

# Affiliate SEO

# Client SEO

## Who Wins?

### Vs

## AFFILIATE

## CLIENT



**Freedom** - No boss looking over your shoulder. Choose your own hours.



**Client for life.** Deliver good work for a client and they will forever be a revenue stream.



**No stability.** A Google algorithm update can make you go from hero to zero.



**Time wasted** on client hand-holding could be better spent.

## AFFILIATE

## CLIENT



**Hands off** - You don't need to worry about payment gateways or order fulfillment



**Pay Before Play** - Clients pay in advance which helps with cash flow.



**Not in control** - Reliant upon others to convert sales and deliver products and services



**Crazy clients** - there are crazy people in the world, more than a fair share are SEO clients

## AFFILIATE

## CLIENT



**You're the owner** - You own the websites and the SEO. You don't have to share profits.



**Work satisfaction** - you get to help others make a difference in their business and lives



**Time investment** - it takes time before you start to see an ROI



**Emotionally roller-coaster** - Clients take you on their emotional journey

## AFFILIATE

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**Work your own hours** - No one is expecting an email or phone call at a specific time.



**Can sell additional services** to clients and maximize revenue.



**No set hours** - you need to be self-motivated to get anything done.



**Clients can leave** at any time. Difficult to plan ahead

## AFFILIATE

## CLIENT



**Passive income** - gives you the freedom to travel and lead a laptop lifestyle



**Consistency in income.** You know how much you should earn each month (assuming clients don't leave)



**Capital intensive** - You have to invest in your site before you start to see any ROI



**Reputation risk.** A damaged reputation locally and you might find it hard to get clients

## AFFILIATE

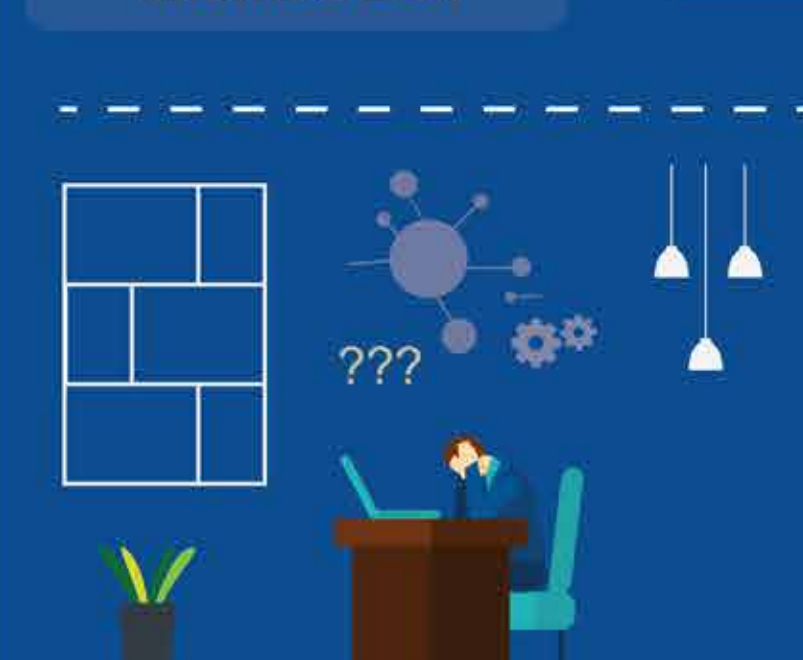
## CLIENT



**Scalability** - Ability to scale more quickly than with client. SEO.



**You get to work** with cool businesses and people and be part of things you would never normally be able to be part of.



**It can be lonely.** You work alone, you need to actively look for a community.



**You can have 20 bosses** looking over your shoulder, irritating you and slowing you down.

## AFFILIATE



**Commission per sale** is fixed, easier to gauge potential revenue



**Amazon can destroy** your business overnight.

