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AFFILIATE MARKETING EXPERT

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Thank You.

About the Author

Spencer Coffman has a background that proves he can accomplish whatever he puts his mind towards. He received the Presidential Award for Academic Excellence in 2005, at age 12. He then became homeschooled and finished middle school and high school in only three years and was published in the Who's Who Registry of Academic Excellence for the 2007-2008 year. By age 14 he had diplomas in Professional Locksmithing and Advanced Locksmithing.

In 2008, he enrolled in Alexandria Technical College where he excelled, receiving an Associates degree in Individualized Professional Studies and a diploma in Concrete Masonry all before age 17. He was also a part of the Phi Theta Kappa International Honor Society. While in the Concrete Masonry program, he achieved first place in a local Skills USA competition. He continued onto the state competition where he also received first place. Spencer continued on to the national competition and placed eighth.

In 2010, Spencer enrolled at Minnesota State University Moorhead, where he received a Bachelors of Arts Degree Summa Cum Laude in Psychology and a Bachelor of Arts Degree Magna Cum Laude in Philosophy. Spencer was 19 when he graduated from MSUM and was a part of the Psi Chi International Honor Society. He then worked very hard to publish his undergraduate thesis, and in 2013, his experiment, Facial Expression: The Ability To Distinguish Between Enjoyment and Nonenjoyment Smiles, was published in the Psi Chi Journal of Psychological Research.

Spencer then studied at the American TESOL University to become certified to Teach English to Speakers of Other Languages. He became certified to teach Children and Advanced students. He was then hired by the university to completely re-write and restructure their syllabi and curriculum. In addition, he revised their online platform and made it mobile ready.

When his job there was complete, Spencer began extensively studying micro-expressions, emotions, and behavior. He was a natural and became certified at the expert level in both the Micro Expression Training Tool and Subtle Expression Training Tool developed by Dr. Paul Ekman. Spencer then decided to write a book of his own on body language. "One that would be short and

simple. A book that would be very easy for people to pick up and read and understand in no time at all.” In 2015, Spencer published A Guide To Deception, a book that educates readers about deception and teaches them how to detect lies. Since then, Spencer has been working on writing several other books on a variety of different topics. Some of which include eBooks on what he has learned while in business for himself, and books that are designed to help other people live better lives.

Spencer has become an excellent video creator and is proficient in several video editing software tools and other editing programs. He manages several successful YouTube channels and has many online aliases. Spencer has also composed several songs and musical albums that are used in the YouTube videos. In addition, he manages and maintains over 40 different social media accounts on sites such as Facebook, Twitter, Pinterest, Google Plus, Blogger, Reddit, Stumble Upon, and More! In short, Spencer has learned to dabble in almost anything and he pours out his passion, knowledge, and experience for anyone who wants to learn what he has learned.

Spencer has an extensive domain name portfolio, which he modifies regularly depending on which domains he buys and sells at the time. He has created and designed hundreds of websites, and currently manages and maintains over 60 different sites. Many of his domains are listed for sale on places like GoDaddy, Sedo, AfterNic, Flippa, and eBay. Spencer is also a part of several different affiliate-marketing businesses, he has created and hosted webinars, learned the ins and outs of email marketing, and is always willing and ready to learn something new. Take a look at his website www.spencercoffman.com and check out all of the great resources he has to offer.

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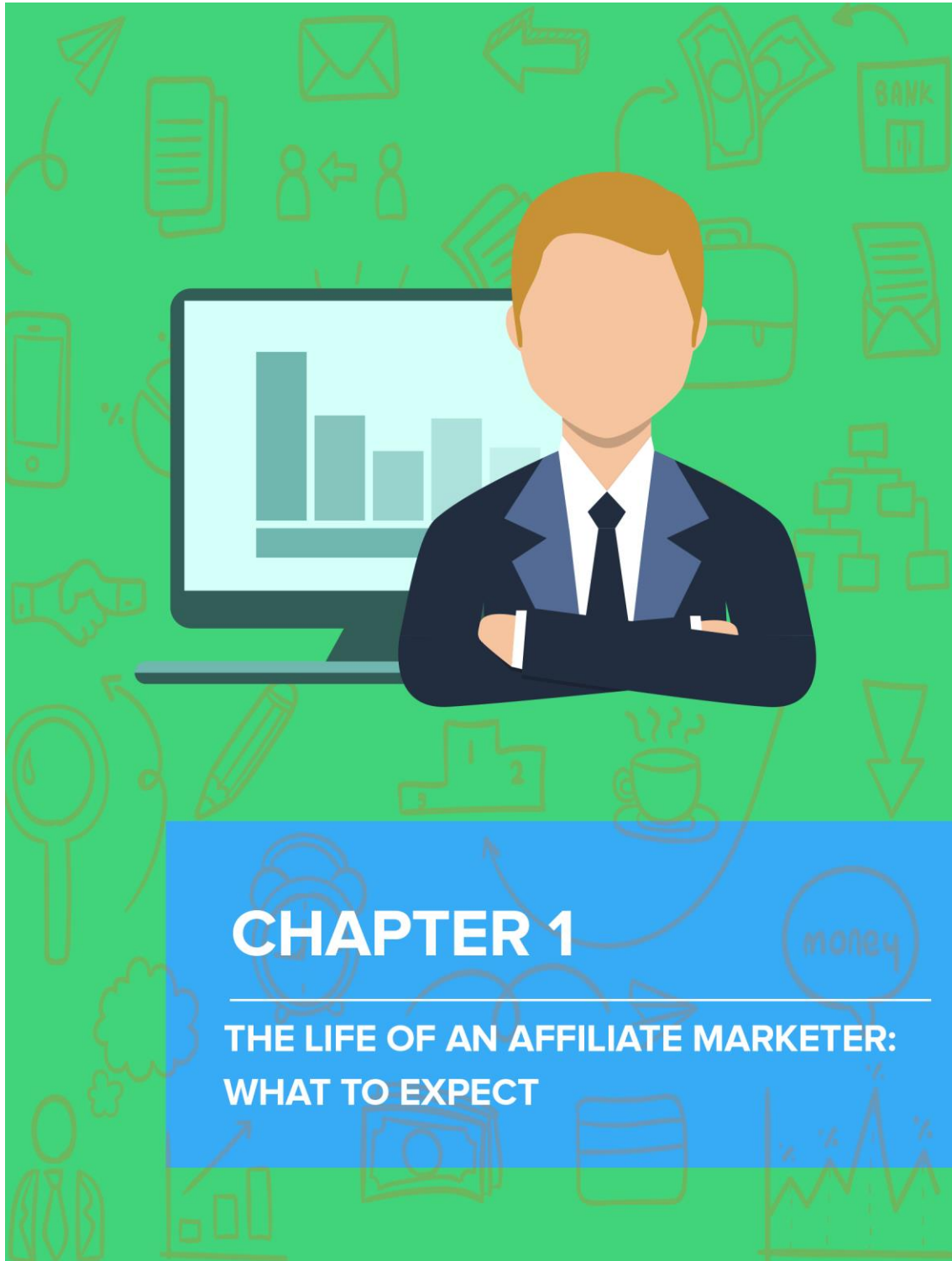
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Chapter 1: The Life of an Affiliate Marketer: What to Expect



If you're looking to make a ton of money online, then the best option for the widest selection of people is undoubtedly affiliate marketing. This is the online business model with the fewest barriers to entry that anyone can learn and anyone can master. At the same time, it is potentially one of the most profitable business models you can use online, and is certainly much more profitable than blogging for AdSense revenue, or some other similar market.

The fact that it is much more profitable than blogging is a point that advertisers on Facebook love to present. Chances are that you have already seen millions of advertisements for online money making schemes and 'programs'. You may not have recognized them as such, but nevertheless, they were there all along. The crazy fact is, that nine out of ten times, those ads are solely based around affiliate marketing.

You'll know these ads when you see them. It is the type of advertisement where people talk to you from their private yacht, and tell you how they make a 6-figure salary in only a few hours of work each week. It is the type of ad that sounds too good to be true. Often times, they are written off for a pyramid scheme or some form of multi-level marketing.

In addition, you have probably have seen the videos of online 'billionaires' talking about their money-making systems while wearing smart suits in very pimped-out offices. They've created a 'digital empire' all on their own using affiliate marketing techniques, and now they're rich and powerful and you probably want to be them...

But is this all true? Can you really accomplish all that through affiliate marketing? Is it really that easy? Or is there more to it than that?

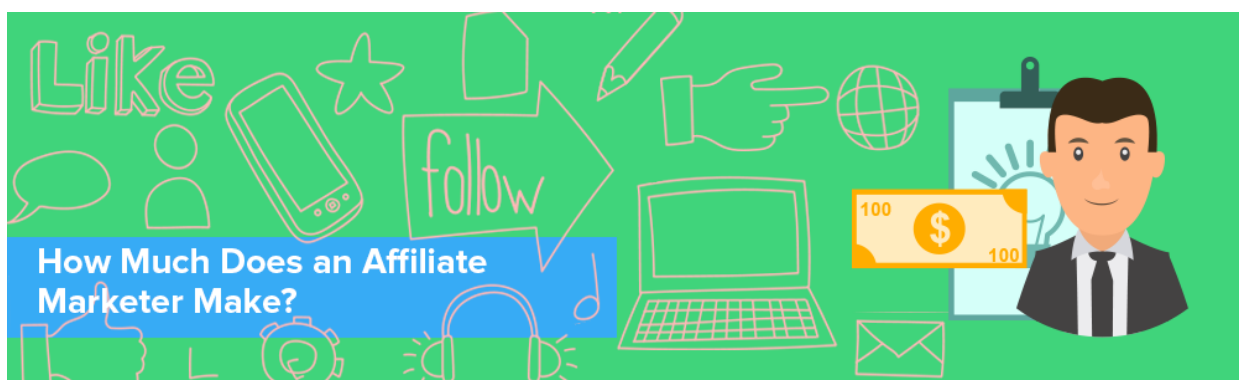
Well, I'll tell you right now, so that you don't read the whole book waiting for the answer. Unfortunately, the answer is not a simple yes or no. It is both. First off, most of the billionaires out there with their private yachts claiming that they make tons of money from working only a few hours a week are probably telling the truth. The part they leave out is how many hours they had to work before they were able to only work a few hours a week. Yes, you can make tons of money with affiliate marketing. It is a very safe and reliable business to

get into. You don't have to worry about it being a pyramid scheme or some form of multi-level marketing. It is much more than that.

Affiliate marketing is your own personal business where you earn as much, or a little as you want. It is pretty much a commission-based job. You promote someone's product and they pay you. The more you promote, the more you make. It is that easy. So when you see all of those ads telling you that you can become rich. Remember, that you *can* become rich. But it won't be get rich quick. It will take a detailed plan, some time, and an investment. You need to be committed to success, and willing to see the big picture. Luckily, you have found this book. That means you are already dedicated and willing to put in some time and effort into building your business.

You have made a wise choice, because in this book, you are going to learn lots of valuable information that took years of time and experience. You are going to have a leg up on millions of people who are also trying out affiliate marketing. The information in this book is written based on years of trial and error in affiliate marketing. Fortunately, I have the kinks worked out, and know what works and what doesn't work, and I'm willing to share that information with you. Therefore, get ready, grab your notepad, and read on. This book is going to be your number one guide to making your affiliate marketing business a success. So read on, and good luck!

[How Much Does an Affiliate Marketer Make?](#)



First of all, let's assess the claims about earnings. We don't have to guess at this, because there are real-life conventions for affiliate marketers that collect and report data. During the 2014 Affiliate Summit, over 1,800 affiliate marketers answered a survey describing everything from their methods to their earnings.

How much were they bringing in?

Well, only 46% earned less than \$20K while 8% earned \$50K-\$100K and 12% earned \$100K+. At the very least, this shows it's certainly very possible to earn big money. (The rest were around the middle, but note that 19% elected not to answer at all.) Therefore, it is clear that you can make some money and the idea of having your own yacht is very achievable.

What's also interesting here, though, is the sheer spread of earnings. Affiliate marketing is bringing in from \$20K to \$100K and beyond, which is something that you don't find in traditional careers. The reason for this spread is because some people work harder on their affiliate marketing business than other people. It is like anything, the more practice and effort you put into it, the more you will get out of it.

However, it is a lot more than simply effort. There are many large factors that go into the reasons behind this data. So what's the big difference?

It's the *skill* of the individual.

As an affiliate marketer, you're self-employed and working alone. There's no need to 'climb the corporate ladder' or to compete for promotions. You can get to the top overnight, if you have the right skills because it's *all on you*. In addition, you have to have the self-determination and the self-discipline to make it work. You need to be motivated to work hard and spend those long hours building *your* business. No one else is going to do it for you. This book will help you get started, and other online resources can help you get ideas. However, the implementation is all on you. You need to put the time into it because you will reap what you sew. This book is your owner's manual and guide. It isn't going to make you rich. You are going to make you rich by applying what you will learn in this book.

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