

AVOID THESE MISTAKES



11

Super Affiliates Share Their
Biggest Newbie Mistakes.

BY CHARLES NGO

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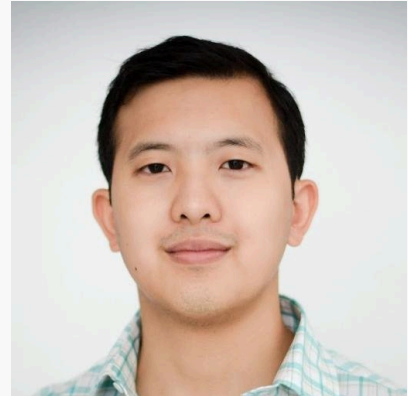
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Hey, Charles here.

Welcome!

The affiliates featured in this book are some of the most successful and creative people in this industry.

I know all of these guys (and girls) personally, and they have over-delivered and with some great advice to help you.



Pro Tip

Take some notes when you're reading this, and take some time to think about your business from two points - tactical and strategic.

Tactical - these are the parts of your business such as lander tricks, creatives, copywriting etc. Think of these as "working IN your business".

Strategy - these are parts of your business such as vertical selection, traffic source selection, target market, branding, network, researching trends, trying out new markets etc. Think of these as "working ON your business".

There are great strategic tips, but also some powerful tactical tips.

Every Wednesday I take an hour or two off from working IN my business and focus on strategy. A lot of these affiliates have become successful because they focus on strategy as WELL as tactics.

Action Step

Make a note of three things that you could do (or stop doing) to help build your business - remember that reading and learning is worthless unless you implement what you learn.

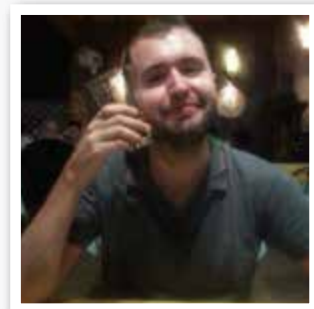
Grab a coffee and put your feet up and spend some time working ON your business today with this guide.

—Charles

P.S Remember that a few years back most of these affiliates were brand new to the industry... Now they're crushing it.

“Finch, What Are Some of the Biggest Mistakes You Made as a Newbie in Affiliate Marketing?”

The biggest mistakes I made were projecting profits and discounting the hidden costs of doing business.



1.) Projecting profits – It’s easy to treat yesterday’s stats as a projection of your future wealth.

“I made \$500 on Monday, therefore I’ll make \$500 every day for the rest of the year. Shit, I guess that means my salary is \$180K. Better go buy a new car.”

Until that ‘future money’ is in your bank, it doesn’t exist.

The worst part of projecting profits is the assumption that affiliate marketing has a finishing line, or a point at which your hard work pays off.

It doesn’t.

The industry is a treadmill. If you slow down, your returns diminish. If you pull out your phone and start calculating how much money you’ll have earned by 2019, you lose momentum. It’s natural. You might even fall off.

2.) Success in this industry is completely irrelevant unless it is tied to a repeatable process.

Like a lot of newbies, I held the assumption that a ‘great affiliate’ is something you become through an accumulation of successful campaigns. In reality, it’s a title you can claim daily. You simply need to turn up, put in the work, make sensible decisions and grow with your data.

The people we associate as great affiliates are those who have grasped the reality that — just like everybody else — their stats will reset to zero at midnight.

Acceptance of temporary profits keeps high performers trapped in the moment: which, in turn, keeps the profits coming.

3.) Discounting hidden costs – When I assess my campaigns, I always add 5% to the costs.

There are so many hidden expenses that will eat away at your profit margins – currency exchange rates, wire fees, PayPal fees, etc.

It's better to acknowledge these costs up front by giving yourself a -5% ROI penalty.

Likewise, don't be lazy: form a company. It's senseless to run affiliate campaigns under your personal name unless you enjoy paying more taxes than you need to.

The second hidden cost, and much more significant for a newbie, is the neglected **cost of time** that goes into every campaign you launch.

When I was just getting started, I tried to juggle far too many campaigns.

If you try to manage twenty campaigns, each earning \$50/day, it won't be long until you're calling in the fire brigade. Followed by a shrink to console you for the projected profits that just slipped through your fingertips.

Something I try to ask myself that I never used to:

“If the campaign doesn't have the potential to make a profound difference to my bottom line, then why the hell am I launching it?”

—Finch
FinchSells.com

“Benjamin, What Are Some of the Biggest Mistakes You Made as a Newbie in Affiliate Marketing?”

1. I Didn't Milk The Campaign While It Lasted

When I hit my first big campaign – a campaign that made me \$xxx,xxx in profit in a month, I did not put in more effort to scale it. Instead, I took a long vacation next month thinking that the campaign would be on “auto pilot”

Eventually, the offer got pulled the following month and I could not hit another profitable campaign for the next few months. If only I hadn't taken a vacation, I could have made additional \$xxx,xxx in profit.



Lesson here, when you have a profitable campaign, be a relentless machine and milk it while it lasts because you never know when is the next time you'll be seeing such a campaign again due to the nature of our industry.

2. Focusing On The Wrong Thing By Thinking Too Big

As a newbie, when you are being told over and over that affiliate marketing can make you 4-5 figures daily profit, you start to have that unrealistic expectation that you'll hit those numbers right away. And because you are so overwhelmed with such expectations, you want to get into the **BIG** game instead of the **SMALL** game (like running on Adwords or Facebook instead of beginner-friendly sources like mobile pops).

I've seen many case studies where people want to make \$1,000/day and they do not even have a \$10/day campaign. You see where the problem is?

You must learn to WALK before you can RUN.

Know your limit and start with a realistic goal before working towards bigger goals.

3. Not Taking Action

There were these moments where all my profitable campaigns died down. And instead of launching new campaigns, I turned to some affiliate marketing forums trying to find out what is the “next big thing”. I told myself that if I were to launch a campaign, I want to launch the “best” campaign ever!

After days and weeks, I was still doing the so called “research” because I had yet to find the “right” vertical to promote until one night I was chatting with a friend about campaigns.

He told me that he was **KILLING** it with various verticals. He doesn’t think about what to promote, he just does it and sees what works and doesn’t.

That conversation was a wake up call for me. To make money in this business, don’t **think**. Instead just **do**. Because the moment you think you’re already losing out to other people who are taking **action**.

No action, no results. You take action, you’ll be rewarded. This is the rule of this game.

—Benjamin Yong
BenjaminYong.com

“Tony, What Are Some of the Biggest Mistakes You Made as a Newbie in Affiliate Marketing?”

1.) Focusing on short term rather than long term

I spent way too much time worrying about daily profits or focusing time and energy on strategies that would only last a month rather than developing long-term competitive advantages.



2.) Not re-investing profits into better technology.

Looking back, I should have used my profits and started upgrading to better servers and hiring skilled programmers right away.

A major competitive advantage in this industry is proprietary technology because that's a lot harder to steal than a landing page or angle. As I've gained more experience I've noticed a lot of the bigger guys all have their own trackers and unique tools.

3.) Not focusing on systems.

I was fine with doing the same things over and over again because it “made money.”

Now I realize I could have made a lot more if I developed systems to free up my time, so I could focus on higher level tasks.

For example, I should've created SOPs for recurring tasks or create templates for the same landing pages I used frequently. I also should've had a master repository of scripts I used on a regular basis. Again, this eats up your time and energy.

4.) Not working with other people.

At first, I tried doing everything myself because I wanted to keep all of the profits.

I was hesitant to train up an assistant, hire a VA or even participate in joint ventures.

Now I realize a big element of ROI is not just money invested but also TIME. If you delegate a task, or work out a revshare deal, sure you're not making as much.

But you're saving time and energy. I'd rather make \$500 a day working 1 hour versus \$1000 a day working 4 hours.

5.) Not hanging out and masterminding with other affiliates IN PERSON.

Random Skype masterminds don't count because you still don't know the other person. And chances are, they don't know you either. That means the element of trust isn't fully there.

As a result, you guys are hesitant to share your best information and the mastermind isn't as effective. When you meet someone in person, a different type of bond forms. There's a lot more empathy and trust. You guys are more willing to help each other out, which is the purpose of a mastermind.

—Tony Wang
Master AFFcelerator Instructor

“Rio, What Are Some of the Biggest Mistakes You Made as a Newbie in Affiliate Marketing?”

In my short affiliate marketing career, I don't remember actually making any big mistakes, so I guess I've been pretty lucky with making decisions.

However, there's one thing I would like to talk about. It is something I feel that is possibly the **biggest “mistake”** that almost all newbies make: attempting to find success in affiliate marketing **ALONE**.



Finding success alone isn't impossible, but it's extremely, extremely hard to do especially when you have no expertise in any skills required in affiliate marketing.

Based on my experience, most lone guys that actually do well in affiliate marketing started off with some background in either programming, designing, copywriting, ppc, etc.

If you aren't strong at any one of those skills, the odds are hugely stacked against you. There's just too much to learn!

The very first thing I did before embarking on affiliate marketing was to partner up with my brother. Each of us focused in different areas and acquired different specializations.

Remember that the longer it takes for one to achieve some form of success or traction, the greater the probability for one to give up and fail.

It took me around **4 months** to actually see **some “results”**. Had it taken longer, it would've been much tougher to go on. Expenses and losses were mounting daily. Social and mental pressure was growing difficult to manage because of constant failure.

If you can't find a suitable partner that is reliable and has the same vision and goals, try joining or creating **masterminds**. Expect **80%** of these masterminds to fail.

Eventually you will find the one or two guys that you can connect with better, and progress further with them in your affiliate marketing journey!

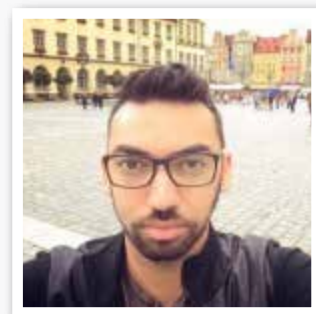
To sum up, if you really want to crush the affiliate marketing game, don't just rely on yourself, think of it as a team game, how can we find more win-win situations with other guys?

—Rio Lim

www.facebook.com/riolimsg

“Rohail, What Are Some of the Biggest Mistakes You Made as a Newbie in Affiliate Marketing?”

The biggest mistakes I made were **not capitalizing on untouched opportunities with newly-launched offers** as much as I should have and not scaling campaigns as far as I could have while they were hot.



A lot of the offers and angles you see being run have been beaten to pieces. From one creative affiliate creating the original angle and lander to hundreds or even thousands ripping the same exact copy and angle.

That's not to say those landers and angles won't work for you and that you won't be profitable. It's just that you won't see nearly the same level of mind-blowing conversion rates and EPCs as if you had if you were the first one to bat. You get enough of a headway before others start copying you to really dominate the niche and offer. It can make a massive difference in the ROI and scalability you can achieve as well as lead to exclusive rights on running these offers.

In marketing, and in everything else, **you are rewarded for creating value.**

By tackling a new offer and creating a new angle you are creating value for the advertiser and for the customer as they are being presented with something they've never seen before in a manner that's unique and appealing to them. In turn, you'll be rewarded with the early bird prize of insane ROI and little to no competition.

What steps can you take to finding these kinds of offers? Well for one – just ask! That's what your affiliate manager is partly there for. Find out what offers they've just brought on board that look like they have potential. Also keep an eye out for email blasts from your networks. Yes, they can get repetitive and sometimes annoying (you know who you are), but there's always an opportunity to come across a newly launched hidden gem that can make you truckloads in profits if you pounce on it first.

Now let's be real – **most campaigns don't last forever.** That's why it's important to capitalize on a campaign as much as you can as quickly as you can. There have

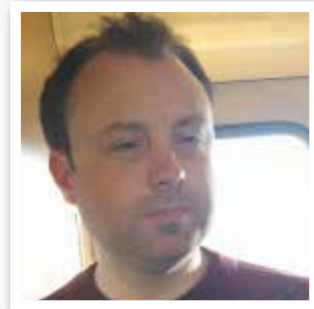
been so many times when I had a really profitable campaign going that no one else was running, but I didn't push it as hard as I should have while the offer was hot and unknown to other affiliates. Trust me – that's a regret you don't want to have once you start seeing your angle and landing being plastered everywhere by other affiliates! Remember – that offer that's killing it for you right now will eventually stop doing so. Achieve the greatest ROI you possibly can while you can.

Riding the gravy train on what's hot at the moment by copying everyone else will only get you so far in this industry. It's being a truly innovative marketer and seeing opportunity when no one else does that will allow you to grow a sustainable and highly profitable affiliate business and not just a fly-by-night campaign operation run from your basement. Ingrain the concepts of first-mover advantage and scaling fast while you can whenever you launch a campaign and you'll have a lot more to be thankful for.

—Rohail Rizvi
[Suitcase Marketer](#)

“David, What Are Some of the Biggest Mistakes You Made as a Newbie in Affiliate Marketing?”

I made many mistakes as a newbie in affiliate marketing. Some were technical hurdles I had to get over, and some were mental barriers I had to overcome.



When you first start out, there is no shortage of information out there to start. There's a lot of great information out there, but unfortunately there's also some bad or unhelpful advice. I'm going to share two big mistakes I made when starting out. My hope is that you can take this advice and not get stuck on the same mistakes.

1.) Not Learning the Mechanics

I was very impatient in the beginning and wanted to start making money now. Because of my impatience, I would try to find any shortcut I could take. I would do things like slap together a landing page without learning how to make one properly, or avoiding tracking because I didn't understand how it worked.

There is a big learning curve when you first start affiliate marketing before you get to the 'making money' part. It's easy to skip the fundamentals when you start, but it will only get you so far. It helps to keep in mind that all the skills you learn in the beginning will help you no matter what area of online marketing you decide to focus on. Don't worry about what area of marketing you start out with. Any skill you gain will help you in almost any area of marketing. Soon, you won't give the mechanics a second thought and be able to spend most of your time marketing. When you start out however, don't neglect the mechanics or you can only go so far.

2.) Realizing You're Not Doing Anything Wrong

This is my biggest piece of advice, and I see people making the same mistake all the time. They get to a certain level, like making \$50/day, \$100/day or even \$500/day but keep thinking there's something missing or something they aren't doing that the

'super affiliates' are. They think there is some special way people are running their campaigns, or some secret traffic source they haven't discovered.

The reality is, the people making 4-5 figures or more per day aren't really doing anything that special or different than someone making \$100/day. So why does one affiliate make \$100/day and one \$10,000 then? The one making \$10,000/day isn't worrying or trying to figure out some unknown secret. That affiliate is spending all their time building campaigns and testing new strategies and traffic sources. They are actively building their business by doing actions that are most likely to result in increased revenue. In contrast, the affiliate who is trying to figure out what they're doing 'wrong' is not actively building their business. Don't get me wrong, it's good to analyze what you and your competition are doing and seeing if you can improve. The point is you don't want to spend the majority of your time thinking there is some secret out there you don't know. That will not help you make more money, while putting your head down and doing the work definitely will.

—David Ford
[AffPlaybook](#)

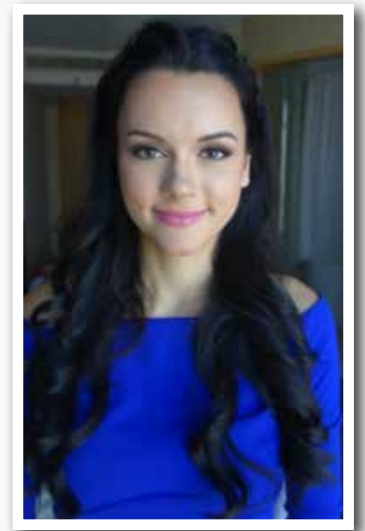
“FBQueen, What Are Some of the Biggest Mistakes You Made as a Newbie in Affiliate Marketing?”

If I could go back in time, I would change 3 things:

1.) My fear of losing money.

It is one of the scariest things in a newbie affiliate's life. When I started out as an affiliate I still had the poor mindset where I was afraid of buying traffic because what if I lost the money?

I'm from Hungary where the average salary is about \$500/month so thinking about risking a whole month's salary was just too scary.



In reality, when you're testing a new campaign you have to treat traffic as buying data to evaluate it and make data-driven decisions. Come up with a **“STOP LOSS”** per campaign and try to test offers that have lower payout because that way you can collect more “conversion data”.

Also, if you tend to jump around from one traffic source to another that's also going to slow down your success. Focus and master one traffic source and test more verticals/offers at a time.

2.) I would focus more on attending networking events.

I went to a few of the Affiliates Summits and to Ad-Tech once. But by the time I got the hang of these conferences, years had passed by.

If I was a newbie affiliate, I would try to save up money for conferences and make a plan on who to meet, what networks to talk to and what parties to attend.

As a newbie, I had no clue about how you can network at the after parties.

The trade show itself is literally for newbies, but when you go to a party which is hosted by a big company, you get to meet the “big fish” also and people tend to be much more helpful and open in person (especially after a few shots).

Prepare all of your questions and when you get a chance, don't be afraid to ask bigger affiliates.

What do you have to lose after all? They either will answer your question or tell you to get lost :)

3.) I would also try partnering up with other affiliates.

Having enough capital for scaling up a winning campaign is usually a big issue for an affiliate who's just starting out. Your budget and cashflow will affect your success.

One thing I didn't realize when I was just experimenting with affiliate marketing is that partnering up with someone is the best way to grow to the next level.

You go and meet the bigger affiliates in person and then cut a deal to get a funding for your winning campaigns. Just imagine, it's a win-win for everyone. Your JV partner will fund the campaigns and gets back a percentage of your profit while in the meantime you manage the campaign and make sure you milk the most out of the campaign.

Someone who has a lot of capital for investing will appreciate your time you put into the project and you will appreciate the possibility to grow to the next level.

—FBQueen
[FBQueen.me](https://fbqueen.me)

“Malan, What Are Some of the Biggest Mistakes You Made as a Newbie in Affiliate Marketing?”

1.) Working in Isolation

The biggest mistake I made was working by myself for so long. After two years of working on my own doing SEO I was making \$3000 a month. In 30 days working with an affiliate manager doing paid traffic I was making \$3000/day.

Every quality person I added to my circle of friends after that added another 30% to my ROI. I now have 100+ high-quality contacts in the industry. I can't lose.



Want to make more money? Find some friends. You want to have friends that are less experienced than you, equally experienced as you and more experienced than you. With a diverse crew, you get crazy ideas and everyone wins.

2.) Avoiding paid traffic too long.

I made my first money doing SEO. I didn't want to lose any money so I lost my time instead. I worked night and day for two full years to build up a steady monthly income. I was proud of that. It paid the bills but wasn't life changing.

When I finally took the leap and risked some of my own money doing paid traffic I was terrified. I lost money every day for the first month. It was horrible. I almost quit.

Luckily I kept going and the next month I made \$10,000 profit. The next month I tripled that. I kept tripling it over and over again until my life had changed completely. If you want to make the big money, you have to spend money. I **NEVER** would have gotten to where I am today doing free SEO traffic.

—Malan Darras

www.malandarras.com

“Tuan, What Are Some of the Biggest Mistakes You Made as a Newbie in Affiliate Marketing?”

I've made countless mistakes... Too many to count but ultimately those failures are what brought success my way, so I encourage you to embrace them as well.



The first million dollars I made in affiliate marketing disappeared in less than a year. This was due to me not being financially intelligent enough to manage that kind of money...I operated with too much overhead, spent excessively on frivolous items, got complacent, didn't develop my campaigns, and when that time of year came around I had no understanding of this little thing called taxes.

Proper management of your finances, cash flow, and investments will increase your chances of creating a long-term sustainable business. Learn everything you can about business, sales, marketing, personal development, and finance.

Be committed to reading and learning these topics religiously.

Your mindset plays a huge role in whether you make it or not in this business so be a devoted student and consume as much knowledge as possible and constantly develop yourself. Your pride and ego are two things that will stand in your way of progress.

Networking with others in the industry should be a priority regardless of your experience level. Seek a Mentor or a Mastermind group or create your own as this will shorten your learning curve fast.

If you are a newbie, don't try to be too creative with ideas. Mimic what is working for others first and learn how to generate conversions. From there you can start developing better angles and ideas but this only comes after you have gained some experience.

You'll probably survive the common mistakes which are typically the small ones so

don't be afraid to take action but the big mistakes can literally take you out of the game fast.

I remember doing a huge media buy and signing a 6 figure insertion order and only making back \$45k in revenue... A huge loss for me. I was unsure about the placement, I was being a push-over, I was pressured by the sales rep and I let my ego do all the big talking.

I thought that to be one of the big boys I had to do these type of deals. The real truth is that don't ever do anything you are unsure about for the sake of being cool.

Believing in yourself alone is not enough to make it in this industry... The competitive nature of this business means only the top 5% who work diligently will rise to the top and actually make real money.

This means you must take this craft very seriously.

There is a huge window of opportunity in this affiliate marketing space so now is the perfect time to get in.

If you ask me my biggest mistake or regret I can tell you that it was me not starting my career in this industry much, much sooner.

—Tuan Vy

AffiliateMediaBuys.com

“Attila, What Are Some of the Biggest Mistakes You Made as a Newbie in Affiliate Marketing?”

Not collecting enough data, not testing enough angles, not split testing enough creatives (images matter a LOT) are the top 3 things I would tell myself if I could send a message to the newbie me in the past.



Affiliate marketing is all about statistically significant data; without it, you have no clear path to take; what to cut from your campaign what to scale on. When I was a newbie, I used to throw \$20 bucks at a \$5 payout offer for example and if it didn't bring me a conversion or many; I'd jump to conclusions and say “oh this offer sucks” and move on to the next thing.

Angles, angles, angles – repeat this to yourself because it's the secret juice behind a successful campaign. Angles are headlines on banners; text ads and landing pages – it is what make people tick and act. Scaring people with a scary angle; appealing to their wants and desires with a sexy angle; or solving their extremely urgent problem with the right solution are all angles. When I was new to affiliate marketing; I didn't know why its so important to ‘speak the language of your target audience’ and use words that resonate.

Split testing, A/B testing, multivariate testing – these are all super important to a successful campaign. Images are everything on visual traffic sources like Google Display, Facebook – so if I could go back in time; I'd tell myself FOCUS ON IMAGES; then the text. The more bizarre, shocking the better. Put yourself into the shoes of the audience; pretend you are one of them – what kind of ad would catch you off guard; what's something that would ignite curiosity in you that you just couldn't resist the urge to click?

These 3 things are definitely the top mistakes I've made when I was a beginner, and if I could travel back in time with my time machine and tell myself to avoid these newbie screw-ups; I would.

—Attila

www.iamattila.com

“Mr. Green, What Are Some of the Biggest Mistakes You Made as a Newbie in Affiliate Marketing?”

1.) I was under the impression that every super affiliate knew some super special secret that I didn't.

Once I hit my first profitable campaign it was clear to see that affiliate marketing was just about applying the basics and working hard.



2.) I wasted time ‘perfecting’ every single element of my campaigns before I launched them.

I sarcastically put ‘perfecting’ in quotation marks because I assumed I knew what would make my campaign perfect, I assumed what would make my landing page work well. The only way your campaign will be perfect is by making decisions based on data you get from traffic, NOT based on your assumptions. Launch your campaigns as fast as possible, let the data do the designing for you. Let's leave assumptions to ad agencies and brand advertisers :D.

3.) When I spent \$200 on testing and generated \$0 revenue I would feel down.

I would give up on that campaign. I would question whether this was for me. You need to brush off that mindset. You will fail. You will lose money. You need to be prepared and eager to fail in order to win. It's a lot easier to manage if you look at that money spent as an investment in your education. Take a lesson out of every campaign you create. What ad worked best? What lander worked best? What targeting worked best? Anyone and everyone can make affiliate marketing work.

4.) I made decisions without statistically significant data.

I would up the bid or budget because I got excited by one quick conversion that came through soon after I launched a campaign. Or, I would pause a campaign because I didn't get a conversion after spending \$20 (even though the offer payout was \$30). It's harder said than done, but try to distract yourself with other tasks while data is coming in.

5.) I didn't treat affiliate marketing like a proper business.

I hit a mega campaign after 6 months. I lost huge HUGE potential earnings because I didn't delegate tasks and hire employees. I also paid \$250,000 worth of taxes in my first year because I did business under my personal name and didn't properly track my business expenses. Take time to set your business bits and pieces up like company registration, get an accountant etc. Don't be scared to hire help, you can't do everything yourself. You'll thank me later!

—Mr. Green

www.stmforum.com

Hey, Charles here again.

Damn, it's crazy how open some affiliates are when you ask them questions.

I hope you pulled a few gems from this compilation and came away with a few solid actions you can take.

Inside information and having successful affiliate friends will put you way ahead of the game in this industry. Think of these affiliates as your friends - they blog, podcast and speak to help YOU.

If you found this compilation useful, but you're wanting more, you may be a good fit for some of my programs, Nobody is going to give away the golden goose online... For free.

The [Newbie FastTrack](#) is a program I've built from the ground up that is suitable for anyone – even if you're brand new to the industry. I've had people take this course and come out the other side making solid \$500 per day campaigns and going on to do incredible things.



The [AFFcelerator Super Affiliate Intensive](#) the most advanced, high-level training ground for affiliates. Period. Guys who have gone through this training have gone on to make consistent \$10k+ per day profit from their campaigns. Not to mention the life-long friendships and masterminds that get formed during this in-person, 3-day event.



If you're sick of taking the scenic route on the way to becoming a profitable affiliate, you might be a suitable candidate.

I have friends who have been trying to get profitable and they just can't.... *And they started at the same time as I did* in 2008.

I know it's difficult, but once you crack it in this industry, things will never be the same again.

And of course I'll still be delivering massive knowledge bombs on my blog at charlesngo.com + emails, SnapChats, [Facebook posts](#) etc.

If you haven't added me on SnapChat yet – you're missing out! Add me
charles_ngo

—Charles