

GIANT EVERGREEN COMMISSIONS

by Erica Stone



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Contents

Legal Disclaimer	2
Introduction	5
Important ShareASale Facts.....	6
Choose Your Niche.....	7
Build Your Website.....	10
Join ShareASale	11
Don't Yet Have a ShareASale Account	12
Already Have a ShareASale Account.....	16
Merchants and Products	18
Names You Know and Those You Don't.....	19
Merchant Data.....	20
Searches – The Secret to Success.....	24
Search Tip #1 – Favorites/ShareASale Baskets.....	32
Search Tip #2 - Single vs. Plural.....	36
Search Tip #3 – Clear Your Filters.....	37
Search Tip #4 - Related Names or Characters	38
Analyzing Merchants	40
Applying to Merchants	41
Join Program Button.....	42
What to do if You're Denied.....	44
ShareASale Affiliate and Image Links	45
Get the ShareASale Affiliate Link	45
Get the ShareASale Product Image URL.....	48
Create a Buy Button for Your Site	49
Content Strategy	51
Single Product Post	52
Ideas Post.....	60
Finding the Keyword.....	60
Creating the Post	62
X Finds Under \$X Post	63

Finding the Topic	63
Creating the Post	63
Get-the-Look Post.....	64
Come Up with the Topic	65
Create the Post.....	66
Wrapping Up	68
More Erica Stone Strategies	69
Support.....	70

Introduction



My name is Erica Stone and I am a full time internet marketer.

I quit my corporate job in 2010.

It's an event I celebrate as if it were my birthday because leaving the corporate world to work for myself has been incredibly life-changing.

I know how hard it can be to get started making an income online. What worked best for me at the beginning was to work a strategy that was very simple until I knew that strategy so well that I could then grow it and apply it in other ways.

I started out as an affiliate for Amazon but it wasn't long before I was drawn to other affiliate networks – networks that paid higher commissions.

That's what this book is about. I'm going to walk you through how to earn money as an affiliate marketer **using the ShareASale affiliate network.**

Amazon is known as one of the easiest affiliate programs to promote but that doesn't have to be the case. With the right information you, too, can promote affiliate networks that pay much higher commissions than Amazon.

Let's get started!

Important ShareASale Facts

It's important to understand that ShareASale is different from Amazon in several ways.

First, ShareASale is an affiliate program *manager* – a marketplace that brings merchants and affiliates together. Merchants who want affiliates but don't want to manage every detail of their affiliate program themselves join an affiliate management program like ShareASale and use the tools provided by the management company to handle their affiliates.

Simply joining ShareASale does not mean you can promote all the merchants that belong to the networks. Joining ShareASale is only the first step. Once you join ShareASale you then have to apply to each of the merchants inside of ShareASale that you want to promote.

Second, ShareASale has merchants who use a variety of compensation programs. Merchants may pay a commission percentage per sale made by an affiliate, may pay a flat rate for each sale made by an affiliate or may even pay for a lead that didn't result in a sale but could lead to a sale in the future.

Third, some ShareASale merchants sell services instead of physical or digital products.

Fourth, more affiliate marketers in the US are impacted by what's popularly referred to as "the Amazon tax" issue when it comes to promoting merchants on ShareASale than they are with Amazon. If you live in a state that has such a tax you might find that you can't get approved to promote all merchants in ShareASale. Instead, you'll only get approved for merchants who collect sales tax or have a physical presence in your state.

Choose Your Niche

A “niche” is the topic of your website. Your website might be about home décor and, if so, “home décor” would be your niche.

There’s a wide variety of products and services being sold by the merchants in the ShareASale network so there are many niches where this strategy will work.

Here’s a list to get you started – choose the one that interests you the most. If you already own a website in one of these niches you could use that existing website for this strategy.

LIST OF NICHE IDEAS

Arts

Baking

Barbecue

Blogging

Business

Camping

Cats

Christmas

Clothing

Cooking

Crafts

Dogs

Education

Electronics
Fashion
Fitness
Gardening
Halloween
Hiking
Home décor
Jewelry
Kitchen items
Landscaping
Music
Photography
Religion
Sewing
Sports
Technology
Toys
Travel
Woodworking

Your niche could be something narrower – a sub-category of any of the above niches. For example, you might focus on only home décor for

bedrooms or only one kind of craft, such as quilting, instead of all kinds of crafts.

The most important thing to consider is how interested YOU are in the niche. If you're personally interested in a niche then it will be easier to continue working with your site long into the future.

Step #1 - Choose your niche

Build Your Website

ShareASale requires that you have your own domain and website and will require the URL for your website in their application. You can't use free blogging platforms.

If you don't already have a website I've included a separate PDF that will walk you through every step of creating one. The instructions are so thorough that you should be able to follow them even if you've never built a website before.

Refer to the PDF called **Niche and Website Set Up Guide** that came with this book and follow the steps in that PDF to build your website.

Step #2 – Build your website

Join ShareASale

Getting a ShareASale account is not difficult but it's not quite as easy as Amazon. While Amazon approves everyone who applies and then gives you a certain number of months to make your first 3 sales, ShareASale may review your website in advance.

While I've seen plenty of applications approved when there was no content on the site, there have also been occasions when an applicant has been denied.

If that's the case, there are two things to try:

1. Call ShareASale and ask them to reconsider. Explain that you are new but that you're following a very sound content strategy. Sometimes a phone call alone will get ShareASale to change their decision.
2. Add 5 posts to your site that don't have any affiliate links in them and then reapply (*or call ShareASale*). The 5 posts could be about anything helpful related to your niche. You could write a Welcome post for your site, write a post about why you're interested in the niche, write two posts explaining how to do something related to your niche, and write a post about recent news related to your niche if you need ideas for these 5 posts.

Whether you already have a ShareASale account yet or not, you should read through their agreement here before going any further:

<https://www.shareasale.com/agreement.cfm>

This part is particularly important to understand:

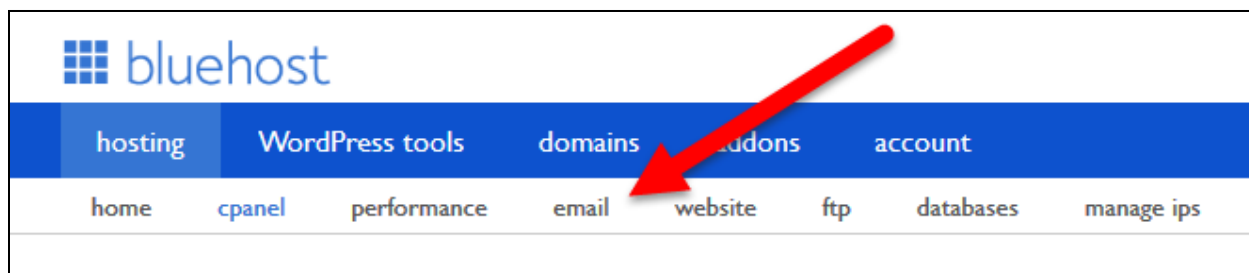
At Shareasale.com, there are two levels of membership: Full and Limited. **All affiliates begin at the Limited level, and can participate only in pay-per-lead and pay-per-sale programs.** Your status will be changed to "Full" at the time of your first payment sent to you. You must also be participating as a top-level domain name, i.e., **no generic free website services allowed**. Only Full members can participate in pay-per-click programs.

At this point, your website should be up and running.

Don't Yet Have a ShareASale Account

If you don't yet have a ShareASale account follow the steps below to create one.

1. Create an email address for your site (*your ShareASale account may be processed more quickly if you use an email associated with your website instead of using Gmail, Yahoo or another kind of free email address*):
 - a. Log into your hosting account (*I use **Bluehost** and that is my affiliate link for them – if you click that link and sign up I receive a commission*) so the examples below show Bluehost but you would have a similar option in any other hosting company you might use
 - b. Find and click on the **Email** tab or icon in your hosting company dashboard (*not every hosting account dashboard looks the same so yours might be at the top or you might need to scroll down to find this option*):



- c. Follow the steps on your screen to create an email account for your chosen website
 - d. Somewhere on that screen should be a link to help you **"configure email"** or **"configure email client"** or **"configure client"**. Click that link and you should see information about ports and servers that you need in order to configure your email client (*the application you use to receive and send email – Gmail, Windows Live, Outlook, etc.*) so that you can send and receive email to and from your new email address. You may need to Google instructions for configuring your particular email client to add that new email address.
 - e. Test out your new email address by sending an email FROM that new address to one of your other email addresses to make sure outgoing email is working

- f. Test sending an email from another of your email addresses TO your new email address to make sure incoming mail is working
2. Go to [ShareASale](#) (that is also my affiliate link and if you sign up with ShareASale as a new affiliate I may receive a commission)
3. Click the Affiliate Sign Up link:



4. Choose a user name, choose a password, confirm your password and use the drop down box to select your country of residence:

 The image shows the 'AFFILIATE SIGNUP PROGRESS BAR' with five steps. Step 1 is highlighted in yellow. Below the progress bar is a text box explaining the 5-step process. To the right of the progress bar are four icons representing benefits: NO-SOFTWARE POLICY, ON-TIME PAYMENTS, 3,900+ MERCHANTS, and RESPONSIVE SUPPORT. Below the progress bar are two buttons: 'WHOOPS! I'M A MERCHANT' and 'WAIT! I HAVE AN AFFILIATE ACCOUNT'. To the right of the buttons are four numbered steps for the signup process: 1. CREATE YOUR USERNAME: (text input), 2. CREATE YOUR PASSWORD: (text input), 3. CONFIRM PASSWORD: (text input), and 4. WHAT COUNTRY DO YOU LIVE IN? (dropdown menu). A 'MOVE ON TO STEP 2' button is at the bottom right.

5. Click the link to "MOVE ON TO STEP 2"
6. Enter your website URL:

PRIMARY AFFILIATE WEBSITE

- PRIMARY WEBSITE ASSOCIATED WITH ACCOUNT
- OTHER WEBSITES MAY BE ADDED TO THE ACCOUNT LATER
- THIS WEBSITE WILL BE VISIBLE TO MERCHANTS WHEN APPLYING TO THEIR PROGRAMS
- THIS WEBSITE WILL BE USED TO VERIFY INFORMATION YOU ENTER.

IMPORTANT: YOU MUST HAVE AND OPERATE AT LEAST ONE WEBSITE IN ORDER TO CREATE AN AFFILIATE ACCOUNT AT SHAREASALE.COM. IF YOU PLAN ON DOING MOST OF YOUR ADVERTISING AND PROMOTION USING PAY PER CLICK, GOOGLE ADSENSE, ADVERTURE, ETC..., YOU STILL MUST HAVE A WEBSITE THAT IDENTIFIES YOUR BUSINESS.

HTTP://

7. Be truthful answering the questions on the bottom of this screen but the following are most likely to get you approved (*ShareASale's agreement actually says your website should be in English and if you don't know what the other questions are asking then you are probably not doing those things anyway so it's safe to say "no"*):

YOUR WEBSITE IS WRITTEN IN WHAT LANGUAGE?

English

DOES YOUR WEBSITE CONTAIN ADULT CONTENT OR LINK TO SITES THAT CONTAIN ADULT CONTENT?

☐ YES ☒ NO

DO YOU UTILIZE SPONSORED LISTINGS IN PAY PER CLICK SEARCH ENGINES AS PART OF YOUR PROMOTIONAL STRATEGY? YES ☐ NO ☒

DO YOU UTILIZE COUPONS AS PART OF YOUR PROMOTIONAL STRATEGY? YES ☐ NO ☒

DO YOU UTILIZE A BROWSER "ADD ON", TOOLBAR, OR OTHER DOWNLOADABLE APPLICATION AS PART OF YOUR PROMOTIONAL STRATEGY? YES ☐ NO ☒

ARE YOU AN ADVERTISING NETWORK OR AFFILIATE NETWORK? YES ☐ NO ☒

DO YOU HAVE A NETWORK OF PUBLISHERS TO WHICH YOU DELIVER ADS? YES ☐ NO ☒

DO YOU DISPLAY ADVERTISEMENTS ON SITES THAT YOU DON'T OWN? YES ☐ NO ☒

MOVE ON TO STEP 3

8. Click the link to "MOVE ON TO STEP 3"

9. Check the button to use an email tied to your website domain so you'll be approved more quickly:

EMAIL ADDRESS & CONFIRMATION

SHAREASALE REQUIRES A VALID EMAIL ADDRESS TO ASSOCIATE WITH YOUR AFFILIATE ACCOUNT. YOU WILL BE ASKED TO CONFIRM THE DATA THROUGH THE EMAIL ADDRESS YOU PROVIDE BELOW.

IMPORTANT: YOU MUST HAVE ACCESS TO THE EMAIL ADDRESS YOU ENTER, AND ADDRESS MUST BE ABLE TO ACCEPT EMAIL FROM: SHAREASALE@SHAREASALE.COM.

ALSO, ENTERING AN EMAIL ADDRESS THAT USES THE SAME DOMAIN AS THE WEBSITE YOU ENTERED WILL RESULT IN A FASTER APPLICATION APPROVAL.

☒ YES, I WILL USE AN EMAIL ADDRESS WITH THE DOMAIN: **RJWSAYS.COM**
FASTER APPROVAL

☐ NO, THE EMAIL ADDRESS I USE WILL NOT MATCH THE DOMAIN OF THE WEBSITE I ENTERED.
APPROVAL COULD TAKE UP TO ONE BUSINESS DAY

MOVE ON TO STEP 4

10. Enter your email address:

FAST TRACK APPLICATION

EMAIL ADDRESS


@RJWSAYS.COM

MOVE ON TO STEP 4

11. Click the link to "MOVE ON TO STEP 4"

12. Complete the personal information on the next screen – where it asks for a **description** of your site write something like (*modify it to fit YOUR niche and website*):

a. I use content and social media marketing to share unique, quality information to consumers in the [niche]

FIRST NAME:	<input type="text"/>
LAST NAME:	<input type="text"/>
MAKE CHECKS PAYABLE TO:	<input type="text"/>
CONTACT PHONE:	<input type="text"/>
ADDRESS:	<input type="text"/>
ADDRESS 2:	<input type="text"/>
CITY:	<input type="text"/>
STATE:	<input type="text" value="Select State"/>
ZIP OR POSTAL CODE:	<input type="text"/>
COUNTRY:	USA 
SUPPORT PHONE PIN:	<input type="text" value="4212"/> MUST BE 4 DIGIT NUMBER
DESCRIPTION:	<p>Please provide a brief Description (less than 240 characters) of your site or your marketing plans. You don't need to go into detail about specifics, but anything that you can describe about what you do will help individual merchants make decisions about applications to their programs.</p> <input type="text"/>

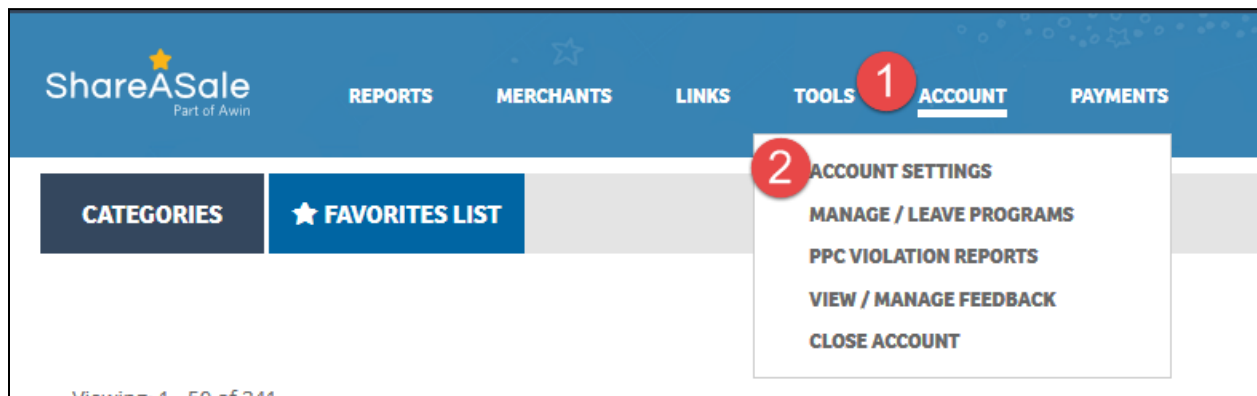
13. Complete your application and make sure to click a confirmation link in the email ShareASale sends you to confirm your sign-up

Already Have a ShareASale Account

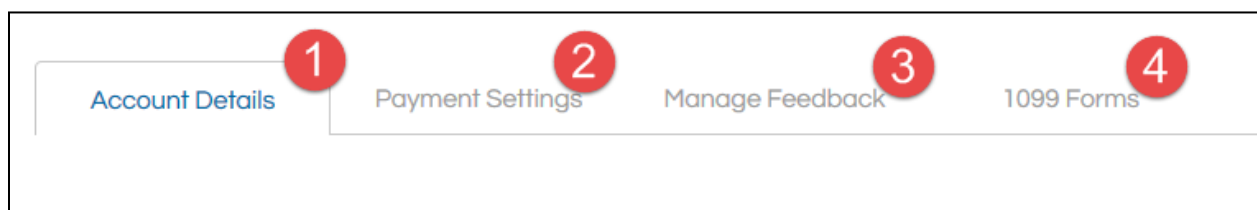
If you already had a ShareASale account before reading this book, log into that account and go through your profile settings to make sure things are up to date.

1. Log into ShareASale

2. Click the Account option in the navigation menu and then click Account Settings:



3. Go through each tab in the secondary navigation menu on your account page and update any information that is out-of-date (*your main website URL, any other websites you own and plan to use with ShareASale, your personal contact information, etc.,*):



That's it for this step! I know it's rather dull stuff but we have to get the foundation in place before we can get to the meat of the strategy!

Step #3 - Join ShareASale or update your ShareASale profile settings

Merchants and Products

Before we get into creating posts for your website and adding affiliate links we're going to get comfortable with how to use ShareASale including how to read merchant data, how to search for merchants and products, and how to apply to promote merchants.

I joined ShareASale almost 10 years ago and at the time there were mostly small, new, online businesses in their merchant lineup. In fact, they had so many small and emerging stores in their network that, often, you'd sign up to promote one and within a week or two that merchant had closed down and was no longer part of the network.

You do still run into some of that but there are significantly more established merchants on ShareASale these days.

Because of the broad mix of new and established merchants on ShareASale's network, **understanding how to read merchant data is extremely important.**

Fortunately, ShareASale understands that and provides information that helps you analyze a merchant before you decide to promote that merchant.

The data that ShareASale provides around each merchant is one of the reasons they're on my list of favorite affiliate networks to promote.

In this next set of steps we're going to go through that data so you know when a merchant is okay to promote and when you might want to avoid a merchant. We're also going to cover how to search for merchants and products.

Names You Know and Those You Don't

You'll find plenty of merchants whose names are pretty well known in the US such as Wayfair, Sears Parts, Dollar Tree, and Balsam Hill.



But they also have merchants whose names many would not recognize and, yet, some of those merchants are incredibly strong performers and have been around for years.

Ever heard of Vetionx? <https://www.vetionx.com/>

A screenshot of a merchant profile for Vetionx Pet Health. The profile includes a logo, merchant name, ID (15645), and website. Key statistics are shown: 37.00% Per Sale, 1000+ Power Rank, and \$17.69 EPC. A red arrow points from the 'Active Since' date (01/31/2008) to the '37.00%' commission rate. Below this is a table of performance metrics.

Program Status: Online	Day Stats				
Active Since: 01/31/2008	\$57.44 Average Sale	\$21.34 Average Commission	0.00 % Reversal Rate %	30 Days Day Cookie	0 Product Datafeed

I hadn't until I joined ShareASale but they've been with ShareASale since 2008. They sell natural relief medicine for dogs and cats.

They pay a **37% commission!**

To succeed with ShareASale, you must consider promoting both merchants you've heard of and those you haven't.

You'll have an easier time making a sale if the merchant is one that consumers recognize however, name recognition almost always equates to a lower commission rate.

The merchants you haven't heard of are likely to pay higher commissions but they might also be new businesses with an untested track record and that could lead to making no sales at all.

Therefore, using a mix of merchants you've heard of AND the strongest performing merchants you haven't heard of before can boost your earnings.

To make smart choices learn to use the merchant data to help you choose merchants rather than only choosing merchants whose names you know.

**RELY ON MERCHANT
DATA TO CHOOSE
MERCHANTS - NOT
NAME RECOGNITION**

Merchant Data

Just because you're a member of ShareASale doesn't mean you can promote every merchant. You have to "join" the affiliate program for each merchant you want to promote.

Sometimes you'll be approved and sometimes you'll be denied. There are merchants who will pre-approve nearly every applicant and then there are those that will review your website in detail before they decide to approve your request or not.

Until you're approved, you can't promote that merchant's products or services.

We'll get into the request and approval process later but, first, you must understand the data that is available for every merchant on ShareASale. As I mentioned, this data should guide your choices of merchants to promote.

Here's a snapshot of the data available for any merchant:

The screenshot displays the affiliate program dashboard for RECKITT BENCKISER (Dimensions Fragrance). The dashboard includes the following information:

- Program Status:** Online (1)
- Active Since:** 09/04/2018 (2)
- Auto-Approval:** No (3)
- Auto Deposit:** Yes (4)
- Last Compliance:** 03/13/2019 (5)
- Merchant ID:** 82214 (7)
- Home & Garden:** (8)
- dimensionsfragrance.com:** (9)
- Program Keywords:** (14)
 - Home Fragrance
 - Oil Diffusers
 - Cruelty-free
 - Fragrances
 - Diffusers
- 30 Day Stats:** (10)
 - Average Sale:** \$44.61 (15)
 - Average Commission:** \$11.16 (16)
 - Reversal Rate %:** 0.00 % (17)
 - Day Cookie:** 45 Days (18)
 - Product Datafeed:** 24 (19)
- Per Sale:** 25.00% (11)
- Power Rank:** 1000+ (12)
- EPC:** \$22.62 (13)

1. Program Status

- Online – the merchant's affiliate program is active and funded to pay affiliates
- Low funds – the merchant's affiliate program is active but their deposit account used to pay affiliates has a balance so low that it may go offline if it doesn't deposit funds shortly
- Offline – the merchant's affiliate program is not active. This can mean they have either turned off their affiliate program or have not funded their affiliate payment account. The merchant may go back online as soon as they put funds in that deposit account.
- Temporarily Offline – the merchant's program is temporarily shut down and that may be the result of their deposit account running low

2. Active Since

- The date the merchant signed up with ShareASale

3. Auto-Approval

- Whether or not the merchant auto-approves affiliates. If this field says "No" then the merchant reviews your application, your ShareASale profile and performance, and/or your website before approving the application.

4. Auto Deposit

- Whether the merchant funds their affiliate payment account with auto-deposit or not. If the merchant is set to auto-deposit then funds are deposited into their payment account automatically when they reach a certain balance in that account. Merchants who are set to auto-deposit are less likely to run out of funds in their payment account and, therefore, less likely to go "offline".

- 5. Last Compliance**
 - a. Date the merchant last completed a compliance test in their ShareASale dashboard
- 6. Merchant Name**
 - a. The name of the merchant which may include a parent company name or DBA name
- 7. Merchant ID**
 - a. The merchant's ID number on ShareASale
- 8. Merchant Category**
 - a. The category defining the bulk of the merchant's products
- 9. Merchant URL**
 - a. The link to the merchant's website
- 10. 30 Day Stats**
 - a. The length of time reflected in the 5 boxes at the bottom that show performance stats
- 11. Commission Rate**
 - a. The percentage or amount paid for each sale
- 12. Power Rank**
 - a. ShareASale scores each merchant with a Power Rank number. The lower the number, the more profitable that merchant has been for affiliates.
- 13. EPC – Earnings per click**
 - a. The average affiliate's earnings **for every 100 clicks** they get affiliate links for that merchant
- 14. Program Keywords**
 - a. Keywords that most closely relate to the products offered by that merchant. Clicking on one of those keywords can help you find other merchants using that same keyword to describe their products.
- 15. Average Sale**
 - a. The average amount of every sale made during the stat period (*30 days if field #10 says "30 Day Stats"*). If the average sale amount is \$0 then no affiliates have made any sales of that merchant's products during the stat period. This could indicate a weak merchant that you would not want to promote.
- 16. Average Commission**
 - a. The average commission paid on sales made during the stat period.

17. Reversal Rate

- a. The percentage of sales during the stat period that have been reversed. A reversal can happen if a customer returns a product for a refund. You might want to avoid merchants who have high reversal rates (*more than 20%*). However, this number can sometimes be misleading. One, large refund could make that number look inflated for the last 30 days but might not be the norm. Just keep an eye on this number for the merchants you choose to promote. If you find that they consistently have a high reversal rate month after month then you might want to promote someone else.

18. Day Cookie

- a. When someone clicks your affiliate link, a cookie is embedded on that person's browser. You receive credit for any sales made by that person using that browser while that cookie is "live". The "Day Cookie" field tells you how long that merchant's cookie stays alive. In the example above, the cookie length is 45 days. That means that if a visitor clicks one of your affiliate links for that merchant, you get credit for anything that person buys from that person in the next 45 days (*as long as that person uses the same browser and the cookie has not been erased from their browser*). Amazon's cookie lasts 24 hours, for the sake of comparison.

19. Product Datafeed

- a. The number of products in that merchant's ShareASale datafeed. If you use a tool that pulls in affiliate links using a datafeed (*vs. building links manually*), knowing this number can help you decide if you want to promote that merchant on your website or not.

ShareASale requires their merchants to have a deposit account set up to hold funds used to pay affiliates their commissions.

As mentioned, some merchants are set up to automatically deposit funds into that account when the balance reaches a certain amount. Others fund their deposit account manually.

ShareASale lets affiliates know whether the deposit account has funds in it or not. A program status of "online" means the affiliate program is both turned on AND there are sufficient funds in the deposit account while

“offline” or “temporarily offline” can mean that there are not sufficient funds on deposit.

Some merchants go online and offline every day because they’re manually funding their deposit accounts. This can be annoying and, yet, see how useful this information can be in deciding whether or not you want to promote a merchant?

For example, knowing that other affiliates have made sales through that merchant in the past 30 days (*the Average Sale field*), whether or not the merchant is set up to auto-deposit money into their payment account, and the reversal rate for the past 30 days all provide valuable information that helps you decide if you want to put time into promoting one merchant over another.

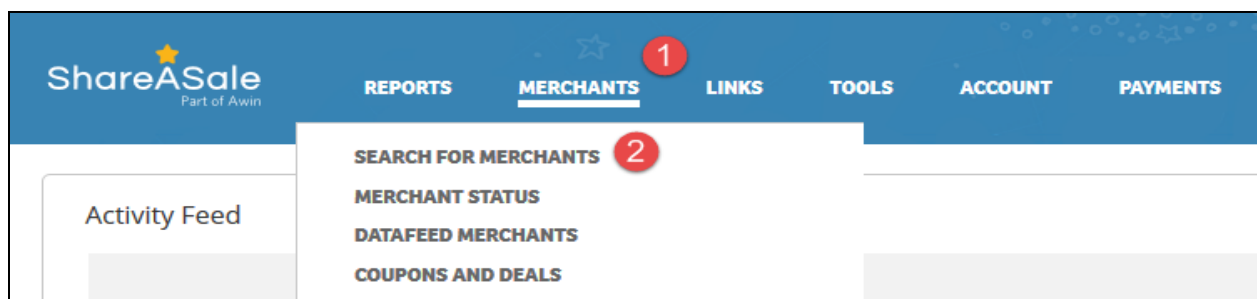
Searches – The Secret to Success

ShareASale has a very thorough search tool built in for finding products and merchants but it’s so thorough that if you’re not careful you might miss amazing products and merchants that would be ideal for your website.

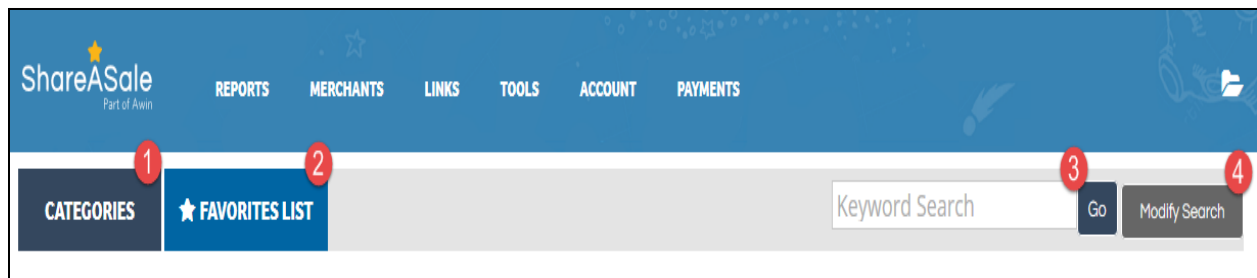
Understanding these special search techniques will help you uncover those goldmine opportunities.

To search on ShareASale:

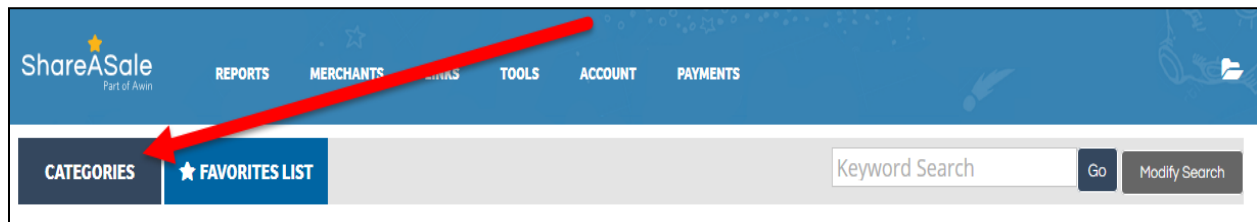
1. Log into your ShareASale account
2. Hover over “Merchants” in the navigation menu and then click on “Search Merchants”:



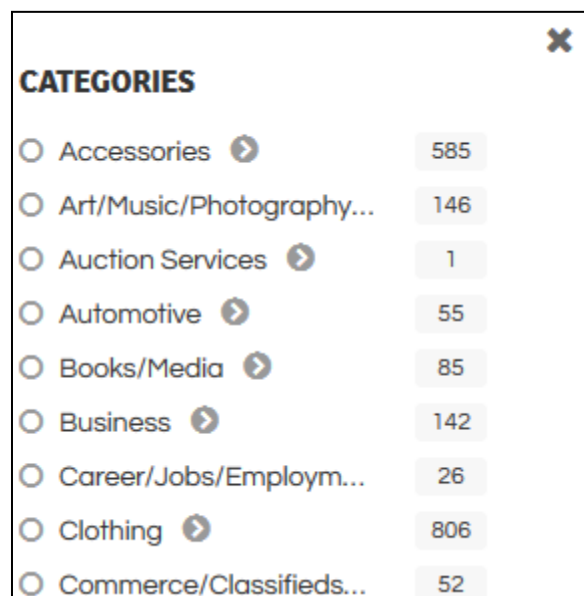
3. You have four search options available:



1. Search by categories
2. Search your favorites (*you can "favorite" a merchant that you want to remember*)
3. Keywords
4. Modified (*advanced*) search
4. To search by Categories:
 - a. Click the Categories option:



- b. Scroll through the list of categories that show in the pop up box to the left:



- c. Click on any category that seems relevant to your niche or website in order to see a list of merchants in that category

- d. Once you find a merchant of interest, click the + sign to see the 30 day stats for that merchant:

The screenshot shows the Fun.com merchant profile. On the left is the Fun.com logo. To its right, the merchant name "Fun.com" is displayed along with "Merchant ID: 56835", "Games/Toys", and the website "www.fun.com". Further right, performance metrics are listed: "10.00% Per Sale", "1000+ Power Rank", and "\$18.53 EPC". Below these are "Program Keywords" in a blue link, followed by buttons for "Funko", "Games", "Marvel", "NFL", and "DC". On the far right, there is a "JOIN PROGRAM" button, a star icon, and a link for "(49) Product Matches". A red arrow points from the top right towards a small "+" button located at the bottom right of the merchant's keyword section.

5. To search by Keyword:

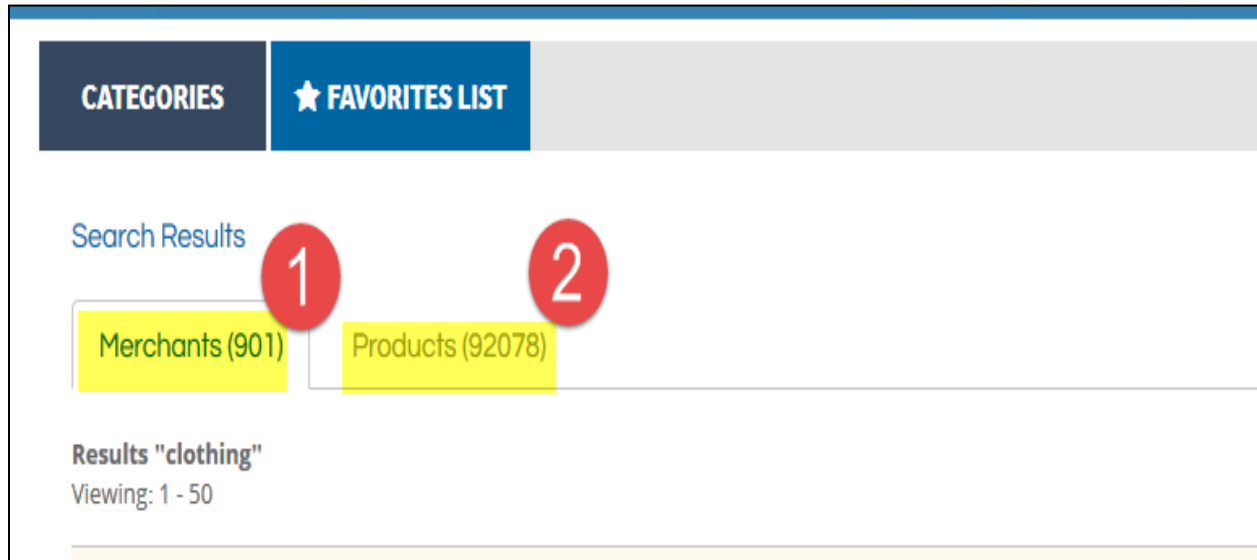
- a. Enter a word or two related to your niche or enter the word for a product related to your niche in the Keyword box, i.e., clothing. **NOTE:** the word "keyword" means something slightly different than we think of when doing affiliate marketing. You might be creating a post for a keyword like "white and blue striped towels". You could enter that phrase in the keyword search box in ShareASale and you might see results but, if you don't, shorten your search phrase to just "towels" or "towel" and browse the results:

The screenshot shows the ShareASale search interface. The top navigation bar includes "ShareASale Part of Awin" and links for "REPORTS", "MERCHANTS", "LINKS", "TOOLS", "ACCOUNT", and "PAYMENTS". Below this is a search bar with "CATEGORIES" and "★ FAVORITES LIST" tabs. The search input field contains the word "clothing". To the right of the input field are "Go" and "Modify Search" buttons. A red arrow points to the "Go" button. Below the search bar, the text "Search Results" is visible.

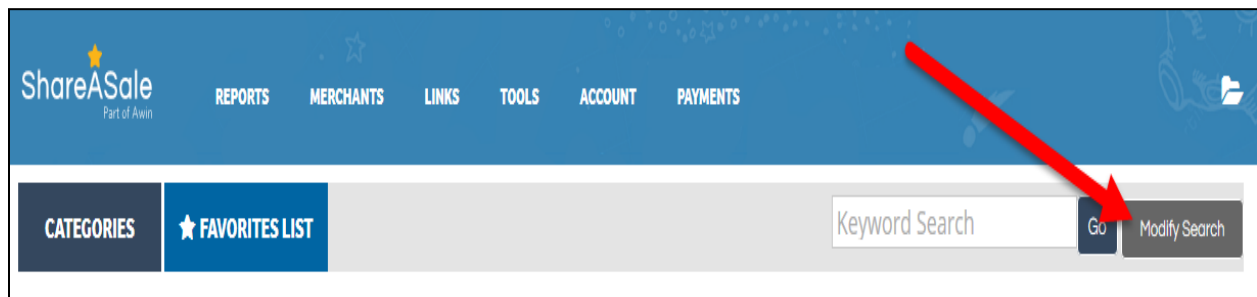
- b. Click the "Go" button:

This screenshot is identical to the previous one, showing the ShareASale search interface with "clothing" in the search bar. A red arrow points directly to the "Go" button, indicating the next step in the process.

- c. You can either browse through a list of merchants that match the word you entered in the keyword box OR you can browse through a list of products that match your keyword:



6. To do a more advanced search:
a. Click the "Modify Search" option:



- b. You can now search merchants using a combination of fields:

Modify Search

Enter Keyword

PROGRAM TYPE

☐ Per Sale ☐ Per Lead (CPA) ☐ Flat Rate

PROGRAM FEATURES

☐ Exclusive to ShareASale ☐ Two-tier Program

☐ Provides a Datafeed ☐ Has Coupons Available

☐ Auto-Approval ☐ On AutoDeposit

Status

Any Value

Category

Any Value

Join Date

mm/dd/yyyy

PROGRAM METRIC

EPC Greater Than \$0.00

Average Sale Greater Than \$0.00

Commission Rate Greater Than 0%

Reversal Rate Less Than 0%

- c. Choose only the fields you want to use to search for merchants – you don't have to use every box:
- Enter a keyword (*or not*)
 - Choose a program type:
 - Per Sale – a commission % is paid for each sale
 - Per Lead – a commission is paid for each "lead" (*a visitor who might turn into a sale in the future – you have to reach a certain level of sales on ShareASale before you qualify to promote these kinds of programs*)
 - Flat Rate – a flat dollar amount is paid for each sale

iii. Program Features:

1. Exclusive to ShareASale – these merchants do not have an affiliate program through any other network
2. Provides a datafeed – if you use a tool or programming to work with merchant datafeeds and only want to see merchants who actually have a datafeed then you would want to check this box for your merchant search
3. Auto-approval – if your website is new or you don't have a lot of content on your site you may want to stick with searching only for merchants who pre-approve applicants rather than applying to merchants who are going to review your website
4. Two-tier program – these are merchants who pay affiliates something (*a flat fee, a share of commissions*) for bringing in other affiliates
5. Has coupons available – if you run a coupon site or are putting together a post on available coupons you might search only for merchants who have coupons available
6. On AutoDeposit – because a merchant on auto-deposit is less likely to go offline and run out of funds to pay affiliates, you might decide it is safest to only search for merchants who have auto-deposit set up

iv. Status

1. Approved – merchants who have already approved you as an affiliate for their program
2. Not Applied – use this to find merchants to whom you have not already applied

v. Category – another method for searching by category

vi. Join Date – use this field to search only for merchants who have joined before or after a certain date. This is useful if you want to avoid

promoting brand new merchants who have not been on ShareASale long enough to have proven their performance with affiliates.

vii. Program Metric:

1. EPC Greater Than – Use this to search only for merchants who have had sales above a certain amount in the past 30 days
2. Commission Rate Greater Than – Use this to search only for merchants who pay more than a certain commission rate (*i.e., greater than 10%*)
3. Average Sale Greater Than – Use this to search only for merchants who have had average sales greater than a certain amount
4. Reversal Rate Less Than – Use this to search only for merchants who have had a reversal rate lower than a certain amount

Using the modified search option can save you a lot of time. It can whittle the list of merchants down to those who meet certain criteria so that you don't waste time analyzing merchants who don't meet your needs.

For instance, suppose I want to find all merchants who meet the following criteria:

1. Sell clothing
2. Pay per sale
3. Use auto-approval
4. Use auto-deposit
5. With whom I am not already approved
6. Who have been with ShareASale for more than a year
7. Have an EPC greater than \$20
8. Have a reversal rate less than 20%

I would select each of those filters in the Modify Search pop up box:

Modify Search

Enter Keyword

PROGRAM TYPE

☒ Per Sale ☐ Per Lead (CPA) ☐ Flat Rate

PROGRAM FEATURES

☐ Exclusive to ShareASale ☐ Two-tier Program

☐ Provides a Datafeed ☐ Has Coupons Available

☒ Auto-Approval ☒ On AutoDeposit

Status

Not Applied

Category

Accessories 585

Clothing 146

Auction Services 1

Automotive 55

Business 142

Career/Jobs/Employment 26

PROGRAM METRIC




EPC Greater Than 20

Average Sale Greater Than \$0.00

Commission Rate Greater Than 0%

Reversal Rate Less Than 20

Once I click the Search button, I know that all the merchants I see are going to meet those criteria so there's less time I have to spend reviewing each one individually to check that information.

Sponsored Merchant Listing				
	Salted Seagull Merchant ID: 81079 Clothing www.saltedseagull.com	8.00% Per Sale 1000+ Power Rank \$0.00 EPC	JOIN PROGRAM	
Program Keywords Apparel Dresses Swimwear Women's Clothing Pants				
	MatteCollection Merchant ID: 79200 Clothing www.mattecollection.com	10.00% Per Sale 440 Power Rank \$83.84 EPC	JOIN PROGRAM	
Program Keywords Fashion Apparel Dresses Accessories Tops				
	Gaby's Bags, LLC. Merchant ID: 79248 Clothing www.gabysbags.com	5.00% Per Sale 1000+ Power Rank \$28.58 EPC	JOIN PROGRAM	
Program Keywords Fashion Clothing Women Handbags Chanel				

Search Tip #1 – Favorites/ShareASale Baskets

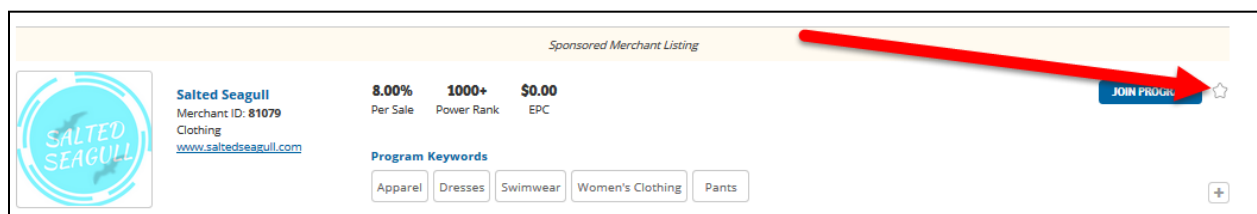
In the above steps, I didn't cover how to use the Favorites option for merchant searches. That's because this method is a bit more complicated but VERY useful!

As you saw in the steps above, you could search for merchants by keyword and when looking at a list of merchants by keyword you could also review a list of products that matched that keyword.

The list of products is going to include many merchants. You might find a large number of products that would fit your site and they all belong to different merchants.

Instead of having to stop and apply to each of those merchants individually, you can favorite merchants and/or products and then go to your Favorites list and apply to all the selected merchants at one time.

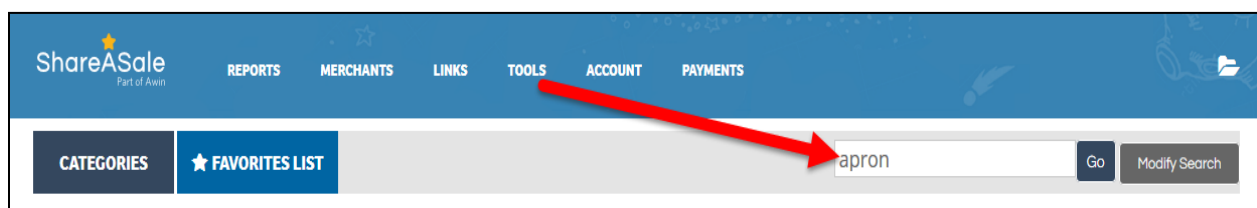
Next to any merchant in a search results list, you'll see a star symbol next to the "Join Program" button:






If you did a keyword search and clicked the Products tab, each product in the search results will also have a star symbol that you can click to "favorite" that item:



As an example, I did a keyword search for "aprons":



The merchants that came up didn't seem to be related to kitchen items or aprons:

	Salted Seagull Merchant ID: 81079 Clothing www.saltedseagull.com	8.00% Per Sale	1000+ Power Rank	\$0.00 EPC	Program Keywords Pants Skirts Bags Leggings Men's Clothing
	HIPS & CURVES HipsAndCurves.com Merchant ID: 918 Clothing www.hipsandcurves.com	8.00% to 10.00% Per Sale	1000+ Power Rank	\$5.79 EPC	Program Keywords Clothing Women Lingerie Plus Size Underwear
	I♥APPAREL ILoveApparel Merchant ID: 1899 Clothing iloveapparel.com	15.00% Per Sale	1000+ Power Rank	\$3.37 EPC	Program Keywords Clothing Apparel Shirts T-shirts Clothes


Rather than go to each store's website and see how many aprons they had and whether they'd match ones needs, you can click the Products tab at the top of the search results:

Search Results




[Merchants \(74\)](#) [Products \(2785\)](#)

Results "apron"
Viewing: 1 - 50 of 74

Sponsored Merchant Listing

	Salted Seagull Merchant ID: 81079 Clothing www.saltedseagull.com	8.00% Per Sale	1000+ Power Rank	\$0.00 EPC
---	---	--------------------------	----------------------------	----------------------


This gives a much better idea of all the aprons that might be available to promote without having to check each store:

	Wonder Woman Fashion Apron SKU: ICU16147-ST Price: \$29.99 Est. \$3.00 Per Sale 30 Day Cookie	HalloweenCostumes.com Merchant ID: 38286 www.HalloweenCostumes.com	GET LINKS Show More Products ☆ Add to Favorites
	Women's Harley Quinn Fashion Apron SKU: ICU16148-ST Price: \$29.99 Est. \$3.00 Per Sale 30 Day Cookie	HalloweenCostumes.com Merchant ID: 38286 www.HalloweenCostumes.com	GET LINKS Show More Products ☆ Add to Favorites
	Washable Apron for Kitchen with Pocket SKU: WP1065510909050 Price: \$3.99 Est. \$0.40 Per Sale 30 Day Cookie	Zapals Corporation Limited Merchant ID: 79520 www.zapalstyle.com/	JOIN PROGRAM Show More Products ☆ Add to Favorites

You can now go through the list of products and favorite those that fit the style you'd want to promote.

To mark a product as a "favorite":

1. Click the star symbol for that product:

	Women's Lovely Halter Neck Christmas Backless Apron SKU: OP255740-3 Price: \$11.00 Est. \$1.38 Per Sale 45 Day Cookie	eslolita.com Merchant ID: 32249 www.oasap.com	JOIN PROGRAM Show More Products ☆ Add to Favorites
---	---	--	--

2. In the pop-up box, use the drop down box to select a Favorites list you've already created or create a new one by entering a name for a list (*I'd use the list name "Aprons", for example, for my aprons search*) and click the Save New button:

eslolita.com
 Merchant ID: 32249
www.oasap.com

[JOIN PROGRAM](#)
[Show More Products](#)
[☆ Add to Favorites](#)

1
▼

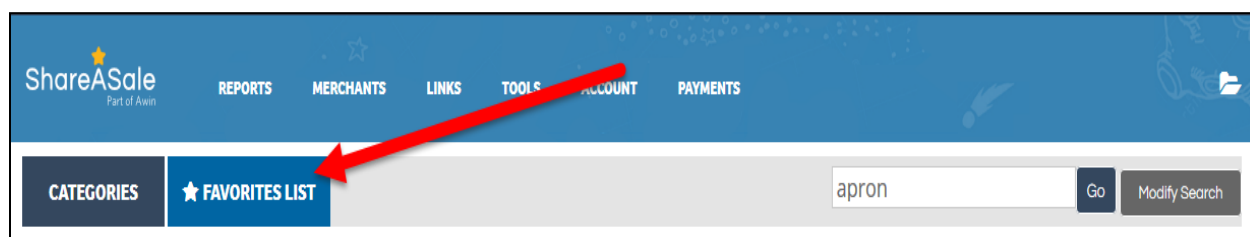
[SAVE NEW](#)
2

3. Go through the products search results marking each item that looks like something you'd want to promote as a Favorite (*remember to choose the list to which you want to add the item – it's easy to miss that step!*)

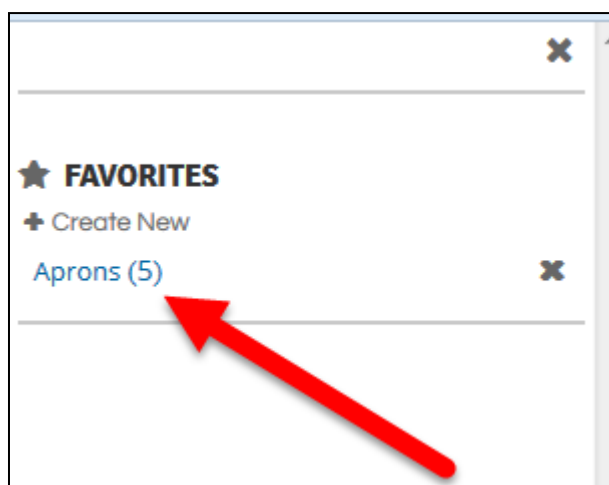
Once you've completed a search of all merchants and products related to your niche, you can apply to all of those merchants at once.

To do that:

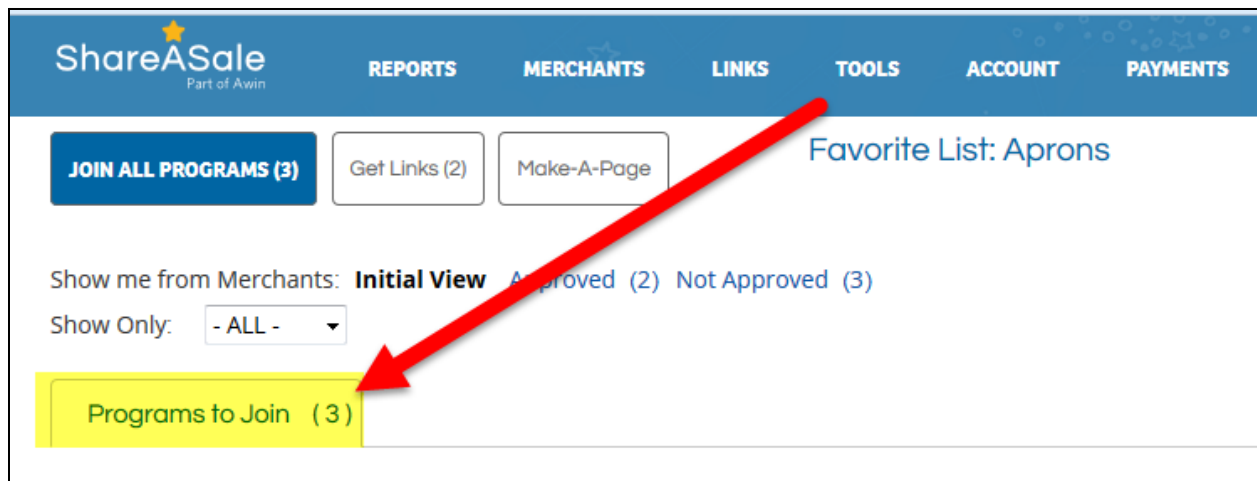
1. Go to your Favorites List (*go to Merchants/Search for Merchants from the ShareASale dashboard*):






2. Click on the name of your Favorites List that you want to work with:



3. You'll see that ShareASale lists all the merchants who were selling the products you favorited and whose programs you have not joined yet:



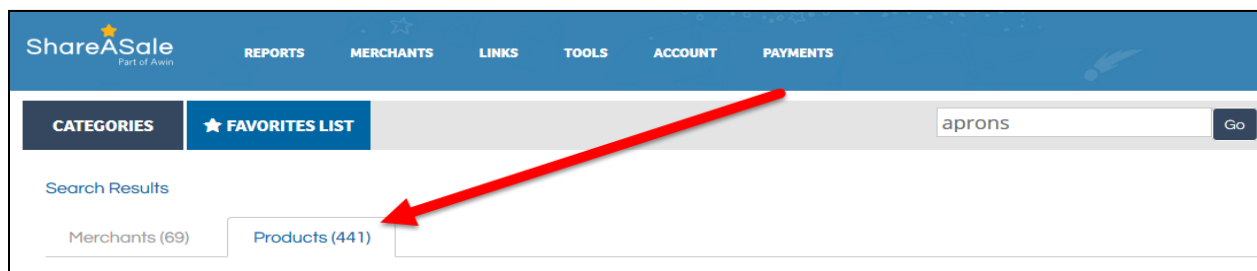
- Analyze the data for each merchant and as long as they meet your criteria, click the Join Program button for each one:

	Product SKU: OP255740-3 Price: \$11.00 45 Day Cookie	esolita.com Merchant ID: 32249 www.oasap.com 30 day Average Commission: \$6.19 30 day Average Sale Amount: \$46.70 30 Day Average Reversal Rate: 0.00 % 30 Day Conversion Rate: 0.67%	1 remove ✕ JOIN PROGRAM
	Product SKU: 1071689620 Price: \$19.90 30 Day Cookie	YesStyle.com Merchant ID: 10669 www.yesstyle.com/associat 30 day Average Commission: \$2.51 30 day Average Sale Amount: \$57.76 30 Day Average Reversal Rate: 0.99 % 30 Day Conversion Rate: 7.29%	2 remove ✕ JOIN PROGRAM
	Product SKU: 18486NBT4-A500 Price: \$16.99 30 Day Cookie	Buycoolshirts.com Merchant ID: 10905 www.buycoolshirts.com 30 day Average Commission: \$3.66 30 day Average Sale Amount: \$36.59 30 Day Average Reversal Rate: 0.00 % 30 Day Conversion Rate: 1.21%	3 remove ✕ JOIN PROGRAM

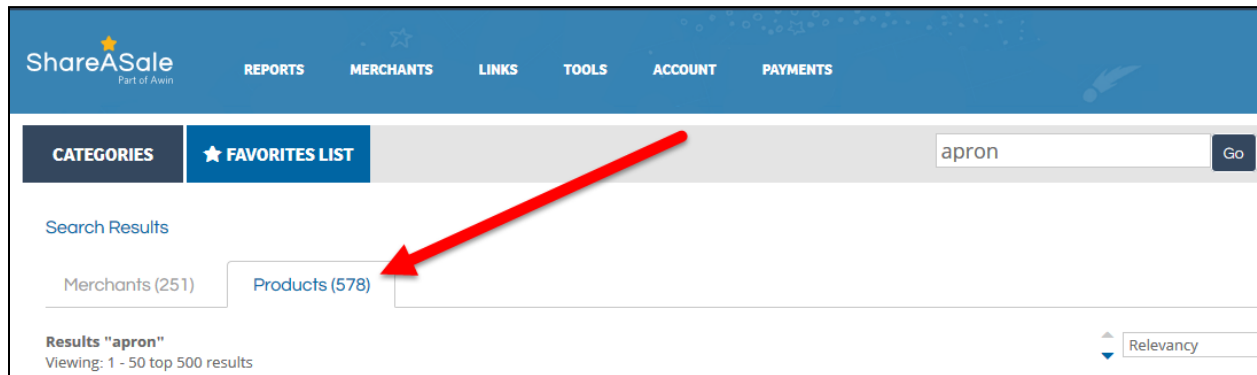
Search Tip #2 - Single vs. Plural

When performing a keyword search on ShareASale, using single terms vs. plural terms can make a HUGE difference in your search results.

When using the keyword "aprons" for a search, the results show only 441 products:



When searching for “apron” without the “s” (*the singular version of the word*), there are 578 products:



Perform BOTH searches – the singular and the plural – in order to find products to add to your Favorites lists.

Search Tip #3 – Clear Your Filters

If you have put anything into the “Modify Search” pop-up box while searching for merchants, that information can still be sitting in the background when you do a keyword search.

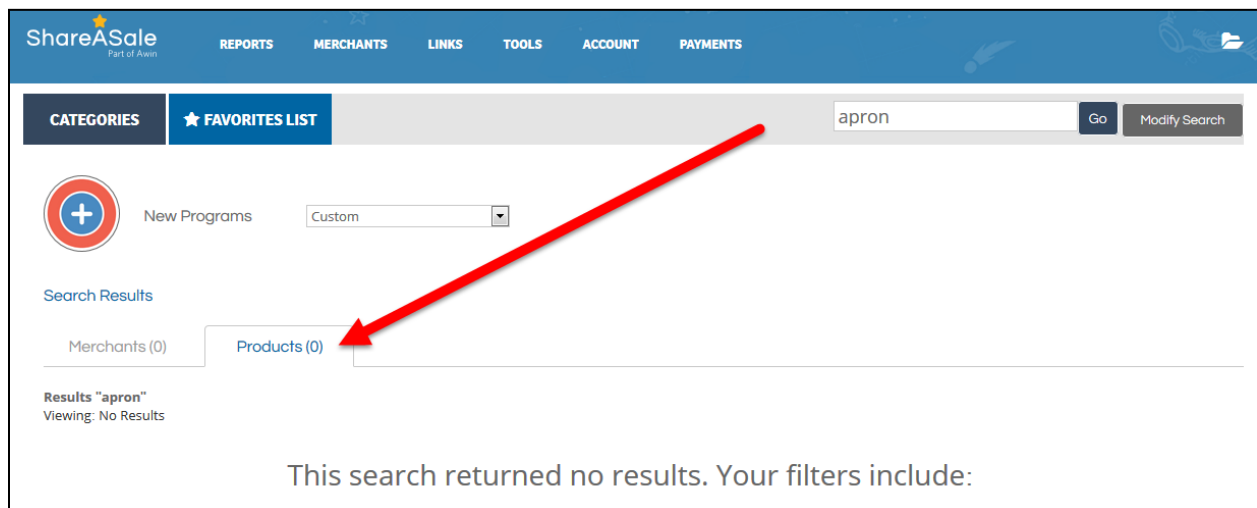
That means you might not find EVERY product that matches your keyword. You might only see those products that are sold by vendors who also meet the criteria you put in the modified search criteria.

This can really warp what you think ShareASale has to offer in terms of products related to your niche.

For example, suppose I did a Modified Search for vendors who met the criteria I outlined earlier:

1. Sell clothing
2. Pay per sale
3. Use auto-approval
4. Use auto-deposit
5. With whom I am not already approved
6. Who have been with ShareASale for more than a year
7. Have an EPC greater than \$20
8. Have a reversal rate less than 20%

I might favorite a few merchants and then go right into a keyword search without clearing out the settings in my modified search box and then the search shows NO products that match my keyword:



It explains at the bottom that my filters are impacting the search results.

If I remove those filters or ease back on the number of filters than products do show up in the search results.

You can either click the Modify Search button or click Merchants in the navigation menu and then choose the Search for Merchants option again to clear your filters.

Search Tip #4 - Related Names or Characters

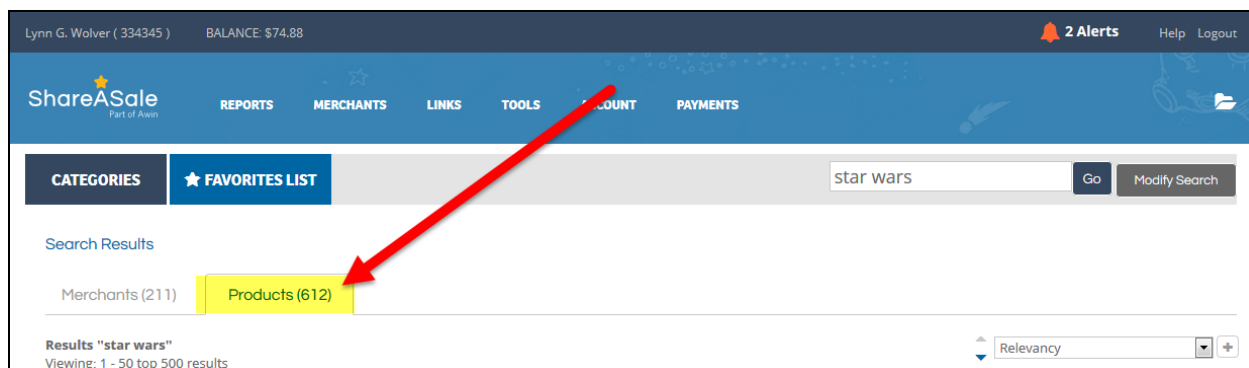
Products and merchants show up in search results because they match criteria you've entered for your search.

Sometimes we limit our search results without meaning to do so.

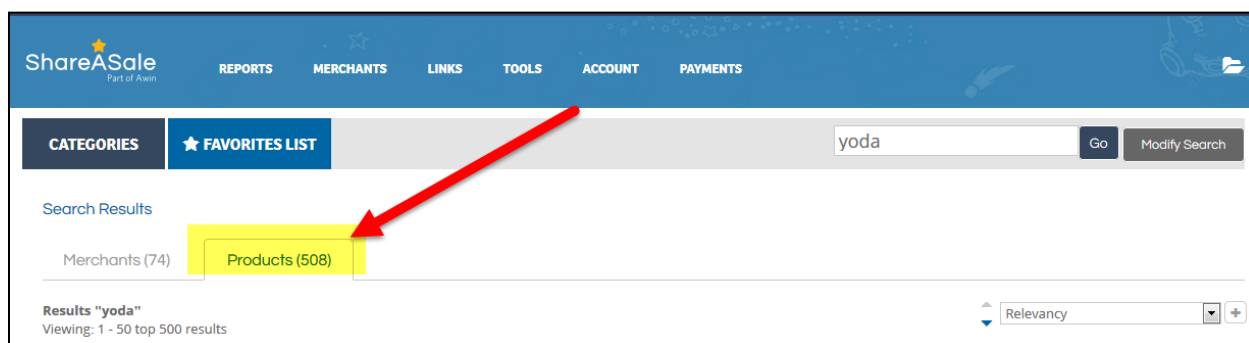
If I had a site that was promoting Star Wars themed items, it would seem natural to do a keyword search in ShareASale for the phrase "star wars".

That should return most products related to Star Wars but what if a product doesn't mention "Star Wars" specifically and only a character's name – like "Yoda"?

A search for "star wars" (*with no other filters applied*) shows there are 612 matching products:



While a search for “yoda” (*with no other filters applied*) shows there are 508 matching products:



If I only searched for “star wars” I would miss a TON of products that really did match my niche!

The same goes for categories like home décor and clothing. Chances are that the words “home décor” are not used in the name or description of a sofa but sofas would certainly fall in the home decor category.

If your niche is home décor you want to do searches for all kinds of keywords like:

- Sofa
- Chair
- Loveseat
- Pillow
- Rug
- Lamp
- Art
- Picture
- Painting

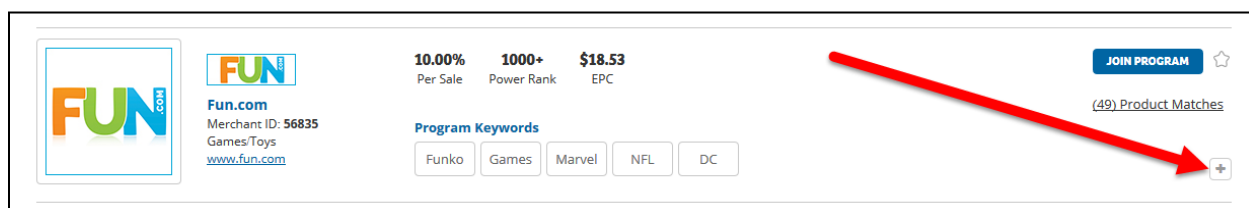
Repeat the keyword search process for any words you can think of that describe products related to your niche.

Analyzing Merchants

You can use a combination of the Modified Search and Keyword search to find merchants and products that would work for your website and niche.

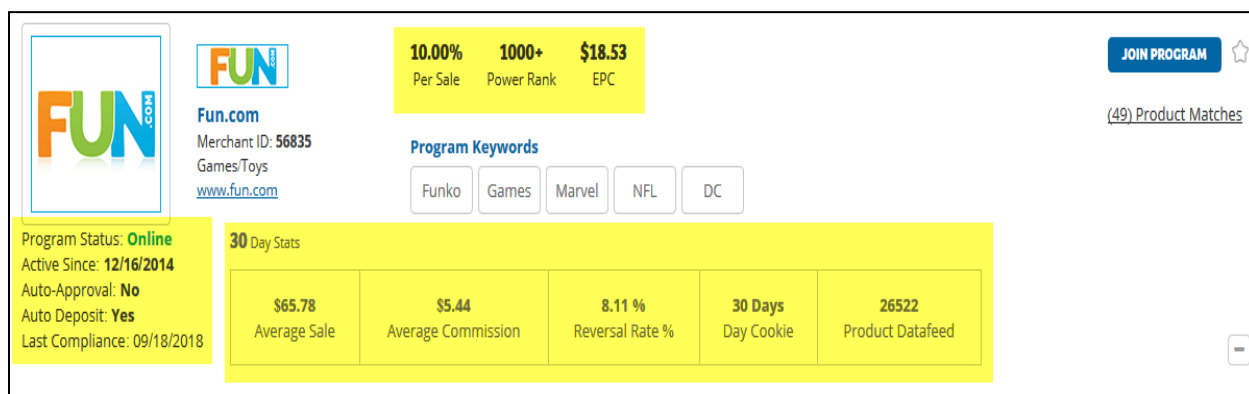
However, if you use the keyword search method without any of the filters in the Modified Search option, then no merchants have been filtered out and you will need to look at the data available for each merchant to decide whether or not you want to promote that merchant.

Remember that any time you're looking at a list of merchant search results, you want to click the + sign to see the 30 day stat information:



The screenshot shows a merchant listing for Fun.com. The listing includes the Fun.com logo, Merchant ID: 56835, Games/Toys category, and website URL www.fun.com. Key metrics displayed are 10.00% Per Sale, 1000+ Power Rank, and \$18.53 EPC. There are buttons for 'JOIN PROGRAM' and '(49) Product Matches'. A red arrow points to a '+' button in the bottom right corner of the listing card.

Then, review all the information about the vendor in order to decide if you want to promote them or not:



The screenshot shows the 30-day statistics for the Fun.com merchant. The statistics are displayed in a yellow box. The metrics are: Average Sale of \$65.78, Average Commission of \$5.44, Reversal Rate % of 8.11%, 30 Days Day Cookie, and Product Datafeed of 26522. The program status is Online, active since 12/16/2014, auto-approval is No, auto-deposit is Yes, and last compliance is 09/18/2018.

30 Day Stats				
\$65.78 Average Sale	\$5.44 Average Commission	8.11 % Reversal Rate %	30 Days Day Cookie	26522 Product Datafeed

The above merchant:

1. Is online and that's good!
2. Does NOT auto-approve so if you have a brand new or thin website, you might not want to apply just yet
3. Does use auto-deposit so they're less likely to go offline
4. Has been with ShareASale for almost 4 years so they have history and aren't brand new (*I like to see at least a year or more*)
5. Hasn't updated their compliance in awhile but that's a minor issue
6. Pays 10% commission rate
7. Has an EPC of \$18.53 (*anything over \$10 is good!*)
8. Has an average sale of \$65.78 (*anything over \$25 is good!*)

9. Has average commissions of \$5.44 (*anything over \$5 is good!*)
10. Has a low reversal rate of 8.44% (*anything under 20% is good!*)
11. Has a 30 day cookie (*compared to Amazon's 24 hour cookie, we'll take that!*)
12. Has over 20,000 products in their data feed so even if we don't use data feeds to build our links and find our products they have a LOT of products to promote

Once you've gone through the data you then know any risks associated with that merchant – short time on ShareASale, high reversal rates or not seeing any sales made in the past 30 days would all be high risk factors.

You can then decide if it is worth your time to promote that merchant.

Applying to Merchants

Just as merchants have a score in ShareASale (*Power Rank*), so might affiliates. We have to assume that merchants can see information about an affiliate when reviewing that person's application to join their program.

This means that you might get denied for your application to any merchant's program based on a score. If you're new to ShareASale you have no performance information for the merchant to review. When we, as affiliates, see that a merchant has no performance history or recent sales, we pass them by. It's fair to think that merchants are going to do the same thing.

Some merchants – *mostly those that have bigger name recognition* – don't want to take the risk of using an affiliate who is going to violate federal or local law and get them in trouble.

That means that for merchants who review each applicant's website before approving, you might want to wait until you have some sales with ShareASale or have a larger, more built-up website in place before you apply.

In those situations, searching only for merchants who use auto-approval is your best bet. You usually aren't denied by those merchants even if you have NOTHING on your website. The only times you might get denied through auto-approval is if you live in a state where that merchant doesn't allow affiliates because of the sales tax nexus law in that state.

Just use the Modified Search option to find merchants who auto-approve and drill down to the category or categories matching your niche or use the keyword field in the Modified Search box to find products related to your niche.

Then, click the Join Program button after analyzing the merchant's data.

You may see a box come up when you click the Join Program button that asks if you want to supply any other information to the merchant. On auto-approval merchants, you can skip that box and just click any final button to join the program.

If you do have a large website and are applying to merchants who do NOT auto-approve, then be prepared to use that box to add information about your website and traffic strategies.

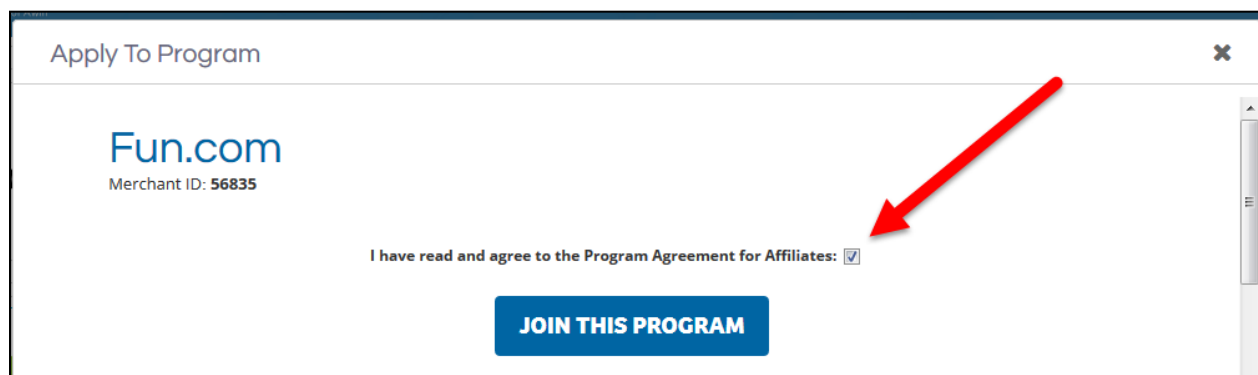
Join Program Button

When you click the Join Program button:

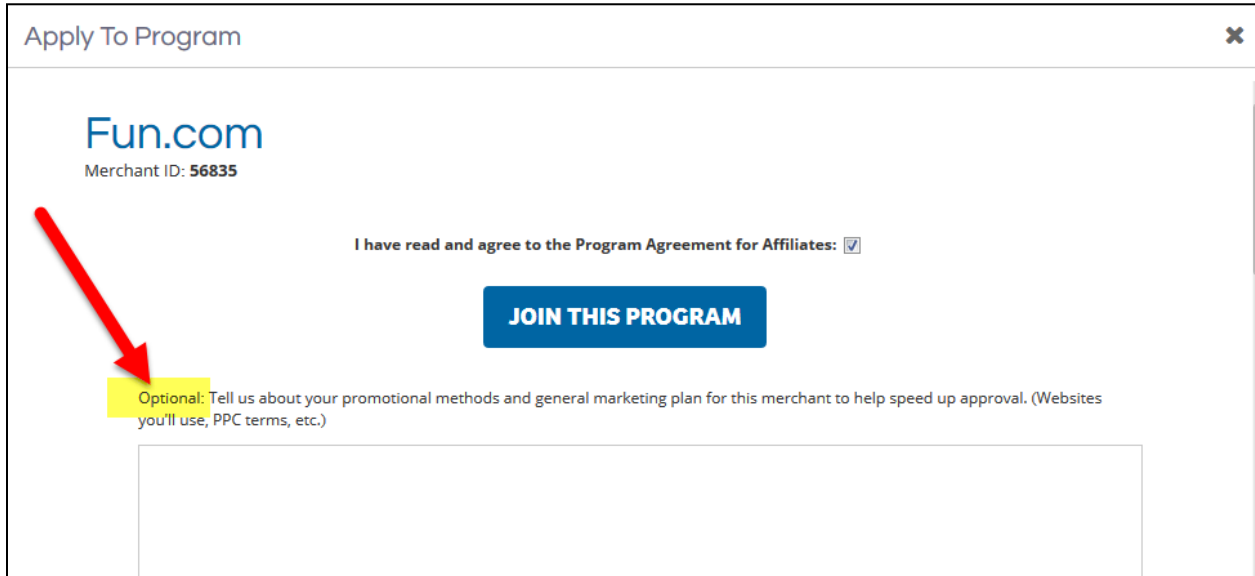
1. A pop-up box comes up showing the terms of that merchant's affiliate program – scroll down and read the terms:



2. Scroll back to the top of the pop-up box and check the box to confirm you've read the program agreement for that merchant:



3. If this is:
 - a. **An auto-approval** merchant - you can click the Join This Program button and be done
 - b. **Not an auto-approval** merchant – go to the Optional box just under the Join This Program button:



Apply To Program

Fun.com
Merchant ID: 56835

I have read and agree to the Program Agreement for Affiliates: ☒

JOIN THIS PROGRAM

Optional: Tell us about your promotional methods and general marketing plan for this merchant to help speed up approval. (Websites you'll use, PPC terms, etc.)

- c. Enter some information about your promotional methods and marketing plan for your website. Merchants just want to make sure you're not using any strategies with which they wouldn't agree AND that you take your site seriously enough that you do have a marketing plan. You should include things like:
 - i. Whether or not you use PPC to get traffic
 - ii. Whether or not you use social media for traffic and, if so, which social media sites you use
 - iii. Whether or not you use content marketing to get organic traffic from Google (*this is what I would include in every application as it is my main source of traffic*)
 - iv. Average monthly traffic to your website (*you can round up*)
 - v. Want to go the extra mile? Include your phone number – nothing says you're serious like giving the merchant's affiliate manager a chance to call you!
 - vi. Mention what your website is about and why you're passionate about your niche
4. Click the Join This Program button

What to do if You're Denied

Even if you have a really strong website with great traffic, you might be denied by merchants who do not use auto-approval.

When that happens there is no button that allows you to reapply. However, you can go to the bottom of any page in ShareASale and call them in order to speak to someone about your application. With help, you may be able to reapply.

This means you do want to make sure that your website is really strong before applying to merchants who do not use pre-approval.

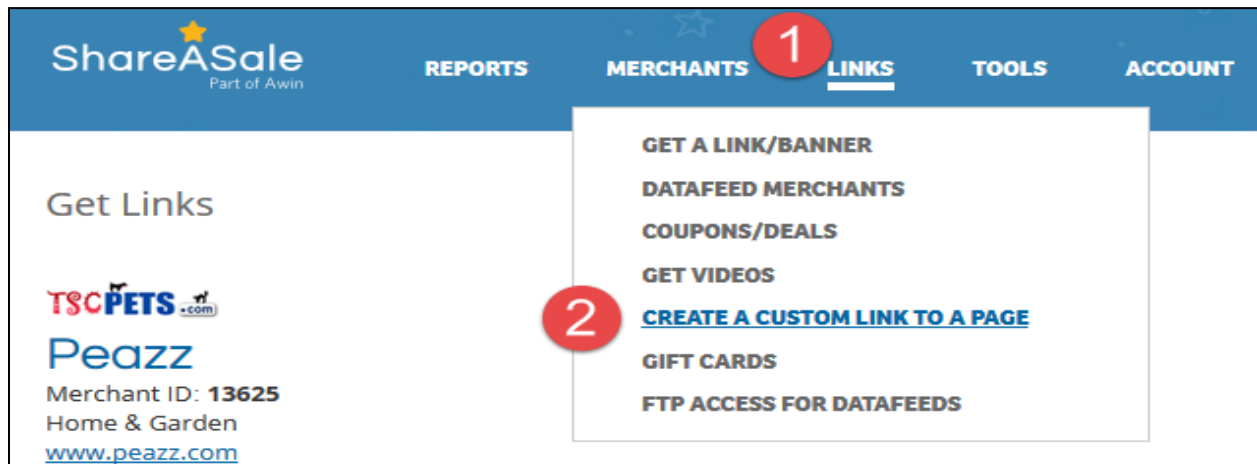
Step #4 - Search for merchants and products and apply to merchant programs

ShareASale Affiliate and Image Links

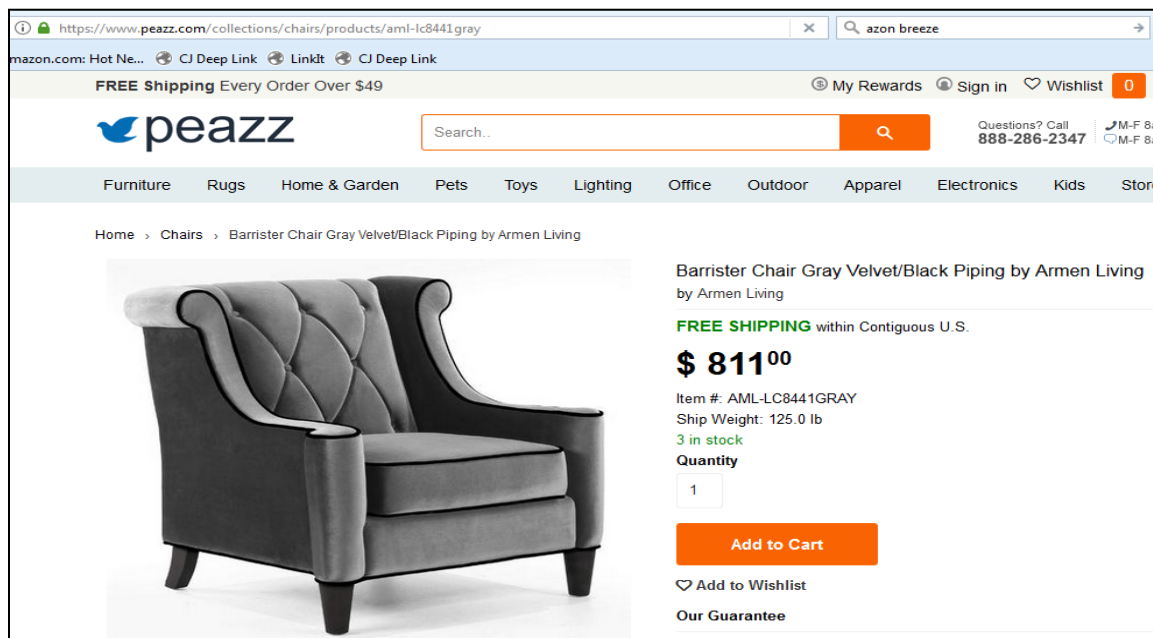
Before you create a post with a ShareASale affiliate link, there are a few important tasks you need to know how to do.

Get the ShareASale Affiliate Link

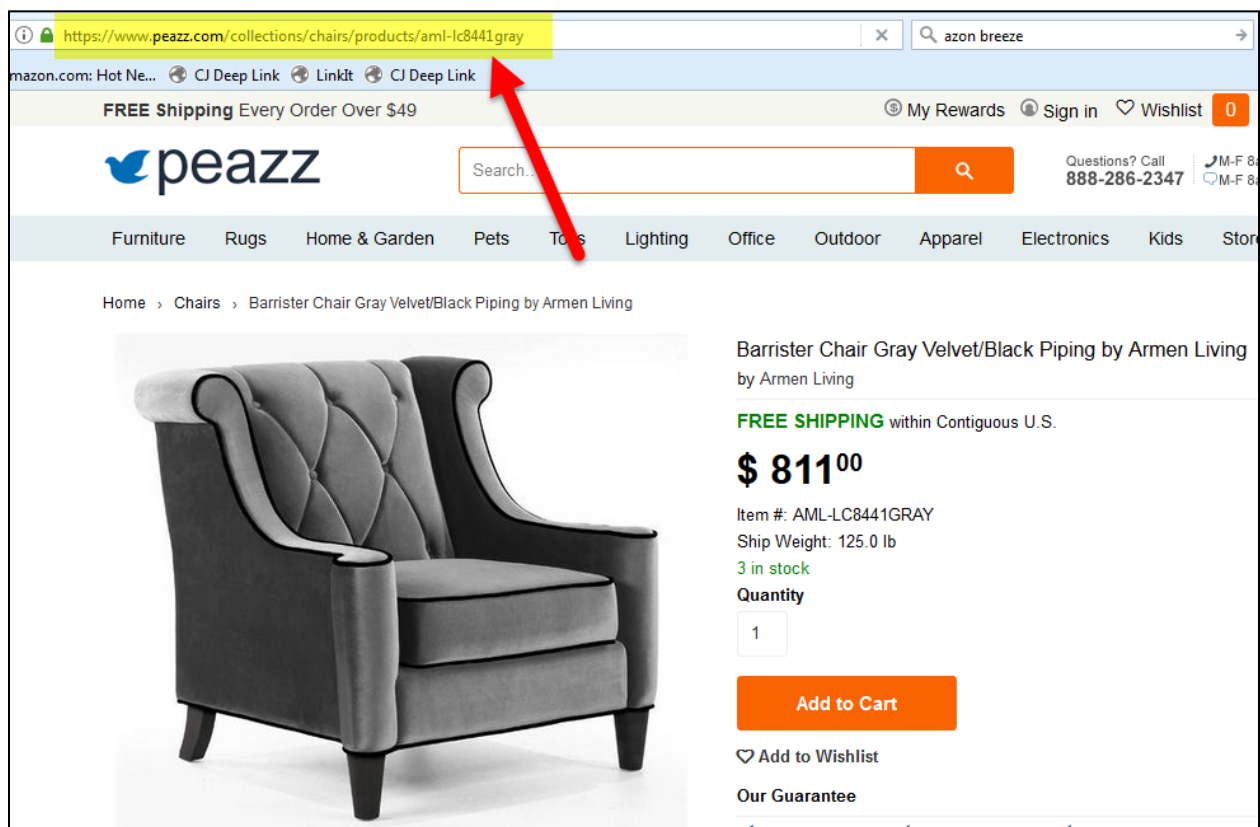
1. Log into ShareASale
2. Click on Links in the navigation menu and choose the "Create A Custom Link to a Page" option:



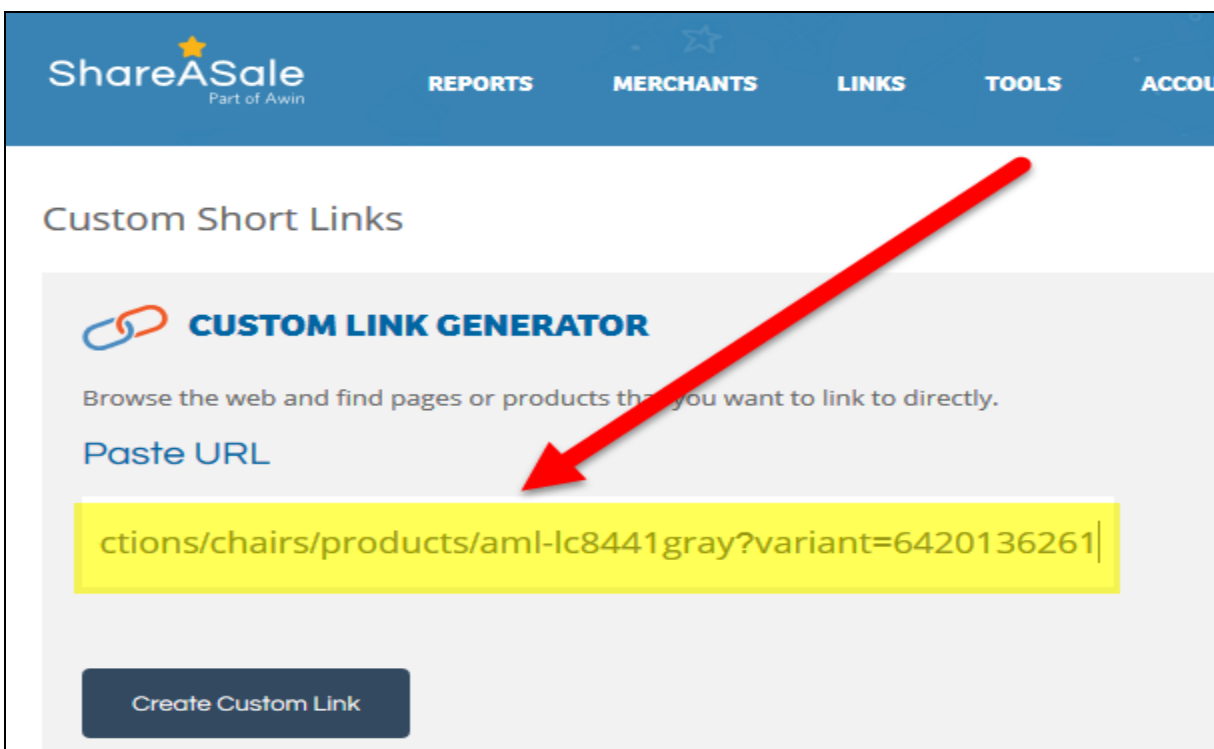
3. Go to the merchant's website and find the product page for the product you want to promote:



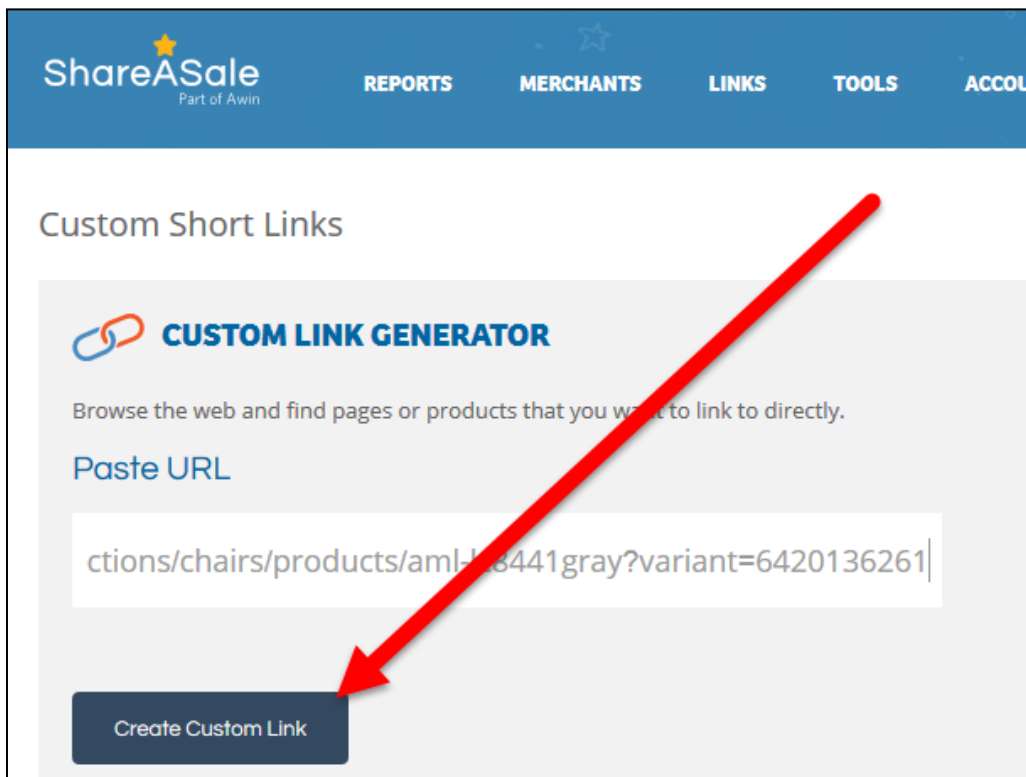
4. Copy the URL showing in your browser's address bar:



5. Go back to ShareASale and paste the product listing URL into the "Paste URL" field of the custom link generator:




6. Click the "Create Custom Link" button:



ShareASale
Part of Awin

REPORTS MERCHANTS LINKS TOOLS ACCOUNT

Custom Short Links

 **CUSTOM LINK GENERATOR**

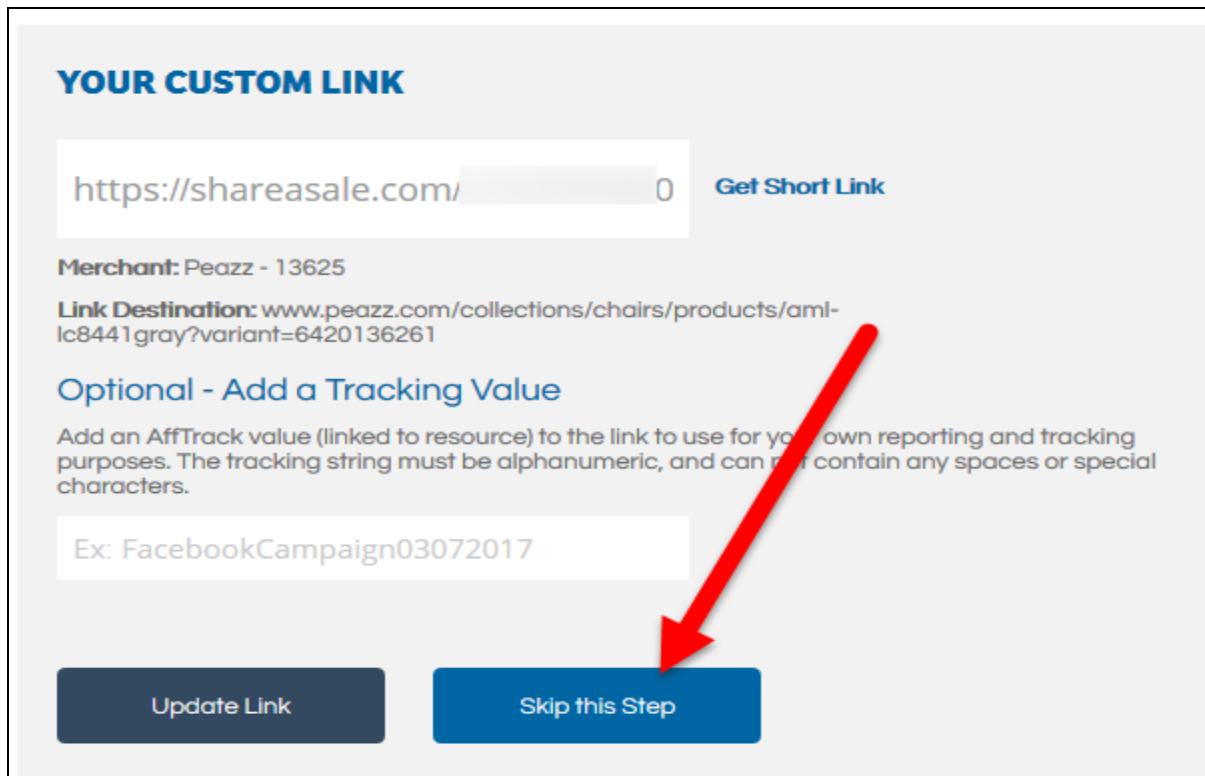
Browse the web and find pages or products that you want to link to directly.

Paste URL

ctions/chairs/products/aml-lc8441gray?variant=6420136261

Create Custom Link

7. Add a tracking ID if you want but I choose the Skip This Step option:



YOUR CUSTOM LINK

https://shareasale.com/ 0 [Get Short Link](#)

Merchant: Peazz - 13625

Link Destination: www.peazz.com/collections/chairs/products/aml-lc8441gray?variant=6420136261

Optional - Add a Tracking Value

Add an AffTrack value (linked to resource) to the link to use for your own reporting and tracking purposes. The tracking string must be alphanumeric, and can not contain any spaces or special characters.

Ex: FacebookCampaign03072017

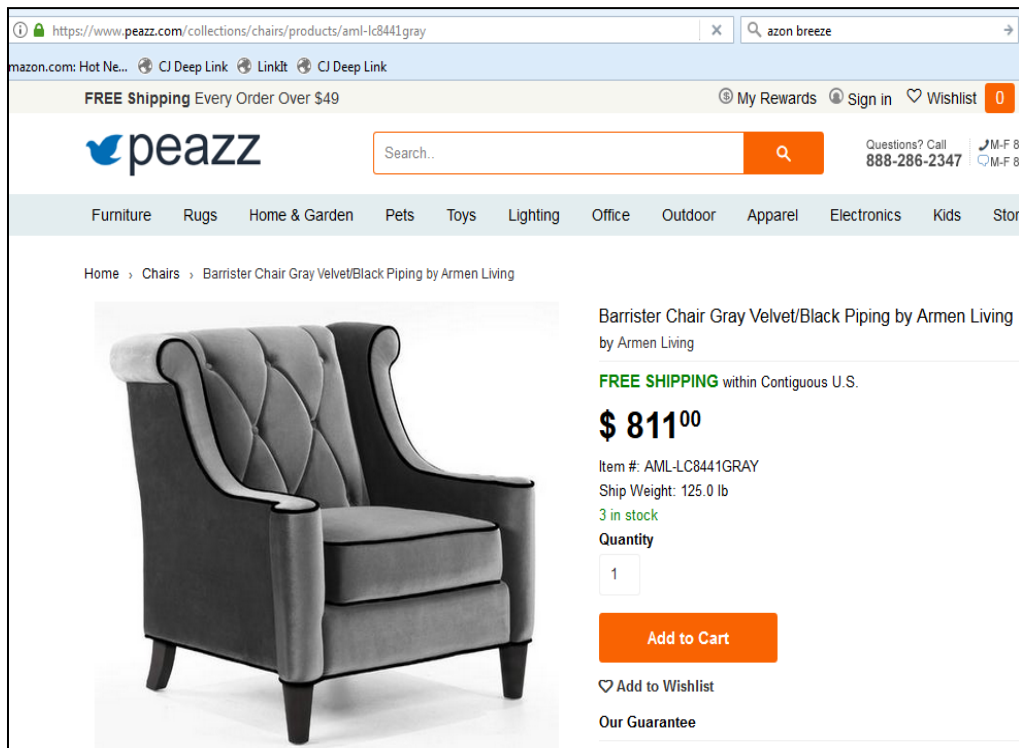
Update Link Skip this Step

8. Copy your affiliate link:

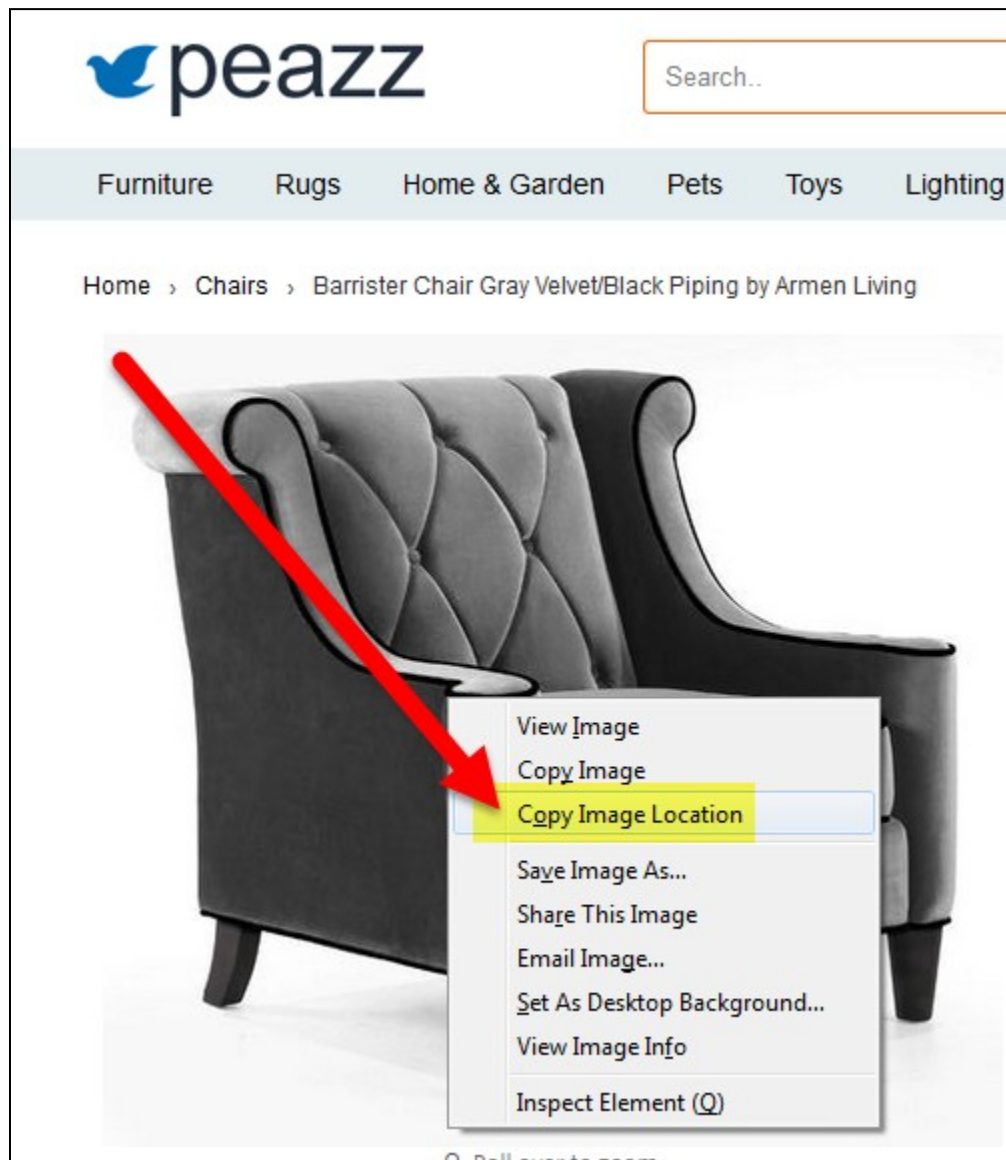


Get the ShareASale Product Image URL

1. Go to the merchant's website and find the product page for the product you want to promote:



2. Right-click on the product image and choose "Copy Image Location":

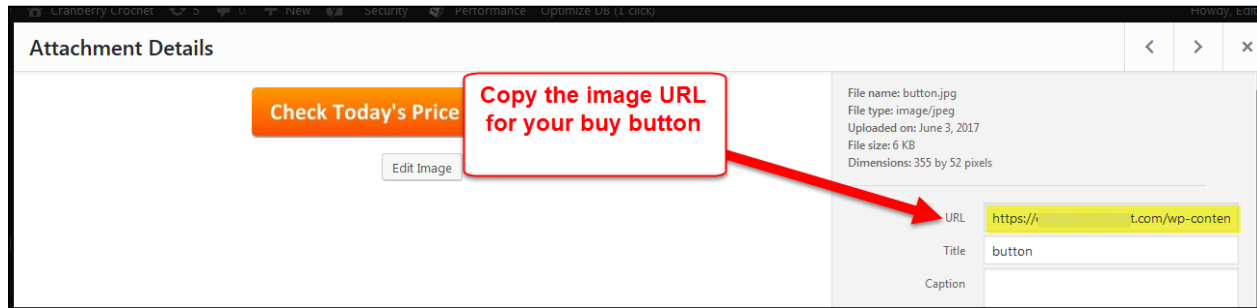


3. You have now copied the merchant's product image URL and can paste it into your post code in order to display the product image in your post

Create a Buy Button for Your Site

1. Go to <https://dabuttonfactory.com>
2. Create a buy button for your site (*use a color that will go with the colors on your site but is different enough that the button will stand out clearly rather than blend into your site's theme*)

3. Add text to the buy button such as "Check Price" or "Buy Here"
4. Download the .jpg version of the button you created
5. Go to Media/Add New in your WordPress dashboard
6. Upload the buy button you created
7. Go to Media/Library in your WordPress dashboard
8. Click on the buy button image you uploaded to your site
9. Copy the buy button image URL:



You've now copied the buy button image URL to paste into the code for your post.

Step #5 - Practice getting your affiliate link and the image URL for ShareASale products

Content Strategy

To make sales as an affiliate marketer you need to create “content”. On a website, content are the posts you write and publish on your website. Inside of that written content you would put your affiliate links. People find your website through searches in search engines, read your post, click on your affiliate links and if they buy something you earn a commission. Therefore, content is critically important!

However, coming up with what to write about frustrates many affiliate marketers – even those with lots of experience. It can be a constant challenge!

I find that anything challenging – anything that slows me down - can be made easier by developing a routine to follow. Over time I’ve created a large number of “post types” I can use in my affiliate marketing sites.

For each post type I’ve also developed a process for coming up with the headline, a set number of products I include, a method I use for finding the products to include and an outline to follow for creating the written content.

Any time I want to add new posts to one of my sites I choose one of the post types and follow the steps to create a post for my site.

There are four post types I like to use with ShareASale.

1. Single Product Post
2. Ideas Post Type
3. X Finds Under \$X Post Type
4. Get the Look Post Type

I’m going to cover each of the post types below. To start creating the content for your site follow the steps for the first post type to create one post, move on to the next post type and create your second post, move on to the third post type to create your third post, and then move to the fourth post type to create your fourth post.

Once you’ve created your first four posts (*one for each of the post types*) go back through the post types again and create four more posts (*one for each of the post types*). That will give you a total of eight posts.

By following this cycle you'll always know what kind of post you should create next and the steps to follow to create that post.

Single Product Post

The simplest affiliate post type I create is called the **Single Product Post**.

Here's a Single Product Post I published on one of my sites:
<https://cranerrycrochet.com/1/black-hanging-closet-yarn-organizer-for-crocheters/>

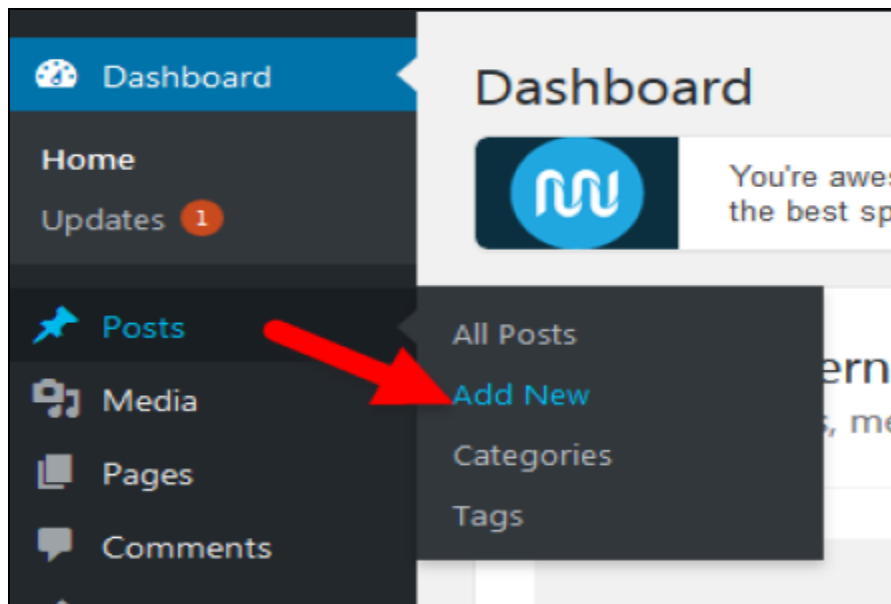
Each Single Product Post features a single product (*hence the name!*).

They're short on content – just a few sentences long – so they don't take much time to create and you'll have a chance to get comfortable with how these templates work.

If you're using my [AZON Breeze theme](#), refer to the AZON Breeze Main PDF that came with the theme for instructions on using the custom post types to create a Single Product Post. It goes much more quickly that way!

If you're using a different theme, follow the instructions below:

1. Find a product you want to promote:
 - a. Log into your ShareASale account
 - b. Use the search methods you learned earlier to find a product related to your niche. The product should be something simple that doesn't cost a lot – under \$50 is best although this type of post can sometimes work for products that cost more than that. This type of post works best with unique products that people aren't going to research before they buy.
2. In WordPress, hover over Posts and choose to Add New Post:



3. Come up with a new name for the product:
 - a. The merchant already shows a name for that product so we don't want to use that same name or we immediately end up competing with that current listing in Google search results. A **POST TITLE** is an important search engine optimization field. Our goal is to find phrases that have low competition so for Single Product Posts we want to come up with a new way to describe the product we're promoting instead of using the same title that the merchant is using.
 - b. Try to keep your post title to between 5 and 8 words
 - c. The name should include what the product is (*an ornament is still an ornament, a pillow is still a pillow, for example*)
 - d. Include words that describe the product like its color, size, shape, style (*avoid words like "best", "cheap", "sale", etc.*)
 - e. **There is no need to do traditional keyword research for this post type.** You only need to come up with how YOU would describe the product. This is one of those faster ways to come up with keywords so you can whip out lots of short posts very quickly
 - i. EXAMPLE: The seller calls this a "Cute Christmas Holiday Pastry Chef Bakers Apron Ornament , Red, Medium, 3.5" x 3"



Midwest-CBK

Cute Christmas Holiday Pastry Chef Bakers Apron Ornament , Red, Medium, 3.5" x 3"

★★★★☆ 33 customer reviews

Price: \$10.88 ✓prime

Get \$70 off instantly: Pay \$0.00 upon approval for the Amazon Prime Rewards Visa

Only 3 left in stock - order soon.

Want it Wednesday, Aug. 9? Order within **12 hrs 16 mins** and choose **One-Day Sh** at checkout. [Details](#)

Sold by **ReLIVE** and Fulfilled by Amazon. Gift-wrap available.

Color: **Apron**


 \$11.86 ✓prime	 \$7.99 ✓prime	 \$10.88 ✓prime	 \$7.99 ✓prime
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- Includes One Red Bakers Apron Ornament with Red Hanging Ribbon
- Celebrate the season with this beautiful glitter decorated Bakers apron ornament, mitton, spoon, spatula, and whisk accessories.
- Perfect for adorning your tree or adding on to decorative wreaths, centerpieces more.

Roll over image to zoom in

- ii. **I would call it:** Mini Red Apron Tree Ornament for Bakers
4. The name you came up with for the product *becomes your post title AND the keyword for your post*. Enter that name in the Title field of your new post – **make sure to capitalize words in the post title:**

Add New Post



5. Open the text file that came with this week's email called **ShareASale Single Product Post Code**
6. If you're using:
 - a. **The old WordPress post editor:**
 - i. Copy the code in that file and paste it into the TEXT tab of your post editor in WordPress

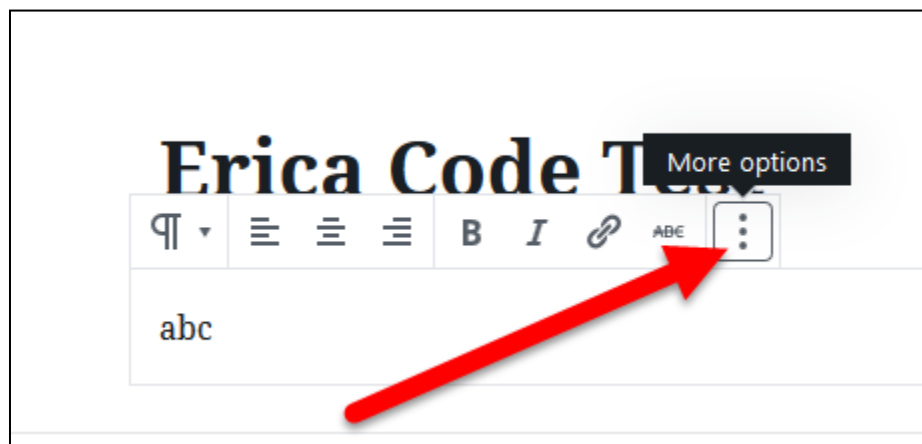
```
ShareASale Single Product Post Code - Notepad
File Edit Format View Help
<p style="display:block; width:50%; float: left; padding-right: 30px; text-align: center"><a rel="nofollow"
href="PUTYOURAFFILIATELINKHERE"><span style="display: block; padding:3%; overflow:hidden; text-align: center; margin-bottom: 20px;"></span></a></p>
```

b. **If you're using WordPress Gutenberg:**

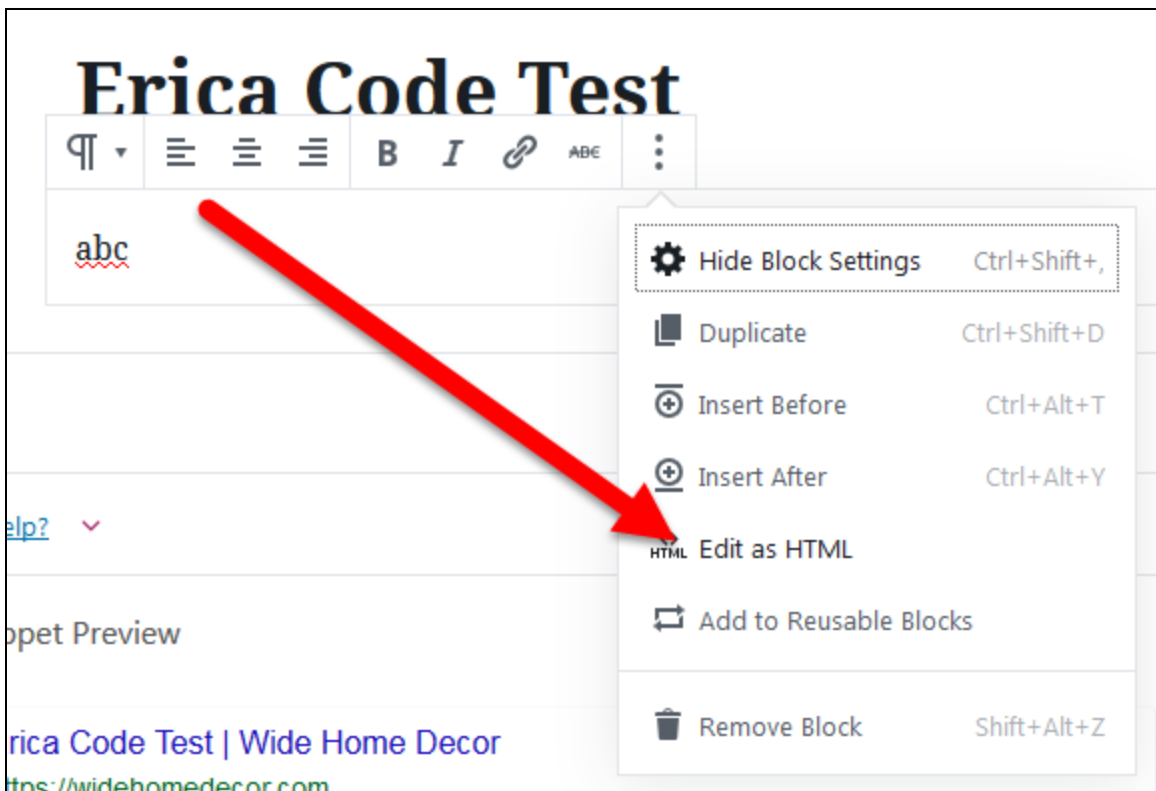
- i. Put your cursor into the first text block in your new post:



- ii. Type in anything (*like "abc"*) and then move your cursor around until you see the 3 dots and click those 3 dots to see more settings for the block:



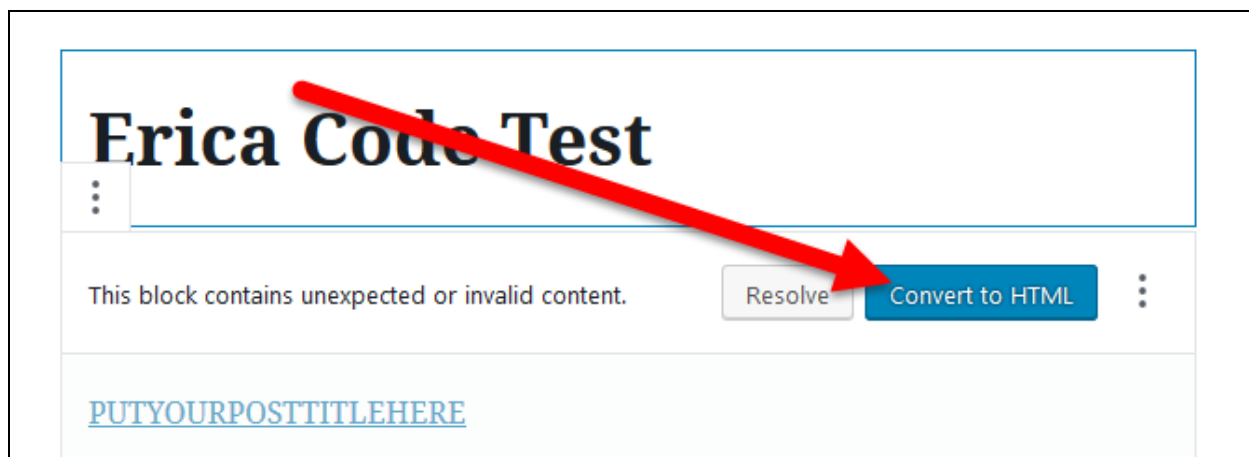
- iii. Click the "Edit as HTML" option:



- iv. Highlight and delete everything showing in the box:



- v. Copy everything from the **ShareASale Single Product Post Code** TEXT file that came with this week's email and paste that code into the block in WordPress
- vi. A pop up box should come up that gives you the option to convert the box to HTML – click the option to "Convert to HTML":



7. Everything highlighted in yellow in the image below is a piece of the code you need to change in order to make it work. All of the fields that need to be changed are in BOLD LETTERS and explain what needs to go in that area. Make all of the following replacements but BE CAREFUL...do not erase any punctuation that is part of the code itself such as quotation marks or equal signs, etc:

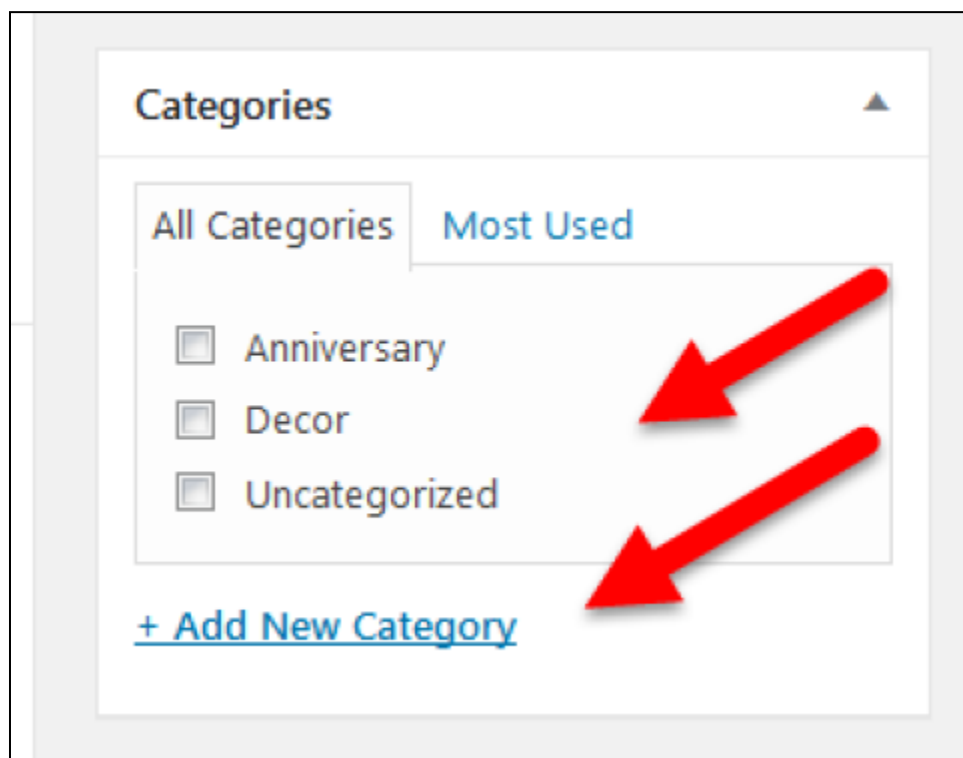
```

ShareASale Single Product Post Code - Notepad
File Edit Format View Help
<p style="display:block; width:50%; float: left; padding-right: 30px; text-align: center"><a rel="nofollow"
href="PUTYOURAFFILIATELINKHERE"><span style="display: block; padding:3%; overflow:hidden; text-align: center; margin-bottom: 20px;"></span></a></p>

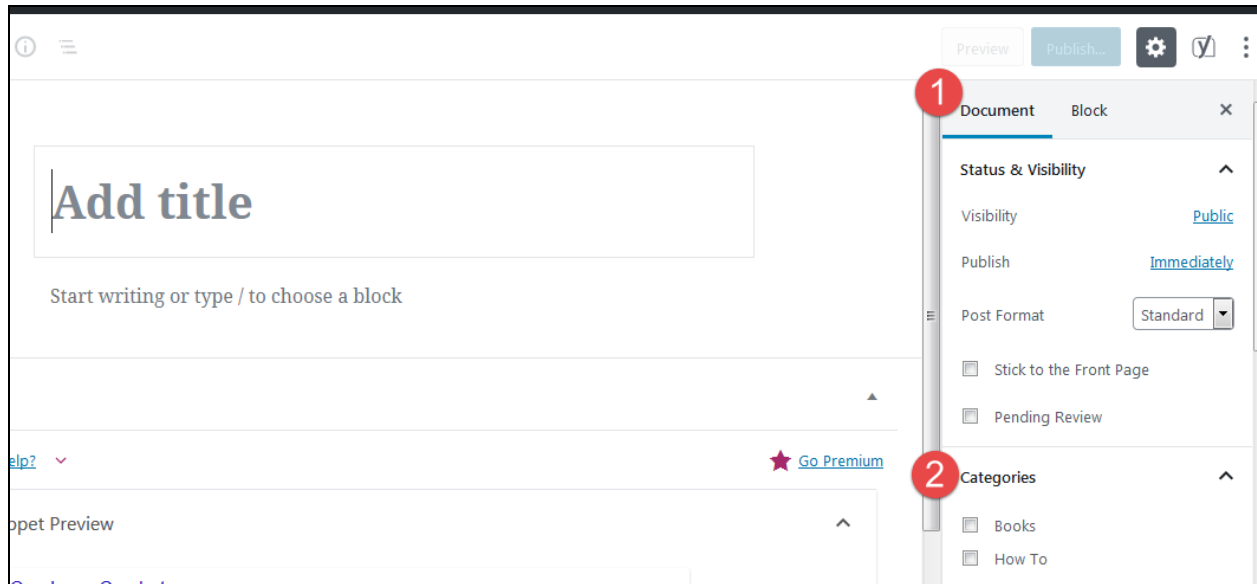
```

- a. Put your affiliate link for the product in the field called **PUTYOURAFFILIATELINKHERE** (refer to the section called [Get the ShareASale Affiliate Link](#) if you need to see the instructions again)
 - b. Put your post title in the field called **PUTYOURPOSTTITLEHERE**
 - c. Put the image URL for the product in the field called **PRODUCTIMAGEURLHERE** (refer to the section [Get the ShareASale Product Image URL](#) if you need to see the instructions again)
 - d. Put your buy button image URL in the field called **PUTYOURBUYBUTTONURLHERE**
8. Put your cursor immediately after the last character of the code you pasted into your post and write the sentences for the post:
 - a. Write one sentence telling your reader what you found and use your keyword (*your post title*) in this sentence.

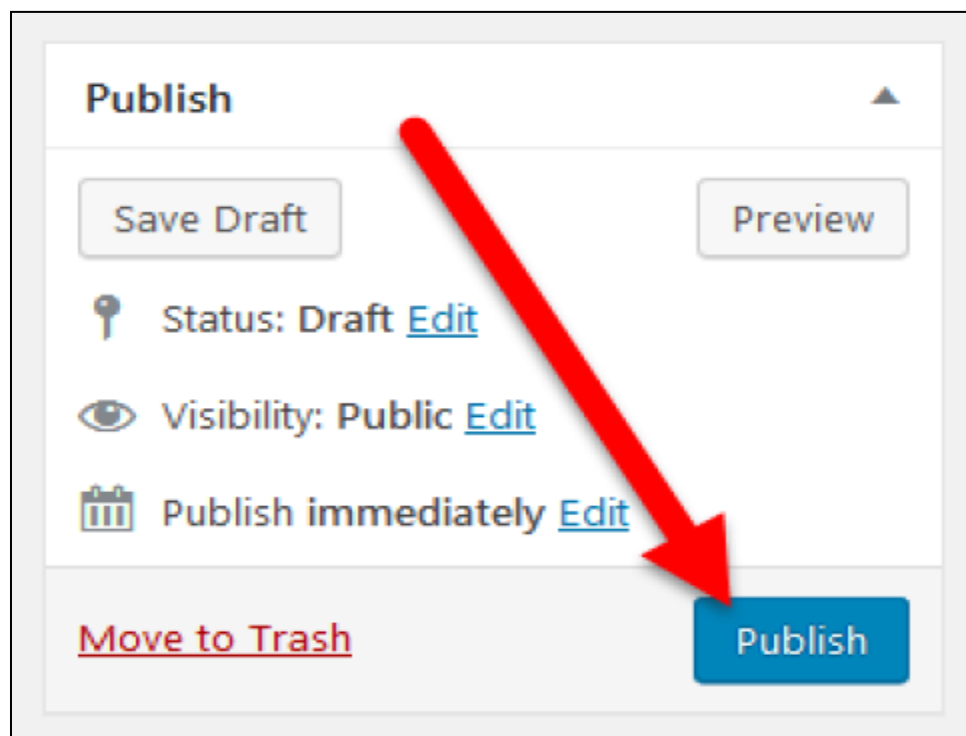
- i. EXAMPLE: Keyword="Reindeer print throw pillows" then Sentence 1="I came across these beautiful, reindeer print, throw pillows the other day."
 - b. Write one or two sentences describing the product WITHOUT using ANY words from your keyword. This will cause you to use synonyms or words like "it" or "this one". You can write about the materials used, the shape of the product, its purpose, and the colors of the product.
 - c. Write a sentence that talks about who could use this product and why they'd like it.
 - d. Write one sentence explaining what you like best about this particular product.
9. Assign your post to a category:
 - a. **If you're using the old WordPress post editor:**
 - i. Look for the Categories box on the right side of the post editor screen and either choose an existing category (*if you've already added your chosen categories*) or click on the option to Add New Category:



- ii. Check the box for your new category to which to assign the post
- b. **If you're using WordPress Gutenberg:**
 - i. Click the Document tab in the upper-right of the post editor and then select a Category or add a new one:



- 10. Scroll up and click the Publish button



11. View the live post and make sure it looks as it should
12. If you added a new category, remember to add that new category to your navigation menu in Appearance/Menus

Ideas Post

This post type is used to target keywords that include the word “idea” or “ideas”. We’re going to use Google to help us find a keyword to target and then use that keyword as the title of the post.

Finding the Keyword

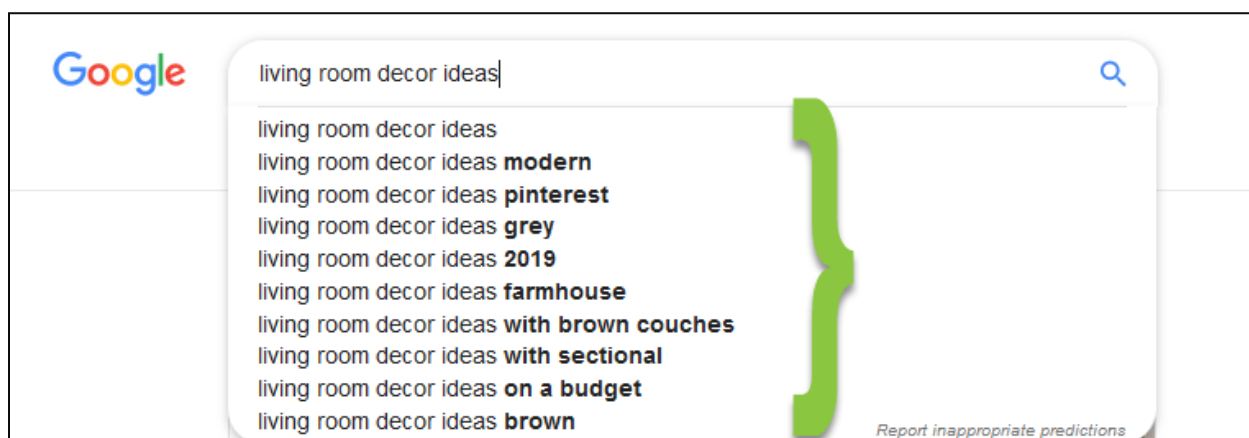
Google’s Auto Suggest tool will help us uncover keywords we can use for post ideas for our sites.

We want to find phrases that are at least four words long. That will make sure that we target a long-tail phrase with each post.

- Bring up Google in your browser
- Enter a word related to your niche and the word “ideas” like this:



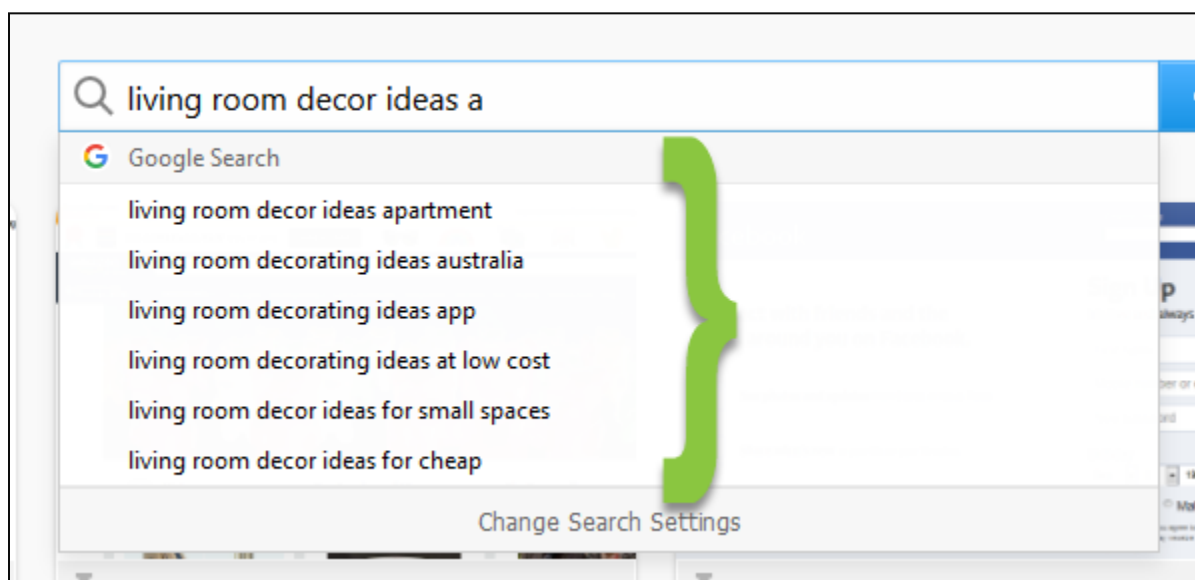
- Look at the phrases generated by Google Auto Suggest:



- Start a list (*a blank Notepad file, Word, an email to yourself, pencil and paper*) and make a note of any phrases that are at least 4 words long where the keyword indicates people are looking for IDEAS of

things they could BUY (*but skip phrases that include store names, locations, the words "cheap", "sale", "bulk", "discount"*)

- a. In the example above I'd add the following phrases to my list:
 - i. living room décor ideas modern
 - ii. living room décor ideas grey
 - iii. living room décor ideas farmhouse
 - iv. living room décor ideas with brown couches
 - v. living room décor ideas with sectional
 - vi. living room décor ideas brown
- Put a space after your search phrase and then put the letter "a" like this:



- Look at the phrases generated by Google Auto Suggest and add any new phrases that look good to your list
- Repeat the step but replace the letter "a" with "b" and then "c" and so on through the alphabet and make a note of any phrases you find that you could write about

Come up with another phrase related to your niche and run through the steps again. For example, if I were creating a site about living rooms I could use phrases like this in my search steps:

- sofa ideas
- table lamp ideas
- area rug ideas
- wall art ideas
- sofa pillow ideas

You may be able to turn some of the phrases on your list into even longer phrases by running them through the same steps above. Longer phrases can rank better in Google more quickly.

By drilling down as far as you can to as many long phrases as you can you'll also be able to come up with a lot more post ideas for your site.

Creating the Post

If you've created a Single Product Post outlined above than some of those steps are the same for creating this post and aren't repeated (*how to add a title, how to add your written content, etc.*).

To create the post for your site:

1. Log into your site's dashboard
2. Choose to create a new post
3. Choose one of the keyword phrases on your list to be the subject of your post
4. Rewrite the keyword phrase so it's in proper English (*for example, the phrase "living room décor ideas grey" could be changed to "Grey Living Room Décor Ideas"*) and put that phrase in the title field of the post
5. Write an intro paragraph for your post – what is the post about? Who would be interested in the post topic? What do you want people to learn by reading the post?
6. Find 10-15 products on ShareASale to include in your post that fit the topic of your post
7. Pick the first product you want to feature in the post:
 - a. Write a paragraph about the product, why you chose it and how it fits with the topic of the post
 - b. Copy the code in the text file that came with this book called "ShareASale Multiple Product Post Code"
 - c. Paste the code into your post under the content you wrote for the product
 - d. Replace the fields in the code with the fields for that product – NOTE: Do NOT use your post title as an alt tag for any image. Instead, come up with 5-7 words you would use to describe the product that also mentions a word or two related to the topic of your post. Every product in your post should have a different (*but related*) alt tag.

- e. Repeat steps #a-e for every product you want to include in the post
8. Publish your post
9. Check the live view of your post and make any necessary corrections

X Finds Under \$X Post

This kind of post targets consumers who are looking for unique finds in your niche.

Finding the Topic

There are probably lots of products related to your niche and you can write one or more posts about each of those products using this post type.

To come up with the topic for your post:

1. Come up with a number between 5 and 7
2. Choose a product related to your niche
3. Choose a price that would be considered a good value for the kind of product you've chosen
4. Insert one or two descriptive words for the product
5. Put the word "under" or the words "less than" before the price you've chosen

If your topic is home décor then a suitable product might be "sofas". Following the steps above could result in a phrase like this (*where "grey" and "sleeper" were the two descriptive words I added*):

5 Grey Sleeper Sofas Under \$400

Once you start looking for matching products you might find that you have to change the price but the rest of your title should still work.

Creating the Post

If you've created a Single Product Post outlined above than some of those steps are the same for creating this post and aren't repeated (*how to add a title, how to add your written content, etc.*).

To create the post for your site:

1. Log into your site's dashboard
2. Choose to create a new post

3. Enter your phrase as the title of the post
4. Write an intro paragraph for your post – what is the post about? Who would be interested in the post topic? What do you want people to learn by reading the post?
5. Search ShareASale to find the number of matching products mentioned in your post title
6. Pick the first product you want to feature in the post:
 - a. Write a paragraph about the product, why you chose it and how it fits with the topic of the post
 - b. Copy the code in the text file that came with this book called “ShareASale Multiple Product Post Code”
 - c. Paste the code into your post under the content you wrote for the product
 - d. Replace the fields in the code with the fields for that product
 - e. Repeat steps #a-e for every product you want to include in the post
7. Publish your post
8. Check the live view of your post and make any necessary corrections

Get-the-Look Post

This type of post helps a consumer find products that complete a desired “look”.

You can use this kind of post to help your site visitors:

- Find the individual items necessary to assemble a costume for Halloween
- Get the furnishings necessary to decorate a bedroom, kitchen, living room, theater room, bathroom, a nursery, outdoor patio, or office
- Get the furnishings necessary to create a room that looks like one in their favorite television show or movie
- Find the products used to assemble an outfit for work, a party, a date, for people who are short, for people who are plus-sized, for teenagers, for men, for women, for babies
- Get the products used to organize their workshop, office, pantry, toy closet, or games

Come Up with the Topic

Regardless of your niche there's likely at least one (*but probably way more*) "get the look" topics you can include on your site.

Have you ever seen a room in a TV show or movie and wished you could decorate that room in your home the same way?

Or maybe you are (*or know*) a serious Star Wars fan who would love a bedroom done in a Star Wars theme.

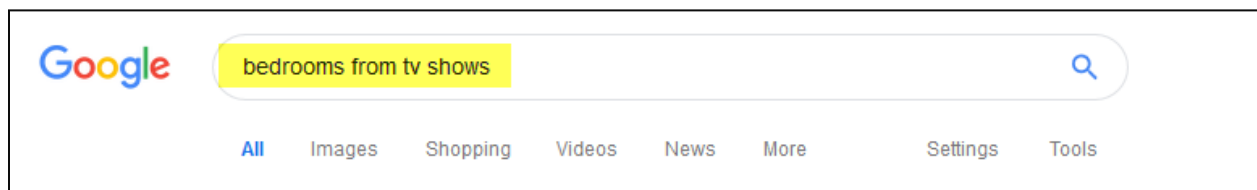
Those would make great post topics for a "get the look" post.

Here's a list of examples:

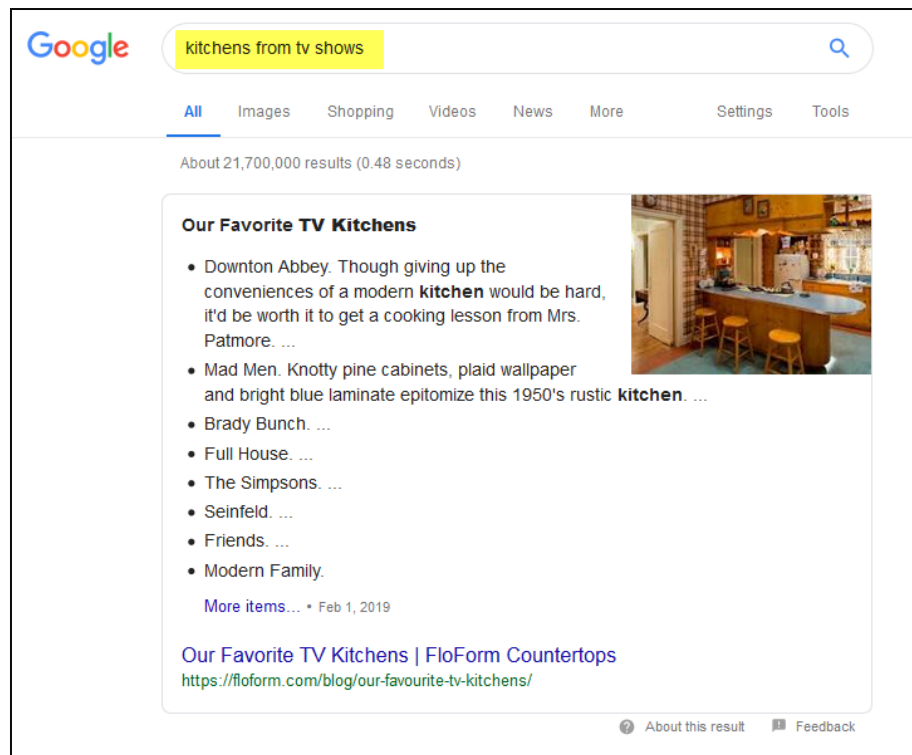
- How to Create the Ultimate Star Wars Bedroom
- Decorate Your Bedroom Like Penny on Big Bang Theory
- Giving Your Family Room a Game of Thrones Makeover
- Design Your Mad Men Master Bedroom

You can actually find lists of ideas for these kinds of posts on other blogs.

Doing this search on Google revealed many posts with ideas for "get the look" posts just for bedrooms:



This works for all kinds of rooms in a home including kitchens:



Even the “blogging” niche can have “get the look” posts:

- How to Get a Cool Header Image Like an Authority Site (*you could promote header image creation and design services from ShareASale merchants*)
- How to Create a Stunning New Layout for Your Blog (*you could promote blog design services from ShareASale merchants*)

Put your thinking cap on and come up with ideas that fit your niche.

Create the Post

If you’ve created a Single Product Post outlined above than some of those steps are the same for creating this post and aren’t repeated (*how to add a title, how to add your written content, etc.*).

To create the post for your site:

1. Log into your site’s dashboard
2. Choose to create a new post
3. Come up with an exciting title for your topic and put that in the title field
4. Write an intro paragraph for your post – what is the post about? Who would be interested in the post topic? What do you want people to learn by reading the post?

5. Search ShareASale to find 10-20 products that would work for the topic of your post
6. Pick the first product you want to feature in the post:
 - a. Write a paragraph about the product, why you chose it and how it fits with the topic of the post
 - b. Copy the code in the text file that came with this book called "ShareASale Multiple Product Post Code"
 - c. Paste the code into your post under the content you wrote for the product
 - d. Replace the fields in the code with the fields for that product
 - e. Repeat steps #a-e for every product you want to include in the post
7. Publish your post
8. Check the live view of your post and make any necessary corrections

Step #6 - Create one of each post type for your website

Wrapping Up

You've done a great job! You should have created your website and at least 4 posts. If you go back through the steps to create each of the posts again you'll have 4 more posts for a total of 8. Then repeat, repeat, repeat!

Before you know it you'll have 30, 40, or 50 posts and then you have some serious mass in Google which will help your rankings.

I had you choose a niche that you're interested in because – as those of you who have read my previous books may have noticed – I have you put more affiliate links inside the last 3 post types than I have used in other post types.

The reason for this is that I'm also having you write more content. It's easy content because you're just writing about the products, why you chose them, and how they relate to your niche but all of that writing is much easier to do if you're really interested in the topic.

As for traffic this strategy relies on organic traffic from Google. You could fold in my [Pinterest Affiliate Explosion](#) strategy to also drive traffic to your site from Pinterest for a boost but creating content should be your number one task at all times.

Have fun with it and get creative!

More Erica Stone Strategies

Cluster Madness Blueprint – Build a site targeting just ONE kind of product and two kinds of posts to bring in massive, targeted traffic with very little writing required.

Pinterest Affiliate Explosion – Learn how to build a solid Pinterest profile that you can use to promote affiliate links, grow your following and even connect to your Cluster Madness Blueprint website for more traffic.

Get In Their Heads Plus – If content writing for product affiliate marketing has you stumped, this guide will show you how to get Google to tell you the words you should be including in your content in order to improve the relevancy and ranking of your website posts.

AZON Breeze - This is my secret WordPress theme with built in tools that make Amazon Associates link creation and unique content a “breeze” to create. Save yourself a ton of time - everything that can be set up in WordPress is built in: plugins, settings, and post templates. Just fill in the blanks and publish posts faster than ever before.

Support

I hope you enjoy this strategy as much as I do. It's simple yet profitable and easy to follow. It's also the kind of strategy you can have your family help you with. Do a joint site with a partner or get your teenaged kids to help you write content. Teens are great with cell phones – task them with taking pictures for you to use with your Look What I Found posts.

However you go about it, I don't want you to get frustrated at all so if you have a question, feel free to email me at Erica@extremereviewer.com.

Wishing you the best of success!

Sincerely,

Erica Stone

Erica@extremereviewer.com