerfly has a bit better of a payout. They are a smaller company with a great focus on helping their publishers succeed.

REVENUE SHARE AFFILIATE PROGRAMS: (EARNINGS PER CLICK/SHARED REVENUE)

Revenue share programs are when you allow ads to run on your website. These ads are posted by companies that want to drive traffic to their websites. The most popular revenue share partner for advertisers is Google AdSense and now YouTube which is owned by Google. I personally do not use any of the other revenue share companies out there. I only use Google. I have never had any issues receiving payment from them. They pay on time and are great to

work with. You do need to follow their rules and must have a privacy page on any site you run ads on from their network.

[Google Adsense](http://) : I partner Adsense for revenue share on many of my sites but not all of them. My sites are designed with a purpose and intent in mind when I create them. Usually sites that are built around legal, medicinal, automotive and/or health niches will do really well with Adsense Ads.

What to think about: You must consider WHO is paying to run ads and HOW MUCH they are willing to pay for them. Generally lawyers, doctors, brokers, automobile manufacturers and pharmaceutical manufacturers will pay quite a bit for ads.

Be certain to create sites filled with original content that is valuable to your readers when building a site to target and draw in the big advertisers. Also be sure to create channels that are targetable in your channel section. This will tell the advertisers who pay Google to run ads about your site and where the ad will be placed on it. When advertisers compete to run ads on your site, you should see an increase in your earnings per click.

INVITING VISITORS WITH INTENT TO YOUR SITE OR SITES: {TRAFFIC}
*No Traffic=No income…. Good High Quality Visitors with **Intent**=Equals Income*

My Personal Picks For Inviting Visitors with Intent to my niche sites:

Facebook: of course has taken lead for a platform to invite like minded people to your websites: FB is very powerful in the sense that the folks that like your fan pages are there for a reason. They want to share, learn and yes click on things for even more information or to purchase something they want from someone they [like]… I cannot stress this enough…People buy from people they know, like and trust. However, if they don't know you are there, they will never find you, they will not get to know you and they will not buy from you…BUILD A FAN PAGE AND PROMOTE THE HELL OUT OF IT….

Ezine Articles: Ezine articles will drive tons of traffic back to your site when you write something that creates enough interest for the reader to want to know more about you or what your niche is. Do not underestimate the power of writing a simple article off of you're your site.

Hubpages: is still doing very well with getting your articles noticed by the search engines. Each of your articles that you publish get seen not only by your followers in the Hubpages community but can make it to the top of Google very quickly… Again, this will lead your readers and followers back your website for more great offers, content or to opt-in to your list….

The War Room: WarriorsForum. This is where many top affiliate marketers hang out to share ideas, learn from each other and offer products they are promoting. Please be CAREFUL of WSO offers as some of them are filled with Hype and are not honest in their sales pitches. I have purchased from WSO in the past to test products and am not impressed with very many of them. Just watch out for too good to be true offers.

The Best use of the Warrior Forum is to gain insight and bounce questions and ideas off of each other.

"Gratitude is our greatest asset in life. I am grateful for everyday God gives me to serve. I am grateful for my children and husband. I am grateful to be able to learn and share with you."

Niche Forums: Look for forums on your chosen niche or category that you are promoting. The best way to do this is to simply type in to search your niche followed by the word forum. Example: dog training forums…. Test this for yourself and you will see that tons of forum sites will pop up in the Search engines. Jump in and join forums. Be honest in them and share as much of your own knowledge as you can… Got a video you want to share with them? Share it… Got tips on your niche? Share it… You will have a flood of followers wanting to know more from you. Be the expert in your niche!

LinkedIn: Is one more fantastic place to hang out and is growing fast with professionals that are constantly looking for answers. You may just have what they are seeking and chances are they will have something to share with you as well. Ah ha…. This is a two way street…

In Closing:

Thank you again for subscribing to my email list. I hope you have found this resource guide to be of great value and have gained a bit more knowledge and ideas on how to generate more income.

If you have been forwarded this guide and have not signed up yet, you can do so at http://affiliatelearninglinks.com

I am constantly updating and sharing everything I learn so make sure you put me on your white list and add me to your email address book so you never miss anything that comes through.

Please feel free to share this guide with your list as well. The only thing I ask is that you do not modify this guide in any way shape or form.

This guide is protected under copyright and has a security feature built in.

If you have any questions about anything….. Please feel free to contact us via email:

affiliaterockstars@affiliatelearninglinks.com

"MAY YOU HAVE MANY YEARS OF SUCCESS IN EVERY ASPECT OF YOUR LIFE"

COMING SOON…

Affiliate Learning Links Master Series Training…

Stay Tuned!