

# - 10 MISTAKES - TO AVOID IN NETWORK & AFFILIATE MARKETING

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It would have saved me time,  
money and many frustrations.



E-Book:

10 Mistakes to avoid in network and affiliate marketing.

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1 Wrong Approach

2 No Plan

3 Trying to figure it out yourself

4 Jumping back and forth

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6 .....

...Read more



## MY BUSINESS WHY

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## Ten mistakes to avoid in network and affiliate marketing

It is about three years now since I started to focus on network and affiliate marketing. During the time, I made many mistakes and I've seen others making the same and other mistakes. I have learned a lot through different courses and by getting relevant training and experience I was able to reach a point of having real success in the market. I'm no network marketing guru, but I found my way to success in just over two years since starting out. It could have been much sooner if I didn't waste so much time and made so many mistakes. I therefore thought it a good idea to publish a list of ten mistakes to avoid in network and affiliate marketing. If only I knew this when I started out, it would have saved me time, money and many frustrations. Please read further. Maybe it can point you in the right direction and assist you in getting you up to speed much quicker.

### 1 Wrong Approach:

You have to approach your online business as a business.. ... It is not a hobby.

Business owners earn an income from their businesses.

Hobbyists are living their passion, mostly part time and it is usually costing them money.



Set your mind on what needs to be done to establish your business properly. Do it in an orderly way. Always be honest and do the right thing and in the right way. In other words, show integrity in everything you do.

View yourself as the business owner of your business. Then do a little roleplay.

... If you would pay an employee \$5000 per month to work for you, what will your expectation be of that person?

- How many hours do you expect the person to work?
- How much revenue do you expect your business to earn from the work input of such a person?
- Will you ensure that the person has a detailed task list and knows exactly what to do?
- Will you make sure that the person gets appropriate training to acquire the necessary skills?

...can you see where we are going with this?

Now mirror these expectations back to your own business activities.

Are you prepared to do what is expected from an “employee” in your own business?

Do not make the mistake of having the wrong approach towards your business.

Don't say to yourself “I will see if it will work for me”

...it will not!!

You will have to work for it. Period.

## **2 No Plan:**

Once you are clear in your mind that you are serious and that you want to be in business and that you are prepared to do the work, you will need to sit down and do some planning.

As an example, when you go on a road trip, you will know your starting point and you will be heading for a specific destination. You will sit down with a roadmap and plan the distance that you want to go each day and the time that you will be spending on the road. You will plan your fuel stops, where you will be eating and your accommodation. You will also take in consideration the time that you will be spending at tourist attractions en-route. An important part of your planning will be your budget. You have to ensure that you will be able to fund your planned trip before you embark on it.

It is the same with your network and affiliate marketing business. You will have to sit down and do the math. The same principles as explained in road trip planning above, will apply.



Do not make the mistake of heading off with no plan.

Do not say to yourself “Let's see where I can go with this.”

...you will either go nowhere or you'll get lost.

You have to plan your work and then work your plan.

### 3 Trying to figure it out yourself:

This is one of the common mistakes that new entrants make. They think that network marketing is easy to make money from and they will figure it out themselves.

I call it the DIY approach.

So many people fail because they enter this sector without the necessary knowledge and the skills required for success. They think they can do it all by themselves. ...or they think they will look at what is working for others and then do the same. ...the DIY approach.

Think back to the roleplay that we had in paragraph 1.

If you were the person working for someone else, will you have been appointed without proper knowledge and skills in your work field? If you were lacking skills would you be prepared to acquire them?



Solution: You will either need to have a very strong upline mentor to show you the Why, What and How of the project, or you will have to be prepared to get proper training. Empower yourself with the required knowledge and skills. Pay for training if it is needed. It will be an investment into yourself. I've seen so many new entrants to the industry fail because they are not prepared to spend money to make money. Any formal tuition comes at a fee. Be prepared to spend money to make money, especially if it is on quality training.

Don't make the mistake of trying to figure it out on your own.  
...you will either fail or lose motivation from not reaping positive results.

Get yourself a good mentor and / or do quality training courses to improve your knowledge and skills.

#### **4 Jumping back and forth (popcorn):**

During the past six months, I've noticed someone promoting Bitcoin mining, forex trading, two different and totally competing business systems, joined an email responder system, then complained that it was difficult to understand, moved away to another email responder and then moved back to the first because the other one was useless. The person promoted jewellery, slimmer's coffee and then got involved in the motivational business sector.

...this is an example of what I call popcorn people. You never know when they're going to pop or where they're going to land.



...nothing works out for them and I doubt if it ever will.

...Why? Because they're not persistent. They have no plan and they expect systems to work for them, while they don't spend time to acquire the knowledge and master the skills to work the systems.

Make sure you only join a quality opportunity. Then focus on understanding what needs to be done and act on it.

Be focused and make it work. It will not work for you unless you work at it.

#### **5 Locked money wallet:**

Real businesses have real budgets.

Real start-up businesses budget for initial losses until they reach breakeven.

Real start-up businesses invest in infrastructure, equipment, inventory, personnel and stock upfront and it may take months or even years before they even reach breakeven.

Network and affiliate marketing is a real business, with its focus on marketing and promotions.

No one can expect to be in the business of marketing and promotions without a budget.

...you will need to be prepared to take the mental locks off your wallet.



In this marketing sector, you can make huge profits, but:

- You will have to get training to equip you for the task.

This is important:

If there are 3 levels of training available in a program at 3 price levels, it doesn't take rocket signs to figure out that the best part of the training will be in the third level.

When you're out there in your business and you have only completed the first level of the training it will be very logical that you will not be fully equipped with all the knowledge that you need to be successful.

It all boils down to this: You need to get all in. Testing the waters ankle deep shows no commitment.

That means you're trying things out to see if it will work and by now you already know it will not.

Be honest to yourself. Show commitment to yourself and to your business.

Get in. ...All in.

Soak yourself in the deepest level of training available and get through it. Apply what you have learnt and thereby improve your skills. Then expect success to come looking for you.

Trust me on this. This is one area in which I lost time and money because I stuck to basic training levels. If I think back today, I realise that I was stupid not getting all in right from the start.

Online marketing can either have a SEO generic traffic focus, or a paid advertising focus, or a combination of the two.

SEO and generic traffic is going to cost you an investment in time it to get results (time is money), while paid traffic will cost you money in actually paying for your advertisements.

There is a rule of thumb that you should be able to earn \$2.00 for every \$1.00 that you are prepared to spend on paid online advertising. This may come as a surprise to you, and the ratios may vary, but it may be assumed that when you want to earn \$10 000 online, you will need an advertising budget of about \$5 000. Obviously, when starting off, you will be able to spend small amounts and reinvest your start-up profits back into your advertising budget.

So, don't make the mistake of trying to save money on empowering yourself with knowledge and skills and don't shy away to pay for advertising. Unlock your wallet.

...Bottomline, expect to spend money to be able to make money.

## **6 Not prepared to sell a product to your mother:**

Don't get me wrong on this one. I'm not saying that you must sell your offer to your mother. I want to use the example to explain product choice to you.

If you are not prepared to sell something to your own mother, why would you want to sell it to someone else? Are you prepared to be associated as a person with the products that you promote?

Don't get involved in high return shiny object type of products.

If pictures of flashy cars, sexy women, bank note rolls, pay-out tables and fake wealth are used to sell a product, I'm immediately cautious. Why is it that flashy fake representations are needed to make a product attractive? The substance and value of products should be what is attracting purchasers. I will much rather sell a real physical gold coin to anyone than selling a crypto mining opportunity from a company who only has a web domain as the physical business address. I will always be prepared to post a picture of myself next to anything that I promote. I have seen many MLM marketers running with a product and promote the daylight out of it, just to post a "I'm so sorry about this .. but trust me on that..." message a couple of months later. This is an example of what is giving the industry a bad reputation.



Don't make the mistake to promote easy selling products which are full of bling but empty in real value. It will implode and it will take your online reputation with it. It is not worth it. You will find that it takes time to establish trust in the market. It's not worth blowing it all on a shiny object.

## **7 Not being solution orientated:**

People browse the internet daily in search for information. The art of effective marketing is to be able to slot your product offer in front of them as the solution that they've been looking for. Should

you therefore write an e-book, a blog post or an advert, always present it as a possible solution to whatever your reader might be looking for.



Presenting your offer as a solution will have a far larger impact on a reader than telling someone that they need to buy something. People don't like to be told, they rather like to discover. Therefore sales pages that are created in a "salesy" way are not doing well. Sales pages that explain a situation, highlight a specific issue and then offer a product as part of the solution are doing very well. It is important though that the contents of the page that is building up to the product presented must be well researched and of good quality.

Don't be salesy.  
Be part of the solution.

### **8 No eyeballs to your offer:**

You may be promoting the best product by the best company and your presentation may be excellent, but if you are not able to get your offer out in front of a targeted audience, you will make no sales.

But take heed. There is a saying that talking to anyone is like talking to no one. Don't expect your friends and family to be as excited about your offer as you are. Fact is, they may have no interest in network marketing at all. You will find the best results when you targeted your audience are those who might have a need for your product. In the online space, eyeballs to your offer is called web traffic.



There are different forms of traffic, namely:

**1. Traffic that you own**, which comes from your contact list that you have built up during the past. Should you have established quality relationships with those on your list by providing quality content to them, it is very likely that you will be getting a positive response from your contacts when you present a new offer to them. Seasoned marketers will tell you: "The money is in the list"

List building is an ongoing process for me and I view it as one of my biggest business assets in network marketing.

**2. Generic traffic** from search engines. This traffic normally results from search engine optimised websites which are rich in content and to which new content is added on a regular interval. Generic traffic is rather inexpensive in terms of money, but it takes months and months of expanding your website before you will be getting good rankings. Time wise, it is thus expensive.

Blogging is key for me as a generic traffic source. I apply my blog-site amongst others as a list building tool.

**3. Free traffic** from social media. I've seen many marketers posting their offers over and over to Facebook groups. I've even tried it myself. In my opinion, this is a waste of time. People follow people and they are likely to buy from a person. Cold offers like sales pages shared on social media very seldom sell anything.

**4. Paid traffic**, in example traffic generated from Google Ads, Facebook Ads, Instagram Shout-outs or Solo Ads.

What I like best about Facebook ads is that it allows you to advertise to a very specific audience, meaning that you will be reaching your targeted audience.

I'm not specifically fond of solo ads, reason being that the solo ad vendors promote so many different offers to their lists, that the audience may be over promoted to in my opinion. Leads that I received from solo promotions in the past were extremely "cold" and I found it difficult to warm them up to my offer. I'm getting far better results from targeted Facebook Ads.

**5. Attraction marketing** is a way to attract people to your offer without presenting it upfront to them. If you have the time for it, you may first befriend your prospects on social media. Present different solutions for problems to them and build trust and relationship with them. For instance, you may invite them into a motivational Facebook group and chat with them in the group. There are marketers who are doing very well with this.

My preference however is to offer a lead magnet in the form of a quality e-book or a PDF report on a subject. I will choose a subject that will offer a solution in a specific field. I will then deliver my high-quality lead magnet through a capture page to my prospects in return for their names and contact details. This is then followed up with establishing trust through an email series and eventually presenting a sales offer. I found that paid Facebook ads are best for converting my lead magnet offers.

Do not make the mistake of thinking that your offer will miraculously be found by someone online. It will not.

You will have to make a definite attempt to get your offer in front of your target market.

Get eyeballs to your offer. Be creative. It is a numbers game.

## **9 Empty jargon and time-wasting content:**

Any content, be it a blog post, an e-book or a follow up email must be made up of quality content. I've subscribed to many offers to research how marketers present themselves. I've seen some excellent content, but believe me, some are trying to push content for the sake of words and not for the sake of value. Very quickly the readers will view useless content as the product of a useless source. Do not make the mistake of running dry on quality and then make up a lot of nonsense and

present it for instance to an email list just because someone told you that you have to communicate every day with your list.



Rather spend time on proper research and stretch the intervals of communicating with your list to allow you time to properly structure your content.

The marketers that are offering quality content are viewed as knowledgeable in their field and they establish trust amongst their followers. In time they are viewed as having authority in the field of marketing and their followers will easily convert to future sales offers presented to them.

Never put quantity over quality in your content, your offer or your product.

By constantly presenting quality content, you will be viewed as knowledgeable and trustworthy in your field and you will grow a “quality” following

## 10 Getting killed by a road bump:

Every sport has its injuries and every business has its challenges.

So many marketers get stuck on minor issues and then spend hours in despair and some even give up because of that.

Very early in my network marketing venture, I have learnt that a road bump is not a brick wall.



When I get stuck, I basically do 3 things:

1. I'm telling myself that this is only a slight road bump.
2. I ask two of my best friends, namely Google and YouTube for advice.
3. If I still can't find a solution, I will ask my upline or social media contacts for advice.

I do however set my mind on finding a solution instead of dwelling on the issue.

For every problem there is a solution, but the way that some people are dealing with issues, one may get the idea that they think there might be a problem for every solution. 😊

Don't make the mistake of getting killed by a road bump. Get over it and continue your journey.

## In Closing:

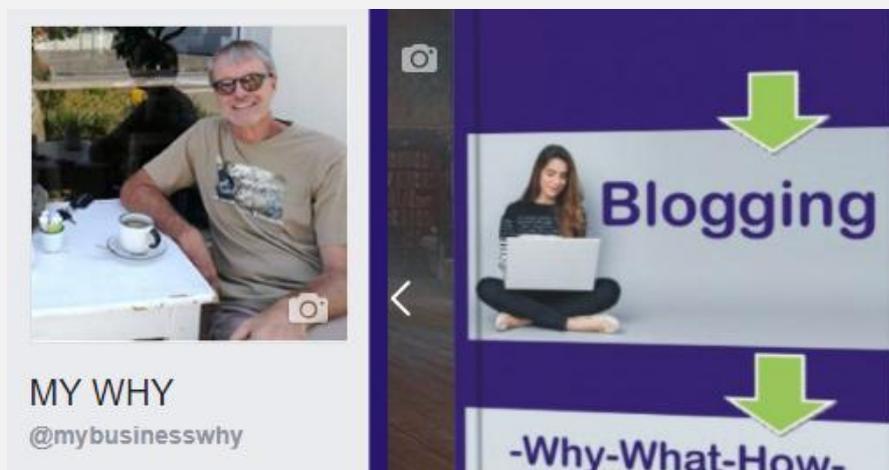
As I said before, if only I knew all this when I started out on my journey in network and affiliate marketing.

I therefore trust that you have found value in this E-book and I will really appreciate your reply comment on it.

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Thanks for spending the time to read this.

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