

NO MORE

BULL%#&!

{AN HONEST APPROACH TO AFFILIATE MARKETING}



By Ian Pribyl - NoMoreBSReviews.com

Table of Contents

1. Preface.....	<u>3</u>
2. First Thing's First.....	<u>7</u>
3. Lay Your Foundation.....	<u>11</u>
4. The Golden Rules.....	<u>15</u>
5. Simple Step-by-Step Checklist.....	<u>19</u>
6. Closing Words.....	<u>24</u>



1.

PREFACE

“We are all inventors, each sailing out on a voyage of discovery, guided each by a private chart, of which there is no duplicate. The world is all gates, all opportunities.”

-Ralph Waldo Emerson



What this Book is All About

This book is about exactly what the title leads you to believe: no more BS methods that don't hold water, no more push-button products that don't work, and no more free eBooks chock-full-of affiliate links to ineffective products that the publisher threw in there just to make a quick commission off of you. After all, it's not his money being thrown away, is it?

This book is about **YOU**. My hope for you while reading this book is not only to have a much more realistic understanding of this industry, but also to give you a roadmap to travel and succeed if you decide this industry is still for you. I have absolutely zero intention of getting rich off of this eBook. If it didn't make any money but helped hundreds or thousands of people, that would please me very much.

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I truly believe the only people that have it easy in this industry are the ones scamming honest people like you out of their money with crap products. It's much easier to put together a great sales pitch with pie-in-the-sky promises than it is to develop a high-quality product that adds value to peoples' lives. Just because lying is easier and sells more isn't enough to make me do it. Throughout this book, I am going to be 100% honest with you.

Affiliate marketing is a lot of work, especially in the beginning. Once you establish your business you can work less, but the early days require a lot of research, discipline, and self-development. You'll have to learn new skills and these skills will take time to learn. No matter how great your instructional videos are or how much research you do, there's still going to be a decent amount of trial and error for 95% of you reading this book. That's just the nature of learning. One of my favorite quotes is,



“Fail early. Fail Fast. Fail often.” Every failure is a great opportunity for really high quality learning to take place. Don’t be discouraged by these moments because as long as you accept them with the right attitude, you’ll come out more prepared and have more wisdom than you did before.

Now that I’ve thoroughly frightened many of you, I want to be sure to balance it by telling you everything that attracted you to the affiliate marketing industry in the first place is 100% true. People can make themselves very wealthy in this industry, and once established, many people can get away with working a few hours a week while enjoying a very nice lifestyle. When I got started, it was much less about getting rich and more about working for myself, setting my own hours, and being in control of my life.

I think the way most companies treat their employees is awful. They work people too hard, take them away from their families, and often don’t pay them enough. Our lives are very short and to me it should be a crime to make someone waste it away at a cubicle working 60 hours a week while making \$40,000 per year. If my dog dies I want to be able to take a few days off to grieve, not contact my boss and hope I can keep my job after calling in so I don’t blubber like a baby through my entire work day.

This industry allows you to be your own boss, set your own schedule, determine your own income, and most importantly, take control of your own life.

What You Can Expect to Receive from this Book

I know there are a lot of pages here, but if you stick with me and follow these steps, **I promise this book will enlighten you, change your perspective on this industry, and give you the motivation, inspiration, and direction necessary to change your life with an affiliate marketing business.**

With all of that being said, you will see a few of my affiliate links throughout this eBook. I will make sure to mark them clearly in **bright red** in order to remain completely transparent and make sure they’re easy to spot. Any product or service I recommend is something I have personally used and



has benefited me greatly. I never give recommendations based solely off of what I “hear” or what pays the most. Protecting my brand is something I take very seriously so if I recommend a product, you can rest assured I have used it, reviewed it, and it’s far from worthless. Also, everything I recommend has a money-back guarantee so if you don’t like how it works for you, you can get a refund. If anybody gives you any trouble getting a refund, let me know and I will contact them personally. If that doesn’t work, I’ll just write you a refund check myself.

It is my sincere hope that this book motivates you, inspires you, teaches you, and guides you down the right path to owning a legitimate business in this industry. If at any point you have any questions, you can contact me directly via email at ian@NoMoreBSReviews.com or through the contact page on my website, <http://www.NoMoreBSReviews.com/>. I am more than happy to help you any way I can and most of all, I hope the following pages are at least somewhat enjoyable to read (I *really* hate boring reads).



2.

FIRST THING'S FIRST

“Getting ahead in a difficult profession requires avid faith in yourself. You must be able to sustain yourself against staggering blows. There is no code of conduct to help beginners. That is why some people with mediocre talent, but with great inner drive, go much further than people with vastly superior talent.”

-Sophia Loren



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Do These Three Things Right Now for FREE

1) Get out of the “get rich quick” mindset

A lot of people find out about affiliate marketing while researching a way to work from home and often times, “get rich”. Although many affiliates make millions per year, that doesn’t happen overnight.

I live in Austin, TX and there is a company here named Vertive that owns Offers.com, CouponCodes.com, DailyDeals.com, and Subscription.com. Vertive has over 50 full-time employees and has been operating for about 10 years as I’m writing this. The websites listed above are completely funded by affiliate marketing and are a good representation of what multi-million dollar affiliates create to make that kind of money. This isn’t always true, but the important thing to take away from this is the *type* of websites they run. Most people that are new to affiliate marketing don’t even think about sites like this as an option. There are many, many ways to make money in this industry but 99% of them center on *content*, and content takes time to create. We’ll dig into that a little deeper later.

Don’t get me wrong, there are people that take to this industry almost instantly and begin making money very quickly. There is a distinct possibility that you, reading this eBook, are one of them. But I want to make sure that everyone reading this book understands getting rich *quick* entails little effort, and becoming successful in affiliate marketing will require a fair amount of effort. It’s all worth it in the end, but you’ll have to put in the work if you want to get there.

2) STOP buying products

I don’t mean stop *right now* because if you’re new to affiliate marketing you’ll likely need to purchase a tool or two and sign up for some good instructional videos before you’re well on your way. They’re not required by any means, but they will make the journey a lot easier. I’ll make some recommendations later, but that’s not what this section is about.

While running this blog I have been contacted by many people that are researching a certain product, find my review revealing said product as a



scam, and then immediately ask me about the next product they had on their list. I want to assure you this doesn't offend me if it's something you've contacted me about in the past, but it is something to be very cautious of.

I've seen many people in this industry buy product after product to try and learn as much as they can. There's nothing wrong with that, but at a point you have to start *doing*. Purchasing products can turn into a never-ending cycle because it begins to feel safer than trying and failing. Once you have the knowledge to start working, **START!** Yes you'll make mistakes, but you'll learn from them and they will make you more successful in the long run.

*“Once you have the knowledge to start working, **START!** Yes you'll make mistakes, but you'll learn from them and they will make you more successful in the long run.”*

There's a time in your affiliate marketing journey that you should devote all of your resources to learning, and that stage is usually pretty early on. Once you've learned everything you can get your hands on and you have a pretty solid understanding of what to do, start *doing*.

3) Mentally prepare yourself for the road ahead

It's easy to get overwhelmed and give up. There's a lot to learn and you'll never know everything there is to know about affiliate marketing. I sure don't. But it's important that you know *enough* to be successful. All of this self-education, trial and error, and dusting yourself just to trip again three steps later can be pretty overwhelming. I've been where you're at, and for most people it's kind of intimidating. But you have to realize that every successful affiliate today has been where you are at some point. Be encouraged by your failures. They're a step toward progress.

MJ DeMarco, an author of a book I read about once a year, points out that in order to live like no one else, you have to work like no one else. If the average person gets so intimidated at this point that they never start, you have to reach beyond that to live differently than they do. Here is a great quote to think about whenever something difficult or discouraging comes your way on your journey to



becoming an affiliate marketer:

Being defeated is only a temporary condition; giving up is what makes it permanent. - Marilyn vos Savant

I'm not going to tell you to *find your inner millionaire* or that *envisioning yourself as a successful person will create success*. I'm not trying to discount anybody's belief system, but there are a lot of things to believe in. The most important thing is to believe in yourself. Anybody that has become successful in this industry had the will and desire necessary to set their mind to it and prepare themselves for the challenge ahead. Getting discouraged and giving up at any point means you're not only giving up on your dreams, but that you aren't believing in yourself enough to get up and face the next challenge.

If you always dust yourself off and keep striding toward the next challenge, you will find success. For all you know, you're one challenge away from making money or building the next website that brings in a full-time income.

Don't ever give up. Get up, brush yourself off, and keep pressing forward. If you do that, nothing can stop you from succeeding. It's just a matter of time.



3.

LAY YOUR FOUNDATION

"If I had eight hours to chop down a tree, I'd spend six sharpening my axe."

-Abraham Lincoln



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You Have to Walk Before You Run

Now that you have mentally prepared yourself and are in the correct mindset, it's time to take the first steps. The early days of your affiliate marketing career will be best spent learning as much as you possibly can. The more skills you acquire early on, the more likely you will be to succeed and the less time it will take you once you start working.

Over the years, I have learned video marketing, article marketing, search engine optimization (SEO), email marketing, writing good copy, cost-per-click (CPC), outsourcing, cost-per-view (CPV), pay-per-acquisition (PPA) affiliate offers, how to build HTML websites from scratch, how to build websites from templates, how to build websites using Wordpress, etc... The list goes on and on. That's because as an affiliate marketer, the more you know, the more you are capable of doing and the more money you are capable of making. Every skill you pick up along the way makes you more valuable.

All of this learning takes time, but probably not as much as you're thinking. If you work hard at it, you can have a basic understanding of everything I've listed above within the next month or less.

You can find a lot of free information on the internet and that's where I picked up a lot of stuff in the early days. It can get kind of confusing sometimes because information varies from person to person as well as teaching style, so my recommendation is trying to stick with the same set of lessons (i.e. multiple lessons from the same publisher) whenever possible. Not only that, good, free lessons can be difficult to find and are frequently out of date because the internet changes and evolves so rapidly.

One of the products I have reviewed very thoroughly and was impressed by was the [Chris Farrell Membership](#), which does a very, very good job teaching the basics of just about everything you will need to know to get started in this industry. It's very reasonably priced as well. The lessons are very easy to follow and the support team answers questions very quickly. If you are fairly new to this industry or even an intermediate affiliate



marketer, I can't recommend that product enough. I highly encourage you to read my review of the product before buying to decide if it's right for you: [The Chris Farrell Membership Review](#).

After You Have the Basics Down

IMPORTANT NOTE: I highly recommend you *actually* learn the basics before continuing on to learn more advanced strategies. One of the most frustrating things you can do to your brain at this stage is learning things out of order. You're going to be prone to information overload in these early stages as it is. Learning things as sequentially as possible will make everything much easier to digest and will make a lot more sense.

“Learning things as sequentially as possible will make everything much easier to digest and will make a lot more sense.”

Once you have a pretty solid understanding of many of the basic skills taught in the Chris Farrell Membership or elsewhere across the internet, you should start to build on that foundation and look for more advanced methods. I find the [Warrior Forum](#) to be a great place to keep up with a lot of these things. Best of all, it's free. I try my best to suggest free resources as often as possible. Since it's a forum, much of the stuff that is ineffective or BS is quickly exposed by other community members.

The Warrior Forum also has a one-time \$37 upsell called “The War Room” that a lot of people swear by. This is something I have used a lot in the past and still use to this day which I highly recommend if you have the money. Amongst other things, the War Room is a collection of thousands of upon thousands of guides and lessons that established internet marketers post for free. So a lot of those guides you pay \$47, \$99, or \$150+ for can be grabbed for free in the War Room. It's very easy to get your \$37 worth here. If you're interested in signing up, you'll have the opportunity to sign up for it after you register for your free account.

There is not an affiliate program for the War Room so don't worry about



signing up through my affiliate link. **I recommend what works, not what pays the best** and I firmly believe the War Room is well worth paying for regardless of whether or not I make money if you sign up.

After you've spent some time learning the basics and then building on your knowledge with more advanced strategies through the Warrior Forum and other resources across the web, it's time to start **DOING**. In the next section I'm going to talk all about the most important rules and valuable lessons you need to know in this industry.



4.

The Golden Rules

“The value of a man should be seen in what he gives and not in what he is able to receive.”

-Albert Einstein



About the “Golden Rules”

There are a couple of things to realize about these “Golden Rules”. First of all, they’re not near as big of a secret as many publishers of scam products have led you to believe. Secondly everyone’s “Golden Rules” are different in this industry, but almost anyone that makes a full-time living in affiliate marketing centers their business around one of the following things, and the ones that are most successful center their businesses on all of them:

1) Create insightful, helpful content

One of the best ways to develop a loyal following is ensuring every word you write and every post you create has meaning to your audience. If every post you write opens your audience’s eyes to something they didn’t see before, teaches them something they didn’t know before and, in turn, builds your credibility as an expert you will have a loyal following in no time.

Your visitors are the lifeblood of your business as an affiliate marketer. I’m going to repeat that to make sure you don’t skim over it: **your visitors are the lifeblood of your business**. Without visitors you don’t have any conversions, without conversions you don’t have any money, and without any money you don’t have a business; you have a hobby. Knowing that, make sure that every step you take in your affiliate marketing career benefits your visitors in one way or another. This starts with content, but encompasses more than *strictly* content. When they leave a comment, reply to it as soon as you can and be as helpful as possible. Whenever the opportunity comes along, do something nice for your followers.

“Without visitors you don’t have any conversions, without conversions you don’t have any money, and without money you don’t have a business; you have a hobby.”



Doing all of the things I've mentioned above creates a fanatical following, and fanatics talk to their friends. A handful of those friends talk to their friends, and so the cycle continues. The more you do for your audience, the more they'll do for you. And it all starts with great content. So when you're thinking about creating blog posts that are copied, pasted, and spun to be "unique" from another website just think about how much that will help your audience versus a well-researched, original article they can't find anywhere else on the internet.

Quick side note: content isn't always written. You could run a video blog. You could draw a weekly comic. You could post coupon codes from across the internet or hunt deals you think people would benefit from. Just because writing isn't your strong suit doesn't mean you can't produce good content. Regardless of the type of content, make sure it's the best you're capable of producing.

2) Add value to your followers' lives

Creating great content and adding value to your visitors' lives go hand-in-hand. By creating above average content, you're adding value to your followers' lives, but value is much more encompassing than great content can cover alone. Whenever you're looking at two affiliate offers and one pays twice as much but is half as relevant or significantly lower quality, make the decision that benefits your audience more than your wallet. You can choose to pad your wallet instead, but the very first time you turn someone onto a disappointing product you are unlikely to get a dollar from them later in your career. If you choose products based on how much they help your audience, they might buy ten products based on your recommendations over the next 12-18 months. You can make a quick buck or establish long-term income with your website's visitors. I think it's a pretty clear choice, but ultimately it is up to you.

By constantly adding value to your visitors' lives, you become an essential component of their lives. They'll keep coming back for more because you give them wisdom, experience, and/or entertainment they can't find anywhere else. There's a lot to be said about being original. If you have an idea that someone else is already executing, that doesn't mean you shouldn't try. Large corporations go under every day because small businesses execute their ideas twice as well, and affiliate marketing is no exception. If you can add more value than the "big dog" of the industry, you can dethrone them as



long as you are persistent and put in the work.

Take my website NoMoreBSReviews.com for example. There are a million review websites on the internet, but you were attracted to mine because I took a new approach and, frankly, did it better than a lot of the other guys. You are likely reading this eBook because I added value to your life through my reviews and established myself as an expert. **This is because I make every decision with you in mind.** I don't do anything without first thinking about how it adds value to my audience's lives. Hopefully by spending hours upon days upon weeks putting this guide together, I'm still adding value to your life. I hope I can keep doing it for months or years to come.

3) Pick something you're passionate about

This one is completely optional. My *recommendation* is that you pick something you're passionate about because, ultimately, you are much less likely give up if you enjoy doing the research and legwork necessary to become successful. It may be a few weeks before your website's traffic picks up. Those weeks will be much more pleasant if you have a passion for what you're doing. If it's something you're not familiar with or something you don't enjoy, it's much more likely to feel like a chore which can cause many people to give up (myself included in the early days).

I always recommend at least the first website or two you build be based on a passion or hobby. Believe it or not, I love buying and reviewing affiliate marketing products. Because I enjoy it, I write better content, I write more often, and I love sitting down at my desk and working. Most of all, I love the idea of product publishers dreading my reviews and making sure they produce good content in case I decide to review their product. The same was true when I began working in the health and fitness niche and when I began running a site in the employment niche. At the very least, it guarantees I have something in common with every reader that reaches out to me.

So there you have it. From this point on, focus on these three rules and you're much more likely to succeed in your affiliate marketing ventures: (1) Create awesome content whether it's written, drawn, recorded, or something else, (2) Add value to your visitors' lives above all else, and (3) To give yourself the best possible shot at success, pick something you're passionate about.



5.

Step-By-Step Checklist

“In order to change the world, you have to get your head together first.”

-Jimi Hendrix



About This Checklist

Before you dig in here, I want to be clear that there is no exact order, science, or direction for you to take on your affiliate marketing career. Every person's path looks different. Of course there are similar qualities: self-education, hard work, trial and error, and more, but no two affiliate marketers travel an identical journey. That's what makes us unique and creates the variety possible for thousands upon thousands of us to make careers in this industry. You're at the beginning of yours now, but when you look back at this moment a few weeks or months from now, you will know exactly what I mean.

“That's what makes us unique and creates the variety possible for thousands upon thousands of us to make careers in this industry.”

I'm making this checklist because almost every one of our minds thinks in a linear fashion and therefore finds things easier to follow when given something linear... like a checklist! It's meant to serve as guide, not a rigid, end-all-be-all set of rules. I've spoken with dozens of young affiliate marketers in the past that felt overwhelmed by these early stages. Doing things in the order I've outlined below really helped ease their information overload and anxiety, and my hope is that you find it equally helpful.

The Checklist

- 1) [Change your mindset](#)
- 2) [Lay your foundation](#)
- 3) [Build on your foundation](#) (advanced strategies)
- 4) **START WORKING!**
 - A. Steps 3 & 4 are frequently done at the same time. Part of learning is doing, and once you have the basics down, learning advanced



strategies and working at the same time frequently complement one another.

- B. Sign up for web hosting at this point if you don't already have it. I highly recommend [Hostgator Web Hosting](#).

I've been with several hosting services and Hostgator is by far the best I've ever used. There are other good hosting services with higher paying affiliate offers, but since Hostgator is who I use, know, and trust they are who I recommend. I've been with them over three years now and their prices, customer service, and plan options make them an excellent choice for an affiliate marketer. **NOTE:** You'll need to sign up for at least the "Baby Plan" because you'll more than likely have multiple websites as an affiliate marketer and you'll need that *unlimited domains* option.

- C. Again, you're going to experience a lot of trial and error during these early stages but don't let it discourage you! If anything, it should encourage you because it means you're learning and growing which means you're closer to running a successful business.

5) Pick your passion

- A. This is where you begin searching for the niche you're going into.
- B. Make sure there is a high enough search volume for you to make a living. This can be done using [Google's free keyword tool](#). There are some exceptions, but typically you want *at least* 5,000-10,000 searches per month for all of your key terms added together. Anything higher than that is even better. Due to the complexity of keyword research there is somewhat of a learning curve. There are a lot of factors that determine a good vs. bad keyword when it comes to search volume, but it's something you should pick up while laying your foundation and learning the basics and is taught in the Chris Farrell Membership.

6) Check the competition

- A. The last thing you want to do is handicap yourself before you start running the race, so one of the most important things you need to do before you enter ANY niche is check the competition. If the



search volume is high but there are twenty very strong competitors that are marketing themselves well and have all the search engine rankings, you're going to go hungry for a while if you try for this niche. You can get ranked for any term if you work long and hard enough, but the higher the competition, the longer it will take.

- B. There are a lot of tools for this, but the one I use (along with much of the affiliate marketing community) is [Market Samurai](#). They even have a free trial for you to get started and check it out to make sure it works for you. Also, if you buy before your trial expires you'll get it for \$97 instead of \$147. It's a one-time payment and something you'll use for the entirety of your affiliate marketing career, so if you're serious about affiliate marketing it's a very good investment for you to make.

- C. If you decide to purchase Market Samurai, the best thing you can do with the tool is checking your competition in the search engines. That's actually the only feature I use regularly, and it's well worth the purchase price if that's all you do with it. Here are a couple of lessons to teach you how to check competition so you don't feel lost after you sign up for your [free trial](#): [An Introduction to SEO Competition](#) and [How to Assess the Strength of Your Competition](#).

- D. A final note on competition: Don't be discouraged if every keyword you put in has three or four strong competitors! Almost every niche worth entering will have at least one or two strong competitors. If you work hard, work regularly, and add value to your visitors' lives you will be able to get traffic and make money in any niche. As long as the keyword isn't massively competitive (i.e. "credit cards", "work at home", "best diet plan", etc...) it won't be quite as hard as you think. Just stick with it!

7) Start building your website

- A. This is something you will learn about when teaching yourself the basics. I highly recommend using [Wordpress](#), which is a content management system (CMS). CMS is a fancy way of



saying easy-to-use web design interface. You don't have to learn code and you only have to pick up a few simple skills which can all be learned through the [free Wordpress lessons](#) they provide.

8) Rinse and repeat

- A. That's all there is to it! The first time through is the hardest and will take the most time. It will get much easier and take significantly less time every time you do it.
- B. YOU WILL MAKE MISTAKES. Just make sure to learn from them and keep going.
- C. Fail early. Fail Fast. Fail often. Brush yourself off and keep going. As long as you do that, whether it's weeks from now or months from now, you WILL succeed in internet marketing and achieve the lifestyle of working from home you've read about. It all amounts to consistent effort and never giving up.



6.

Closing Words

“Many of life’s failures are people who did not realize how close they were to success when they gave up.”

-Thomas Edison



About the “Golden Rules”

You Have It within You to Succeed

If you're serious about affiliate marketing, you are about to set out on a journey that will test your patience, discipline, and resilience repeatedly. As you finish reading this eBook, I want you to take a moment to truly internalize what I've said here time and time again: It all boils down to getting up one more time than the guy next to you. That's what will make the difference between him failing at affiliate marketing and you succeeding.

You're drilling for oil. Just keep drilling and eventually you'll strike black gold.

Don't Look for Shortcuts

Every product I've purchased and reviewed in my affiliate marketing career that sold itself as a shortcut turned out to be a total ripoff. Anything that has legitimately helped my affiliate marketing career required deliberate effort and a considerable amount of implementation on my end. The most you can hope for when buying many of these products is useful insight or information you didn't know before. You'll have to use your legs to do the rest.

I'm here to Help

I always make it a point to help as much as I can, and I will continue to do so as long as I possibly can. If you ever have any questions, please feel free to reach out to me on my website at <http://www.NoMoreBSReviews.com/> or contact me directly via email at ian@nomorebsreviews.com. Although I can't spend enough time with everyone to hold their hand and walk them through everything step-by-step, I can answer questions to help you in the right direction.

It's All Up to You

Look at this as your new adventure. It will be challenging and there will be times you want to give up, but as long as you continue to pick yourself up and brush yourself off, there is nothing you can't achieve in time.

Best of luck to you,



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