**Getting The Lion’s Share**



**Using Affiliate Marketing**

by

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## Contents

|  |  |
| --- | --- |
| Index | 2 |
| Legal Notice | 2 |
| Introduction | 3 |
| What Is An Affiliate? | 4 |
| A Typical Day In The Life Of An Affiliate | 8 |
| Which Program Should I Choose? | 13 |
| Things You Need To Do To Survive Online | 19 |
| Which Affiliate Networks To Look Out For When Promoting | 23 |
| Common Affiliate Mistakes | 25 |
| Ways To Boost Your Commission | 29 |
| How Am I Going To Promote My Products? | 33 |
| Using PPC In Your Affiliate Marketing | 35 |
| Using Video And Audio | 38 |
| Using Product Recommendations | 41 |
| Become A Super Affiliate In Niche Markets | 45 |
| A Starting Place For Newbies | 48 |
| Conclusion | 51 |

 Resources 53

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**Introduction**

The general basics of affiliate marketing could be your first stepping stone into gaining an income using the internet as your primary tool.

Anybody can join an affiliate program, post a few links on the internet, put a few squeeze pages on traffic exchanges and generally get the word out about the product they are promoting. They may or may not make money using these methods.

But if you want to make sure you give yourself the best chances and of course, thereby gain an advantage over others that are not willing to put in the extra effort, there are a few more things you really need to do.

That is what we are going to discuss in this book. We will go through the basics of affiliate marketing, and then we are going to look at what the extra things you need to know are and how you go about getting them.

What is essential though, is a strong desire to succeed, and the knowledge to make it happen. To be successful in affiliate marketing you are going to have to motivate yourself, because I can’t motivate you, but I can show you the way to get the knowledge you need.

Therefore, I am going to assume no prior knowledge of affiliate marketing on the internet, so those amongst you that know the basics will have to read through some basic information to get to what you need to know. For this I apologise in advance, but I feel newbies should be able to gain as much knowledge as anyone who already has some idea of how affiliate marketing works and need more information to improve their money making skills.

So let’s start at the very beginning…..

**What Is an Affiliate?**

First of all I had better explain what is meant by the terms affiliate and affiliate marketing.

Let’s take a look at what Wikipedia the online resource says.

1. **Affiliate marketing** is a web-based marketing practice in which a business rewards one or more affiliates for each customer brought to the web-site through their advertising and or recommendations.

2. **Affiliate marketing** is also the name of the industry where a number of different types of companies and individuals are performing this form of internet marketing, including affiliate networks, affiliate management companies and in house affiliate managers, specialized 3rd party vendors, and various types of affiliates and publishers who promote the services and products of their partners.

3. **Affiliate marketing** overlaps with other internet marketing methods to some degree, because affiliates often use regular advertising methods. Those methods include organic search engine optimization, paid search engine marketing, email marketing and in some sense display advertising. On the other hand affiliates sometimes use less orthodox techniques like publishing reviews of products or services offered by a partner.

4. **Affiliate marketing** – using one site to drive traffic to another – is a form of online marketing which is frequently overlooked by advertisers. While search engines, email and RSS capture much of the attention of online retailers, affiliate marketing carries a much lower profile. Still, affiliates continue to play a much needed role in e-retailers’ marketing strategies.google.co.uk

1. An **affiliate** is a commercial entity having a relationship with a peer or a larger entity

2. In a radio or television network an **affiliate** is a radio station or television station that agrees to carry the broadcasts of, but is not owned by, a network. Usually the stations are still responsible for the content (such as profanity) to some extent. An **affiliate** is *not* the same as an owned or operated station, which is owned by the network whose programming it carries.

3. A corporation may be referred to as an **affiliate** of another when it is related to it but not strictly controlled by it, as with a subsidiary relationship, or when it is desired to avoid the appearance of control. This is sometimes seen with multi-national companies that need to avoid restrictive laws (or negative public opinion) on foreign ownership.

4. **Affiliate marketing** typically refers to an electronic commerce version of the traditional agent/referral fee sales channel concept. An e-commerce **affiliate** is a website which links back to an e-commerce site such as Amazon.

 However as the e-commerce continues to evolve, e-commerce **affiliates** are no longer restricted to website owners. Bloggers and members of different online community forums can be **affiliates** as well. Many emerging **affiliate** programs are now accepting bloggers and individuals, not necessarily webmasters, to be **affiliates**

5. **Affiliates** can also be referred as publishers. **Affiliate marketers** don’t necessarily have to be **affiliate marketers** specifically. Sometimes such marketers can actually be the e-commerce web site that actually sells the products and services. The advantage of this method of marketing is that it cuts out the middleman but it does not require the affiliates to have a high degree of trust in the software and people behind the e-commerce web site in question

So what is this all saying?

My interpretation of all this is: an affiliate is a representative of a company, or website, who advertises the main company’s products on his/her website. If the potential customer likes what they are reading about the product, then they click a link on the affiliate’s site and that takes them to the seller’s site, with a special embedded link, (cookie), so the referring affiliate gets paid the agreed commission rate for the sale, should the customer purchase the product.

A few years ago these people may have been considered travelling salesmen working on a commission only basis. Yes there are such companies out there.

As an affiliate you are not restricted to working for just one company and you can therefore advertise several different products, although I would suggest separate websites for each product unless they are closely related. Even then I would put them on separate pages with links to each other.

There are more and more affiliate programs appearing on the internet on a daily basis, and a lot of the newer ones deal more or even exclusively in e-products rather than companies like Amazon, who sell physical products.

The major difference between physical and e-products there is a lot more room for higher commission structures with an e-product. As there is no production or postage costs to deal with there is a larger profit margin.

Why? Well the e-products are as valuable as the physical products. Someone has to research and write an ebook or a software program, and they still need to be paid for their time and effort, but there are no manufacturing, printing, packaging or postage costs with the e-product.

One big advantage of e-products over physical products is the point of sale delivery. Generally as soon as your payment reaches the vendor your products are delivered to your email box immediately. This is very often instantaneous. Let the postal and courier services beat that!

Affiliate marketing is an excellent starting point for making money. The investment can be very small or in some cases no investment at all is needed, other than your time. You can obtain your products from many sources and in most cases you won’t have to worry about customer service or shipping.

What is essential though, is a strong desire to succeed, and the knowledge to make it happen. To be successful in affiliate marketing you are going to have to motivate yourself, because I can’t motivate you, but I can show you the way to get the knowledge you need.

This book is going to teach you the basics of affiliate marketing or at least how to get started. We will look at how to choose the niches, the ones that will prove to be profitable, where to look for the right affiliate products to promote, and then most importantly how to drive traffic to your offers.

To learn everything that is in this book will require little or no upfront investment, and even less technical skill and knowledge. Anyone can learn these very basic techniques.

The only things that can stop you from becoming a successful affiliate is picking the wrong products or procrastination. So do yourself and your family a favor and take action on what you are learning.

# A Typical Day in the Life of an Affiliate

As more and more people join the internet, so the life of an affiliate becomes a little easier. The days of door knocking and cold telephone calling have been replaced by email and social networking. No longer does the affiliate have to phone into the office to see how his marketing and sales are progressing. All this information is now available at the touch of a button, well a couple of mouse clicks. (The internet being cooperative of course).

So as an affiliate what should you be doing? Let’s look at how a typical day could be for those affiliates and marketers who work from home, whether this is on a full time or part time basis.

After a leisurely breakfast it is time to get into work mode if you are doing or wish to do this as your full time occupation. So in these days of modern technology the affiliate just has to turn on their computer and log in to the different sites that they are affiliating with to check and see how things are progressing.

You will need to check out any new developments in the network and also keep a check on your back office statistics.

If you are running your own doorway or splash pages you may need to update them to take in any new products coming though that you wish to promote.

Perhaps when you look at your results you will be a little disappointed that your efforts are not paying the dividends you expected. It may be time to look at some of your web pages and see if and where they could be improved. A slight tweak may make all the difference between a sale, and a curious visitor. The marketer knows that a well-designed site will get a lot more clicks through than the one that is poorly designed. Consequently if you are going to get more sign ups and you are going to have good conversion rates then the website must be both appealing and professional looking.

Once you are happy with the way your site looks it is time to get down to submitting the affiliate programs you are promoting to the appropriate directories. These directories are an excellent way to introduce your self to those who are looking to join affiliate programs. This is a sure fire way to get you programs promoted so it certainly needs to be in your advertising arsenal.

After you have done this you need to go into your back office of all the affiliate programs you are promoting and check on your sales. If you have affiliates under you in any of the programs then you can also check to see if they are doing any business to help you. While you are in the back office don’t forget to check for any emails there may be for you.

*Sidebar\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**

*Some affiliate programs are single level while others can be two or more levels deep. If you are in a program that has more than one level then you should also be promoting your affiliate link to other potential affiliates, as you will get paid a small commission on their sales.*

*Sidebar end\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**

If you are using a tracking system which captures the email address of your visitors then follow up with an email to them. Thank them for visiting your site and remind them of the product(s) you are promoting from that particular page or website.

It does not matter if they have purchased the product or not, let them know human eyes are following what is going on. People are going to be more likely to visit you again if they realise you take an interest in what is going on at your website.

Once you have checked out your back offices then the time has come to look at how you are going to be promoting your current product(s). Classified ads, ad exchanges, Google Adsense, pay per click, banners, forums, traffic exchanges, article marketing, ffa boards, blogs and email marketing are just a few of the many marketing methods available to you.

Work on some sample recommendations to give out to your affiliates, because those who know marketing will tell you this will get you a good response. Work on your marketing as much as you can and always be ready to ‘tweak’ your ad if the response you are getting is not as good as you expected for a particular product.

Keep yourself visible and accessible to your affiliates and your customers. Give them a point of contact for you. As an affiliate marketer there are going to be questions particularly from your affiliates. Nothing turns people against you more than the unanswered question or the question not answered in a timely manner.

Make sure all your affiliates know your country of residence so there can be no discrepancy in the natural time lines. For example I live and work in the UK so if someone from the west coast of the USA is trying to contact me in their early evening there is a strong possibility that I will already be in bed taking into consideration the fact that I am 8 hours ahead of them in time.

I would suggest you allow your affiliates to be able to contact you on one of the many instant messaging services available.

To prove that you are working effectively and efficiently you should pay particular attention to inquiries. Nobody likes to think they are being ignored, and customers or potential customers are not the most patient of people. You need to answer queries as quickly as possible being polite, friendly and professional. To meet this end I would set up an email address just for your affiliates or customers to get hold of you.

Along with everything else you should be checking into forums and chat rooms where you can interact with other affiliates, swapping ideas and letting others know what marketing methods are working for you, while you find out the methods that are working for them. Keep abreast of as much as you can, and find the most effective ways to promote your product(s).

There is always something new to be learned and you should look upon this as a continual process if you want to be a good marketer. Sharing tips and advice will show others that you are willing to support them. Never hold back on your conversations because those listening may just be looking to join someone who is willing to show their support for others. Always think about the opportunities that may arise in the future, and keep all options open.

If you want to be successful then you need a regular contact with your team and your potential and existing customers. A newsletter or ezine is a good way of doing this. Send it out at least once a fortnight and if you have the time a weekly contact is better. If there is anything new happening in the marketplace then let your team know about it.

Always put a link in your ezine for new signups to be able to join, and put the link in every email you send out as well. That way if one of your ezines finds its way, or gets forwarded to someone who hasn’t seen it before they will have a link to be able to get future copies. These new signups could become part of your affiliate team or they could become customers.

Your publication is also an important tool for keeping your team updated with new products to promote and of course it is also keeping your customers updated with new products available for them to buy. When you offer the products to customers it is always a good idea to put a time limit on the purchase by offering a special bonus if they purchase before a specific date.

Always show your appreciation of those who have helped with your marketing efforts, whether it has been with tips or an exceptional amount of affiliate sales. Mention their name and list their website, also mention the methods they used to get the high sales figures.

This needs to be published in your newsletter/ezine along with your own vote of thanks for their help. To make it stand out put it in a prominent place so they will realize how much they are appreciated. If you have an affiliate doing particularly well the post some comments about it on forums or blogs. In particular post it on forums where a lot of potential marketers hang out.

This will cover two objectives at one time. You will be showing others that you really appreciate those who help you and you will be advertising the product and the program you are in. This may also interest others enough to join you in your endeavours.

You may also like to consider running your own webinars giving valuable tips to your team almost in person. There are several platforms you can use for this some of which are probably cheaper than you imagine. [Freebinar](http://freebinar.com) is a good example of this.

If you have any time left after all this, then get focussed on your marketing. Write some new emails, or go through the ones you are already using and see if they can be improved on.

You could also write an article or two and submit them to the article directories or possible submit them to some ezines with a similar interest. Join some ad blasters or communities. See if there are any forums that are specifically related to the product(s) you are promoting. Get your ads out to as many people as you possibly can.

Look for as many new forms of advertising as you can deal with on a regular basis.

You will soon find out that advertising on the internet is a numbers game. The more your ads go out the more chance you have of someone seeing them and checking them out.

So it’s time for bed already. Funny I can’t remember taking time off to eat today. I must have been enjoying what I was doing!

Of course you may not be able to accomplish all of this in one day, especially if you are only doing it on a part time basis, but it does give you something to aim for. And yes publishing your own newsletter or ezine does take time if you want it to look professional.

Nobody said this was going to be easy although it is certainly not hard to do.

Welcome to the world of internet marketing. Here’s to your first million!!!

# Which Program Should I Choose?

If you are still reading then I can’t have put you off yet, not that it was my intention to do so, but you may have realized while reading what I have written so far, that this is not for the lazy and it is certainly not a get rich quick scheme.

I don’t want you to read this and think everything is just going to fall into your lap as soon as you send out your first ad.

You are going to need to spend some time investigating all the possibilities and what you are looking for in any program you decide to join.

There are thousands of programs offering affiliate opportunities on the internet. Some are good, some are bad and some are indifferent. So how are you going to decide which one(s) to promote?

There are many variables to take into consideration when going through the choosing process. Do you want a single level program or would you like to get extra income on sales of people you introduce to the program?

Before you sign up for any program you need to be asking questions. You need to research the programs that look interesting to you. Look at the product(s) being sold and the advertising materials available to you from the vendor.

One question you need to satisfy yourself with is, would I buy this product, and do I think it offers good value for its cost? If the answer to this is negative then there is a good probability that others will think the same way as you. I would not want to waste my time or put any effort into promoting a program I don’t believe in.

Make sure you get all the answers to any questions you may have. Use your favourite search engine to do a search on the product or the company selling it. If you don’t have a favourite search engine then I would suggest you use Google and or Yahoo.

Having looked at the various options available to you the next thing to do is to check whether the affiliate program is free to join. If it is not free what are they offering to make it worth your while spending any money to buy into the affiliate program? Perhaps there is a suite of advertising tools being offered that would cost you a lot more to buy individually, but think about whether you would use the tools or not.

Some programs offer ‘live’ training sessions. This of course has a value but only you can decide if it is worth the payment required. Don’t just push aside programs that require an affiliate payment without looking at what is being offered for the payment.

That said be very wary of programs asking for an upfront payment without offering anything in return. You should not have to pay to join an affiliate program unless there are substantial benefits received for the payment. Remember the majority of affiliate programs are free to join.

Next you need to look at the payment structure of any programs you are thinking of joining.

How often do they make payments? Is it weekly, every 2 weeks, monthly or even quarterly?

Is there a minimum pay out point? In other words do you have to accumulate say $100 before a payment is made? If there is a minimum then how many products will you have to sell to meet the requirement?

How is the payment made? Is it made by Paypal, check or by some other means? As the majority of the affiliate programs I have come across pay out in $US if you are not a US Citizen you need to consider the currency exchange rates and the charges your bank may make in processing foreign currency checks.

Do you get paid on current sales or is there a time lag due to money back guarantees? You may have to wait for 60 days or more if there are any money back guarantees on the products you are promoting.

Something else worth looking at is the hits per sale ratio. This ratio equates to the number of times a banner or text link is clicked before a sale is made. You need to take a mean of the statistics for all ‘active’ affiliates. This will give you an indication of how much traffic you need to generate for each sale. This is particularly important if you intend using PPC or Google Adwords or any other form of paid traffic.

Another thing you will need to know is how hits are tracked and how long they stay in the system? There are some programs that put lifetime cookies on the computer of a prospective customer while others may range anywhere from zero to lifetime. Provided the prospective customer does not erase the cookie then whenever they go back to sign up you will get credited with the sale even if they went to the site vie a different affiliate’s link.

Also you need to know what stats are kept in the back office and how you can access them. Any program you are thinking of joining should be capable of offering access to comprehensive and detailed stats. You should be able to view your stats online anytime you want to. This is necessary because the country the program is being hosted in may be in a different time zone.

You need to be able to keep a constant check on your stats so you can see if the advertising you are using is working. Are you getting hits? And more importantly are you making sales. Are any banners you are using getting clicks or are they being seen but not receiving any clickthroughs.

You could also try looking for programs that pay on hits and impressions as well as the sales you generate. If you do manage to find a program paying this way then this will add to your overall earnings. This could prove valuable if the click to sales ratio is particularly low.

If you are signing up under an affiliate rather than directly with the program owner look into the way the company is run. Are the products being sold good enough for you to achieve the sales you would like to accomplish? Is the parent company a solid one? Do you want to promote their products on your site?

Remember your website is the first impression your prospective customers are going to see of you, so it needs to make a good impression. If they see what they regard as rubbish being promoted on your site then they are unlikely to return in the future, whereas if they like what they see they are a lot more likely to return in the future.

Your website is your store and if you are going to be successful then you will need customers to return in the future even if they don’t end up buying anything today.

Also look at how many tiers there are in the program you are thinking of joining. If it is a single tier program then you are going to have to generate all your paid sales yourself whereas a multi-tiered program means you can have affiliates signed up directly under you helping to increase your earnings.

If you are looking at network marketing programs then you may find the pay system going several levels deep, with 10 levels not being unheard of for the most senior affiliates. A word to the wise here! If you do become involved in the network marketing scene you can come across and be involved with some quite complicated commission and bonus schemes.

When you are considering any affiliate program you need to look at the commission structure very carefully, because it can vary widely. Some companies pay 5% or less when it comes to selling physical products, with the exception of the network marketing companies who do pay larger commissions on physical products.

If you choose to promote e-products then commission rated of 50% and above are common with some paying up to 80%.

So everything covered in this chapter needs to be thought about and checked out before you sign up for any affiliate programs. If you cannot satisfy yourself that you could earn money promoting a particular product then don’t waste your time with it.

Remember what was said earlier – If you wouldn’t buy the product then why expect others to buy it. If you come across a program or product you really like or believe in then go ahead and sign up and promote it. Others will pick up on the enthusiasm you portray in your advertising.

If you are going to be promoting through your own website and using your own email for customer contact then make sure you know the product well before promoting it. You need to be able to answer any customer questions in a timely manner. If you are only promoting a link that goes to the product owner site then you will not need to worry about this as any queries on the product will go directly to the owner.

There are many affiliate programs available and if you want to use this as your main income then do your due diligence and make sure they are reliable and pay on time.

You may decide to market in one particular niche and if so you need to decide which niche you are going to promote. Now this isn’t always as easy as it sounds. To just choose a niche could prove disastrous as you need to pick a niche that is going to show you a profit. Not every niche will turn out to be as profitable as you would want it to be.

Niches can turn out to have no affiliate product that would convert at a rate to warrant the time and effort you have put into the promotion.

I am going to show you a few simple steps that will dramatically lessen your chances of picking one of these dud niches for yourself. Follow the advice and you will have an excellent profitable niche to use to start your online income.

First you need to make a long list of niches – preferably something you are interested in, as this will make the task ahead much simpler.

Concentrate on making a list of 10 to 20 niches. If you need help, look around you to get some inspiration.

Here are some places to seek inspiration:

* In the house you can choose things like kitchen appliances, consumer goods (TV DVD Home Cinema etc.). You might also use barbeque equipment or office supplies or even DIY or decorating.
* Don’t forget to browse some bookstores – either online or offline to gain more ideas. Amazon has a wealth of information that could help you
* Google buzz and news sites can put you onto some of the latest trends and hot topics.

Once you have made your list of 10 or 20 niche sites the time has come to start narrowing them down and checking out their potential for showing you a profit.

These are three main ways I go about this:

1. You should check to see if there are any magazines being published about a particular niche. This can be an indicator of potential profitability.
2. Next you need to look in Google Adwords to see how many are advertising in your chosen niche. People won’t usually advertise in quantity if there is no profit to be found.
3. You can find some of the most popular commercial sites by using the MSN Commercial Intention tool.

<http://adlab.msn.com/Online-Commercial-Intention/>

This tool is pretty accurate. Let’s say I want to be an affiliate for golf equipment. I would enter something like “golf clubs” in the tool, select the “Query” radio button, and then click “Go”.



For the phrase “golf clubs”, the commercial intention is 0.97, which is almost a perfect 1.0. This means the niche is almost certainly profitable, as the vast majority of people who search for that phrase will probably be interested in buying.

For your affiliate marketing to be successful you need to use keywords. It doesn’t matter what type of marketing you choose PPC, article, blogging or any other type of marketing the use of keywords is essential to enable you to get maximum traffic.

One of the best tools for quick and free research is:

<https://adwords.google.com/select/KeywordToolExternal>

This tool is easy to use. By entering your seed, (main), keyword phrase you will receive a lot of related keywords. You need to sort these by the average number of monthly searches.

The keywords you need for maximum effectiveness will have:

* At least 1,000 monthly searches
* Fewer than 50,000 competing sites

By entering each phrase into Google with the phrase enclosed in quotes you will get a result telling you how many searched for that exact phrase.

You need to compile a list of keywords that have at least 1,000 monthly searches and fewer than 50,000 competing pages.

Go here for more information on [google adwords](http://firstlearnhowto.com/usinggoogle.htm)

# Things You Need To Do To Survive Online

As a marketer, whether as an affiliate or a trader you will always be searching out the most successful market, and the one paying the biggest pay check. Some people think there is a magical formula out there that will always be ready for them to use, where actually there is a lot more to marketing than just a formula – even if one does exist – and good marketing practises that have been working to everyone’s advantage for many years will always come out well ahead of any magic formula.

The best formula I can promote to you is hard work and dedication. Ok so you didn’t really want to hear that but if you are going to be successful then you will need to be dedicated and spend a lot of time promoting both your website(s) and your sales links. Marketers have been using certain tactics that have worked previously and continue to work in today’s online affiliate marketing. If you follow the tips here you should be able to increase your income and having a better chance of surviving in the affiliate marketing world.

So what are these tactics?

1. Always use a unique webpage for each product you are promoting. If you lump everything together on one page to save on hosting fees then you are likely to lose sales and leave your potential customers confused. The best option is for a site to be devoted to one product rather than trying to promote several products.

The only exception I would make to this is if I were selling a group of related products, where I would make separate pages for each product. With the current trend of hosting accounts giving unlimited domains and sub domains even this should not be necessary. The hosting companies I use regularly are Host Gator, Lunar Pages and ServInt.

You need to have product reviews on your webpage so the potential or existing customers will have a good idea of what they are buying, what it will do for them and how it will help them. Having accurate reviews will also cut down on the number of refund requests being made. You should also try and include some customer testimonials that have come from satisfied customers if you have any. If you are just starting to promote a particular product then you will not have any testimonials but once you have made some sales you could ask your customers if they liked the product and would be willing to give a testimonial. You may feel inclined to offer them a free gift if they do supply a testimonial. Please DO NOT make up testimonials or use those from another affiliates site.

If you can write articles high lighting the use of the product then include them on a separate page on the website, but make sure there are plenty of references to the additional page from the sales/marketing page. Make your web pages as attractive as possible and include plenty of calls to action. The page should be easy on the eye but stand out from the crowd. Make good use of headlines and sub headlines but keep the page flowing as naturally as possible.

The headlines should make the potential customer want to know more about the product. Always be positive and highlight any special points about the product. Bullet points are a very useful tool when it comes to advertising as they should be attracting people to think about what the product can do for them. You want your readers to learn about the product but also leave them wanting to find out more about it.

1. If you want to gain the confidence of your readers then use the something for nothing mentality that is rife these days. You can do this by offering your readers a free gift of your choosing. A free report is a good example of this, preferably something associated with the product you are promoting. There is nothing to stop you making a précis of your gifts’ sales page and offering a free report, but if you can write a short report on what you are promoting and give that away you will get those readers that are interested coming back for your main product.

Make sure you put your free offer near the top of the webpage on the side so it is seen as soon as the page is opened, that way even if the reader does not scroll down the page at all they are going to see the link for the free report.

If you can write a short email series (at least 7 emails) then put a sign up box on the top of your webpage and capture the readers email and name in your autoresponder. If you haven’t got an autoresponder yet, then I would suggest Aweber. If you click on the link it will take you to the signup page. This will send emails to your readers at the time frame set by you. This will keep your name and your product in their mind.

If you take into consideration the research that has been done over the years you will find most products are sold on the seventh contact with a prospective purchaser, so you can see why I said you needed at least 7 emails in your autoresponder series..

Only 2 things can happen if you rely solely on the webpage for your contact with prospects: 1 the prospect buys the product, or, 2 The prospect leaves your site probably never to return. If you place useful information in the prospects email inbox although they may not come back immediately you are going to keep the product fresh in their mind.

Going on the rule of seven as long as you have prospects visiting your site and signing up to your emails you should see an increase in sales. Make sure the information you feed the prospects is current and is complementary to your product line. Don’t send out direct sales letters but do give the reader some useful information about the product. Perhaps you can tell them how you have used the product and what advantages you have found from using it.

When you are keeping in contact with your prospects you need to focus on the important points of your product. For example how it can make life easier and more enjoyable or how it can ease financial burdens.

Read and reread your emails, put them through a spam checker and make sure you are not using any of the spam filter trigger words. These words are always being updated so check your emails often. If you are using Aweber it will give you a spam count on each email you enter in the autoresponder.

No Doubt you have seen emails in your inbox with words having periods where you wouldn’t normally see them. This is an attempt to fool the spam filters by breaking up trigger words. The most common is probably the word free.

If you can avoid using the word free altogether by rephrasing the sentence you will get the best results, but if you really must use it then break the word up in some way. Fr33, f.r.ee and f/r/ee are are all ways of doing this. Try and convince those who have not purchased your product that they are missing something they just cannot do without. Convince them that they need your products or services.

1. You need to attract the people who are interested in your product, to your website. This can be achieved by targeted traffic. You are wasting your time getting those who have no interest in your product to visit your website as they are going to be among those who never come back. So start writing articles for ezines that are related to your product and then put your resource box at the end of the article. Look for ezines that are likely to have readers that will be interested in your product. This way when the prospect visits your site they are already warmed to the idea of your product.

These tactics have been proven to work in the past and are still working now, so instead of reinventing or redesigning the wheel just put your stamp on the existing one. This is not difficult to do but it may take some time and planning on your part.

Ideally you should be using these tactics in conjunction with several products, but we all have to start at the beginning so promoting one product using these methods will bring results. As you get used to what you are doing you can build your portfolio and promote several products.

A word of warning here! It is possible to try promoting too many products which will turn out to be counter productive. There are only 24 hours in a day and some of these are spent resting. If you try promoting too many items at once you will end up with a very thin advertising layer for each product. Promote a lesser number of products but promote each product well giving it as much coverage as you can.

Once you have got it right just think of all those pay checks coming in!

# Which Affiliate Networks to look out for When Promoting

No doubt you have heard some of the horror stories about affiliate programs and networks. Most of these horror stories revolve around the network marketing schemes, also known as multi-level marketing and also around pyramids schemes that some dishonest people were or are running. For those that do not know a pyramid selling is illegal.

Multi level or network marketing has got itself a really bad name from one ot two high profile poor programs, and the fact that a lot of people don’t realize how these programs work. In a lot of cases they were enticed to join by disreputable merchants who although were on a good commission, did not explain what it would take from the new joiner to progress to the same rates. There were and possibly still are some programs where you are likely to get paid more for bringing in new marketers than you do for selling product.

Pyramid schemes are not network marketing and network marketing companies do not run pyramid schemes. Contrary to popular belief there are a lot of good multi level or network marketing programs. Some names you might recognize are Avon and Kleen-eze or Herbalife. These work by affiliates (sales people) selling their goods.

To qualify as a pyramid scheme means there is no real or worthy product at the end of the chain. So the first thing you should be looking for is an end product with a perceived or actual value. If the only way the scheme can pay its affiliates is by the money the new affiliates are paying in then this is a pyramid scheme The affiliate payments should be coming through the sale of goods or services made through the company.

So one of the first things you should be looking at when thinking of joining an affiliate program is whether there is a product of value being sold or offered by the company. That product could be a service rather than a tangible product – for example a hosting account as long as it has an intrinsic value.

If once you have looked at the scheme you decide the product has no worth or value then move on straight away to another company. You need to find companies with products you would be willing to sell to friends, family or neighbors and readily endorse to anyone. Hence the product needs to offer value for money and be of high quality.

If there are a growing number of affiliates joining the program with few if any leaving and you would be willing to endorse the product then this should be proof enough of a product and company worth being affiliated with.

Why would you want to participate in an affiliate program?

Besides the ability to work as an affiliate on a part time basis you get the opportunity to build yourself a generous residual income. Certainly if you join one of the many companies offering health products which are of course on a monthly repeat order, then you are going to get a commission while you have customers buying the product as well as getting a commission on what any affiliates signed up under you have sold.

# Common Affiliate Mistakes

One of the most effective and powerful ways of earning an income online is by becoming an affiliate marketer. An affiliate program gives everybody the chance to make a profit with online marketing. If you are an affiliate and you are not making any money then you are probably not marketing your product(s), or you are trying to market a product that has already been around for some years without a repeat order format. Affiliate programs are very easy to join and implement and usually pay out commissions on a regular basis. Because of this more and more people are joining affiliate programs and then decrying them when they don’t make any money because they did not promote the program or the product(s).

As in any business whether it is on the internet, or a bricks and mortar business, there are pitfalls which you need to avoid. If you commit some of the most common errors you will be throwing money away because your profit margin will drop drastically. Therefore it is better to try and avoid these mistakes before you start out rather than sit back and regret them in time to come.

**1. Choosing the wrong affiliate program.**

Too many people jump straight into the first program they come across thinking this way they will earn money quickly. They tend to choose a product that they have heard about and one that appears to be popular. They have chosen the product because the program promoting it thinks it’s ‘hot’. The product they have chosen is in demand or was when they joined the program. You need to look at the product and decide whether it appeals to you. If it doesn’t then you have made a very unwise choice.

Instead of just jumping on the bandwagon check the program and product out. Yes, I know this takes time, and you could be losing potential commissions but I would rather be losing those commissions than spending money promoting a product that was no longer selling. Look at the top products and only choose something you are truly interested in. You need to plan how and where you are going to promote the product if you are going to enjoy any success with the product.

Look at several of the products that are available and then choose the one that appeals most to you. Now go and do your research. Is the product in demand? Does it give value for money? If it is one of the many health products available does it live up to expectations? In some respects you will have to rely on the word of others initially, that is until you have had time to test the product yourself. You will find it far easier to promote a product that you think is good value for money and does what the advertising says it does.

**2. Do not join too many affiliate programs.**

Well what constitutes too many? In some respects this is a question that only you can answer, as you are the only person who knows how much time you are going to be devoting to your new business. If you are just starting out then you need to get advertising set up.

You may well be tempted to join multiples of programs, even every program you come across where the product(s) interest you, to try and maximize your earnings. Although there is nothing wrong with joining all these programs, you are certainly not going to be able to maximize the revenue in any of them. You have plenty to lose in commissions if you do not promote things in the correct way.

True it is great to have multiple sources of income but twenty times zero is zero. You will find it impossible to promote several programs or products at the same time with any real success. You will not be able to give all the programs the concentration and advertising they deserve and need.

Advertising is a numbers game. The more people that see your advertisement the more likelihood you have of someone answering the ad or clicking on the link to go to your website. If your advertising campaign were to get a click through rate of 1% and from that you got a sign up rate of 1% then you would need 10,000 ads out on the internet to get one paying customer.

As you can see from this, if those 10,000 adverts were split among several programs then you would not be seeing any commission coming in or any new affiliates joining the program under you.

I would suggest that you look for a program with a reasonably high conversion rate and a commission structure at least 40%. Promote this program and this program only. Put all your effort and enthusiasm into making this one program a success. When you are making a reasonable profit from this program, then you can look at joining another one. If you are not making any profit then it is time to reappraise the program and your advertising strategy. Never assume it must be the program that is at fault unless you have used proven advertising styles and techniques

Remember your earnings are going to be directly related to the effort you put I to promoting your business. The best technique is to do it slowly but surely. You do not need to rush into things. Affiliate marketing needs to be done at a pace the market can accept. If you rush blindly in, you are going to make mistakes and sully your name. Take it slowly this is a growing business with potential new customers and affiliates joining the internet on a daily basis. Affiliate marketing is in some respects still in its infancy and I foresee it will be round for a long time yet.

**3. Not Buying the Product or Using the Service**

One of your main concerns as an affiliate is to be able to promote your program, product or service in a professional, effective and convincing manner. You need to find customers and entice and convince them the product you are promoting is something they really need. If you are to do this effectively then you need to have a first hand knowledge of the product you are telling them about. This is all but impossible if you have not bought the product or availed yourself to the service you are promoting. If you can tell the potential customer I use ‘xyz’ because or I use ‘xyz’ and my sales have increased by x% then they will know you have faith in the product or service. If you can’t do that then be ready for some really awkward questions from your potential customers before they sign up.

If you really want to be able to make an impression then buy and use the product before you sign up as an affiliate. Check out what the sales literature says and make sure it delivers what is says it will. Once you have done that then you are a living testament that is aware of all the advantages and disadvantages of the product. You can now use these facts in your promotion. Nothing can be better than ‘when I tried the product I was really impressed, so much so that I couldn’t wait to be able to promote it myself’. Your potential customers will be able to see the sincerity and this will have them wanting to try the product for themselves.

Think of time as being the key to your new freedom. If you rush into something and promote it and don’t get any sales you are going to be wishing you listened to the advice of others and made sure this was the right program to join. Do your due diligence and join a program to become successful. The extra time taken to be really sure that everything is ok before you start will pay dividends in the long run.

These mistakes are being made by many affiliate marketers who are now paying dearly for their actions. Follow the advice given here and don’t fall into the trap and try to do everything to avoid making the same mistakes.

*Why do you think affiliate programs only pay on results?*

*They cannot afford to pay someone who joins the program and does nothing. All the results you get with affiliate marketing are down to you choosing the right product at the right time and promoting it properly.*

# Ways to Boost Your Affiliate Commission

As in the ideal world of affiliate marketing you are not required to have your own website, or deal with customers, refunds, product development and maintenance this must rate as one of the easiest ways of launching a business and earning good profits. Although I say you don’t need to have your own website you may find it to your advantage to have one. You can then put a gateway page on your site for customers to go to rather than sending them directly to the same page as everyone else.

If you are already in an affiliate program what would be the next thing you would like to do? Earn larger commissions, right?

Here are some tips for you to follow that could result in you doubling or even tripling your commissions overnight

**1.** Find out which are the best programs to promote. You will need to use all the criteria that were mentioned earlier and not just go for those offering the greatest commissions. You need to be looking at those that will get you the greatest profit in the shortest time. As I pointed out earlier a program offering $500 commission per product with zero sales is worth nothing whereas a program offering $50 commission that is bringing in sales even a 1 a month is $50 a month and is therefore the better choice to join and promote.

 As you should by this time have your target audience, (you were building your own list(s) when you were promoting weren’t you), it would be a good idea to promote products that match the audience(s) you already have. (20% of your list will make up 80% of your sales). So you should now be looking at products or services that complement those that you have promoted in the past. The program needs to have a generous commission structure along with a solid track record of paying their affiliates on time. If the new program you try doesn’t match the requirements, or when you have joined it your customers are not buying, then dump it and find another one. Always be on the lookout for better programs. Remember better does not necessarily mean paying more commission.

 Because there are thousands of affiliate programs on line you can afford to be picky and only go with the best ones. Don’t start promoting junk programs your target audience. That is not if you want to get them to buy on your recommendation in the future. If you only pick the best programs you should get a very good return on your advertising dollar, and after all that is what you want to achieve.

Write some free reports or short ebooks to distribute to your audience. These could also be made available on your website for your new and current customers. There is more than a passing chance that you are competing with other affiliates for the sale/promotion of the same product(s). Writing a short report on the product you are promoting can distinguish you, from the other affiliates.

Always try to add some valuable free information in your reports. If any of your customers have told you how much they like the product, ask them if they would be willing to write a short recommendation for you, to put on your website. Let them know you will add their name to the recommendation if they are willing for that to happen. People like to see their names mentioned where it will be seen by others. With ebooks comes credibility. If your potential customers like what they read in the ebook they are going to be enticed to try what you are offering.

**2.** When somebody downloads the free items you are offering make sure you capture their name and email address. As was mentioned previously you will need to contact your prospects an average 7 times to make a sale. The best way to do their name and email address would be with a subscribe box on your webpage. When they sign up then they get the download. To make sure you are not going to be accused of spam I would suggest you use a double opt in system. I would also suggest you use a reliable autoresponder system such as [AWeber](http://firstlearnhow.aweber.com).

 The reason you need to get the contact details of those that sign up for your free books and reports is so that you can follow up with them at a later date. You may find another product very similar to the one you are now selling that these people may be interested in.

If you use a splash page with a free report you can capture the name and email address and then send them on to the vendors’ site of the product you were advertising. Remember you are supplying free advertising for the product owners and you will only get paid if a sale is made. So by sending the prospect to your subscribe page and then redirecting them to the vendor means you are keeping a means of contacting them, whereas if you send them directly to the vendor’s website the chances are they will be lost to you forever.

You need to think about your future products and advertising. If you keep your own list you will have a readymade audience for your next product. You can also start to build a relationship with these subscribers by sending them other useful information and products. This will build up a trust with your subscribers

Start to publish your own online newsletter or ezine. You will find yourself getting a far better response by building up a rapport with your subscribers which is the purpose of having your own newsletter. You will be able to develop a relationship based on trust with your subscribers.

This strategy is based on building a delicate balance between providing your subscribers with valuable information, sometimes a free report, with a sales pitch. If the information you pass on is found to be reliable and useful you will be building a strong trust between you and your subscribers which will eventually lead to them taking notice of your recommendations when it comes to selling products and services.

**3.** As you become more successful contact any merchant you are particularly successful with and ask for a higher than normal commission rate. If that merchant brings out a new product or service find out if they will give you a free copy for testing purposes. If the product appears to be of good value then again try to negotiate preferential commission rates. You will have already proved your worth to this merchant so this should go in your favor.

 If the merchant really does value you as an affiliate they are likely to grant your request rather than lose potential sales on this and future products. Besides this the merchant is not going to want you to go to one of their competitors. The merchant is not going to be losing by granting your request. It is not as if you are asking for money just to advertise the product, because the merchant will only be paying you if you bring in sales. Don’t be shy about asking for the extra commission, but do be reasonable about it.

Try out these strategies and see the difference it can make to your commission checks in a very short amount of time.

**How Am I Going To Promote My Products**

First you will need to compile a list of keywords relevant to your product or the product you are promoting that have at least 1,000 monthly searches and fewer than 50,000 competing pages. These are the keywords you need to use to obtain your traffic.

There are hundreds if not thousands of ways to get traffic, but we are just going to look at the easiest and cheapest (Free) for now.

## Article Marketing

An easy way to obtain free traffic is to write articles and then submit them to the article directories. Many of these directories have good standing with the search engines, so as a consequence the articles submitted will often rank well quite quickly which will bring you the traffic you need.

While you need your prospects to go to your affiliate link it is a good idea to register a domain name that you can use to redirect people to your affiliate link. A couple of good reasons for doing this would be:

1. The affiliate link could easily be changed if necessary without having to find and edit all the articles already submitted with the link that needs to be changed
2. This is a requirement of submission on some of the article directories

Any articles you intend to submit should contain between 300 and 500 words. The articles need to be sharp and interesting. If you bore your readers they will leave without going to your affiliate link(s). Also you need to leave them wanting more. They need to feel they have a good reason for looking at what you are offering i.e. the really good information is obtained by clicking your affiliate link that will be in your resource box at the end of the article.

Some directories you may wish to submit your article(s) to are:

<http://www.ezinearticles.com>

<http://www.buzzle.com>

<http://www.goarticles.com>

<http://www.articlesbase.com>

<http://www.articlecity.com>

## Blogging

Another excellent way of obtaining free traffic is through blogging. It is best if you run a blog on your own domain with your own hosting. You can of course also make use of the free blogging platforms such as Blogger.com, but be aware that they can delete any blog they wish at any time and for any reason they choose even if you have not broken their rules.

Every blog post you make needs to include the keyword(s) in the title of the post as well as within the content. This will ensure that the search engines will send plenty of traffic your way.

## Social Content

Sites such as Squidoo.com and HubPages.com also have very good standing with the major search engines, so any pages you create on these social content sites will usually fare very well.

They are free to use and you don’t need any technical experience or knowledge to set them up. They have very good online wizards to help you set your pages up in no time at all, so don’t worry about not knowing anything about HTML.

As with article marketing and blogging the pages need to have your keywords in the title and the content to obtain the maximum benefit. This is the only way to ensure you receive traffic from the search engines.

## Forum Marketing

Forums can be another great traffic lever. So your affiliate marketing can gain great advances by using forums correctly. First read the rules for posting in any forum before you start. Many forums do not allow affiliate links in the posts or your signature, but they may allow links to your blog. So read the rules carefully unless you want to find yourself blacklisted by the forums.

# Using PPC in Your Affiliate Marketing

If you want to put your marketing into overdrive then you can try pay per clicks (PPC) advertising. By writing strong PPC advertisements you will start utilizing one of the most effective means of advertising online. As well as advertising your affiliate programs you can add to your income by managing PPC campaigns such as Google AdWords and Overture. If you monitor the ads you will be able to see which ones are working well for you and then abandon or change the ones not doing well.

PPC is one of the basic types of search engines, and when done correctly can be a very cost effective way of advertising to a targeted audience. According to Forbes magazine, PPC or pay per click, accounted for 8 billion dollars of advertising revenue in 2008 and is still rising.

**So what how does PPC work?**

The search engines create listings. These listings are rated or positioned by the amount that the website owner has stated or bid that they are willing to pay for each click. Advertisers/website owners bid against each other to get the top rankings for a specific keyword or phrase.

The person who has bid the highest amount for the word or phrase gets the top position in the listing under that keyword or phrase. The list then continues down with the next highest bid gaining the second listing place and so on until the person bidding the least amount is placed in the listing in last place. The ads will appear prominently on the pages based on the dollar amount you have bid or agreed to play for each click.

**Can you make money by using this system in your Affiliate Business?**

The majority of affiliate programs are going to pay you when someone arrives at their website and purchases with your embedded link. Your earnings are going to vary as they will be dependent on your website traffic and the clickthrough rate your page achieves.

By incorporating PPC on your website you will be giving your viewers a chance to click on an advert on your page when they decide they are not going to buy your product. There will be some small box ads on your site and you will get paid for everybody that clicks on that ad and goes to the vendor’s site. You will be paid whether they spend any money or not. The advertiser is going to pay you a commission for directing potential customers to their website.

So you have advertised a product and got a potential customer to your website. The have looked at the product you are promoting and decided it is not for them. As they are about to leave they notice a small ad which is advertising a product they would like to know more about. As soon as they click on that ad you are going to receive a payment. So these ads that you have incorporated into your website are going to make you money from those people who were not interested enough to buy the product you are promoting.

The PPC ads are an extra resource for you to use. They cost you nothing to run but you have the chance of getting commission from them. You don’t have to do anything other than add a couple of lines of code to your website.

A word of warning! If you are going to be putting your website on the traffic exchanges do not put PPC ads on it. If you want to utilize the traffic exchanges then use a separate web page that does not have the PPC ads incorporated. Google in particular are liable to cancel your PPC account with them if they find the page on traffic exchanges.

So now you will be getting commissions from people who are just searching the web and land on your page and click on one of your PPC links. If someone buys via your site and is happy with the product it is quite likely that they will return in the future and review any products you are promoting quite favorably. They may even list your site on their favorites and come back on a regular basis.

PPC used with an affiliate program is a good way to generate more revenue. The amount you make will depend on the traffic you get and the amount of the advertisers bid. You will get a percentage of the advertisers bid which usually falls between 30% and 80%, and although this is not a lot it is better than the nothing you would get if the PPC ads were not on your page.

Besides the PPC being a source of income, it can also help you promote your site in the same way. This can be accomplished because most of the PPC programs allow you to spend your commission on advertising with them immediately without the normal minimum earning requirement. This method can be used to turn your untargeted surfers into targeted surfers. Those that are targeted are more likely to buy the products because they are only seeing ads for products that they have expressed an interest in.

If you are going to utilize the PPC you will find most of them have ready to use affiliate tools to integrate on your website. Things like search boxes, banners and text links. These are usually custom solutions allowing you to easily integrate remotely hosted search engines into your website by adding a few lines of code.

So a major benefit of using PPC is the generation of more money and also a little extra on the side. If you refer some friends to the Search engine you will also have lifetime commissions.

I regard PPC as a necessity when it comes to generating extra income to my sites. Getting to know about some of the more useful tools available for affiliate sites is certainly not a waste of time. They are a way of helping you to improve your income.

# Using Video and Audio

As an affiliate marketer you need to make yourself different from everybody else. You need to stand out in a crowd, because there are many people trying to make it online as affiliates. They have probably read somewhere that they just have to get a website and people will visit it. If only that were true!

The use of audio and video to make yourself stand out in the crowd is a relatively new concept. Not just new but currently under used as well. Perhaps people don’t have the time or knowledge to make videos or lay sound track and upload them. And doesn’t it use a lot of bandwidth?

Yes the amount of bandwidth it uses can be high, but with the number of hosting packages offering almost unlimited bandwidth these days, it is viable proposition.

**So where can you get the software you need?**

I have in the past seen adverts for Camtasia 3 free of charge. Although I have not seen any recently but you can always use Camstudio. Camtasia will allow you to record and publish top notch, full motion and streaming screen-captured videos right on the desktop. This will surely make you stand out in the crowd. You will be able to show your potential customers the product or service in Action. What could be better or be more appealing.

You are not going to have to take long training or educational courses to get to know how to use the equipment. You don’t even need a camera, although a web cam may come in useful depending on what you want to show. You will be able to create step by step presentations or multimedia tutorials with a process that is like having your customers seated next to you looking at your desktop. And all this is done step by step.

If you have never come across Camtasia before here are a few pointers.

**1.** It can record your desktop activity in real time with just a single click. You do not have to worry about saving and compiling files as it is recorded there and then..

**2.** Camtasia can convert your videos into webpages. This means if the customer clicks on the page they are going to see and hear what is going on in real time. We all know things are easier to understand if you have video and sound rather than just reading the script

**3.** You can upload your pages to websites, blogs, RSS feeds and podcasts. You can increase your advertising reach dramatically and reach far more potential customers. By getting yourself seen in as many places as possible you are increasing your income potential.

There are plenty of other things you can use Camtasia for to help with your affiliate program.

For example you can create multimedia presentations. These will help because they engage all the senses. You may find that skepticism towards your product reduces when you show a presentation of the product in action.

This in turn will reduce the product refunds because your customers will not only see the product in action but also the correct way to use it. If you have a product with a setup procedure that has to be done in a specific way then you can show your customers what they need to do to have the product set up correctly.

You will be able to promote all your affiliate programs with these visual presentations. It won’t matter if it is a product or a service, you will be able to show it in action. If you use this properly yourself you will have an effective way of directing potential customers to your website when the presentation finishes. Make sure you put your site link on the end of the presentation and also have it on any redirect from the page the presentation is on.

These are just some of the things you can do with Camtasia.

The main purpose of using Camtasia is not to entertain but to inform. You are using it as a tool to increase your income by keeping your potential customers better informed.

If you just want audio and not video presentations then there are many products on the market to assist with this. I prefer to use Audacity which is a free program and adequate for most needs.

Again the learning curve is not too steep and you can quickly have some audio ready to put up on your website. Although this will not be as effective as the video presentation it will have better results than just the written word.

You can possibly explain things in words better than you can in writing and of course the sincerity will be able to be heard in your voice. This is not accomplished when writing. If there is something that needs emphasizing about your product then what better way can you find than using your voice. The inflections you use while speaking will have a far better effect than hundreds of words.

# Using Product Recommendations

There are many ways that you can improve your income with affiliate marketing as well as ensuring you maintain the account(s) you already have. The tactics and techniques that you need to use are easy to learn in the most parts. All of the tools and resources that you will need to use are readily available online, 24 hours a day 7 days a week.

One of the best ways I have found of increasing my online income is by the use of personal product recommendations. It is common knowledge among marketers that a product recommendation will increase the clickthrough rate and consequently the sales of a product

If you have built a relationship with your customers and the trust is there than they will definitely trust the recommendations that you are using.

A word of warning here, if you want to maintain the trust you have built up then don’t spoil it by fabricating recommendations.

If you have not sold the product before then you can’t have any recommendations of the product. Wait until you have sold some product and then ask your customers if they would be willing to supply you with a recommendation for the product.

You can of course tell of your own experiences when using the product. Don’t forget to mention any bad points you have come across. This may at first seem counter-productive but as your business builds people will be more likely to trust your recommendations if you mention the bad as well as the good points.

Do not use outlandish claims about the product. This may get you a sale now but if you want repeat business then you need to be totally honest with your potential customers. Remember you are trying to build up your own business by promoting other people’s products. Once others realize that you are exaggerating the claims of the product you will find your sales drying up. It something deserves merit then mention it, otherwise say nothing.

Remember if your visitors are looking for a product to carry out a particular job then they will want to know about the good and bad points. It may well be that the good points far outweigh the bad points as far as the purpose they want to use the product for. If they have been warned of the pitfalls in advance then they will make a more informed decision than if you just mention the good points. Don’t forget to mention the benefits you have derived from using the product.

 There are some things you need to remember to do or use when recommending a certain product to make the recommendation work more to your advantage.

You need to sound as if you are an expert in your field. Be professional.

There is a simple equation that you need to remember: Price resistance diminishes in direct proportion to trust. So if you leave your potential customers with the opinion that you are an expert and you do know what you are talking about they are more likely to make a purchase, but if you are not instilling confidence and exuding self assurance when you endorse your products they will probably leave your site never to come back. They may even go to the site of one of your competitors to try and gain more information about the same product that you are selling or they will look for an alternative product. Remember this is all very easy with the aid of the internet and the use of search engines.

You can establish your aura of expertise by offering something unique about the product and pointing out solutions that are not found elsewhere. Try to get some endorsements and testimonials from some of the more prominent and respected internet and marketing personalities and place them in a prominent position on your website.

Do not use hype at any cost. If the product you are advertising is offering good value for money and it is something your visitor needs then the need for hype is not necessary. Hype sounds and looks unprofessional and certainly won’t win you any friends from your visitors. Be low key but extol the virtues of your product. Don’t go for the hard sell just make it appear you are self assured and that you don’t need to ‘Big Up’ the product. Let the product speak for itself.

Your prospects are not stupid and they may also have some experience in the field that you are expert in. They will gladly pay hundreds and in some cases thousands of dollars to gain the experience they need to make them an expert. If you are being truthful and you are backing up your claims with hard facts that money could be coming to you, but be assured they are smart enough to go and check out your competitors and see what they are offering.

So how can you get ahead in this race for the customer?

Well one good way is to offer bonuses or ‘freebies’ with the product. People are already doing this to promote their own products so why not do the same with affiliate products. You are not doing this because the product is not good enough to stand on its’ own, but because you want to over deliver on your affiliate products. You could even start by offering your visitors a full report on the product you are promoting or a report that complements the product you are promoting. If you do offer bonuses you will have to give links to customers so they can contact you with proof of purchase to download their bonuses.

Before you give any recommendations for any product make sure that you have tested it thoroughly. Don’t just test the product but test the support for the product as well. There is nothing worse than buying a product and finding a problem with it and then waiting for days or weeks for a satisfactory reply. The customers you introduce are not going to be very pleased if this happens to them, no matter how many bonuses you have given them.

So test the support system as if you were a customer with a problem. I am sure you can think of a relevant question to ask about the product or the working of it. All you are really looking for is how long is it going to take for the support team to answer your query.

If you do not get a reply or worse if the product is not backed by a support team I would suggest you find something else to promote. I would send in a second support request if I did not receive an answer within 48 hours just in case the first one didn‘t arrive or was mislaid.

Do not take the risk of promoting services and products that do not give good value for money. It is very quick and easy to lose your credibility, and the trust of your customers, by promoting junk products. One mistake will have your business floundering in no time at all, and all that time and money you spent building your business and your reputation will be gone. Unfortunately you are never likely to be taken seriously again.

If you have a product or products that you are not 100% confident in, then do not promote them unless you are willing to put your reasons for not being 100% confident in your promotion literature.

Take a good look at the product market you are in or entering. Look at the strategies you should be using. Make sure any recommendations are focusing on the product and showing it in the best possible light. Just because you think a particular aspect of the product is very important, does not mean the same aspect will have that importance to other users. Other users may have bought the product for a particular purpose that you had not thought of using it for, and this is where using the product yourself is very important. Does it do everything that you were told it would, or are there things it can be used for that have not been mentioned?

# How To Become A Super Affiliate In Niche Markets

As the internet keeps expanding, currently exponentially, more and more niche programs tend to come to the fore. With the current trends the need for web hosting is continually growing.

In 2005 38million people put their first websites on the internet. A lot of those sites will be offering affiliate programs of one type or another.

As of March 2008 there were over 100 million domain names registered. Nobody knows how many websites there are as some of the domains will be parked while others may be abandoned.

Due to all these registrations hosting companies are always on the lookout for new customers. They tend to try to make themselves very visible. We all know that we need to have hosting account so we can put our website(s) on the internet.

It is getting easier and easier to find a hosting plan that is suited to your business. The possibility of the quality web hosting companies separating themselves from the rest of the industry has long been anticipated. This will be good for most webmasters as it means the unprofessional ones will start disappearing.

The number one thing for anybody considering webhosting should be the level of service. The price should be a secondary consideration. A web host who gives 24/7 service and charges $10 a month is a far better proposition than the host who offers a very low monthly premium but then is off line as much as they are online. You and your business are going to suffer if visitors can’t reach you when they want to. Remember the world runs 24 hours a day and just because you are in bed doesn’t mean everyone is. Before you sign up try the support.

Most people are going to be guided by those that already have hosting when they are looking to get their website up and running. They are going to be guided by what they see and hear. If you have a service that you can recommend then you should be looking to see if your hosting company has an affiliate or reseller program in place. You have a great opportunity here to boost your online income.

As there are so many hosting companies to choose from you should have no difficulty in finding a hosting company that is worth promoting.

To become a successful affiliate in the web hosting niche should be relatively easy and you have a ready-made target audience in all those new to the internet deciding to put their own website on the internet. Most people tend to choose their hosting option from recommendations.

With the many hosting companies offering affiliate programs, as an affiliate your biggest problem will be choosing which company you are going to promote. You should be choosing the one that’s work best for you and one that you are willing to promote and extol the virtues of their hosting.

Make sure you find out all you need to know about the program you are going to promote and also make sure that it will be suitable for your potential customer. Find out any restrictions the hosting company has with regard to the programs that they do not allow. It is no good offering hosting to someone who wants to run a safelist when the hosting company does not allow it.

If you are happy with your current web host then find out if they run an affiliate program that you can participate in. This way instead of you paying them for hosting, they could end up paying you. All you need to do is put a small ‘Powered By’ or ‘Hosted By’ link on the bottom of your Webpage’s. How easy can that be to join the ranks of the affiliate marketers?

Those little links on the bottom of your webpage could mean the difference between you paying for your hosting, or your affiliate commissions not only paying for your hosting but also make you an income. You just need to let people know who you are hosted with.

You need to remember that when you are choosing a web host the customer support is the most important thing. If your hosting company offers a residual income then you are going to get a monthly income. If you build your affiliate customer base you can look forward to receiving a regular monthly income. If you keep advertising you can build a reasonable income from this alone.

There are many niche markets out there waiting for the right affiliate to come along and market them successfully. If you pick the correct program and you are confident in your potential you will benefit from good rewards and a steady affiliate income.

The web hosting affiliate market is just one of many you can try out to make a continuous affiliate income. If you want to be successful you will have to devote time and effort and persevere in your chosen market(s)

Nobody has invented the perfect affiliate market yet. But some people do know how to make it big in this kind of market. It is just knowing your kind of market and making the earnings there.

Take a look at [HostGator](http://secure.hostgator.com/cgi-bin/affiliates/clickthru.cgi?id=learnhow) and [LunarPages](http://lunarpages.com/id/firstlearnhow). Both of these hosting companies offer very competitive rates and an affiliate program.

**If You Are New To the Internet Start Here**

I decided to include this chapter at the last minute. I realized some of what I had written may be beyond some of those who have never had an internet business and were unsure of where to start.

So if what I have written so far has not put you off then I will start giving you newer internet marketers some more information or rather more assistance to get started. Let’s make a list of what is needed to get an affiliate off the ground and running so you can earn money.

As I said at the very beginning of the book it is possible to make money with very little effort, but if you want internet marketing to become your main income then you are going to have to follow the advice in this book.

So where to start? Well other than the obvious answer - at the beginning - you need to sit down and using the information you have read so far start making a list of the marketing tools you have already, and a list of the ones you need but don't have.

For instance do you have a website and a hosting account? Do you have any idea of what product(s) you would like to promote? Do you know where to find suitable products? Do you have a sequential autoresponder? Do you **really** want to do this?

There are several ways to approach these questions and the answers. You can start with a product, or just the idea of the type of product you would like to promote. Or you can start with a website and build up that way.

Personally I would start by deciding which niche I wanted to work in. If you choose a niche that you really have an interest in then you are likely to have more success because you enthusiasm for the product is likely to shine through in your sales literature. Having chosen the niche I would start looking at the products available in that niche.

From there I would look at getting a website and hosting, (if I didn't already have hosting), picking a domain name that matched or complimented the niche I was aiming for.

So let's look at an example. Bill is a health nut although he is overweight, so he decides to look at the health industry as his niche. As this is such a large target market he decided to concentrate on the weight loss side of things. Bill has carried out his research, using the Google Adwords tool to assist him, and decided the weight loss industry although heavily marketed is the niche he wants to work in.

This is Bill's first attempt at making money on the internet so he does not have any hosting or a website.

A friend of Bill had told him to go to [Namecheap](http://namecheap.com) or [GoDaddy](http://godaddy.com) for his domain name and to [Hostgator](http://firstlearnhowto.com/hostgator.html) for his hosting account.

At Namecheap he found a domain name that suited his purpose so he purchased it. Now he had his domain name he needed somewhere to host it. My personal feelings are never to buy a domain name and hosting from the same vendor and so I agree with the friend who told Bob to go to Hostgator.

At Hostgator Bob signed up for the Baby Plan as he intended to create more than 1 website.

When Bob got his email giving him his DNS servers he went back to Namecheap and pointed his DNS to his new hosting account.

Now all he had to do was build a website. Oh is that all, where the heck do I start.

Bob had no knowledge of HTML (whatever that is) and so he either had to get someone to build a website for him or use the freely available web page maker. The two I would recommend are [Komposer](http://kompozer.net/) and [Serif Web Plus](http://www.serif.com/web-design-software/). Both of these are wysiwyg, (what you see is what you get), editors. With either of these programs making a website becomes quite easy.

Bob also needed some way of making and or editing a header for his website. Again there are several free programs available. The first is [Gimp](http://www.gimp.org/), which is compatible with Adobe Photoshop. Another is [Serif Drawplus](http://www.serif.com/free-graphic-design-software/). With either of these you will be able to design and make your own banners.

There are others available but these are the only ones that I have personally used.

Making a useable website is made relatively easy with these programs although of course they all have a learning curve.

If you already have the knowledge of html then of course you can program your web page by writing out the code, but I find it easier and much quicker to use a page editor to create my sites.

There are many books available on programming and as you get more proficient you may wish to look at bringing your site to life by using php or Javascript coding, but this is in the future so let’s get back to our new website that we have made with our page editor.

Initially a simple basic page will suffice for your needs. I would also suggest you design a splash page (a page where you capture the names of your visitors) so you can keep in touch with them. This is where you will need your sequential autoresponder.

Having designed and made a webpage you need to upload it to your hosting account. For this we use something called ftp. Again there are several free programs available on the internet. I use a program called [FileZilla](http://filezilla-project.org/) which is available free. I have found it to be very reliable.

I would also suggest you design a splash page (a page where you capture the names of your visitors) so you can keep in touch with them. This is where you will need your sequential autoresponder. For this I would recommend [Aweber](http://pdpg.aweber.com) again this is the one I use and consequently the one I know the best.

I have gone through the basics of getting yourself set up with a simple website and there are many ebooks available on all the subjects but if you get stuck you can always contact me

# Conclusion

I have provided you with the basics you need to get started in affiliate marketing. I suggest you take this information and run with it. You can start making money almost immediately!

It doesn’t matter what you choose to do you must keep at it and never give up. Place your trust in your ability to succeed because these things that have been discussed here really do work. Affiliate marketing is the easiest money making method I have come across on the internet. Once you have set up the initial workings they almost run on autopilot.

For every successful affiliate marketer there are hundreds or possibly thousands of people who have tried and failed.

Why?

Perhaps they just signed up as an affiliate and did no promotion, or too little or the wrong kind of promoting.

Being an affiliate, as you should have learned reading through this book, takes work and determination. It is not a soft option for the lazy. In fact initially you are going to have to work very hard to get your business off the ground. Customers are not going to fall into your lap as soon as you sign up, rather, conversely you are going to have to go out there and find the customers.

If your idea is you are going to sit at home and the money is going to roll in then think again. With that attitude the internet is no place for you to be doing business.

If you want to be a successful affiliate and you are willing to work at it then you won’t go far wrong if you follow the advice in this book. You will need to work at it on a daily basis for quite long hours until you have got everything running to your satisfaction. Sure when you become successful then you can start to take things a little easier, but you will still need to be looking out for the next program or opportunity you are going to be promoting.

If you are doing particularly well you will probably find program owners coming to you to start the next product in their range moving.

Work hard initially, but also have fun, because I enjoy working on the internet I don’t look upon it as a chore but rather as an enjoyable way to spend my days.

There are many other marketing methods available and so once you are set up and running you can combine these new methods with what you are already doing. By doing this you can end up with an unstoppable money machine. Your own personal ATM, cranking out money day after day.

Never underestimate the power of keywords.

The only thing stopping you now is procrastination!!

I wish you good luck in all you do.

Derek Barrington