

# KEEP IT SIMPLE AFFILIATE GUIDE

The Simple Way To Build An Online Income On  
Twitter



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# Keep It Simple Affiliate

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The name of the game is keeping your Twitter affiliate marketing simple.

This is exactly what I'm doing.

Follow me step by step..

It's not that it's hard but consistency matters.

Consistently doing the same steps each day will build momentum and lead to your success.

My game plan for making sales is to follow a simple plan.

My Twitter Account -> My Lead Magnet -> Get Subscribers On My List -> Automated Emails To Educate And Promote My Offers -> \$

That's my goal but there are few things needed beforehand to get things rolling.

You need to create a lead magnet and email sequence with your automated emails.

This is really the main hurdle to get through and will take the most time in the beginning.

Once set up all you have to do is continue to build your audience and following.

Tweet 3-5 times a day.

A thread once a week.

Send out an email once a week.

Comment in the beginning.

That's really it.

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Ideally should take around 30 minutes a day when up and running.

Let your email sequence do the promoting for you.

I cover lead magnets and emails below.

Remember the goal is to keep everything simple.

To get the most out of Twitter there are 3 things that you need to concentrate on:

1.) Your Twitter Presence And Growth

2.) Affiliate Marketing

3.) Email Marketing

1.) Your Twitter Presence And Growth

Twitter is different from other social networks.

It's not concerned with how many followers you have.

Twitter is concerned with engagement.

This can be likes, comments, or retweets.

Twitter's algorithm is set up so that the more engagement a tweet gets, the more people will see it.

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I mentioned Twitter is not concerned with how many followers you have but it helps.

If you have a following of 100 and you get 100 likes for a tweet, your tweet may be shown to up to 10,000 people.

So Tweets with lots of likes can have a big enough audience, which can be big enough to promote your products and services to.

How to create your Twitter presence and growth?

Create your Twitter profile and optimize it.

Clearly state what your purpose is.

What you're looking to achieve.

Your profile is your store front and is what people will see to find out about you or your brand.

As you comment on other peoples' Tweets they can follow you and/or check out your profile.

The more Tweets and comments that you write, the more impressions you have, and this increases the chances of people checking out your profile.

In your profile have a link to your lead magnet.

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A lead magnet is something you're giving away free so that they will subscribe to your email list.

Your lead magnet can be a short ebook (like this one I made on Google Slides and Canva), email mini course, video lesson, or a helpful list.

It's something that you can create to solve a specific problem that your ideal customer has.

It should also be easy to understand, have a high value, and shows you're an authority on the subject.

I'll get into this more in the email marketing section.

Next create a Gumroad account and load your lead magnet.

It's simple to create your account and load your lead magnet.

## **Concentrate on engagement.**

You want to be a creator.

You want to have more followers than people you are following.

Write tweets that give value.

Comment and leave quality and informative comments on other peoples' Tweets and your followers will grow.

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Twitter is purely about engagement and building relationships with others.

Be a teacher and give out free advice to others and it will pay off in the long run.

You gain authority and trust.

To grow at a steady rate, follow this plan daily (7 days a week).

- Post 3-5 Tweets a day
- Post a thread with Tweets once a week
- Comment on 20 Twitter accounts with over 1000 followers daily

To go all out and grow quickly, follow this plan daily (7 days a week).

- Post 3-5 Tweets a day
- Do 5 Re-Tweets a day
- Do 10 Quote Tweets a day
- Do 50-100 Comments a day
  - 50 on large Twitter accounts (10,000+ followers)
  - 30 on medium Twitter accounts (1,000 to 10,000 followers)
  - 20 on small Twitter accounts (less than 1,000 followers)

Doing this plan will help you grow and get followers.

The secret to growing with Twitter is consistency.

Consistently Tweet and comment daily.

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Your comments need to be quality comments.

Informative and well thought out comments that can stand alone like a Tweet.

In the beginning you really need to comment a lot to help build up followers.

## 2.) Affiliate Marketing

If you have your own product that you want to promote then great.

If you are an authority in your field then it's much easier to promote your own affiliate products.

You'll find that the more followers you have, the more you'll be contacted by DM or email.

The more contact you have with people, the more likely you are to make sales.

Build your brand and be seen.

Even better is to have a brand that is easy to remember and sticks in peoples' minds.

If you don't have your own product then you'll need to promote other peoples' products by being an affiliate.

Gumroad has courses that you're most likely going to want to be an affiliate for.

They'll give you an affiliate link so you can track your sales.

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It's important to pick an affiliate offer with a nice conversion rate and commission.

It's actually a pretty easy process.

Get an affiliate link from the creator to promote their product.

You get paid when someone clicks on their affiliate link.

The item usually needs to be purchased within 30 days from when the affiliate link was first clicked.

Pick products that you have used and truly believe in.

There are 2 types of products to promote.

One product is 1 time purchases.

You only get a commission 1 time when somebody purchases the product you're promoting.

1 time purchases are usually for courses and physical products.

The other type of product is recurring revenue.

These can be nice because you get paid every month as long as the customer keeps and uses the service.



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An example of recurring revenue products are hosting, communities, memberships, and software.

## 3.) Email Marketing

Email marketing works.

It's been proven over and over.

I use email marketing to promote products.

It's the best way to get the most out of your Twitter audience and grow your income.

You can build a relationship with your subscribers, build trust and show you're an authority on your subject.

It also allows you to gently acknowledge the problems your subscribers may have and your solutions in the form of a course or product.

The emails can be written beforehand and sent out by an autoresponder.

It can be totally automated.

Once the emails are written and set up, you can spend your time commenting on other Tweets to build up your followers and subscribers and writing additional emails with new information and products you want to promote.

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If you're good at writing Tweets on Twitter then you can write good emails.

The goal is to write engaging and entertaining emails that your list looks forward to opening.

Pull them in so they look forward to reading your emails like an episode from a series you can't stop watching.

If you can get your email marketing right, you can have the same effect.

Your list will be looking forward to your emails and waiting for your offers.

Use email marketing to grow your income.

A Twitter audience plus email marketing works great together.

Like I stated before, put your Gumroad lead magnet link in your profile to get subscribers onto your list.

You don't need to sell in every email sent out.

Actually it's a good idea not to.

Your goal is to build a relationship with your entertaining emails.

If you have a Tweet or a thread that got a lot of engagement and did well, then go deeper in an email.

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Include stories that are entertaining in the emails.

Your emails are made up of 3 parts.

- 1.) An eye catching title - It grabs their attention and gets the email opened.
- 2.) The body - The meat of the email including entertaining stories.
- 3.) After the body, transition into the CTA (Call To Action).

You're not giving a hard sell, just offering an answer to the problem the subscriber has.

## The Welcome Email

An important email is the Welcome Email.

It's important because it does a few things.

It gives you a chance to introduce yourself.

It welcomes the subscriber to the email list.

It gives the subscriber an idea of what kind of emails they'll be receiving.

There are a few things to remember for successful email marketing.

- 1.) You have to always have a link in your emails.

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You're training your subscribers to click on links.

Always include a CTA and a link to click on.

The link can go to an article or blog post that is helpful and relevant, a Tweet, or an offer.

You want your subscriber to get used to seeing and clicking on links in your emails.

Links work best being included in the bottom of the email in the P.S.

For example: P.S. I came across a special offer on Create24/7's Masterclass today, check it out <Affiliate Link>.

2.) If your emails are entertaining, they'll get opened.

Having entertaining emails will ensure that they get opened and you'll have a high open rate.

Emails that just sell with offers stop getting opened up, but emails that are always entertaining and informative will get opened.

Your informative and entertaining emails will set you apart from the other spammy emails your subscribers will receive in their inboxes.

3.) Make your subscribers aware of the problems, and offer the solutions for a price.

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Provide your subscribers with lots of information including the reasons why your products or the affiliate products you are promoting are needed.

You don't want to give away the solution since that's what you're selling.

You can even try to pre-sell your offers by building suspense and teasing at the end of your emails.

4.) Have variety in your emails.

Change it up from time to time and don't send the same type of email every time.

You can have an email with an entertaining story and a question and answer email the next time.

Use theme day emails for different days of the week.

Send emails with a long story or short ones that are to the point with helpful and relevant news.

5.) Practice makes perfect.

Like most things in life, the more you do something, the easier it gets.

You'll find this works with emails.

The more emails you write, the easier it gets.

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And the better you get, the faster you can write them.

## 6.) The Most Important Thing for Successful Email Marketing

Market and promote to your subscribers as you would like to be marketed and promoted to.

Never spam your list of subscribers.

All you want to do is to create a strong relationship with your subscribers by supplying them with entertaining stories, tips, and relevant, helpful information.

### **Final Thoughts**

You have to remember that email marketing can be tough with lots of competition.

Your subscribers receive lots of emails in their inboxes.

You want to stand out.

Standing out will get your emails read and help you be a successful email marketer.

Stand out by writing entertaining emails.

### **Conclusion**

Being successful on Twitter is totally doable.

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Just take action and stick with it.

Follow the plan.

Write the Tweets to build an audience.

Use the Lead Magnet to build a list.

Send automated emails to your list to promote your offers.

Let your emails do the work.

Spend your time writing Tweets with occasional threads and emails.

You'll find there's a snowball effect.

You have to put in the hard work in the beginning but it really grows when you build up momentum.

You can do it, it just takes action and remember to Keep It Simple!