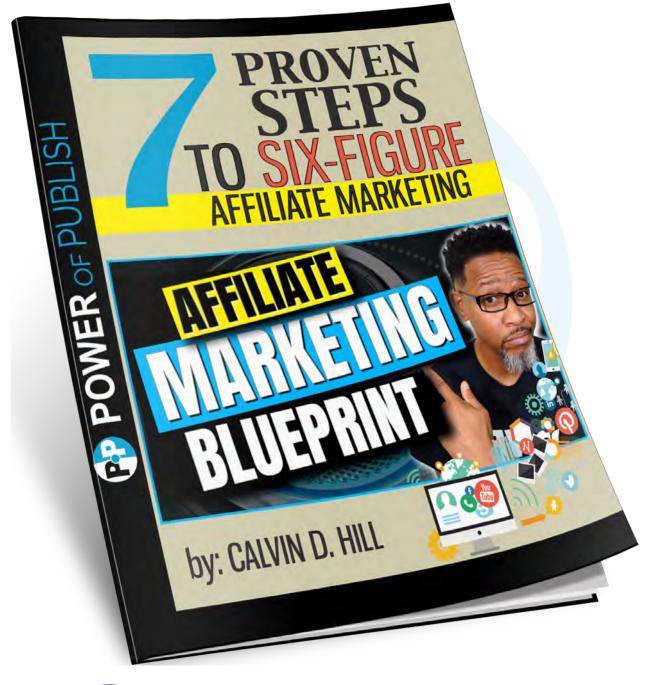
How To Simply Create

A Six-Figure Affiliate Marketing Business





7 PROVEN STEPS TO SIX-FIGURE AFFILIATE MARKETING

Hi, I'm Calvin D. Hill. I am the founder of PowerOfPublish.com, the place where entrepreneurs learn to create *wealth*, **influence**, and <u>power</u> through content.

I created this ebook to help entrepreneurs with the **SEVEN** steps to **grow a passive income** business online. Affiliate Marketing is one of the *FASTEST* ways to earn **HUGE** commissions **24/7**.

What is affiliate marketing?

Affiliate marketing is when you promote other companies' products.

When someone buys through *your affiliate link*, you **get a commission**.

So why affiliate marketing?

- You don't have to create a product or service
- You can start **earning** & *promoting* quickly
- You can choose almost ANY market or niche
- You have <u>ZERO or LOW</u> start-up cost
- You can make money even as a BEGINNER
- You can develop and scale your passive income

These are the TOP reasons people start AFFILIATE MARKETING businesses

I know you are eager to get started with **making money FAST**, so I won't waste your time.

This ebook is SHORT, but **POWERFUL**!

The tactics and measures I share with you will help you create *lasting* and more **reliable results** as an affiliate marketer, so take them **seriously** and *apply* what you learn.



1. CHOOSE YOUR NICHE

The first step to being successful as an affiliate marketer, is **niching down** to a topic you can *focus* on in a specific category.

For example, the topic of photography is *too broad*. Something more specific would be <u>food photography</u>.

TWO TIPS FOR SUCCESS WITH A NICHE

- Select a **profitable** niche that you *TRULY* enjoy!
- Stay consistent with your content...**PERIOD**.

BIGGEST MISTAKE MOST PEOPLE MAKE

Many affiliate marketers **FAIL** due to a **lack of consistency** and interest.

Don't choose a niche for just MONEY. Make sure you are passionate about the topic, so you can create great content while *getting paid*.

If you choose a niche for money over true interest your chances of **FAILING** are *SUPER* high.

Once you find something with <u>high demand</u>, **high commissions**, *good reputation*, and you LOVE the niche, you are setting up to be **financially FREE**.

For TOP Notch affiliate training, GO HERE!



2. CHOOSE A PLATFORM

Technically, you can do affiliate marketing on **any platform**. Even Instagram, <u>Pinterest</u>, *TikTok*, and Twitter works.

However, it's much simpler to build an audience and increase your affiliate sales via one of two mainstream channels: **A Blog or a YouTube Channel.**

Starting a website today is relatively easy and cheap. I have a short detailed **video tutorial** that teaches you how to get started.

The best part, it only costs you a few dollars per month to set up a very **PROFITABLE** website.

The other platform is YouTube. Creating and uploading content to YouTube is *free*, which makes it ideal for many people to grow an affiliate marketing business.

Optimize your videos for SEO and **include affiliate links** in your description. This is a *SMART* way to begin making money **FAST** online.

Start with these two *platforms* to decide how you want to market your business.

I like delivering content via *VIDEO* so <u>I started a Youtube Channel</u>. However, I also know how **POTENT** websites are for making money so I also have a website.



3 SELECT A PRODUCT OR PROGRAM

There are three kinds of affiliate programs to pick from.

A. High-paying, low-volume affiliate programs

These are affiliate programs for *niche products* with high payouts.

For example, <u>Clickfunnels affiliate program</u> pays **40% commissions a month** with products from \$97 to \$297 (Recurring).

B. Low-paying, high-volume affiliate programs

These are affiliate programs for products with **lower payouts** but have *mass* appeal.

Take Amazon's affiliate program, for instance. You only make up to **10% commissions** on anything Amazon sells.

C. High-paying, high-volume affiliate programs

These are affiliate programs for products with **massive interest**, which also pay **high commissions**.

One example is credit cards.

Credit cards are a *necessity*, and most people roll with the company for years (some stay for decades!)

Make your *decision* based on niche and level of expertise.



4 CREATE CONTENT & BUILD RELATIONSHIPS

Okay, let's discuss the **BIG SECRET** to **MASSIVE** commissions!

To succeed at affiliate marketing on a HIGH LEVEL you need to create **high-quality content** where your affiliate links fit naturally.

Solve your visitor's problems, and you will build a thriving community and **TRIBE of buyers**.

You will build a BRAND that people know, like, and *TRUST*! Moreover, they will *buy* from your links for YEARS!

BUILD AN EMAIL LIST I (Do Not Wait!)

Besides responding to comments and creating *honest* open content that doesn't sound like a sales pitch, you MUST BUILD AN EMAIL LIST!

The BIG SECRET – I started sending emails with <u>GetResponse</u> and can't stress how **important** it is to *build your email list* from the start. You may have heard...

"The Money Is In the List" b 🖡

Actually, the money is in the RELATIONSHIP, with the people on your list. Having an email list is the *single* **MOST IMPORTANT** thing you will **EVER** have in your business!



5 Convert Traffic To Sales & Money

Okay, so you've created **great content**. The next step is to get more people to read it, so they will click on your *affiliate links*.

Here are TWO Traffic Secrets to consider:

1. Search engine optimization (SEO)

SEO is the practice of optimizing pages, images, and videos to rank high in **search engines** like Google, *Pinterest*, and Youtube. Ranking in search engines for targeted keywords will bring consistent and **FREE** *passive* traffic.

Basic SEO Tips

- Have an understanding of what your target audience is searching
- Create content around those topics (<u>blog post</u>, videos & images)
- Encourage engagement of likes, shares, comments, and links
- I Use Yoast for my websites and <u>TubeBuddy for Youtube</u>

2. Paid traffic

This is where you pay for traffic to your site. The advantage of paid traffic is that the moment you start paying, you get traffic.

Here are the 6 most used methods:

- Display ads
- Paid search
- Social media ads
- Paid discovery
- Sponsored content
- *Influencer* marketing



6. SET UP MARKETING FUNNELS

Once your content starts getting *consumed*, you will need to guide those **visitors** through a well-optimized **sales funnel** to convert that traffic to sales. (**MONEY**) **§**

Driving people to a website is great once you have a **BRAND**, but conversions will *suffer*. The absolute best way to convert traffic to MONEY is to build a landing page with a **POTENT** Call To Action (*CTA*).

The difference between a **BUSINESS** and a **HOBBY** is commissions!

<u>ClickFunnels is the best software</u> for building out landing pages and sales funnels for more leads and commissions. (Free for 14-Day Trial)

A landing page, AKA... squeeze page, or a lead page is a **MUST** for anyone **serious** about building a *passive income* business online.

The life of your business will be collecting emails for email marketing to build relationships with your visitors.

Use them to tell fans about new content and keep them coming back to your site for more. If **This leads to more affiliate clicks** and sales.



F.O.C.U.S. (FOLLOW ONE COURSE UNTIL SUCCESS)

Affiliate marketing can make you a legitimate **MILLIONAIRE**. If you apply these fundamentals to your business you can experience *life changing income* and the **freedom** to **QUIT any 9-5 job**.

Many people who try affiliate marketing give up way too soon, if they don't see immediate success. **Don't let that be YOU!**

Set *realistic* expectations at the beginning and make changes when necessary.

It's normal that you **face obstacles** when you wanna make money being an affiliate, *but you don't have to be scared. You can be* **GREAT** *and have* **ANYTHING YOU WANT IN LIFE!**

Affiliate marketing, like any learning process, is an ongoing effort.

While many of the steps above can be implemented at the start, you want to **learn and improve** as you go.

Dedicate The Time

To become **successful**, you need to <u>put the time in</u>. Affiliate marketing requires *consistency*, so be *prepared* and allocate regular time for your efforts.

Don't forget to **HAVE FUN**!



Bridge Books To Six-Figures

CLICK HERE for the books that made me my FIRST \$100K online!



* CALVIN D. HILL *



If you made it this far you are **READY TO SUCCEED!**

I wrote this ebook to *TRULY* help you achieve **everything** you want. You are now ready to invest in yourself and prepare for *success*.

Commit to *learning* more and stay positive during your journey. You will be able to <u>share your success</u> story later for even **MORE MONEY**.

If you haven't already, go ahead and click the button below to **START YOUR AFFILIATE MARKETING JOURNEY.**

Calvin D. Hill

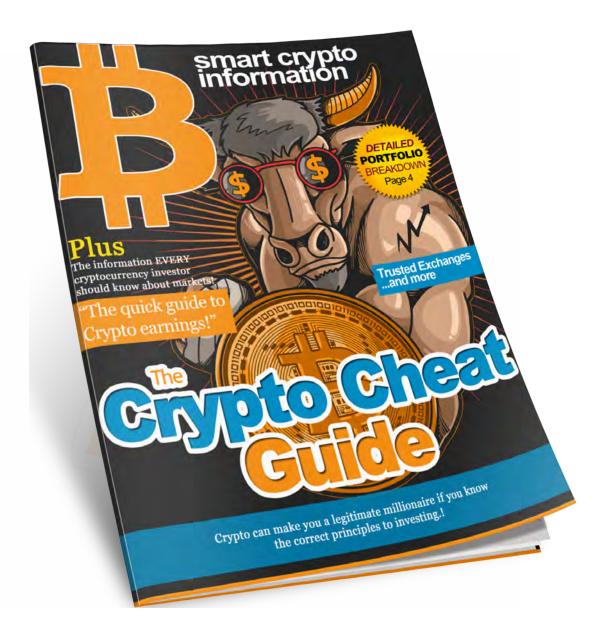
Follow: (IG, TikTok, & Youtube ... @powerofpublish

Email: popsupport@powerofpublish.com | Blog: PowerofPublish.com



The Crypto Cheat Guide

A Quick Guide To Cryptocurrency





My name is Calvin Hill. I created this quick crypto guide to help those who are beginning in the digital currency world. This is **NOT** the crypto Bible :-)

I am NOT a financial advisor and this is NOT financial advice :-)

I created this ebook for informational and *educational* purposes **ONLY**. This along with your own research will guide you to having optimal <u>success with crypto</u>.

What is Cryptocurrency?

Cryptocurrency is a digital currency in which transactions are **verified** with <u>records</u> maintained by a *decentralized system* using cryptography, rather than a centralized authority like a bank.

Cryptocurrency is also a form of payment that can be exchanged online for *goods and services*. Many companies and brands have issued their own currencies, often called **tokens**, and these can be traded specifically for the goods or services that the company or brand provides. Cryptocurrencies work using a technology called **blockchain**.

What are the benefits of investing in crypto?

- Easy transactions
- Massive returns
- Access to a wide range of investment opportunities
- Direct control over investments
- Inflation hedge
- Cross-border payments
- 24/7 markets

These are the TOP reasons people invest in cryptocurrency - Start an account here

This guide is *SHORT,* but **POWERFUL**! **READ THE ENTIRE THING**!



1. Trusted Exchanges

In 2025 there will be over 1 billion people buying, selling, and trading crypto. This goes **DOUBLE for Bitcoin**. To get in on this action you will need to setup an account with a *crypto exchange*.

There are several exchanges to choose from and I am referring you to the ones trusted by *millions of investors* including myself.

THREE TIPS FOR SUCCESS WITH AN EXCHANGE

- Select an exchange with <u>competitive</u> fees!
- Make sure the exchange has top tier **security**.
- Choose an exchange with enough *liquidity* for trades.

MY TOP TIER EXCHANGES TO START IN CRYPTO

1. **Binance** - <u>Create an account in minutes</u> to easily manage your wallet and maintain your portfolio.

2. **Coinbase** - <u>Go here to start with coinbase.com</u>. Over 68 million people and businesses trust Coinbase to buy, sell, and manage crypto.

3. **Crypto(dot)com -** <u>Go here to start with crypto.com</u>. Join 10m+ users buying and selling 200+ cryptocurrencies at true cost

4. **KuCoin** - <u>Go here to start with KuCoin</u>. Find your next crypto gem on KuCoin with safe and rapid transactions.

Notable mentions: Kraken, Gate.io, Gemini, Bitfinex, and Huobi Global



2. Crypto Portfolio

It is *extremely* important to have a well balanced cryptocurrency portfolio. To minimize the volatile ride of trading or investing in crypto use this basic asset **allocation and diversification** guide below.

25% of your portfolio should be GOLD 2.0 BITCOIN (Store of Value)

35% of your portfolio should be big cap, utility coins & smart contracts - Ethereum, Binance Coin, Solana, Cardano, XRP, Polkadot, Elrond, Crypto.com, Polygon, Vechain, Algorand, Hedera, Cosmos, and AMP.

10% of your portfolio should be Defi (Decentralized Finance). Avalanche, Chainlink, Uniswap, and Aave

10% of your portfolio should have exposure to NFT (Non-Fungible Token) - Theta, Tezos, and Chiliz

10% of your portfolio should have exposure to the Metaverse - Axie Infinity, Decentraland, The Sandbox, and Enjin Coin

8% of your portfolio should be low/micro cap markets - SingularityNET, SDAO, Zilliqa, Harmony One

2% of your portfolio should have exposure to Meme coins - Shiba INU and/or Doge Coin

Above is a GREAT GUIDE. Change as you see fit :-)



3. Crypto Wallets

If you are **serious** about **creating wealth** with Cryptocurrency you *CANNOT* leave your digital assets on exchanges.

It is a must that you **store and secure** your crypto. Protecting your digital assets and validating your transactions should be done RIGHT!

You have software and hardware wallets, also called hot and cold storage.

Remember this phrase: NOT YOUR KEYS, NOT YOUR CYPTO!

Here is the wallet I recommend for COLD STORAGE!

Ledger - The smartest way to secure, buy, exchange, and grow your crypto assets. TRUSTED by 4 million customers and recommended by FORBES, TechCrunch, and Bloomberg. <u>GO Here to GRAB your Ledger Nano X</u> - (Amazon)

To **learn how to use** software and hardware wallets, please view these short YouTube videos.

How to use a Ledger - (VIDEO)

Crypto wallets explained - (VIDEO)







Staking is a way to **earn rewards** for holding *certain* cryptocurrencies. This is an awesome way to create passive income

from your crypto. You can also earn*crypto rewards* from purchases with crypto debit and credit cards.

There is no better feeling than to earn some **passive income** on your crypto. The gains with the certain platforms can <u>outperform</u> *ANY* centralized banking institution returns.

Just putting your **FIAT currency** that's sitting in your bank account into a **STABLE** coin like **USDC** will dramatically change your financial position in life.

How does staking work?

Crypto earns its rewards while it's being staked due to the blockchain putting it to work.

Your crypto is staked in a "Pool" that uses a "consensus mechanism" called Proof of Stake. This ensures that ALL transactions are verified and secured without a banking or payment processor in the middle.

When you stake your crypto it becomes part of the process earning you more crypto as a reward.

What are the advantages of staking?

Many long-term crypto holders look at staking as a way of making their digital assets work for them by generating crypto rewards, rather than sitting and collecting dust in their crypto wallets.

Staking has the added benefit of contributing to the security and efficiency of the blockchain projects you support. If you decide to stake some of your funds, you make the blockchain more resistant to attacks and strengthen its ability to process transactions.



5 BEAR MARKET VS. BULL MARKET

What Is A Bull Market?

A bull market or what many call a **bull run**, is defined as a period of time where a <u>good majority of investors</u> are buying, *demand outweighs supply*, market confidence is at a **CRAZY high**, and prices are rising consistently.

If you are in the Crypto market and you see prices **quickly trending upwards**, this could be a sign that the majority of investors are becoming optimistic or "**bullish**" about the price increasing further, and may mean that you're looking at the <u>start of a bull market</u> or the **"Bull Run"**.

Investors who believe that prices will increase over time are known as "The Bulls".

What Is A Bear Market?

Bear markets are defined as a period of time where the crypto supply is **greater than demand**, confidence is *low*, and *prices are falling*.

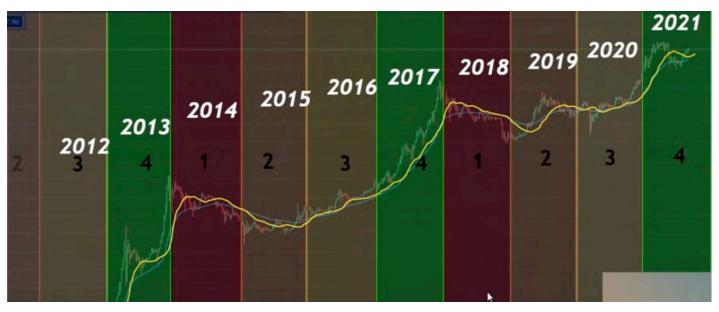
Cynical investors who believe prices will continue to fall are, therefore, referred to as "**The Bears**."



Quick Bullet Points About Crypto Bear and Bull Markets

- Buy low and *sell high*
- Buy major dips
- Average bear market length (289 days or 9.6 months)
- Average bull market length (973 days or 2.7 years)
- Bitcoin drops average of 30%-75% in bear market
- Altcoins drop and average of 80%-90% in bear market
- Wealth is built buying at the end of bear market
- A crypto market cycle is <u>approximately 4 years</u>
- Year #1 is the start of the BEAR Market (see example below)

Examples of Market Cycles in Cryptocurrency!



2022 Bear Market, 2023 Accumulation, 2024 Bitcoin Halving Cycle, 2025 Bull-Run



6. Crypto Lingo & Terms

Altcoin

An altcoin is any coin that's not Bitcoin. When it comes to alt coins most investors stick to large mainstream cryptocurrencies as an investment.

Bitcoin

The first and most valuable cryptocurrency launched on Jan. 3rd 2009 that uses peer-to-peer technology to send instant payments digitally.

Blockchain

Record keeping in a digital form for cryptocurrency technology. It is the result of sequential blocks that build upon one another to create a permanent and unchangeable ledger of transactions.

Coin

A coin represents a store of value that lives on a given blockchain or cryptocurrency network. Sometimes blockchains have the same name for both the network and the coin such as BITCOIN.

Cold Wallet / Cold Storage

A very secure method of storing crypto **COMPLETELY** offline. Also known as hardware wallets they often resemble a USB drive. These devices can help protect your crypto from theft.

Cryptocurrency

Currency that is decentralized and digital. Often called crypto for short it's used to buy and sell things. Also used as a store of value like BITCOIN.



Decentralization

When power is distributed away from a central hub. Blockchains are decentralized when there is a requirement of majority approval from ALL users to operate or make changes, rather than a central authority.

Decentralized Finance (DeFi)

Financial activities that exclude that involvement of centralized banks, government, or other financial institutions.

Decentralized Apps (DApps)

When developers deploy applications on the blockchain to carry out actions without intermediaries they are called DApps. These applications are used to complete decentralized finance transactions.

Exchange

A cryptocurrency exchange is a digital marketplace where you can buy and sell cryptocurrency.

Gas Fees

Fees paid by users on networks like **Ethereum** to compensate for the computing energy required to process and validate transactions.

HODL

NOW stands for "**Hold On for Dear Life**" though the term originated from a user typo of "**HOLD**" on a Bitcoin forum in 2013.

FOMO

FEAR OF MISSING OUT - This is what novice investors do when they see HUGE run ups in the market. STAY AWAY from FOMO in crypto!



Halving

Code written into Bitcoin's DNA that halves the amount of NEW Bitcoin entering circulation after a certain number of blocks are mined. (Usually every FOUR years). **NOTE:** Usually has a DRAMATIC impact on Bitcoin's price to the upside.

Hot Wallet

A software cryptocurrency wallet connected to the internet through cellphone apps or computer browsers. While convenient for crypto access they are more susceptible to hacks and cyber attacks on your digital assets.

Initial Coin Offering (ICO)

A way that funds are raised for a new cryptocurrency project. ICOs are similar to Initial Public Offerings (IPOs) of stocks.

Market Cap

The total value of all the coins mined. By multiplying the current number of coins by the current value of the coins you can calculate a crypto's market cap.

Mining

Mining is the process that Bitcoin and several other cryptocurrencies use to generate new coins and verify new transactions. Often involves vast, decentralized networks of computers around the world that verify and secure blockchains.

Token

A type of cryptocurrency that represents an asset or specific use and reside on their own blockchain.



Public Key

Your cryptocurrency wallet address, similar to a bank account number. Sharing your public wallet key allows for people and institutions to send you money.

Private Key

The encrypted code that allows direct access to your cryptocurrency. Like a bank account password **NEVER SHARE YOUR PRIVATE KEY**.

Satoshi Nakomoto

The pseudonymous creator of Bitcoin. No one knows the true identity of Nakomoto — or if it's more than one person. **(WHOA!!!!)**

Smart Contract

Programs stored on a blockchain that run when predetermined conditions are met. Often used to automate the execution of an agreement so all participants can be immediately certain of the outcome.

Stablecoin

A stablecoin is a cryptocurrency with a fixed value. Major stablecoins peg their values to major world currencies like dollars, euros, pounds, and other fiat currencies.

Wallet

A place to store your cryptocurrency holdings. Many exchanges offer digital wallets. Wallets may be hot (online, software-based) or cold (offline, usually on a device).



7. Crypto Websites To Bookmark

Bitcoin News

Bitcoin News is the world's premier 24/7 news feed covering everything bitcoinrelated, including world economy, exchange rates and money politics.

Cointelegraph

Latest news about bitcoin, ethereum, blockchain, mining, cryptocurrency prices and more.

CoinMarketCap

CoinMarketCap is the world's most-referenced price-tracking website for cryptoassets in the rapidly growing cryptocurrency space.

Real Vision Crypto

Understand the future of everything crypto. Join digital financial revolution. It's free, unbiased and packed with financial expertise.

CoinDesk

CoinDesk is an independent operating subsidiary of Digital Currency Group, which invests in cryptocurrencies and blockchain startups.

CoinGecko

View top cryptocurrency prices live, crypto charts, market cap, and trading volume.

Market Cipher

Market Cipher A is an EMA ribbon comprised of 8 EMAs that are blue/white during a bull market and gray during a bear market.

Live Coin Watch

Fastest live cryptocurrency price & portfolio tracker with historical charts, latest coin markets from crypto exchanges, volume, liquidity, and order books.



Coinbase Blog

Stories from the easiest and most trusted place to buy, sell, and use crypto.

CoinStats

Own crypto in multiple exchanges and wallets? Sync them to CoinStats so you track and manage them from one place. Track 8000+ coins and 300+ exchanges.

Trading View

Where the world charts, chats and trades markets. We're a supercharged supercharting platform and social network for traders and investors.

Reddit Bitcoin

The leading community for cryptocurrency news, discussion, and analysis.

Etherscan

Etherscan is a Block Explorer and Analytics Platform for Ethereum, a decentralized smart contracts platform.

<u>TaxBit</u>

TaxBit is an IRS compliant software provider for reporting on crypto taxes. Connect popular exchanges like BlockFi, Coinbase, Gemini and more.

Crypto FEAR & FEAR Index

The crypto fear & greed index of alternative.me provides an easy overview of the current sentiment of the Bitcoin / crypto market at a glance.

<u>Glassnode</u>

Glassnode makes blockchain data accessible for everyone. We source and carefully dissect on-chain data, to deliver contextualized and actionable insights.



8. 6 Common Crypto Mistakes

Not Taking Profits

Don't forget to take profits on the way up. Don't get excited and think your investment is always going to the moon.

Sending Coins To The WRONG Address

Double check crypto addresses before making a transaction because they are permanent. No customer service to call, no "OOPS" button!

Not Staking Your Coins

Staking allows for passively growing your coins with high APY from 4% to even 20% on average.

Not Securing Your Investments Properly

Use strong passwords. **Use two-factor authentication**. Use Face ID. DO NOT sign into accounts on public networks. Use **COLD Wallets**.

Investing More Than You Can Afford

Only invest what you can afford to lose. Crypto markets are volatile so make sure you read the section about "Bear" and "Bull" markets.

Buying All-Time Highs

Don't **FOMO** into the market when you see BIG GREEN CANDLES and HUGE RUNS! Dollar Cost Average into the market if you are not a seasoned investor. Crypto can move 50% up or down in a violent swing!



9. 3 Quick Crypto Tips To Remember

Cryptocurrency Basic Tax Information

The cryptocurrency **tax rate for federal taxes** is about the same as the capital gains tax rates. It normally **ranges from 10-37%** for short-term capital gains and **0-20%** for *long-term capital gains*.

In the United States of America, crypto-asset gains are calculated using **two factors**: your income, and how long you have held the cryptocurrency *(considered the holding period)*.

Fill Out Your KYC Information

Many cryptocurrency exchanges require KYC, which is short for **"know your customer"** as well as **"know your client"**.

This is the process of verifying a customer's identity. Not filling out your KYC on exchanges can **restrict** how you buy, sell or trade crypto, especially *withdrawal*.

What Is Dollar Cost Averaging?

Dollar-cost averaging **(DCA)** is defined as buying crypto at determined intervals *regardless of price*, and has proven to be one of the most effective and even *safest ways* to **accumulate** bitcoin.

It allows the individual to mitigate bitcoin's wild volatility, and have peace of mind in their **saving or store of value** strategy.





If you made it this far you are **READY TO INVEST!**

I wrote this ebook to *TRULY* help you achieve **everything** you want. You are now ready to start a journey of creating wealth with digital currency.

Commit to *learning* more and stay positive during your journey. This guide can be adjusted to accommodate your personal financial goals.

If you haven't already, go ahead and click the button below to **start your cryptocurrency account.**

Congrats~

Calvin D. Hill

