



Hey **Chris Guthrie** here I run a blog called [EntrepreneurBoost.com](http://EntrepreneurBoost.com) and I've been using Amazon's affiliate program since January 2009. In late 2009 I actually got **fired from my job**, but fortunately by then I was already generating a full time income from Amazon's affiliate program and I've been self employed ever since generating **well over \$1 Million in revenue from Amazon's affiliate program** and earning tens of thousands of dollars from other sources.

I love helping people succeed so I've created a quick companion study guide of some of the best tips I've learned in the past several years with Amazon's affiliate program:

## Top Ways 17 Ways To Make Money With Amazon Associates:

### 1. Niche Selection Is Crucial

I'll get to the actual methods I use on my websites in the next tips, but the first thing I want to say is that the niche you choose is the absolute most important decision you can make. This literally will make or break everything you do. So if you want to make money with Amazon's affiliate program

You must target **physical product focused niches** and **keywords**

It's much easier to make money using Amazon's affiliate program if the people coming to your website are looking for a specific product that your website discusses. No matter how many times I say this, I still see people with completely unrelated blogs trying to make money with Amazon.

### 2. Link To Products Inside Your Content

Roughly **half of my Amazon income** comes from **basic text links** posted inside the **content** body area of a blog post or page.

*Example: Check out this [cool helicopter](#). I've been covering these RC helicopters for months and I've never seen this one priced for under [\\$30](#) well off its \$129.95 list price.*

Simple text links in the content of an article are the most effective way to get web visitors to click. People trust the body of the content on a page more so than any other area of the website and I know this because the tracking data I've collected.

### 3. Make Product Images Clickable Affiliate Links:



The second best thing I've found next to a simple text link is to use images of the product you're talking about and make them clickable like this cool usb missile launcher:

**Roughly 15% of my total Amazon income has come from simply making all of the product images on my websites clickable affiliate links.**

You can input this code automatically using the [EasyAzon](#) plugin

*If you aren't using the plugin you'll need to do this with HTML code:*

- Red circles represent the Amazon Affiliate Link Code
- Blue circle is the image code created from uploading an image in Wordpress
- Green arrows highlight the fact that I removed the `</a>` tag along with the text description of the product (the closing `</a>` tag was moved after the image)
- Yellow is just there to show you my affiliate ID

```
<a href="http://www.amazon.com/gp/product/B000XYR2CM
/ref=as_li_ss_tl?ie=UTF8&tag=myaffid-20&linkCode=as2&camp=1789&
creative=390957&creativeASIN=B000XYR2CM">

```

#### 4. Link To Amazon.com As Many Times Possible

I alluded to this in the previous few tips but I want to make sure you understand that each link inside one of your articles is another opportunity for a visitor to click through and make their way onto Amazon.com.

**It's common for me to link to Amazon five to ten times in a single article**

I'll link even more frequently if I'm doing a product review and comparing multiple products at once.

#### 5. Product Review Articles Convert The Best

Doing a quality product review for a product directly related to your niche is a very easy way to garner higher click thru rates and increased sales, **ideally if your review is higher quality.**

Ideally you contact the manufacturer's marketing team or PR agency and get them to send you a demo unit of the product to review, but this takes a lot of effort and may not be worth it on a smaller traffic site (at first).

You want to convince the reader to **investigate their purchase options** by the time they finish reading an article, which is why I'll always include links to all of the products mentioned in a review at the end of the article. That way it's an easy transition from learning about the product during your review and then at the end it's time to make a purchase.

Example: [See this USB Missile Launcher on Amazon.com](#)

#### 6. Build An Email List

You've probably heard this a hundred times by people telling you to build an email list from the blogger and internet marketing crowd, but **building an email list is way easier on a physical product oriented website.**

Why? People don't have their guard up when they are researching a physical product to purchase (when compared to other purchase decisions online i.e. digital goods). So what I like to do is offer some type of freebie like a buyers' guide or some type of information that provides more details about the products they're researching.

I could attribute at least **five to ten percent of my total income** due to my **email lists** because I like to focus on promoting products heavily to my lists during the holidays which leads into my next tip.

## 7. Write Sales And Promos During The Holidays

In past years I've made between **\$500 - \$1,000 a day every day** during **Black Friday Week, Cyber Monday and Cyber Week**. It is lower during other holidays like Mother's Day, Father's Day, Presidents Day, Valentine's Day etc. but you can still promote various sales during these holidays as well. **I target every holiday** because Amazon creates an actual dedicated sales page every time one of these holidays come around. The deals shared on these pages are generally really good too.

So what I'll do is put together an article of all the top products that are on sale in my niche using the tips I've shared earlier like **linking as many times as possible, making the product image clickable** and then **sending out an email to my list** etc. to get even more conversions.

For the structure of these articles I like to target a frequently searched keyword such as "Cyber Monday (My Niche) Discounts" etc. because I know people search for "Cyber Monday" and "Black Friday" millions of times each year but they also search a longer form version like "Cyber Monday (My Niche) Discounts"

## 8. Sell More Products To Make Incrementally More Money

This one sounds simple enough and it really is. **The more you sell with Amazon the more you make AND the higher percentage you earn**. During holiday months I've hit around the 8% mark which is double the 4% rate you start with for shipping only 1 – 6 items per month. Even if you sold **just 7 items** you get bumped up to **6%** and the best part is that this increase in commission percentage is

**retroactive** (meaning once you reach the next level you get to apply the higher percentage referral fee to every product you've sold during the entire month).

Number of Products Shipped/Downloaded in a Given Month**	Volume-Based Advertising Fee Rates for General Products
1-6	4.00%
7-30	6.00%
31-110	6.50%
111-320	7.00%
321-630	7.50%
631-1570	8.00%
1571-3130	8.25%
3131+	8.50%

*This chart may change, so always check your Amazon associates area.*

## 9. Sell Large Quantities Of Inexpensive Products To Boost Your Payout On High Priced Products

One thing I do is have websites that are set up in lower competition niches where the items typically aren't as expensive and where it's easier to sell these products in larger quantities (\$50 or less). Then I have other niche sites that sell more expensive products at much higher prices (\$XXX – \$X,XXX) that are sold less frequently. So this way I get to use the increased quantity of sales from these lower priced product websites to help me get up into higher payout brackets **so instead of making 6% on that high end item I'll get 8% instead.**

## 10. Use Multiple Tracking ID's For Each Website

By default Amazon assigns you one tracking ID like blahblahblah-20 but [you can create additional tracking ID's here](#) up to a total of 100. If you hit that total you can always ask for more so feel free to be liberal with your creation of tracking ID's for your websites.

## 11. Insert Buy Now Button Into Your Articles



You can simply insert your own buy now button and turn it into an Amazon affiliate link using the information on tip 3 to see how to deal with the code to turn the buy now button into a clickable affiliate link.

[EazyAzon](#) can also insert these call to action buttons easily

## 12. Create A Product Comparison Grid

Creating a product comparison grid for all of the products within your niche and allowing people to sort by various features is a great way to get some additional sales. I've used this tactic on several of my websites and the product comparison page alone can **add an additional 5% to 10% income increase for a website**.

You'll need to use this free WordPress plugin called [WP Table Reloaded](#) and what I do is include various columns for information about the product and in the final column I use a buy now button that people can click to see more info about the product.

## 13. Publish A Recurring Deals Post

If you want to find a way to be able to mention products that are on sale more frequently on your website one of the easiest ways I've done that in the past is to just do a weekly deals post. So what I'll do is publish a **post every week with the best deals for my niche** and then incorporate all of the previous tactics I've discussed above to link to the products on Amazon.com. **Depending on how often you publish articles you could do it more or less frequently** (I've seen some websites do these style of articles every day).

## 14. Publish A Monthly Bestseller List

Amazon has a bestseller page found simply at [Amazon.com/bestsellers](https://www.amazon.com/bestsellers) and so one thing I've done on my site is publish a bestsellers list and simply mention the currently trending bestsellers. Generally speaking the cream rises to the top so if

you write an article talking about the bestselling products those are likely to be the best products your visitors are looking to buy anyway.

Just go to [Amazon.com/bestsellers](https://www.amazon.com/bestsellers) and look for your respective niche category. I shoot for top 5 or top 10 products.

## 15. Use Carousel Banner Ads Over Static Banner Ads

Through testing I've found that the carousel style Amazon banner ads are about 3 times better than the static style Amazon banner ads.

Here is what the Amazon carousel widgets look like:



You can create the Amazon carousel banner ads inside your Amazon Associates account [here](#) and you're able to manually add products or just display bestselling products from a specific category.

### I believe Amazon static ads perform so poorly for two reasons:

1. Web visitors avoid clicking advertisements in general, but I've found the Amazon ads especially tend to convert very poorly (all varieties)
2. The ads Amazon does offer are far too general and don't work well for niche specific websites. i.e. if I was running a site focused on just LED HDTV's the closest ad I could use is one for electronics.

One unknown trick is to simply create your own ads for products on Amazon; however, you must email the customer service team to get approval before running them (if you want to play it safe that is, which I always tend to do). The



ads I did go through the hassle of creating and getting approval for were even more effective than the carousel widgets, but again none of these solutions were as effective as simply using text based affiliate links in my content.

## 16. Don't Bother Creating An Amazon Astore

When I created a store page and used the Amazon Astore tool to “build my own store” I found it converted terribly. **Less than 1% of my total income came from Amazon Astore pages before I stopped using them.** If you're not familiar with Astore's just take my word for it when I say they suck.

I know people like to shop, but sometimes I believe they'd rather **just find a resource that tells them what the best deal is instead and that should be your website.** Whatever the reason, the tracking data I used to track my Amazon Astore's showed that they routinely underperformed.

## 17. Just Get People On To Amazon.com

I know **30% of my earnings come from products people bought because I wasn't even promoting.** For example, I sold an engagement ring a few months ago for \$1,799.00 and got a \$125.93 commission but I don't even own a website that even remotely discusses jewelry. This is one of the other reasons why I love using Amazon's affiliate program.

Jewelry						
<a href="#">2.00 Ct Princess Cut Diamond 3 Stone Engagement Ring 14k Gold</a>	Third Party	\$1,799.00	7.00%	1	\$1,799.00	<b>\$125.93</b>

**When you send someone to Amazon.com you get a percentage of anything they buy for the next 24 hours** (30 days if they added an item to their cart) so if you can just get them onto the website and they happen to buy something completely unrelated you'll get the money for it.

The best part is that Amazon gets people to buy. They spend millions of dollars on improving the way they get people to convert. Some of the best closing advice I can give is to simply **find ways to get your visitors onto the Amazon.com webpage and they'll take care of the rest.**



## Closing Comments By Chris Guthrie



I hope you enjoyed this free bonus list of tips that I've used to generate well over **\$1 Million in revenue** with Amazon's affiliate program over the past couple years. If you liked this guide you'll like [reading my free blog](#) and [listening to my free podcast](#).

I'm here to help people make more money so if there's something you have a question feel free to send an email to

**chris[at]entrepreneurboost.com**

Just remember, I receive roughly 30 – 50 emails a day to that email address so make sure you try a search on my blog for the answer first.

To your success this year,

Chris Guthrie

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Longer legal mumbo jumbo here...

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