

HOW TO CREATE A SIX FIGURE DIGITAL MARKETING BUSINESS



ToLa Solutions
WORK HARD, PLAY HARDER

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7 PROVEN STEPS TO CREATE A SIX-FIGURE DIGITAL MARKETING BUSINESS



Hi, my name is Tony Larson, aka “ToLa”. I am the founder of ToLaSolutions.com, the place where entrepreneurs learn how to create solutions in *wealth* and *influence*, through content.

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

WHAT IS DIGITAL/AFFILIATE MARKETING?

Digital/Affiliate marketing is when you **promote** other companies' products.

When someone buys through an **affiliate link** you received from the company your promoting, you get a **commission**.

So Why Affiliate Marketing? These are the **TOP** reasons people start [AFFILIATE MARKETING](#) businesses:

- 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 Little to No start-up cost
- You can make money even as a **BEGINNER**
- You can **develop** and **scale** your *passive income*

This ebook is *SHORT*, and to the point!

These tactics and measures I share with you will help you create long 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 finding a **niche**, a topic you can *focus* on in a specific category.

For example, the topic of golf is **too broad**. Something more specific would be **training techniques for women's golf**.

TWO TIPS FOR SUCCESS WITH A NICHE

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

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 *earning that passive income*.

If you choose a niche for money over true interests, your chances of **FAILING** are *VERY* high.

Once you find something with *high demand*, **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



You can do affiliate marketing on **any platform, and it works**, such as Instagram, [Pinterest](#), *TikTok*, and Twitter.

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 for a blog is relatively easy and cheap. 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 (Search Engine Optimization) and include affiliate links into your description. This is a *SMART* and **FAST** way to begin making money online.

Start with these two **platforms** and decide how you want to market your business. Delivering content via *VIDEO* is so **powerful**, and [YouTube Channel](#) is a great platform. However, I also know how **POTENT** websites are for making money as well, so I would also have a website.

3



SELECT A PRODUCT OR PROGRAM



You have three kinds of affiliate programs to choose from.

1. HIGH-PAYING, LOW-VOLUME AFFILIATE PROGRAMS

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

For example, [ClickFunnels](#) affiliate program pays **40% (RECURRING) commissions a month**, from products that range \$97 to \$297.

2. LOW-PAYING, HIGH-VOLUME AFFILIATE PROGRAMS

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

An example is Amazon's affiliate program, you can only make up to **10% commissions** on anything Amazon sells.



3. HIGH-PAYING, HIGH-VOLUME AFFILIATE PROGRAMS

These are affiliate programs for products with **mass interest** and pay **high commissions**.

One example is credit cards.

Credit cards are a *necessity*, and most people stay with the company for years, even decades!

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

4

CREATE CONTENT & BUILD RELATIONSHIPS

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



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

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

You will build a BRAND, not just any BRAND, YOUR BRAND that people know, like, and *TRUST*! Moreover, they will *buy* from your links for YEARS TO COME!

BUILD AN EMAIL LIST AND DO NOT WAIT ON THIS!

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 [AWeber](#) 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”

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!



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

- Understand what your **target audience** is searching
- Create content around those topics (blog post, *videos & images*)

- **Encourage** engagement of likes, *shares*, comments, and links
- I Use Yoast for my websites and [TubeBuddy for YouTube](#)

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 most used methods today:

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

SET UP MARKETING FUNNELS



Once your content starts getting *consumed*, you will need to guide those **consumers** through a well-optimized [sales funnel](#) to convert that traffic into sales, you know **MONEY!**

The absolute best way to convert traffic into MONEY, is to build a landing page that has a **STRONG** Call To Action (CTA).

The difference between a BUSINESS and a HOBBY is commissions!

[ClickFunnels](#) is the **BEST** software for building landing pages and sales funnels, for more leads and commissions. (Get the **FREE** for 14-Day Trial)

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

The backbone of your business will be collecting emails for email marketing, so you can build those relationships from **visitors** into **consumers**.

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

7

F.O.C.U.S.

(FOLLOW ONE COURSE UNTIL SUCCESS)



Affiliate/Digital marketing can **TRULY** make you a legitimate **MILLIONAIRE**. If you apply these fundamentals to your business, you can experience *financial freedom that is life changing* and **QUIT** that **9 to 5 job** making someone else rich.

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

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

You will run into **roadblocks** and **face obstacles** when you want to make money being an affiliate, this is normal and in anything we do. So *don't be scared, be determined!* You can be **GREAT** and have **ANYTHING YOU WANT IN LIFE!**

Affiliate marketing is like any business, you are always learning *process*, and it's 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 in anything**, you need to **put in the time**. Affiliate marketing requires consistency, so be **prepared** and allocate time for your efforts.

If you made it this far you are ready to **SUCCEED** and **BECOME YOUR OWN BOSS!** Don't forget to **HAVE FUN!**

It's now time to invest in yourself and prepare for *success*.

Commit to learning and stay positive during your journey.

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

Once again, my name is **Tony** aka "**ToLa**" and I hope you found this helpful.

Please Follow



Email: tola@tolasolutions.com | Site: www.tolasolutions.com

>> START YOUR JOURNEY NOW <<



ToLa Solutions

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