

Fildane's Lifestyle
FINANCIAL FREEDOM
Through *E* BUSINESS

THE PROVEN 5-STEPS
6-FIGURE
AFFILIATE
MARKETING
Blueprint

**Your Ultimate Guide To Your Own
6-Figure Money Making Machine
Without Any Coding & Sales Experience.**



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Introduction

Do you want to become an online entrepreneur and **make money in the world of profitable blogging?** Are you excited to become one of those 6-figure bloggers that you've heard so much about?

Then, welcome to the ultimate blogger's **blueprint for affiliate marketing!**

In this blueprint, I'm going to show you **exactly** what it takes to become a one of those whose have cultivated and built a following of regular buyers through a network of highly-target blogs.

Everyone has a dream scenario in life. When you first start building up a blog you might an imagination of how much you can earn or you might not. After a few months though, most people start to wonder why they're doing it.

Affiliate marketing can give you the money you need to fuel your passion and keep blogging.

Some people even make a full-time living blogging and promoting products with affiliate marketing. You can even build up a **passive income** with affiliate marketing (no matter what many people say) but I will say, it isn't something that will make you rich overnight. It does require that you put the work in.

This isn't a get rich quick scheme, it's a real business.

Making money with carefully crafted niche blogs isn't all that difficult to do. In fact, if you are looking for a fast and easy way to set up shop so that you can start to make money online without a great investment, blogging is the way to go.

Creating high-quality blogs in your niche or industry that generate traffic and provide valuable content and information to your market is also one of the most effective methods of building a presence of authority and establishing yourself within your industry so incredible profit margins aside; blogging puts you in a great position within your market.

I bet you might be confused and overwhelmed by all the information available about SEO, blogging advice, email marketing and more. And sure, affiliate marketing is something that you can add to that pile but that is why I wrote this blueprint. Its job is to demystify the how part of monetizing your blog with affiliate marketing.

It's the blueprint I wish I had back when I started.

And guess what? The best part about this blueprint is the strategy that is also exceptionally easy to do and is **VERY** cost effective. It doesn't cost a lot of money to set up a blog. In fact, the majority of work will involve your time – not your dollars.

So, are you ready to start learning about affiliate marketing and how to implement it in your blog?

So, without further delay – let's jump right in!

Good luck & God bless,

Che Daugaard

Entrepreneur, Investor & RN

Founder of www.fildane.com

What is Affiliate Marketing?

Affiliate Marketing is the modern business today. Anyone can do it and earn money with the proper knowledge and skills. But what is affiliate marketing and how does it work?

Affiliate marketing is a type of business in which a company rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts. It is, therefore, a performance-based marketing, which means that your income will be based on your performance's result.

Four Core Players of Affiliate Marketing Industry

1. **The Merchant** which is also known as retailer, brand or advertiser.
2. **The Network** which takes care of all the affiliate offers and payments.
3. **The Publisher** which also known and refers to the affiliate.
4. **The Customer** which is the ender user of the product or services.

The affiliate marketing industry has evolved in complexity, which has resulted in the creation and emergence of a secondary tier of the core players, such as affiliate management agencies, specialized third party vendors and super-affiliates.

Affiliate marketing coincides partially with other Internet marketing methods because affiliates normally use regular advertising methods – such as SEO (Organic search engine optimization), paid search engine marketing (Pay Per Click = PPC), content marketing, e-mail marketing, and display advertising, as well as publishing products/services reviews.

Short History

Affiliate marketing on the internet originated from the concept of **Revenue Sharing** – Paying Commission for referral business. In November 1994, almost 4 years after the birth of the World Wide Web, the principle of revenue share principles was converted to mainstream **e-commerce**.

The concept of online affiliate marketing was practiced and patented by William J. Tobin through PC Flowers and Gifts, launched on the Prodigy Network in 1989, wherein the estimated sales generated in 1993 boomed in excess of \$6 million per year. In 1994, Tobin in cooperation with IBM launched the commercial version of the website generating 2,600 online affiliate marketing partners.

3 Main Compensation Methods

1. The Predominant Methods

8% of the affiliate marketing programs today utilize the **Revenue-Sharing or Pay-Per-Sale (PPS)** method.

19% of the affiliate programs apply the method of **Cost-Per-Action (CPA)**.

And the rest (73%) programs use the other methods: Cost-Per-Click (CPC) or Cost-Per-mille (CPM, cost per estimated 1000views).

2. The Diminished Methods

Today, there are only less than 1% of the traditional affiliate marketing business programs which are using the Cost-Per-Click and Cost-Per-Mille methods because these methods require strictly and heavily in paid search and display advertising.

Cost-Per-Mille requires only to make advertisement visible on the publisher's website by displaying it on the visitors' page in order to earn a commission. On the other hand, the Pay-Per-Click (PPC) method requires one more step in the conversion process to earn profit or revenue for the publisher.

However, these methods are diminished due to the click fraud in e-commerce and online advertising today.

3. The Performance/Affiliate Marketing Methods

As mentioned earlier, Affiliate marketing is a performance-based marketing. This works exactly the same as on how sales associates/employees' compensations – such as commission per sale and per quota, wherein sales employees get paid incentives for meeting or exceeding the target number of sales or the targeted objectives.

However, the affiliates are not directly employed by the merchant/advertiser but the compensation methods are basically similar to the compensation applied for the sales employees in the merchant's internal sales department.

Affiliate marketers are often referred to as an extended sales force of a business.

The Truth About Blogging

Here's the truth about 6-figure blogging: While blogging **can eventually** be automated, you shouldn't expect income to be passive from the get-go. You'll have to work at it, especially when you are launching your blog and building a platform that you want to be recognized in your market niche.

Starting an online affiliate business requires a lot of time especially in the beginning. When I started blogging I was spending 30-50 hours a week creating contents, converting visitors into email subscribers, and selling products and services (none of which I created myself – I focused entirely on affiliate marketing. More on that later).

While I eventually outsourced most of my content to skilled writers, I still spend time evaluating advertising options, reviewing products that I can promote, building my mailing list and creating ad campaigns to boost traffic and keep my blogs in the forefront.

While you can delegate many tasks to a team, such as content creation and even marketing, you will want to be directly involved in the **initial building phase**. After all, this is your brand. You need to make sure every piece of content has your voice, carries your message and represents your business in the best possible way.

No one will ever be as careful and professional with building your blog as you will be, right? So, dig your heels in and commit to spending the first few months building your blog from the ground floor up. Then, and only then, you should begin to create a team that will help you manage your blog and

expand into other avenues with other niche-based blogs eventually if you choose to do that.

Again, there is no way that blogging is a hands-free method of making money during the **INITIAL stages**. You must be prepared to put in some time and effort if you truly want to succeed.

But the great news? Your hard work **will pay off. Trust me.**

How Does Affiliate Marketing Work?

To illustrate the mechanism on how affiliate marketing works simply, I choose this image below:



Anyone can start an online affiliate business and earn 6-figure passive income if done right.

1. **Customer:** There are billions of people around the world who are online every day. The process starts when a customer begins to search for a product online. This can be about mobile phone, dog food, guitar models etc.
2. **Your Site:** You create a niche content of any interest, i.e. guitar review. And once a customer bought a guitar through your affiliate link. You earn a profit.
3. **Affiliate Programs:** There are around 5.5 million products you can promote to your website – eBay, Amazon, Walmart etc.
4. **You Make Money:** This doesn't need an explanation.

Sounds very easy enough, right? IT IS. But it will take time.

THE 5-STEPS BLUEPRINT

Now, let's dig in a little bit deeper so you can better understand how it works and how you can get started step by step.

Step 1: CREATE YOUR BLOG

Your Niche

When starting your blog, you need to choose your interest. This interest will be the topic that your website is going to be about. In a more online professional term, it's called a **"niche"**.

For example, if you love digital gadgets like Smartphones, then smartphones can be your niche. I'm sure there are a lot of people who are also avid fans of the newest smartphones and they spend a lot of money buying smartphones and accessories online.

Now, remember to choose a narrow niche in order to see faster results. For example, you'll definitely not likely to choose "the newest gadgets/technology" as a niche because you will end up right everything about technological advancements.

Another thing is that when you choose a niche, choose a niche that can help people. How you can solve their problems just like for example weight loss as one of the popular niches. So, your first step here is to choose a topic of your interest that can HELP others.

Your Domain And Steady Hosting

Choose a memorable domain that is targeted to your market and that you set a professional hosting account that houses your blog. Your blog's files and a database will reside at a company called a web host.

Web hosting companies provide space on their servers for people to rent for a small monthly cost.

You might have heard about free web hosts like WordPress.com, Wix or Blogger and it might sound like a good place to start but these free platforms often have restrictions about the types of advertising you can sometimes they also place ads on your blog to recoup some revenue from the visitors landing on your site.

Ideally, you should fork out for some cheap shared hosting. This is where you share space on a server with other users.

Shared hosting suitable for affiliate marketing should cost no more than \$60-120USD a year (\$5-10 a month). This cost can often be recouped with one or two affiliate sales.

Build Your Website

Don't be scared by the phrase "build your own website"!

Regardless of your age or experience level, building a website is like opening up a Facebook account and editing a Word Document. It is that easy!

You don't need to know a single line of code because there are platforms available for you to build your website in just a few clicks and your website will be up in a couple of minutes.

In fact, building a website is actually one of the low-level tasks today because websites are so common and easy-to-build.

Money is in the higher-level tasks like marketing and sales. These are more difficult that's why money is there. But don't worry, follow my guidance and you won't go wrong.

Step 2: CREATING CONTENT FOR YOUR BLOG

The type of content you create will depend on your target audience and your niche, but every piece of content should always be informative and the juiciest, most relevant topic you can come up with.

Your content will be what drives in traffic and keeps visitors returning to your blog. It needs to establish your blog as an informative source of content in your market so make sure you spend extra time crafting compelling content (or outsource to experienced writers who know your market inside and out).

Insider Tip: An easy way to provide extra value on your website is by using a plugin like www.PostGopher.com that will turn your article content into PDF files that your visitors can save to their computers. This lets them read it at a later time, keeping their attention and increasing your chances that they will digest your content.

Step 3: BUILD AND CONVERT CUSTOMERS

You need to always be working towards building your list. This is a process you can set up on autopilot by using on-site opt-in forms that capture visitor's information and add them to your mailing list. Plugins like www.OptinMonster.com make it easy to add visitors to your mailing lists.

Offer an incentive to those who join your lists such as providing them with a special report not available anywhere else on your blog, or special offers and discounts on products and services. Always over-deliver and start off easy. Don't inundate your subscribers with paid offers right away – build

rapport with them first and let them know you are looking out for their best interests.

Then, set up autoresponder campaigns that will broadcast different valuable offers and freebies to your subscribers over time. Set up an introduction/welcome email to your subscribers as soon as they join your list.

Then, 2-3 days later, have another automated email go out that offers a free special report on your niche. Then, a week later, begin to condition them to open your emails because they know they'll receive value by doing so. Another free offer, a special discount code or a special infographic based on what your visitors are most interested in.

It's not until 7-12 days later before you begin to actively sell and do so as passively as possible. Rather than bold, in-your-face offers, work WITH them by providing valuable resources or tools that you believe will help them or improve their lives in some ways.

When subscribers feel that you are a friend who is looking out for them, rather than a marketer whose only interest is in making money, they will respond accordingly. So, don't be a pushy email marketer – be a professional blogger with a pulse on your market and one who is willing to go the distance for your visitor's (and potential customers).

Earn their trust and respect.

And finally, sell products and services like no one's business! This is when you'll start to make money with your blog and as you do, you'll see what your visitors are responding to, so you can fine-tune your system and begin to tailor both your email campaigns and the content on your blog, around what they are most interested in.

Which brings us to the main meat of this report: **HOW to make money.**

What products or services should you sell? How can you turn free content into profit? How can you use your blog as a lead generation tool that will make money steadily?

I'll show you how in the next step.

Step 4: BECOME A TOP MONEYMAKER

One of the most important aspects to building a profitable blog is deciding what form of monetization will work best for your market.

There are many different options available to you so figuring out which one to start with (and ultimately, gauging what format your visitors are more likely to respond to) is quite often the trickiest part in the process.

So, let's break it down for you so that you can create a surefire system that will have you earning money in no time at all while avoiding the under-performing options that so many people fall victim to.

DEFINE YOUR OBJECTIVE:

You may start a blog simply because you're interested in writing content for your niche market. Perhaps you have a lot of information to share and you enjoy helping others. Great! But, you still need to define your blog's objective.

Is your blog designed around attracting visitors with useful free content that you can then turn into a lead?

Are you planning to use your blog to provide a free offer in exchange for an email address to build targeted mailing lists?

If so, then your blog is a **lead generation mechanism** and that is your objective.

The point of creating a blog isn't just to make money by directly selling products and services, either with your own offers or via affiliate marketing offers. Your blog should also be a lead generation tool, a way to tap into your market and build authority in your niche.

So, how should you begin to monetize your blog?

AFFILIATE MARKETING!

Even if you have a product or service of your own, if you are new to your niche and aren't established as a product developer, you should begin by creating compelling content for your blog and monetizing that content with established products and services from business owners that offer affiliate marketing options.

You can then siphon credibility from these established professionals, and better yet, you can let them do most of the work!

With affiliate marketing, you aren't stuck in support desks wading through emails from customers who need help.

You aren't working on graphic designers, promotional material and media kits in order to provide tools for promoters to use.

You aren't working on updating products, chasing down and repairing issues or bugs in your software.

As an affiliate, you have one job to do: **Sell the product and make money!**

Affiliate marketing is hands down, the smartest strategy.

Need more convincing?

Affiliate marketers can set up profitable blogs faster than anyone else because you are not spending months investing time and money creating products. You can choose from hundreds of high-yielding products and feature them on your blog with a few clicks.

Affiliate marketers can generate an income that is almost purely passive. You aren't involved in support, development or updates leaving you free to create content, build your email lists and evaluate products from developers that will make you the most money possible.

And affiliate marketing can also introduce you to hot selling products, giving you ideas for your OWN product later on down the road once your blog is established and you're generating steady traffic! You'll know exactly what kind of products sell without having to extensively test your own products, minimizing the risk of failure.

A WIN-WIN SITUATION.

The only exception to this rule is if you are a service provider. If you make money offering consulting, selling real estate or any other type of service,

you will want to start offering those services on your blog from the beginning. But if you are not a service provider, affiliate marketing is the ONE monetization strategy you should focus on.

Not Google Adwords, not paid advertising, and not product development – at least not in the initial stages. Affiliate marketing is where it's at.

Step 5: ART OF SELLING HIGH & EARNING HIGHER

If you're thinking, "*What kind of affiliate products should I sell?*", we're on the same page. That is the **only thing** you should be concerned about when choosing how to monetize your blog.

The key to success is **not** to go after cheap markets. Don't make the mistake of thinking that it's better to sell a \$10 product because more people will likely buy it. It's neither true nor logical. In fact, you'll make things harder on you and you'll have to work that much more to generate a decent income every month.

Instead, do what the pro bloggers do: start with higher-end affiliate products (\$80 and up) and work your way down. Not only will you make more money, you won't have to sell nearly as many copies in order to do so!

The only way a lower front-end product works is if you have a solid backend of higher priced products. In publishing, authors call this first product (book 1 in their series), a lost leader. You are basically selling at a price point low enough to qualify buyers (instead of freebie seekers) while enticing them into

buying your backend products that are higher priced. That's where you make your money.

In affiliate marketing, the only way that selling a low-priced front-end offer makes sense if you have a series of high-priced back-end offers up for grabs. When just starting out in blogging (and in affiliate marketing), it's much easier to go for gold and promote higher priced offers on your front end while you cut your teeth on the process.

In addition, as you promote affiliate offers and build up your email lists you'll be able to easily launch your own product later on at a higher price because you've cultivated groups of subscribers that are comfortable paying higher prices!

And remember, the one metric above all others is the number in your mailing list. Don't worry about RSS feed subscribers – that is no longer worth considering – just focus on building your newsletters because that will be the true predictor of how much money your blog will make.

Finding The Best Affiliate Programs For Your Website

There are 3 ways to find affiliate programs for your website.

1. Through affiliate program directories.
2. Through large networks with a huge platform for thousands of advertisers.
3. Through targeted website itself, which offers a direct affiliate program – you can normally see a link titled “affiliate program” or “referral program” normally placed in the website footer or the “About” section.

The following sites are a great place to start hunting for relevant products for your niche that offer a good commission.

1. Amazon

The logo for Amazon.com, featuring the word "amazon.com" in a bold, black, sans-serif font. A yellow curved arrow starts under the letter 'a' and points to the right, ending under the letter 'z'.

Everyone has heard of Amazon, the store that sells everything, but would you be surprised to know that they started off as a book-selling website?

Now, they sell over 480 million different products in the USA alone.

That's an extraordinarily large catalog of products for you to choose to promote as an affiliate! It's no wonder that its Amazon Associates Program is one of the most popular affiliate programs on the web.

2. ClickBank



ClickBank's affiliate program has an impressive count of 500,000 members worldwide. That should be enough to convince you that they are a prime choice for affiliate marketing.

Their most popular affiliate products are digital and information products like e-books and software.

3. Commission Junction:



Commission Junction (CJ) works with twice as many Internet Retailer 500 companies as their competitors, so their publishers have access to the top brands and offer under one account, in one network.

4. eBay



eBay is one of the first online stores that really exploded. With over 162 million active shoppers and about 5 million merchants, it's a one-stop shop for great and rare products you can't find anywhere else!

Their affiliate program is also open to 13 countries across the globe, making it more friendly to sellers outside of the US.

5. ShareASale



This is a business that caters to multiple products from different

categories. They do charge a sign-up fee and charges per sale. As of this writing, ShareASale has around 2,500 different merchants in its affiliate network. Businesses of all types and sizes can be found here.

6. Rakuten



Formerly known as LinkShare, Rakuten is also a one-stop destination for profitable affiliate products. It's one of the oldest affiliate networks but they still have plenty of promoters (publishers).

Not Sure What to Write About Your Niche?

Research the top 10 blogs in your niche market. Look at what they are writing about, what kinds of headlines and titles they are using. Which articles receive the highest number of likes and comments?

Write down everything you find, creating a swipe file of information that will help you create the kind of content those in your market are most interested in.

Take your time with this! If you aren't sure what kind of content your visitors want most, you really need to spend some time researching before you begin. It doesn't take long. Spend an hour or two scanning popular blogs and you'll quickly have a list of possible ideas.

Remember, all you really need to start blogging is 2-3 high-quality articles. Or, flip the script and offer your visitors a combination of content types including Infographics, articles, or a video. And always set up your mailing list opt-in box before you start driving traffic to your blog.

CONCLUSION

We've reached the end of this guide... *sad face*

But don't worry – this is where your journey begins!

Here are your NEXT STEPS and the best FREE tools for your kickstart:



1. Pick and research your niche

Remember that it is possible to make any niche profitable. However, you should narrow your niche. I personally use www.jaaxy.com as my keywords tool. It is not just a keywords tool, but it is also the perfect and the **best tool for niche research and refinement**. You can start to use it FREE for the first 30 research.



2. Create a domain, build your website with a shared hosting platform.

There are plenty to choose from, but the common favorites are Bluehost, HostGator, SiteGround, and GoDaddy. Rule of thumb: it shouldn't cost more than \$60 USD a year.

And as promised, here is a **FREE tool** for you to build a beautiful website with free subdomains and free reliable hosting. This is where I also started back then: www.siterubix.com.



3. **Create a content plan and become a top money maker**

A good content strategy is the key that will unlock the gates to massive affiliate earnings. Plan it accordingly. Approach it with some strategy, adjust, tweak and repeat and you will find success.

Let's make a recap for this because this how you can earn the 6-figure for blogging:

Recap:

- Create 2-5 pieces of killer content in the form of articles, Infographics or videos.
- Invest in a mailing list service and set up your introduction/welcome email. No selling in the first 2-3 emails.
- Offer them ONE free thing: a report, a free download, or something else that'll appeal to your market.
- Integrate 1-3 affiliate products into your blog content and into your mailing list newsletters.
- When you can afford to, purchase a mailing list opt-in plugin that will capture leads. But honestly, you can go without this just by incorporating your mailing list sign up code into your blog itself.

- Evaluate affiliate products regularly from within the affiliate networks. Keep a pulse on your market, constantly visiting established blogs in your niche in order to stay up to date with the type of content that is getting a lot of attention as well as the kind of products that are selling.
- Generate traffic! Engage potential visitors through social media, create ad campaigns with Google Content Display network, utilize forums and communities within your niche to introduce your blog and maximize exposure.
- To maintain a positive relationship with readers you must make sure your content offers value while naturally leading your audience to a product recommendation. Force feeding affiliate offers down people's throat does not work.

4. **Join an Affiliate Community & Online Entrepreneur Certification**

Regardless of your online marketing experience, it's important to have a place where you can always come home to when you need help or some sort of guidance. For this, I personally invite you to join the number 1 affiliate community. Think of this community as your hub to direct you where you need to go. As promised, it is **FREE to get started**.

Surround Yourself with Successful People.

When you mingle with successful people and you interact with those that are highly successful, it is proven to increase your success drastically.

There are 1,000's of people succeeding every day within Wealthy Affiliate and there is no better place to network and surround yourself with people that can improve your mindset, motivate you, and help you create a new, more successful, you.



2.8 Billion BUYERS Online

Build Lucrative Businesses from Scratch.

No experience necessary. No technical knowledge necessary. We take the approach at Wealthy Affiliate where we assume that anyone can create a phenomenally successful and long-term business from scratch.

We understand how an online business is created and **we are going to help you** create one.

From here you can start your proper online entrepreneur certification from www.wealthyaffiliate.com that can ensure your online success.

It is a well-structured education platform. You can see the curriculum and activities overview below:

The screenshot displays a user interface for an online education platform. On the left is a vertical sidebar with five navigation buttons: 'Online Entrepreneur Certification' (blue header), 'Affiliate Bootcamp', 'My Training Activity', 'Training HQ →', and 'Classrooms →'. The main content area features a 'Best for Getting Started' badge and the title 'Online Entrepreneur Certification' with '5 courses 50 lessons'. A descriptive paragraph states: 'The Online Entrepreneur Certification (OEC) training is a 5 phase (50 lesson) series of courses walking you through the process of creating and growing a business within absolutely ANY niche that you want.' Below this are six course cards, each with an icon, title, level, star rating, task progress, and a 'View Course' button. All courses are marked as 100% complete.

Course Title	Level	Rating	Task Progress	Completion Status
Getting Started	Level 1	★★★★★	Task 28 / 28	100% Complete
Building Your Own Traffic Producing Website	Level 2	★★★★★	Task 36 / 36	100% Complete
Making Money!	Level 3	★★★★★	Task 28 / 28	100% Complete
Mastering Social Engagement	Level 4	★★★★★	Task 39 / 39	100% Complete
Achieving Maximum Success Through Content Creation	Level 5	★★★★★	Task 36 / 36	100% Complete

And that's it...

You are now ready to rock the affiliate marketing world.

I hope this guide has given you a clearer picture of what affiliate marketing is, how it can generate a 6-figure passive online earning, and the blueprint you can use to start you off on the right foot.

This ultimate guide was brought to you by:



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