

# AFFILIATE LAUNCHES MADE SIMPLE with Matt McWilliams

## Turn Your Blog Into an Affiliate Marketing Machine

So you started a blog. Now what? If you've followed me for any amount of time, you know I am a big believer in monetizing from day one. After all, brick and mortar stores start selling stuff the day they open their doors, why shouldn't you? So how exactly do you turn your blog into an affiliate marketing machine? In today's post, I will share 7 simple ways to get started today.



There are a lot of people who start a blog with the intention of creating a profitable business. Unfortunately, too many never actually get there.

It's hard to have a full suite of products to offer your audience on day one. That's why I believe that if you are a blogger, you should harness the power of affiliate marketing to immediately start earning money.

In today's post, I'm going to share with you 7 simple ways that you can start using affiliate marketing to earn money with your blog.



I have used each of these with great success and you can too!

### 1. Amazon Links

Amazon is one of the simplest ways to begin monetizing because they sell everything. And the Amazon affiliate program is free to join. Anytime you mention a book or a product on your site, be sure to go to Amazon and grab the affiliate link. And when you do, make sure to use the Site Stripe link.

Amazon Associates SiteStripe

Get Link: **Text** Image Text+Image

Share:  

**Text Link to this Page** [Close]

Store ID: legalearsyst... Tracking ID: legalearsyst... Get Link

**Text Link created below.**  
Copy the generated link and paste it into your website. [Learn More](#)


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prime

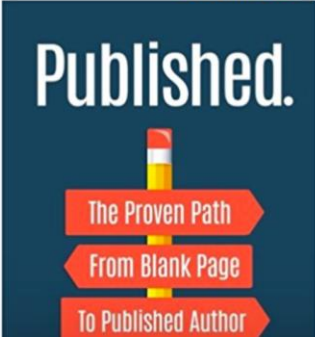
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When you are already talking about a book or a product, using an Amazon affiliate link is one of the simplest ways to begin monetizing your site.

## 2. Sidebar Ads

No sidebar ads are not dead. People still see and click on them. My blog is proof of that. Some of my best traffic comes from the sidebar ads you see on the right side of my posts. The key with sidebar ads are to make sure that they are relevant to the content on your site.

For instance, I write about affiliate marketing, it would not make sense for me to have a sidebar ad for facial cream. Regardless of how smooth and soft the cream may make my face, it isn't relevant to my audience.

Here's an example of a sidebar graphic that Russell Brunson provides for promoting his book, Expert Secrets:

# Banner Ads

*(Click here to download all the banners on this page)*

## Banner Ad - 300x250



## Banner Ad - 300x250

**FREE BOOK: Limited Copies**

Most affiliate programs and promotions will provide sidebar graphics for you to use to promote their products.

### 3. Resources Pages

I have talked at length about resource pages. I showed you how to put together a killer resource page that is crazy profitable and I showed you how I recently had my first \$10,000 passive income month using affiliate links on my resource page.

So I won't go into a lot of detail here, but your blog should absolutely have a resources page.

In fact, having a resource page is so important that we are currently running a contest through June 28th to see who can create the best resources page and the winner will get prizes valued at \$1,311.32. [Click here to enter.](#)

CONTEST: Learn more and enter the Resource Page Contest today!

## 4. Product Reviews

On your blog, write some posts where you do an in-depth product review. I did an interview recently with Sandra Stachowicz on how she earned \$7,355.68 in a single month by writing product reviews.

Here are two of my biggest takeaways from the interview:

**Write like you are writing to a friend.** This is a new friend, or potentially a person who is going to make you a lot of money. They are looking for guidance and it's your job to guide them like you would guide a friend.

**Give them ways to contact you.** This builds trust. And even if the people don't use LiveChat, contact you on Facebook or they don't call you when you provide this information, it builds trust and they are more likely to buy online.

I have 9 more takeaways in the post I wrote following my interview with Sandra. Read the full post [here](#).

FREE COURSE: Looking for good affiliate programs to promote? Take our free mini-course on [Finding Affiliate Programs](#) today.

## 5. Product Comparison Guides

Product comparison guides are great for your readers. It allows you to compare multiple products at one time.

Think about where your audience is. Maybe you have fitness instructors who need help setting up an email list. You have some that are beginners, some are intermediate and some are advanced. You could compare MailChimp versus ConvertKit and talk about why you might use one or the other. Is one better for a beginner and another better for someone that is intermediate or advanced?

Product comparison guides are perfect when there are more than one product or tool that may be right, depending on the person's circumstances.

## 6. Go Through Your Old Posts

Odds are, if you're a blogger, you have a lot of old content published that is getting consistent traffic, but you are not monetizing with affiliate marketing.

Go to your Google Analytics and look up some of your popular posts.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	82,919 <small>% of Total: 100.00% (82,919)</small>	37,994 <small>% of Total: 100.00% (37,994)</small>	00:00:38 <small>Avg for View: 00:00:38 (0.00%)</small>	32,876 <small>% of Total: 100.00% (32,876)</small>	2.15% <small>Avg for View: 2.15% (0.00%)</small>	39.65% <small>Avg for View: 39.65% (0.00%)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. <a href="#">/get-rid-smartphone-reasons/</a>	4,197 (5.06%)	1,968 (5.18%)	00:00:19	1,963 (5.97%)	0.76%	46.27%	\$0.00 (0.00%)
2. <a href="#">/</a>	3,622 (4.37%)	1,446 (3.81%)	00:00:39	1,165 (3.54%)	3.34%	23.74%	\$0.00 (0.00%)
3. <a href="#">/how-to-encourage-others-and-inspire-your-followers/</a>	2,798 (3.37%)	1,253 (3.30%)	00:00:30	1,252 (3.81%)	1.84%	43.89%	\$0.00 (0.00%)
4. <a href="#">/secret-to-smiling-more-often/</a>	2,287 (2.76%)	1,041 (2.74%)	00:00:31	1,033 (3.14%)	1.16%	44.69%	\$0.00 (0.00%)
5. <a href="#">/self-publishing-school-james-roper-chandler-bolt-review/</a>	2,202 (2.66%)	1,038 (2.73%)	00:00:47	1,025 (3.12%)	1.46%	45.23%	\$0.00 (0.00%)
6. <a href="#">/7-symptoms-sitting-too-much/</a>	2,022 (2.44%)	941 (2.48%)	00:00:20	940 (2.86%)	1.60%	45.85%	\$0.00 (0.00%)
7. <a href="#">/the-earth-without-art/</a>	1,897 (2.29%)	875 (2.30%)	00:00:21	875 (2.66%)	0.23%	45.65%	\$0.00 (0.00%)
8. <a href="#">/why-bad-listener-how-to-fix-005/</a>	1,734 (2.09%)	806 (2.12%)	00:00:31	806 (2.45%)	1.24%	46.02%	\$0.00 (0.00%)
9. <a href="#">/dont-buy-zero-to-launch-by-ramit-sethi-until-you-have-read-this/</a>	1,594 (1.92%)	742 (1.95%)	00:00:46	706 (2.15%)	0.56%	43.98%	\$0.00 (0.00%)

Once you've found your most popular posts, look for places where you can add affiliate links to those posts.

Do you mention a specific product or tool in the post? Add a link.

Is there someplace where you talk about a specific topic that a product or tool would fit with the topic or make a process easier? Add a link.

Make sure your old posts are optimized by adding links to relevant and useful products and services.

## 7. Tools

This is different from your resources page. In this, instead of a resources page, you're going to focus on sharing a "tool of the week" or "tip of the week" (or month).

For this tool or tip of the week, write about a specific tool or service that you are using right now that you are loving, like I did in this post.

This is a great way to point out new tools that you just discovered or that are working really well for you.

Then be sure afterward to add them to your resources page!

There you have it, 7 ways to turn your blog into an affiliate marketing machine.

If you use even a few of these simple ways you'll be well on your way to a profitable blog and business!

**FREE TRAINING:** Are you interested in learning how to blog full-time? If so, Join me and my friend Jonathan Milligan for a free training on July 20th at XX. [Click Here to register.](#)