

Special Report



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“The Myth of the Lazy Affiliate Marketer...”

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You've all read it over, and over, and over again in sales letters. Promises beyond your wildest dreams of instant riches with affiliate marketing ... and *all on autopilot*.

These letters paint a picture that you will be in Maui sipping out of a coconut while thousands of dollars each month are directly deposited into your bank account.

Bullshit!

This is the myth of the lazy affiliate. The lazy affiliate believes that once he/she gets the wheels turning, they are on their way to an early retirement.

Honestly, affiliate marketing takes a lot of blood, sweat and tears in the beginning. The learning curve to PPC Affiliate Marketing is steep. Most people don't stick it out long enough to reach the tipping point. Kind of sad, seeing as though many of these people are SO close to reaching it.

Let's face it, as markets on *Google Adwords* become more and more competitive, with the cost-per-click rising every year, **the idea that you can "set it and forget it" and make piles of money on autopilot with PPC is ridiculous.**

The day of throwing a bunch of keywords into a campaign, setting your CPC at 0.05 and instantly making a 100% return on your investment is long gone.

Sounds pretty gloomy, huh? When I was a newbie affiliate, like many other affiliates, I was super-excited once I got a campaign running and profitable. I had finally reached the point where I was consistently finding winners!

However, after a few months, my profitable campaigns kept dieing out (**I had this happen to me in at least five different profitable markets**).

I KNEW there was a piece of the puzzle that I was missing. I then realized my mistake was rushing to launch new campaigns, without first building up my profitable campaigns. And that is why I changed my ways.



Before, I was thinking like a "lazy affiliate". I was totally focused on quickly getting as many profitable campaigns up as possible so I could make some quick money.

I may as well have been selling wristwatches off the street corner in Boston, because I was NOT treating my affiliate marketing efforts as a REAL business.

I said to myself: “Okay, I know there’s a better way to make this work”. There are super affiliates who are making a fortune. “What are they doing that I’m not?”

So, I changed the way I thought about, and conducted my affiliate business in a way that totally transformed my business and my life.

- I totally changed my focus toward building campaigns that generated **long-term sustainable profits**. I wanted to *lock in* the profits for one campaign before I moved into another market.
- **I started writing out income goals for my business**, what I wanted to make in three months, six months and a year. I put them up in the wall, somewhere I could see them everyday. Do you have goals for your affiliate business?
- I decided to stop wasting money on e-books that did not help me improve my PPC Affiliate Marketing efforts. **I decide to focus on ONE thing and get REALLY good at it**. In business, they call this a core competency.
- I hired a writer to write the content for my website and a web designer to give it that extra touch. **Once I had a good team in place, my business profits skyrocketed to seven figures!**
- **I got a separate credit card for my business expenses, opened up a separate business account with my bank, and incorporated my business as an LLC**. If you have not done this, I would suggest doing it right away, even if you’re just starting.





- Here's a big one: **I got an appointment calendar, setup a daily & weekly to-do list, to which I strictly adhere.** You've got to treat this business like a part-time job (or a full-time job if you're doing it full time). If you were working for a company (as an affiliate, let's just say), would your boss give you a big raise and promotion based on how much effort you put into your affiliate marketing business everyday, or would he fire you?

So ask yourself if you are treating your business like a wristwatch salesman on the street corner or like the CEO of a multi-million dollar Internet business?

On the upside, once you've worked hard and have several solid campaigns going (ones that are PROPERLY set up for long-term profitability), you can choose to go into maintenance mode and cut back your workload.