[AFFILIATE FUNNEL.COM](#)

Ultimate Guide

HowToBuildYourBusiness,

NotSomeoneElse's

AFFILIATE FUNNEL

Ultimate Guide

Table of Contents

Chapter

1

**Why Affiliate Funnel was created and how it can grow your business
This is fundamental business strategy – make sure you understand this chapter**

Welcome to Affiliate Funnel.

Affiliate marketing is a great way to get started making money online – or online marketing as we call it; it's simple, you don't need a website, hosting, autoresponder or much in the way of technical skills.

But it has a few big disadvantages; ultimately you're doing more for the program owner than for yourself. You're building their list, you're branding them and their program Of course they pay you – but to them it's a small price to pay.

We believe you should develop your skills steadily from the time you start online marketing and we wouldn't disagree with affiliate marketing being a great way to get started.

Ultimately, though you might not believe this yet, you'll probably create your own product in some shape or form. Don't believe us? If you stick to the path and become successful making money online, you'll be way more successful still once you write your own ebook or develop your own course or website. Then you'll have affiliates promoting for you!

Affiliate Funnel bridges that seemingly vast void between affiliate marketing and having other affiliates promoting **your** product.

We'll teach you how to build your own list, not someone else's – and once you do that, you have your own asset with **real value**.

We'll teach you how to brand **you** more than the products you're promoting.   Yes you'll still most likely be promoting affiliate products – but you'll be doing it in a much smarter way than regular affiliate marketing.

What Is Affiliate Funnel

Affiliate Funnel is a funnel for affiliates.

You're an affiliate and whether you know it or not, you need what we call sales funnels, or just funnels for short.

We call them funnels because you're trying to capture leads from many places and 'funnel' them into your sales pipeline(s). For example, you may have an autoresponder. You will 'advertise' that autoresponder in many places but it doesn't matter where the lead comes from, they end up on that same autoresponder.

Once you have them in **your** pipeline, then you can market to them very easily.

Understanding this is key to understanding the huge benefit of marketing with Affiliate Funnel rather than just promoting affiliate products.

Let's give you an example:

Suppose you often promote Traffic-Splash. Traffic-Splash is a traffic exchange and by promoting your Traffic-Splash affiliate (referral) link, you can get referrals and sometimes those referrals will upgrade and you'll earn commissions.

If you get a new referral, it's not easy to market something else to them. You can but it will all be done manually and be time consuming and hard to keep track of.

Now one aspect of Affiliate Funnel is what's known as a **Downline Builder**. What this means is that Affiliate Funnel contains many programs within it, all of which are affiliate programs – such as Traffic-Splash.

As a member, you can enter your affiliate link for all those programs.

Then, instead of promoting Traffic-Splash, you promote your Affiliate Funnel affiliate link. And when someone joins, they're encouraged to join the various programs within the Downline Builder. And when they do, they become your referral in each program they join. How smart is that?

Now Affiliate Funnel isn't unique in that respect – there are other downline builders out there. Most of them were launched by the owner with the aim of recruiting referrals to a specific business opportunity, e.g. GDI.

That's ok if you happen to be building GDI too.

But if you want to be promoting your own choice of businesses, that's where Affiliate Funnel comes into its own **because you decide what you want to promote!**

How Do I Set Up Affiliate Funnel?

Set up your profile

The first steps are getting your account set up with your information.

This is the main Affiliate Funnel menu. Top right you'll see settings. Click there and fill in as much of your profile as is obvious to you. There may be a couple of items you'll leave for now because you may not be ready to fill them in.

Your profile is basic information about you such as your name, your email address and so on.

Now we'll set up the various downline builder programs…

Click programs and then Traffic Exchanges.

It doesn't matter if you're not a member of all the traffic exchanges but for those you are, make sure you enter all your affiliate IDs. Take care to enter the right information, particularly those programs where you have a username but your referral ID is a number.

If you've completed those first two steps, you already have a powerful downline builder at your fingertips. You can now promote a link that will look like:

http://www.affiliatefunnel.com /?rid=yourID

And when you do, you'll automatically be promoting all those traffic exchanges you entered your affiliate ID for!

However, there's more we should do before we start promoting our Affiliate Funnel link. Check the other programs categories and repeat for those. Then…

Setting Up Your Money Programs

The Your Money Page is one of the really powerful features of Affiliate Funnel

The programs built into Affiliate Funnel are not what you'd call 'business opportunities' or 'money programs'. Sure you can make commissions but all the programs are advertising resources or related tools and services and you'd need a lot of paying referrals to consider any of them a life-changing income.

Life changing incomes often come from people promoting specific business opportunities, designed to allow people to make decent to serious incomes.

We don't get involved in picking or recommending those for you. One persons GDI is another person's Aloe Vera.
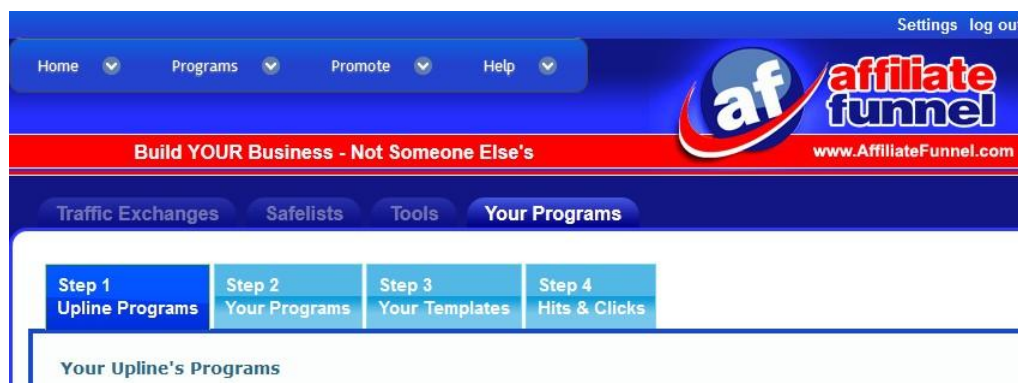
Instead, Affiliate Funnel makes it possible for you to promote up to **eight** of your own business opportunities using what we call **Your Money Page.**

To see an example of one of these, click this link: affiliatefunnel.com/ymp/2/

Isn't that neat? See how the member is branded and how with just a little HTML (trust us, it's very simple) they set up a page that promotes multiple programs.

The programs don't all have to be out and out business opportunities – you can use it as a more active promotion of regular programs such as traffic exchanges than relying on the down-line builder alone.

To begin setting up your "your Money Page", click on programs -> your programs

See the 4 steps. We ask that you take a bit of time looking at what your sponsor (upline) promotes – after all, you hope your referrals will do the same.

Incidentally, we also recommend that you contact your sponsor and your referrals as you get them to introduce yourself.

Step 2 is where you actually define the programs you want to promote. The number of programs you can define depends on your membership level. See the upgrade page for details.

It's beyond the scope of this manual to explain how you can use HTML but until you are able to edit your own HTML, here's what we suggest:

Go to the promo tools (or affiliate tools or make money) page of a program you wish to promote. They should have a section for banners and/or HTML ads.

If you can find it, you will hopefully see full html for including a banner advert on a web page. It will look something like this:

<img src="http://hitsconnect.com/getimg.php?id=2">

If that just looks like nonsense to you and you're daunted, don't panic.

Of course we only mean it'll look like html with all the < and > and things like href and src= and other gibberish…

The main thing is that the program will either give you the complete html to display a banner (like above) or it will give you two separate but simpler pieces of information (actually they may provide both the complete HTML and the separate links):

An image URL e.g. https://hitsconnect.com/getimg.php?id=2

 And a target URL e.g. https://hitsconnect.com/?rid=2

We need to create some HTML to paste in the description field on the Your

Money Page and this is how you do it:

If they provide the entire HTML, use that. If they provide separate image and target URLS (the target URL is actually your affiliate link for that program) then take our example complete code but replace the red code by the target url and the blue code by the image (banner) url or link.

Then enter your affiliate url into the box 'Your Program Affiliate URL' and enter   a friendly (only you see) name as the 'Program Name'

Optionally set a priority (display order) for the program. **Click Edit** to update your page. Click on the link beneath the tabs to preview your page.

The above code will only show a banner for your program – which is fine but ideally we want to tell the visitor a little bit about the program; some bullet points or a short descriptive paragraph.

Read on to see how to easily enhance your **"your Money Page"**

Enhancing your "Your Money Page"

One way or another, you should have a block of HTML now that looks something like a block of HTML code e.g. (don't worry if yours has other code too):

<img src="https://hitsconnect.com/getimg.php?id=2" target="_blank">

This is the block of code to display your banner. Now you have two basic choices if you know nothing about HTML, both are simple. You can add further code after the above code (put it on a new line for readability but spacing doesn't generally affect HTML code)

Simple descriptive paragraph

For this method simply put your description between begin and end paragraph codes like this:

<p>The quick brown fox jumps over the lazy dog</p>

You won't break anything if you get something wrong though your page might mess up. Just come back and make sure you have the <p> and the </p> surrounding your text.

Bullet points

Bullet points are not much harder, just make sure you copy our example code and then just edit the text only. If you need to add more bullet points, repeat the appropriate lines including the code.
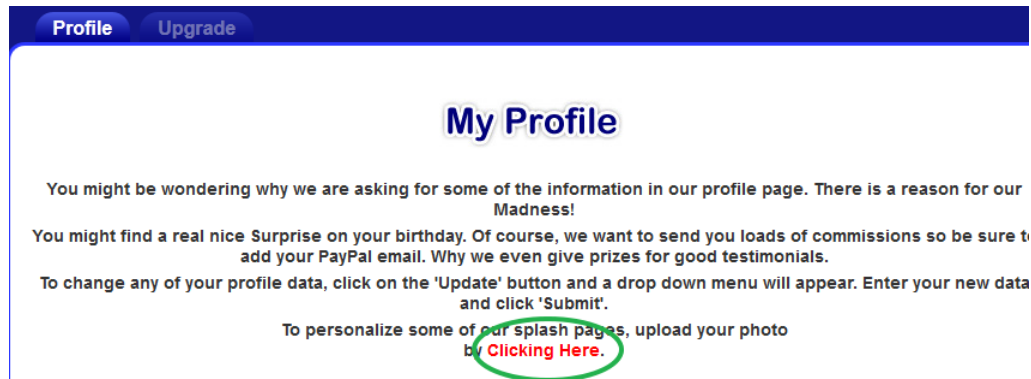

bullet 1

bullet 2

bullet 3

Add one of the above blocks of code to the end of your banner code (you can even add both if you want, they'll simply show one below the other) and preview your page. Make adjustments as necessary.

Branding Yourself

You need to upload your photo – even if you're camera shy, it's important that you have a photo because the most important philosophy Affiliate Funnel is based on is that you should be promoting **you first.**

Go to the settings page you visited earlier and if you didn't already do it, click on the upload photo link:

As a poor second, if you simply can't use your photo for some reason (maybe you're worried your employer might see) then pick a distinctive image that represents you or what you're about or what you promote. It needs to be something that will stick in peoples' minds when they see your page over and over in the traffic exchanges or elsewhere.

Promoting Your Links

Your valuable Affiliate Funnel pages are worthless unless people see them!

You now have two very powerful links you can promote:

- Your Affiliate Funnel affiliate link

- Your **Your Money Page**

Which link is best to promote where?

You should have two distinct strategies in mind:

- Building down-lines in all your programs

- Building your business opportunity programs*

* You may not be promoting an out and out business opportunity but even so, you will have programs that are your main focus – where we refer to business opportunities or money programs, think your main focus programs.

Building Down-lines

Building down-lines in your programs generally, especially programs such as traffic exchanges, should always be part of your focus. Getting referrals in traffic exchanges earns you free traffic and sometimes – commissions.

To build down-lines, promote your Affiliate Funnel affiliate link using any of the tools on the affiliate toolbox page – here's where you find that:

This section has all manner of links that you can use to promote Affiliate Funnel.

If you're promoting on traffic exchanges then we highly recommend you use one of the many **splash pages** – splash pages are specially designed mini-pages that convey a few bullet points quickly – essential on traffic exchanges because people only view your page for a few seconds.

(you can quickly navigate to the various types of promotional links using the quick jump icons)

Other Promotional Tools

Important: we know that ultimately you want to promote your money programs (or the programs you focus on). To do that you need traffic. Promoting Affiliate Funnel some of the time is how you gradually get more free traffic.

You can learn more about this principle at our sister site, **Hits Connect:**

Hits Connect.com

Promoting Your Business Opportunities

Of course to promote your business opportunities or main focus programs, you should promote your **Your Money Page** as described previously.

This page will do OK on traffic exchanges but the page isn't *optimized* for traffic exchanges.

You might want to consider safelists and mailers as a good way to drive traffic to your **Your Money Page –** use an email that makes people curious and interested as to what you have to offer and then they're more likely to look at your page.

Make sure your highest priority program is #1 or #2 on the page.

Ultimately how you promote is up to you – you will find Affiliate Funnel a great tool whichever part of your promoting you focus on.

If you use mailers, our sister site **Viral Mail Profits** is invaluable:

viralmailprofits.com

Make sure you track results too – again we recommend our sister site, **Hits Connect:**

Hits Connect.com

Promoting The Inbuilt Splash Funnels

Inbuilt funnels are a quick, easy and convenient way to promote 3rd party programs!

As well as links promoting your programs, Affiliate Funnel has pre-built funnels for promoting certain popular programs.

The great thing about these funnels is that everything is set up for you, including **end to end tracking!**

So for example, you choose to promote ViralMailProfits.

We give you a link that you can promote anywhere and all tracking is done for you – how many times your splash page has been shown, how many times the visitor clicked on the splash page **and** how many signups you got as a result!!

See the example below:

When you promote the link shown it's tracked automatically and you can see your performance for the last 7 days as well as for the lifetime of using the funnel.

What's even neater is that you can get more detailed stats, particularly where your traffic came from. This way you can see which advertising sources work best:

Lifetime & last 7 days stats by tag/domain

	Views	Clicks	signups	Clicks%	signups/views%	signups/clicks%
Lifetime	1075	6	2	0.56	0.19	33.33
eh4u	992	2	2	0.20	0.20	100.00
mytag	74	2	0	2.70	0.00	0.00
none	1	0	0	0.00	0.00	0.00
taggy	1	2	0	200.00	0.00	0.00
test1	7	0	0	0.00	0.00	0.00

Lifetime & last 7 days stats by date

Day	Views	Clicks	signups	Clicks%	signups/views%	signups/clicks%
Lifetime	1075	6	2	0.56	0.19	33.33
20130206	14	2	0	14.29	0.00	0.00
20130205	52	0	0	0.00	0.00	0.00
20130204	1	0	0	0.00	0.00	0.00
20130202	16	2	0	12.50	0.00	0.00
20130201	992	2	2	0.20	0.20	100.00

The top table is your stats broken down by traffic source (in this instance against **tag**, more on this shortly)

The bottom table shows the stats broken down for the last 7 days but with additional percentage figures for your convenience.

So for this example, we can see most of the traffic came from the eh4u (that is the link promoted was http://affiliatefunnel.com/f/1200/eh4u

How convenient is that!

Using Tags

The most reliable way to identify the source of the traffic is to use **tags.** A tag is simply an alphanumeric (letters and numbers only, no special characters or spaces) that means something to you to identify the source.

So if you promoted your ViralMailProfits funnel on Traffic-Splash, your link might look like:

http://affiliatefunnel.com/f/1200/tsplash

By changing the tag for each traffic exchange or other advertising resource, you can later view your signups and identify where most signups came from.

Auto-Domain Detection

If you omit the tag then the system will attempt to automatically determine the traffic source as in the example below:

Lifetime & last 7 days stats by tag/domain

	Views	Clicks	signups	Clicks%	signups/views%	signups/clicks%
Lifetime	41	12	1	29.27	2.44	8.33
mytag	12	12	1	100.00	8.33	8.33
no domain	17	0	0	0.00	0.00	0.00
none	5	0	0	0.00	0.00	0.00
www.affiliatefunnel.com	1	0	0	0.00	0.00	0.00
www.traffic-splash.com	1	0	0	0.00	0.00	0.00

Lifetime & last 7 days stats by date

Day	Views	Clicks	signups	Clicks%	signups/views%	signups/clicks%
Lifetime	41	12	1	29.27	2.44	8.33
20130207	24	0	0	0.00	0.00	0.00
20130206	17	12	1	70.59	5.88	8.33

This may be more convenient in some situations but there may be cases where a visitor's source can't be determined and they show under 'none' or 'no domain' (none usually means the visitor entered the URL directly in the address bar, no domain usually means the traffic came from somewhere but the visitor's browser has a privacy plugin or setting that prevents you seeing where they came from)

Funnel Rotator

The most amazing link is your funnel rotator link.

While you *can* promote funnels individually, you may find it a lot more convenient to just promote your **funnel rotator link.**

That way, you can promote all your funnels (including Affiliate Funnel itself) very easily. What's more, since you can easily activate and deactivate funnels, you can vary what you promote for any reason. Only activated funnels will rotate.

Note: free members can only have one funnel active at a time so the rotator may not seem very useful. Not so – it's easier to promote the funnel rotator link (which is always the same) and change which funnel is active, than to change what links you have in traffic exchanges or other places.

Activating your Funnels

Before you activate your funnels for the first time, you'll see something like this (ignore that this one has some stats associated with it):

Initially, you have no link for an un-activated funnel. Make sure your affiliate ID for that program is entered (it should already be there if you've already entered it in the downline builder) and then click Activate. The system will now create a unique link for you for Traffic-Splash.

If you deactivate the funnel, your link won't change, nor will any stats be lost – you can simply activate or de-activate any time.

If you realize you didn't enter your affiliate ID or that it's wrong, de-activate the funnel to see the box for entering your ID and activate it again.

Important: Although the system tries to retrieve your ID automatically from the downline builder before you first activate a funnel, updating your ID here DOES NOT update it in the downline builder.

Chapter

4

Learn More

There are other areas of Affiliate Funnel that you'll find useful.

For example, there is a lessons section – note we are planning a major overhaul to this section in 2019.

We also run weekly seminars on a Saturday at 12 Noon EST – these can be invaluable. Not only do you get to learn from us and our guest speakers, you get to meet other like-minded individuals and learn from their experiences too.

You'll get out of them what you put in – while the seminars are recorded and available any time later, you can't beat actually attending them and putting faces to names.

Another useful function is the ability to mail your referrals. Send your new referrals a welcome message and extend an offer to help to them; a small gesture can go a long way to ensuring they continue to actually use Affiliate Funnel, benefitting them and you!

There's also an FAQ and a forum, both of which can be valuable resources.

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