

How To Get Rich In Affiliate Marketing

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3 Necessary Tools for the High Rolling Affiliate Marketer

What does it take to become a successful Affiliate Marketer? What are the ingredients of an affiliate marketing success story? Is there a shortcut to Affiliate Marketing glory? All these questions play around in the minds of affiliate marketers who want to make it big in this business.

Although affiliate marketing is touted as one of the easiest and most effective ways to earn money online, it is not as easy as it sounds. The wise affiliate marketer plans every action and executes it the best way he can. He should also maximize the potential to earn by utilizing the right tools necessary for a successful Affiliate Marketing business. We have consulted some of the most successful affiliate marketers in the business and below are the top three necessary tools for a successful affiliate marketing business.

Important Tool #1: Your Own Website

The most important and indispensable tool in Affiliate Marketing is your own website. The first step in any successful affiliate marketing business is building a good, credible and professional looking website. Your website is the jump off point of all your marketing efforts. Thus, you must first build a user-friendly website, which will appeal to your prospects and encourage them to click on the links to the products and service you are promoting and make a purchase. Therefore, you must first concentrate your efforts in building a website that will cater to what your prospects need.

The most important thing you should consider is that almost all web users go online to look for information, not necessarily to go and buy something. Above all else, make your website full of original, relevant and useful content. People will love articles that are appealing and helpful. Keep in mind that, in the internet, content is still king and good quality content will not only build your credibility, it can also help you achieve a higher search engine ranking. By posting relevant and useful articles, you establish yourself as a credible expert in the field, making you a more trustworthy endorser of the product or service you promote. Establishing a good reputation is a good step in building up a loyal consumer base.

Important Tool #2: Incentives

Competition is extremely tight in the internet world. You must always be one-step ahead of your rivals to ensure that you capture a significant share of your target market. Therefore, you must use every possible means to encourage people not only to visit your site but also to click and proceed to the websites of the products and services you are promoting. Building an opt-in email list is one of the best ways to gather prospects. Offer a newsletter or an e-zine. Better yet, offer incentives to your prospects to encourage them to subscribe to your newsletters. You can present free softwares, access to exclusive services and other freebies that will be helpful to your prospects.

Important Tool #3: Link Popularity

The importance of driving highly targeted traffic to your website cannot be emphasized enough. The all-important web traffic is at the top of the list of the most important entities in the internet world.

Attracting people to your site should be the first step you should carry out. Do everything to achieve a high search engine ranking. Link Popularity is one of the factors that search engines use to determine search engine rankings. Therefore, to enhance your link popularity, you must launch an aggressive reciprocal link campaign.

One of the best ways to do this – at no cost at all – is by submitting articles, with your website's link at the resource box, to e-zines and free article sites. You will not only gain exposure, you will also have the opportunity to advertise for free, just include a link back to your site. The more sites you submit your articles to, the better your link popularity is. Make your articles original, relevant and useful so that more websites will pick it up and post it.

These are but three of the many tools that an affiliate marketer can use to maximize earning potential. The possibilities are endless and are limited only by your imagination, creativity, resourcefulness and determination. You can always explore other ideas and adapt other strategies, which you think might help you become a high rolling affiliate marketer.

5 Things You Must Have to Succeed in Affiliate Marketing

The idea of being mere passengers on a ship meant to sail to the farthest points does not appeal to people who like to put their destiny into their own hands. They have the desire of maneuvering the ships themselves, of being able to be the ones to take it anywhere they want to. Being aboard a ship on its way to a particularly great destination is something each and every one of them dreams of, and the knowledge that they have the capacity to steer it themselves is what makes them actually want to.

Perhaps this is the reason why more and more people are succumbing to one of the most popular businesses around – affiliate marketing. It is because in this business, there are no bosses to order the employees around. There are no deadlines to meet and no clutter of work to do. One only needs to be equipped with the tools needed to succeed in a business such as this, and he is bound to get what his heart ultimately desires.

Just what are the things needed to be able to succeed in affiliate marketing? What must one have within himself to be able to do well in this industry? There is a lot of competition involved in affiliate marketing, and to be able to rise above the norm, one must be equipped with just the right stuff necessary to propel him forward. There are five things one must ultimately possess if he wants to achieve the glory he is yearning for in this business, and these five things are a must for him to possess to be able to stand out among the rest.

The very first quality one must possess if he wants to try his hand in affiliate marketing is the willingness to learn and be trained. Treading through unfamiliar territory is scary stuff if one is not properly equipped, and he might get lost amidst a jungle of the unknown. Learning the tricks of the trade is also an important aspect of the game, and one's willingness to know it all will give him far better advantages in the business than he could ever imagine.

The second quality one must possess is the willingness to invest time and effort even if direct results do not seem at all apparent. Although several months may pass without good news, it is important for one who has his foot in the industry to hold on and wait. It is this quality which would save him from giving up after investing a lot of himself in the business.

The third quality one must possess is self-determination. If one wants to conquer the affiliate marketing world, he must have the ability to push himself ahead. Never having to say die is a quality each and every affiliate marketer should possess, and the ability to motivate oneself into scaling greater heights is an ability which would actually take an affiliate marketer there.

The fourth quality one must possess is discipline. If one knows how to teach himself to work everyday with all the energy he can muster, then he is close to achieving what he has set his heart to having in the first place.

The fifth and last quality one must possess is optimism. Negative attitudes and hearsays should not discourage an affiliate marketer from pursuing what he has to in order to make life better for himself and for everyone concerned. Neither should anyone influence his attitude toward the business, because once in it, it is a must for him to be the captain of his ship and the master of his soul.

The ingredients to success in a business such as affiliate marketing are diverse and manifold, but the most important thing one needs to be able to make it big lies in himself alone. It is he who has the capacity to do everything to be able to realize his prospects, and the desire which fuels his heart in doing so is the gasoline which should keep the engine going.

Affiliate marketing is all about putting one's fate into his own hands. The right attitude is the key to being able to steer one's ship into that part of the ocean where a certain kind of serenity can be found, one that permeates the atmosphere as the ship sails calmly on.

Building Affiliate Marketing Websites The Easy Way

There are some myths in affiliate marketing, which attract a lot of people to it believing they are true. First is they think managing an online business is easy and second, they think that one can make a fortune through online marketing in an instant. Probably not even 10% of those who are into affiliate marketing became rich overnight. There may be some who fortunately achieved overwhelming success in just a short span of time after setting up an affiliate program, but not a majority of them can confidently say they only had luck. Anyone who is successful in this kind of business would say he worked hard to get to where he is right now. Success in affiliate marketing takes time and hard work, but it's worth it.

If you are planning to start an affiliate program, one of the things you have to consider is having your own website, not just an ordinary website but a professional looking one. How do you build an affiliate marketing website? What are the easy steps to build one? First, you must have already decided on the theme or niche of your website. It would be better if you already have an idea what products or services to promote as this would help you plan the design and lay-out of your web pages. The next thing to do is to choose a domain name and get it hosted. The domain name is a unique name used to label the actual address of your website on the Internet. In deciding what domain name to register, look into the type of products you are endorsing and the theme of your site. Having the right keywords in your domain name would give you better chances of drawing more visitors to your website. Also, choose a top level domain or extension, such as .com because it is more popular. In selecting your web host, consider the security of servers and up time guarantees.

Now, you can start creating your webpages. Don't be disheartened when you know a little in this field. There are page generation tools and fast launch sites available online; you just have to search for them. Countless online sources could help you build an affiliate marketing website, though you might need time to study and learn the whole process. This is one of the reasons why your site or the products you are going to promote must match your interest. Building your marketing website for the first time would be a lot more fun if you know very well the theme of your site. If you don't have time to make your own website, you can use templates or purchase readily available websites. The latter, however, is a more expensive option.

Creating an affiliate website on your own would be cheaper and more interesting. In the process of building your website, you may also increase your knowledge in Information Technology and the use of computers, softwares and the Internet. As you educate yourself in these fields, you are increasing your advantage against other affiliate marketers. It helps a lot, though, if you already know the basics in web page development like programming languages and graphics softwares because you can make your site extra corporate-looking, more convenient to use or easier to navigate. Furthermore, if you are knowledgeable and skillful in this area, you can already concentrate more on the content of the page rather than the design.

The key to draw visitors to your website is to have high quality content; thus, the next thing you must pay attention to in building your marketing website is this. There may be several other factors that contribute to the success of your affiliate marketing site, but a good content tops the list. This is precisely the reason why users choose to enter your site. They want to get information and so when they don't find it, they would definitely go elsewhere. Write interesting articles related to your theme as

this would make them frequent your site. If you have already looked for affiliate programs that complement your site, add links to the business sites and other very good informative sites. Links contribute to how well you will be listed in major search engines as well. Also, create pages for the products you are endorsing, but don't just promote the products by putting hyped-up ads. Keep your readers interested by injecting lots of relevant and useful information. This would make them click the link to the business site and buy the product. Remember that no good content means no frequent visitors, no sales and ultimately, no commission.

Make your site simple yet not without a touch of class in order to make it appear more of a business website rather than a personal website. This would be pleasing to the eyes and more interesting to browse. To help you with the design, you can check some successful online stores to get an idea on how you can make your site look better. Make sure you don't place too many banner ads since these could distract some site users; and thus, instead of clicking your ad, they might just leave your site and look for other interesting websites. After all, banner ads are not the only means of advertising your products. Now your website is complete, submit its URL to major search engines to increase your traffic.

Grow from where you started. Learn about use of keywords for search engine optimization and apply them in your content. Update your site regularly or add new webpages. Make sure to inform your prospects about the latest updates in your site. You can use newsletters to accomplish this. The Internet offers a huge source of information about just anything, make use of it. Continue to educate yourself on how to improve your website and soon you'll find yourself successful in affiliate marketing.

Creating Multiple Streams of Affiliate Marketing Income

Have you ever heard or read the phrase “multiple streams of income” before? Do you know what this phrase means? For many businessmen, creating multiple streams of income online or offline is one way of securing themselves as well as their businesses in the future. They also believe that it can also save them from the so-called famine effect in the business industry. Once you are engaged in affiliate marketing business, it is advisable if you have multiple streams of affiliate marketing income so that if one of those income streams vanished, it will not upset you the way losing your sole stream would. If you depend on just one source of income and this single stream has been downsized or has lain off, you’ll surely find yourself bankrupted and hopeless. Try to ask the most successful online entrepreneurs, and you’ll discover that they have established multiple streams of online income.

There is a businessman that said and attested that the very first step you must take in creating multiple streams of income is to assess or evaluate your resources. Start by assessing yourself first. Jot down your answers to the following questions: What are the talents, abilities, strength and gears that you possess? Are you gifted with excellent and creative writing skills? Can you do well at sales? Are you good in communicating with people? Are you born with an artistic skill or unique ability that other people don’t have? Through this, you can determine the kind of business where can possibly excel.

Next, look around and write down you assets and physical resources such as computer, color printer, scanner, digital camera, cell phone, CD or DVD burner. Write these all down because it can be used as a resource. Consider also your friends and family. Find out what do they possess that you have access to. Remember that no man is an island. You can use the talents, abilities, knowledge and resources of everyone you know.

That’s basically the initial step if you want to create multiple income streams. But if you’re already a webmaster or a site owner, you definitely have an edge. Why don’t you join affiliate marketing business to help you gain extra income out of your own website?

Being involved in affiliate marketing is one of the most desirable ways to make multiple sources of income. It is because affiliate marketing programs come in various shapes and forms. There are a large number of affiliate marketing programs that you can sign on with and start gaining bucks right away. In affiliate marketing, you can make money by promoting and reselling your affiliate products and by recruiting new affiliates. What’s good about this is that you can find widest array of training materials that can enhance your marketing abilities. In affiliate marketing, you can be sure that there are genuine products to promote and sell and there is real income to make.

Either part time or full time, being an affiliate marketer is an excellent way to create multiple income streams by means of promoting products and services from web merchants. Here, you can get affiliate commission without investing big bucks in making your own product and without worrying about book keeping, customer support and ecommerce. All you have to do is to promote and resell the products and services in your site and pass on potential customer’s the merchant’s site.

In affiliate marketing, it is advisable to promote more merchants in your site so that your visitors will have variety of destinations to choose from. Using multiple merchants in the same site or niche means

only one thing – you have multiple streams of affiliate income. There is absolutely nothing wrong with this business strategy because this is one of the best ways to protect your business and expanding your horizons. Through this, you can be assured that you won't experience crisis if ever one of your web merchants closed his/her program.

However, you should choose only those affiliate programs that interest you so that you can effectively advertise and promote them. Don't ever be tempted into signing up for numerous affiliate programs in the hope that one of them will bring income. Select wisely and don't be engaged in selling products you know nothing about. Go with the stuff that jives with your enthusiasm; your passion can capture your client by the nose and guide him/her to your affiliate link.

You should also work hard to make your multiple streams of income more stable. You can do this by embracing some strategies and tactics and by developing within yourself, some traits that can help you become successful in any kind of business such as patience, persistence and thirst for knowledge.

Lastly, just remember the adage that says "Don't put all your eggs in one basket." So that if one of them is lost, you can still have some to make omelets. And what do these eggs have to do with multiple streams of affiliate income? Well, it goes without saying that the more streams of income you possess, the bigger and better your money lake becomes.

Don't Make These Common 4 Affiliate Mistakes!

Myths concerning affiliate marketing are appealing and attractive. People who do not know the entire system the wrong way round are prone to believing that it is something capable of giving them great fortune overnight. Stories concerning affiliates who earn tremendous amounts of money swim in their heads, and while these stories are as true as they can be, there are those who believe that they are going to have the same fortune once they indulge in this particular business.

It is true enough that affiliate marketing is financially rewarding. People who have gone through everything to be able to succeed in this business are reaping the seeds that they untiringly sowed. Many of them enjoy the kind of existence that was not possible for them to have had under ordinary circumstances. Having gone through the A-Z of affiliate marketing, however, these people are the ones who know that while such business is lucrative, there is absolutely no easy money in it.

Ignorance of this fact is one of the main reasons why there are people who fail miserably in the internet business. There are those who believe in myths concerning the easy money involved in systems such as affiliate marketing. They do not know that there are those who have wasted time, effort and too many resources in trying to pursue the life of ease that they believe this business will give them. And so they go into affiliate marketing armed with nothing but myths and fantastical notions of wealth swimming in their consciousness, never realizing that they bound to make mistakes that would prove to be their downfall.

What may be the reason why in businesses such as affiliate marketing, many are called but few are chosen? Perhaps the answer lies on the fact that many affiliates make mistakes that result from their ignorance of facts concerning how the entire business runs. Affiliate marketing is not as simple as an affiliate promoting a merchant's wares through his website and getting paid for it. It is also about knowing the market and the customers at hand.

Discovering what the most common mistakes affiliates make can perhaps dispel the gloom about myths surrounding affiliate marketing by correcting some wrong notions about it. It might also be able to make those concerned understand that like any other business, there are dos and donts involved in this one if they want to make each of their steps count. The first common mistake affiliates make is their lack of knowledge concerning principles involved in their business. This refers to the affiliate's knowledge of search engines in particular.

Affiliate marketing involves advertising, and advertising through the internet could not have been better without the existence of search engines. What every affiliate has to do is to make these search engines his best friend through studying search engine optimization closely. This way, he is able to know what to do in connection with building a better website to ultimately use for his business.

The second is that affiliates make the mistake of stuffing their sites with banners that do not provide enough information about the product at hand. The best way to battle this mistake is to provide good content hand-in-hand with such banners. It is important for customers to know and understand the features of a product, and good content will be able to help them realize this goal.

The third is that there are affiliates who make the mistake of promoting only one product. Consequently, customers are not given enough options to choose from. There is also the risk of generating fewer sales as compared to having more options for customers ponder about. It is always better to give them a few better alternatives than to give them only one.

The fourth is that there are affiliates who make the mistake of promoting too many products. As a result, customers are confused and end up beyond making a choice. It is perhaps good to give them only the best choices. This is because it is ultimately up to them to judge which one is the best for them to patronize.

All in all, affiliates that are doomed to fail in this business are those who do not exert enough effort to understand everything involved in the industry that they are in. Knowing their path step by careful step will prove to be beneficial to them, as there is no other way to succeed than to go through any path slowly but surely.

Finding Hot Selling Products to Sell

In order to locate products that sell online, we need to understand what people already want to buy. Finding a good choice of idea or product is always accompanied by interfacing the demand for the product in the current market and the level of competition or market share that the product will be having in the long run.

“What should I sell? What products are hot selling? These are the questions most people are trying to find an answer in order for them to make the definite decision. And if we really want to know the answer to this question, our only choice is to do some research. There are all kinds of twists along the road that may lead you to think you have a high-demand idea. We must be able to understand and satisfy the need, wants and expectations of our customers on a certain product that they’re trying to buy. These three are called the basic needs or minimum requirements in a purchase. Needs are the basic reasons or the minimum requirements consumers are looking for in a product or service. They are called the qualifying or “gatekeeper” dimensions in a purchase. Wants are the determining dimensions among many choices. Expectations, on the other hand, are values or intangibles associated with a product or service. Expectations are actually part of “wants” but they become extremely important when products or services are not differentiated.

For example, in reading a logic book, university students look for the following: Relevant logic concepts use of simple language, easy to understand and affordable prices. These similar ideas can be applied to Internet Sales as well. After all, the Internet is just another place to sell products. The basic concept of demand is the same there as it is anywhere else, and has been all the time.

Now, the second thing that must be considered in finding “hot” products to sell are the level of competition or the market shares do your product will have. Market share or level of competition means the ratio of your brand sales versus the total market sales. While companies would naturally define its target competitors, it is actually the consumers who ultimately decide the competitive frame, or the list related products or services that consumers consider when exercising their purchasing power. We must therefore choose the market segment where we can have a potential leadership or at least a strong challenger role. Because the overriding objective of getting into this business is not just to satisfy the needs and wants of our customers but to do so profitably better than his competition. Otherwise, our competition will end up satisfying the customers better than our own interest.

Third factor to be considered in finding hot selling products is finding out the general interest level about the product. General interest in a product helps us to gauge where our demand and competition numbers fall into the big picture. Simply saying, if there isn’t much demand for the product, and there isn’t much competition, it would seem that it might not be good a good put up for sale. But the research doesn’t stop here; there is one last thing to be considered to exactly find the hot selling products that you’ve been looking for. We must also learn how others are advertising those products. If there are a good number of them doing so, it may mean that it’s a good product to get into. Coming to the last phase of the process is analyzing and evaluating all the information that has been collected. We have to look at all of the data we have collected on demand, competition, and advertising, and make decision as how they all balance out.

And here are several factors or aspects that must be measured: (a) not enough demand means not enough people are going to buy (b) too much competition means not enough of a profit to go around (c) too much advertising drives up the price of pay per click ads, and competition as well (d) not enough general interest, combined with low demand, means there may not be a good market even if there is competition trying to make the sales.

Here's Why You Need To Use Landing Pages

All the products that you want to sell online are ready. You have already signed up with the Google AdSense program or with other affiliate marketing programs and you have already prepared the ad you want to post on your affiliate's site. Your mind is now set to being the next most successful online businessman. But is there anything else that you might have forgotten to prepare? Maybe none. But how about your landing pages? Are they all set for your business?

Landing pages are simply web pages where visitors are directed to whenever they click a result in a web search or whenever they click a web ad. For affiliate marketing, landing pages would refer to the web page where you, as a merchant, would want your potential customer to be directed after clicking your ad on your affiliate's website. Landing pages are, at most times, nothing really different from other web pages in a particular website, especially if the said website is an e-commerce site. Some online businessmen would even use the homepage of their websites as the landing page for their ads. Are these businessmen making a big mistake? Or should you follow their method in creating landing pages for their ads?

Well, you can always follow what most online retailers do, directing their potential customers to the homepages of their websites. But if you want to achieve something more from your online business, and if you want to earn a lot of profits, you better create a special landing page for your web ads. Why? Here are a few reasons why you need to use landing pages for your web ads. And take note, it would do you a lot better if you create a great landing page than a so-so one.

Reason # 1: It is the only way you earn conversions in an affiliate marketing program.

There are a variety of affiliate marketing programs today, but most of these programs let the merchant pay the affiliate in a pay per click basis. Basically, all you have to do is sign up with the program and submit your ad. The program owner would then distribute your ad to various affiliates who would then place your ad on their websites. Whenever your ad is clicked, a visitor would be directed to your landing page and you would have to pay the affiliate for his service.

As a merchant, you earn in an affiliate program through conversions—that is whenever a visitor that is directed to your site actually buys a product on your site. Without these conversions, you actually earn nothing from the program. Also, the more visitors that your affiliates have directed to your site, the larger would your expense be. And the only way that you can recover from these expenses is through conversions.

Now, you sure won't get any conversion if you have posted an ad on your affiliate's site without an actual landing page for the potential customer to be redirected into. It's just like advertising a product without actually having a store to sell your product. Your advertisement may be enticing enough to encourage people to purchase a product, but without the landing page, how will they know how to purchase the product

It is therefore important to have landing pages for your ads because it is the only way for you to earn something in an affiliate program. Without landing pages, all you do is spend money paying your affiliates without actually getting anything in return.

Reason # 2: Other web pages may just not be enough.

Many people make the mistake of making their website's homepage as the landing page for their ads. The same is true for those who make use of other pages like a "contact us" page or a product page. Homepages are often designed to serve multiple users and contains a lot of links to other pages or to other websites. The same is with the other two pages mentioned. If you want to be successful in an affiliate program, we're sure that you don't want your landing page to cater to the needs of various people, most of which may not be really interested with your product.

When choosing a landing page, you must always have the customer directed into that page in mind. Therefore, your landing page must be relevant to the keywords and the contents you placed on your ad. It is also important that the landing page can induce your visitor to take action—that is to purchase your product or at least provide leads for potential customers.

Final Word

You probably entered into an affiliate marketing program with these things in mind: to save on advertising expenses and to gain more profit. But if you get into an affiliate marketing program without actually having a landing page, you'll end up paying too much without getting anything in return. So if you still don't have a landing page for your ads, you better start creating one now. And don't get us wrong; it isn't enough for you to have just a landing page—it should be a great landing page!

How To Best Select An Affiliate Program

The key to an affiliate marketer's success is to choose a good affiliate program and to employ excellent marketing techniques in promoting or selling the products to consumers. Why good and not the best affiliate program? There is no "best affiliate marketing program," as one program might make one affiliate marketer a millionaire and the other a frustrated marketer. In other words, it can be a success to one and a failure to another. But there certainly is a good affiliate marketing program to start with. How to make it best would now depend on you.

But before you think how you are going to make it best and financially rewarding, first think about how you are going to land on a good affiliate program with the thousands of affiliate marketing opportunities abounding in the Internet today. Try to look into the following tips and suggestions on how to best select the affiliate program that's right for you.

Information, that's you need in order to make the right choice. It is helpful when you have already focused your search to a specific interest, which may be the theme of your website (if you already have one). In this way, you would be able to direct yourself towards a program that really matches your needs, wants and resources. It would be easier for you to eliminate options that are not suited to your own criteria for a good affiliate marketing program. You can join affiliate forums and learn some tips and get suggestions from experienced affiliate marketers. However, be wise enough to weigh their ideas before you buy them.

The Internet Affiliate marketing program networks are good places to look for choices. Here, merchants and affiliate marketers like you meet. The merchants advertise their affiliate programs to interested affiliates who sign up in the network for free. Third party affiliate program networks are helpful since they provide you with access to a large number of advertisers (merchandisers) simultaneously. You can easily track and compare their sales records, performances, benefits, products and services.

So now you have choices, the next question is which among those options is the right one. Here are some things to consider in deciding which to take and which to reject. First is the quality of the products and services. As an affiliate marketer your goal is not only to make visitors of your site click the link to the business site; but more importantly, to promote the product so they would buy it. If the customers are not convinced upon going to the business site, then you don't earn. Make sure the products you are endorsing are worthwhile or in the business context, saleable. Ask yourself: if I were the customer, would I buy it? Would I recommend it to my family or good friend? If you can't convince yourself or your family and friends to buy it, take a look at your next option.

Another is the affiliate program or the merchandiser's history. Look into their previous and present sales data, their proven and tested affiliate marketing systems and their partners' experiences with them. Although, success of the program really depends on you, this one is still very important. The sales records don't only show how good the affiliates are, but they speak about the products' reliability, market availability and the company or the merchandisers' reputation as well. Moreover, look into and carefully study the company's compensation plan. Your purpose for joining the program is to earn, so make sure you'll be paid for all your efforts fairly.

If you do not have much time to promote intensively the affiliate products by creating banners, graphics and articles, choose affiliate programs that help you create these for your web site. It would be great if the company provides training on how to effectively market products online. Remember that affiliate marketing is a partnership, so make sure your partner is able to support you as you help him promote his products and services.

Take down all the advantages and disadvantages of each program you are considering so you can clearly see the difference among your options; then later, compare the advantages of the programs with your own checklist. Take time to gather all the info you need to choose the right program. Remember an informed choice is the best choice.

How To Continually Grow Your Affiliate Checks

The promise of earning profits without really doing much of anything has enticed a lot of people towards affiliate marketing. But does affiliate marketing really work this way?

As an affiliate, all that is required of you is to simply place the merchant's ad on your website. Then after that, you virtually do nothing but wait for anyone to click on the merchant's ad and later collect your profits. Easy, right? Well, not quite often. Many affiliates earn almost nothing from their affiliate programs simply because they do nothing. Remember that affiliate marketing is but another form of marketing, and you'll definitely need to market your merchant's product for you to earn something.

Successful affiliates in any affiliate program simply don't sit there and wait for money to come. Why? Because there is no money in simply sitting and waiting. If you want to be successful in affiliate marketing and if you want to continually grow your affiliate checks, you've got to do something. Think of ways on how to promote your merchant's business and products better. Think of ways on how to induce other people to click on the link or ad provided to you by your merchant. Think of ways on how to make your affiliate sales increase!

So if you're new in affiliate marketing and you try to follow the easy go lucky pit that most unsuccessful affiliate marketers follow, then you're definitely on the wrong track. But we're not advising you to stop right there. No. Rather, we want you to take some steps to make your affiliate program work better and gain more commissions for you. How? Here are a few guidelines that may help you to continually grow your affiliate checks:

- * Become an expert on your affiliate product.

You can promote your merchant's product better if you know a lot of things about it. To become an expert, the best thing you can do is purchase your merchant's product yourself. This way, you can tell your customers about your first-hand experience using the product. You can even write a testimonial or a personal endorsement ad about it. But if any condition does not permit you to purchase the product, you can at least make a thorough research about it.

- * Host your own website.

Or at least have a domain name that is short and easy to remember. You certainly wouldn't expect a visitor to remember a very long and incomprehensible URL. And if that's so, you also wouldn't expect him to visit your website any time soon. That means less traffic for your page and the less chance for your affiliate ads and links to be clicked.

It is also a good idea to create a private website and offer access to it to anybody who clicks on any of your affiliate ads. Visitors usually get interested with these private websites. Private websites also gives you a venue to promote your back-end affiliate products.

- * Write your own affiliate ads.

Many merchants usually wouldn't mind if you write and design your own ads for their products, for as long as you ask permission from them and present them your ad before posting it on your site. This gives you a greater advantage over a lot of other affiliates who must be advertising the same affiliate products.

* Participate in chat rooms, discussion boards, and forums related to your product.

If you use to ignore them before, then it is time for you to start focusing your attention on them. You can start your own chat or join an existing chat related to your product. You don't have to promote your affiliate product at once, but find the chance to advertise and promote it as you go along. The same would be true for message boards, discussion boards and forums.

* Create a free ezine or newsletter.

Ezines and newsletters are periodical publications whose aim is to inform a group of people about a certain subject. In your ezines and newsletters, you don't always have to promote your merchant's product for this may greatly annoy your subscribers. Rather, find a way to insert your affiliate ads and links on some portions of the letter. Also, don't forget to promote your ezine or newsletter on your website.

These are but a few guidelines on how you can increase your affiliate sales and continually grow your affiliate checks. Sure there can be a lot of other tips that out there, and if you think they would work, we won't discourage you from following them. What's important is that you be able to find a way to: attract more traffic to your site, induce your visitors to click on the ads on your site, and be able to promote your merchant's products even outside the boundary of your website. If you can do these, there's no reason for you to fail in affiliate marketing.

Incorporate AdSense Into Your Affiliate Marketing

The easiest way for you to rev up your revenue potential is by incorporating Google AdSense into your marketing campaigns. What is Google AdSense? What are its advantages? How can it boost my revenues? These are some of the questions you might want to ask. Let's try to probe into Google AdSense, so you would know how it could help you in your affiliate marketing program.

Merchants place their ads in Google, which is one of the most popular search engines or tools for locating various resources in the World Wide Web. Now the Google AdSense program allows you to display these ads in your website and when your visitors click through them, you earn. The advertiser, which is the merchant pays Google for every click-through made by the customer and you as a partner of Google, gets a share from that payment.

What's great about the Google AdSense is that the ads are relevant to the content of your web page. Most likely, visitors of your web site are interested on the theme of your site and specifically, on the content of your web page. So, seeing ads related to their interest would definitely drive them to click through the link or the ad. Using state-of-the-art technology, Google scans your web site and matches the content of your pages to their large database of advertisers; this way, Google is able to find ads that are targeted by the users of your site. In addition, Google changes the ads in your site as you change the content of your pages, so you can always expect the ads to be relevant to your site.

Having Google ads in your website is also a way of convincing your users to return to your site. Repeat customers multiply your income without having to exert extra effort to convince them again to click through your links. And your potential to earn doesn't depend on them alone. Since you already have their confidence, they can be your endorsers as well. They could refer your site to family and friends who probably share the same interests with them.

Advertisers in the Google AdSense program range from large international brands to small-time domestic and local businesses, so the targeted market for the ads can range as well. This adds variety to your site; thereby, attracting different kinds of users. As you attract more users, you increase your earning potential as well. If you are targeting a specific nationality for your site users, don't worry because AdSense can be used in different languages.

In order to boost your revenues through Google AdSense, you must pay attention to making web pages of high value topics. Make contents related to high-paying ads, so you can earn more. Some ads pay only a few cents while some ads pay you dollars just for a single click. You would need to do a little research on this so you can come up with a more relevant content. Join affiliate marketing forums and get tips from experienced affiliate marketers.

Becoming an AdSense affiliate marketer is easy and fast. You just have to apply online and once your application is approved, you can instantly set up Google ads in your site. All you need to do is copy and paste some codes in your web pages and in no time the ads will appear in your site.

Strike while the iron is hot! Take advantage of the favorable circumstances the Internet is offering you. Make the most of your affiliate marketing opportunities, use Google AdSense!

Using Two Tier Affiliate Programs to Your Advantage

To those who are not familiar with affiliate marketing, two-tier could be a new term to you but to those who are involved in this kind of money-making experience; it could mean a stream of income. Two-tier is an enticing feature of a particular affiliate program wherein, affiliates are allowed to sign-up additional affiliates below them. So that when the sub-affiliates otherwise known as second tier affiliates, earns a commission, the affiliate above receives a commission too.

In two-tier system, the first tier of commission is just like in the usual affiliate program. The sole difference is that it has an additional tier/s or sub-affiliates, whereby marketers also gain a commission once the people that the additional tiers referred to the program generate sales. Theoretically, affiliate programs can have multi-tier program with infinite number of tiers, however, there are practical limitations. As tiers increase, the affiliate program draws more webmasters who are mostly interested in gaining profit from other's work and effort.

Two-Tier affiliate program is also recognized as Multi-Level Marketing. When you sign-up for an affiliate program, you are identified as the first tier and the person that you have recruited or encouraged to sign up is the second tier. If there are additional tiers, then the system can now be regarded as multi-level marketing (MLM). But today, MLM isn't as effective and successful as it was several years ago. It is because at present, affiliates can freely select from thousands of affiliate programs and they can quickly switch from one program to another.

You could probably go wrong if you're thinking that you can depend on your second tier to do the job for you. So if you want to use two-tier affiliate program to your advantage and generate more income by encouraging sub-affiliates to sign-up below you, make sure that you carefully choose your affiliate merchant. Pick those merchants who generate stable stream of high quality products, give high or just commissions, offers real time tracking, furnishes you with a proven and tested advertising arsenal and treat their affiliates very well. You can also sign-up for the merchant who gives high visitors-to-sales conversion rate.

It is also advisable if you engage yourself with a web merchant that has a user-friendly website which you can access anytime so that you can monitor your statistics including visits and sales. And if possible, choose the one with powerful marketing tools which you can use in promoting their products.

You're just wasting much of your time and effort and worse, damaging your integrity once you promote poor affiliate program because your visitor will surely presume that the product or service you are reselling must be dreadful too. That's the reason why it is important to pick first-rate affiliate programs. Through these, you can not only build up a good relationship with your visitor, but also, you can easily get more tiers to sign-up under you. You should also be cautious of some affiliate programs that give more importance on the profits to be earned in taking on other affiliates than on the income from sales, because you'll just eventually find out that someone has already close those sales without informing you. Usually, this kind of affiliate program offers a very low first-tier payment but a sky-scraping second-tier commission.

If you want to start an affiliate program of your own, you surely have to decide whether it will be a single tier or two-tier affiliate program. Who am I to say which of these two programs are better? But let me tell you the benefits you could get out of two-tier affiliate program.

First, your profit will increase due to increased sales from the customers that your second tier has referred. Second, you have a much broader customer base to which you can sell your products and services. Then, you gain more and stable income because the customers referred by your affiliate and sub-affiliates could probably develop a lifetime loyalty on your site and your products. Plus, you have an army of sub-affiliates who will promote and resell your products and services to their visitors and subscribers.

Two-tier program has been a proven winner and should be the number one choice for the budding affiliates as well as for the affiliate program managers. When you start gaining profits from your site as well as your tiers, this is now the right time to say that you have used two-tier affiliate program to your advantage.

Search Engine Optimization for Affiliate Marketers

There are no secrets on how to rank high with the major search engines because effective search engine optimizations are now immense. What is search engine optimization? Before we discuss that thing, you have to understand first how search engines work and a bit of know-how.

Search engines are into providing their users with the most relevant and up-to-date information to match the search term that was used. They are sophisticated pieces of technology which allow users to quickly find relevant websites by searching for a word or a phrase. Search engine results are useless to users if the information doesn't relate to the search term, or if the results are old. People expect the most up-to-date and fresh information that is useful to them.

Updating your website everyday and adding some materials will help you get noticed by the search engines. So, if you are going to sell any type of product or service online, you have to optimize your website for the search engines, in order to boost traffic and sales. It is because over 90% of your business will likely come directly from search engine results. And for that reason, it is absolutely important to optimize your site for search engines for you to have the greatest deals in the entire world.

Search engine optimization (SEO) is the process by which webmasters or online business owners utilize strategic copy to augment their website's status. It is certain that the internet has grown so fast over the years and the competition for the best search engine position has created an enormous market. Therefore, better understanding the fundamental elements of Search Engine Optimization is vital for an online business' success.

Making use of effective search engine optimization techniques will improve the page rank of your website. There are many tricks that can be used to increase page rank; the most effective method is to provide high quality content consistently. This seems like a simple concept but there are many websites that fails to provide content that visitors find interesting. Sites which provide content that are interesting, well-written and regularly updated create highly engaged visitors who are more likely to return to the website in the coming days. So, if you can set your website apart from those boring, lifeless sites then do it. You'll surely have a step closer to achieving high page rank through search engine optimization.

The next significant factor for an effective search engine optimization is to include keywords and phrases within your content. To make sure that you are properly targeting your market, you have to make sure that the keywords and phrases you have on your site are the keywords and phrase that your site is actually optimized for. The more keywords you use in your content, the more likely it is that online visitors will find your site when they do some research with those words. If you are unflinching with these techniques, then your overall search engine optimization will increase, boosting your page rank.

You should also have to develop a linking strategy as a part of your search engine optimization. Not only does this provide free advertising for your site, but it makes the impression that your site is imperative because of its affiliated links. For each link that you have pointing back to you, that is another chance for your potential customer to find you. The more inbound links that you have pointing to your site, the higher you will be ranked in the search engines.

Another is to develop a content stratagem. People who get to search from the internet are looking for information. The more information you provide for them and the more helpful it is, the more likely you will make the sale. Writing articles is the most effective way to build up content for your site. When writing articles to post on your site, make sure that you develop a clear means of arranging their content. You can do this by simply adding a new page to your site. This will allow room for extra articles to be added as you write them, and will allow you to build up an archive of articles which will maintain to draw online visitors. Make sure also that you have included your archived articles in a directory that is next to the root web of your site so that the search engines will catalog your online articles.

Always keep in mind that search engine optimization methods are important in developing your site's status. With that thing in mind, make sure that you write high-quality, keyword rich content and link your site to and from a deliberate family of other sites. These things will help improve your site's popularity and coerce increased business through your online business.

Top Seven Ways Writing Articles Can Explode Your Business

In today's highly competitive internet universe, the importance of attracting highly targeted traffic to your website cannot be overemphasized. Routing web traffic to your site can be your only means of survival, especially in the cutthroat world of ecommerce. Getting a high search engine ranking can be very difficult. Fortunately, there is plethora of website promotion strategies you can use to drive traffic to your website.

There is a wide variety of strategies you can adapt, from paid advertising to affiliate marketing. However, most of these techniques require payment. Nevertheless, there are ways to promote your website and increase your web traffic without spending anything. Writing articles is one of the best web site promotion strategies you can use, and they can be very effective. How, you may ask, can writing articles help improve your web traffic? Here are the top seven ways in which it can help explode your business.

1.Reach more people

When you write good articles, it would be a shame not to share them with other people. You can post your articles in your website or you can submit them to other sites such as e-zines and online publishers. By submitting your articles to these sites, you give exposure not only to your ideas but also to your website. Simply include a link back to your site or include your information in the resource box. With this, you get exposure and free advertising as well. Submit your articles to popular e-zines and take advantage of their popularity. Other sites who find your article relevant may also link back to you. Thus, you increase your link popularity, which is one of the most important strategies in the internet world. Remember that most people are looking for information online and by filling this need with your quality article; you may reap the benefit of more exposure and higher web traffic.

2.Free Advertising

Submitting your articles to other websites presents an opportunity to advertise your website without paying exorbitant fees. Although you should avoid marketing language in your articles and make it informative and useful to your readers, you can always include your site's link in the resource box. In addition, by making your article relevant and helpful to your readers, you are making a good impression for your website, which could ultimately lead to a visit and hopefully a purchase. Good quality content in an article is far better and more effective than a few lines of ad space. You have a very special opportunity to presell your product or service to your prospective customer.

3.Gain High Search Engine Ranking

Create a new web page for your article in your website. Optimize your article to make it search-engine friendly. Use top-ranked keywords and Meta tags that can give your website a high search engine ranking. As soon as you upload your new webpage to your server, search engines will spider through it and you can gain an increase in search engine ranking. Remember that search engine optimized content is a very effective strategy to gain a high ranking in search results.

4.Increases Link Popularity

Instead of looking for other sites who would want to establish reciprocal links with your site, you can simply submit an article to other sites. Just do not forget to include a link to your site in your resource box. When these websites pick up and publishes your article, you automatically get a link partner. Try to get as many link partners as you can. Link popularity is one of the factors used by search engines in determining search engine rankings. Make your article especially useful and appealing, so that more websites will be encouraged to publish it.

5.Optimizes your site for improved search engine ranking

By making your site keyword rich, you can greatly improve the search engine ranking of your site. Remember that keyword density is one of the most important factors that search engines use when determining the search engine ranking of site. However, you should always provide relevant, useful and pertinent information. Avoid the temptation of overusing keywords just to gain a high ranking as this may turn off most web surfers. Relevance and quality is still the most important things to consider when writing articles and it will be doubly useful to your site if you make these articles search-engine optimized.

6.Establishes a Good Impression and Reputation

By writing excellent, original and relevant articles, you not only give your site exposure, you are also creating a good impression on your prospects. Encourage more people to visit your site and do business with you by establishing an impressive reputation through your articles. Be seen as an expert in the field and your will ultimately gain more customers eager to do business with you.

7.Enhances your credibility through references and testimonies

Certainly, your articles are going to receive feedbacks and testimonies when you publish them in e-zines and free article sites. Record these positive feedbacks and comments and use them as promotional material in your website or in any of your advertising efforts. Your credibility will be greatly enhanced by these feedbacks, as it will create a good impression on your prospects as well as your existing customers. In this highly competitive world, excellent credibility and trust may be the only things you need to attract new customers or make loyal patrons out of your existing customers. Original, relevant, useful and pertinent articles are important tools you should utilize to improve and explode your business.

Using An Ad Tracker Is Key To The Affiliate Marketer

Now, there's a tool you can use to help you go through the program with ease and confidence, the Ad Tracker. For many experienced and successful affiliate marketers, the Ad Tracker is a key to a successful affiliate marketing program.

What precisely is an ad tracker? It is a marketing tracking software or program that allows you to trace and take note of every click-through made by visitors of your site and by other customers who got your referral link. There are ad tracking service providers as well, so you will just have to pay them to do the tracking for you. With the ad tracker, you can keep an eye on the progress of your marketing campaigns even offline. This tool or program is especially helpful if you are engaged in several affiliate and pay-per-click programs and have placed ads in emails, pop-ups and pop-unders, message boards, auto responders, Ezines, forums, several web sites, surveys and various ad service providers.

Of course, you don't want all your efforts to be put to waste so you want to make sure you are getting paid for your hard work. Likewise, you want to make sure every dollar or cent you disburse in your advertising campaigns is wisely spent. With the help of the ad tracker, you will know accurately how many and which of your links were clicked on, how many clicked on your links, how many of your emails were opened and how many of those who opened your email clicked through the business site and purchased a product, how many products were purchased, which of your banner ads or links brought the most leads and sales and many other pertinent facts and figures you need.

Sales records and all data stated are necessary in any business as this could determine if your affiliate program is still worth continuing. This would also help you determine which of your marketing strategies is most effective and which is most beneficial for each product or service you are promoting.

Every decision and plan you make must be well grounded on facts. That decision or plan of action may not be the best, but it is something not to regret about when you had valid reasons for coming up with such decision or plan. You cannot just decide to terminate your affiliate program, just because you don't earn big in an instant.

If you are serious with affiliate marketing, again and again, keep in mind that your success lies mainly on promotion and your hard work. If you don't seem lucky enough to convince many of your site users to buy the products, don't be disheartened and jump into a conclusion that your affiliate program is a failure. If it works for others, it could work for you, too. Know whether your advertising techniques are effective or not, which works best for your program and which doesn't. Get an ad tracker to help you know all these and you'd surely be on the right track towards success!

Using Google Adwords to Drive Traffic to your Website

Highly targeted traffic is one of the most important entities in the internet universe. Any website owner or administrator recognizes the importance of driving traffic to a website. The success of any website does not rely entirely on the site itself. You may have a terrific idea for a website, offer an excellent product or service, or have an exceptionally designed site with superb content, but if you do not use the right strategies to advertise, your site would not attract the high traffic you need. Attracting targeted traffic is a task that should be taken seriously for any site to succeed or make a profit. Fortunately, there are internet-marketing tools that help the website marketer to drive traffic to his website. One of the most significant, and effective, of these tools is Google's Adwords. Adwords is one of Google's advertising services.

How does Google Adwords work? Google is the largest search engine on the web receiving over 200 million queries each day through its various services. As Google is the most popular search engine today, webmasters are keen on having their websites achieve a higher ranking in the search engine results it provides. A high ranking can mean high traffic for that website. The search engine results page is also a great venue for advertisers to promote a product or service through ads and links. Consequently, Google launched its Adwords service, as a way for businesses to advertise products and services to a targeted audience. Google Adwords can guarantee instant traffic. In this service, Google displays relevant text based ads within its search engine results page termed as "Sponsored Links". Whenever a particular keyword is searched on, these relevant links appear in a separate section giving excellent exposure to the sites listed.

How do you use Google Adwords? First, you have to open an account with the Google Adwords Service. Then, you should indicate your target language and country. This is important because you would not want your products advertised in countries where your product or service cannot be sold. Afterwards, you should now create an ad group. This involves designing the ad, selecting keywords and determining maximum cost per click that you are willing to spend and defining bid amounts. The most important step in creating a successful Adwords campaign is selecting an effective title tag that will catch the attention of your target audience. The title tag, generally a short phrase, is the most important part of your Adwords campaign so make sure that it is attractive and catchy. You should describe the website clearly and accurately. The most effective advertising conveys a clear message to the target audience. With a clear message, you will be attracting qualified leads, which can eventually convert to sale. Thus, the importance of selecting the right keywords cannot be overemphasized.

There are keyword variations you can adapt to reach more prospects. Using these varieties, misspellings and derivatives can help increase the chance of your ads being served. Broad match is targeting keywords in a loosely defined manner. Here, the ads appear based on the keywords that have been queried by other users as opposed to exact match, which calls for the keyword to match the query exactly. Meanwhile, a keyword phrase set to phrase match will only appear when the exact phrase is searched on. A negative keyword is helpful in filtering unrelated pages.

After you have decided on what title tag to use in your ad, you must now define a budget in order to maximize exposure. Google Adwords recommend a daily budget for each campaign. However, you should determine a budget that is suitable and affordable. You should also determine the maximum cost per click. Google will offer a recommended cost per click, but you do not have to stick with this. Usually,

a number one position is not ideal as it can also attract unwanted traffic and useless clicks. A number two position is more preferred as it can filter useless clicks and provide traffic with a higher conversion rate.

To conclude, Google Adwords is an excellent strategy and tool in giving your site maximum exposure. Nevertheless, Google Adwords should not be your sole advertising campaign. It will definitely help you find the all-important, highly targeted traffic you need.

What Is Niche Marketing, and Do I Need It?

In marketing, a niche refers to a service or a product that occupies a special area of demand. It is that small corner in the market that accounts for a certain kind of specialty concerning an unmet customer need. To be able to attract a strong, solid market, the choice of a niche product should ultimately complement the website one owns. It is through this scheme that he is able to generate a specific market for the niche product he is trying to sell.

Niches are involved in niche marketing, the process of finding market segments that are small but potentially profitable nonetheless. To maintain a profitable quantity of sales, this marketing strategy relies on increasing the loyalty of customers so that their corporate objectives will be met or surpassed. Illustrative of this is the fact that the quality of the product or service sold will generate customer satisfaction and, consequently, customer loyalty. The result is profitability garnered through a solid market base that trusts in the ability of the product or service to really deliver.

One of the great things about niche marketing is that it encourages those who indulge in it to be unique and one-of-a-kind. Here one is not forced into the lion's den and made to compete against established marketers. He is made to occupy a strong and secure position that ultimately wins him a real place in the market. Niche marketing differs from other online marketing strategies because this particular quality allows it to operate almost autonomously and without having to contend with corporate sharks that tear each other to pieces.

One of the most important things that should be thought over by those involved in this type of business is the niche business that is going to be involved in the process. It is important to consider the type of business that one is going to work on to be able to ensure himself of the success that he hopes to have. It is also important for him to know everything about the niche business at hand. Learning the tricks of the trade in is one of the things that one could do to make a niche business prosper tremendously.

Being able to reach the niche market is another consideration to make. In doing so, one should know the exact phrases that people are searching for. The use of tools can help a lot in knowing the type of keywords that should be used to make the business profitable. Targeting the right keywords does a lot in making this type of business soar.

Those who engage in niche marketing know that determining the potential of a niche before doing everything else is a must if one wants to save all the time and effort that might be wasted if he plunges into everything head on. Building a niche marketing site that proves to be profitable should be done after an unsatisfied customer demand is identified, and marketing the site appropriately by reaching out to customers the best possible way is what niche marketers should consider if they want their business to reach skyrocketing success.

Is niche marketing needed in a world teeming with a hundred like systems designed for people to make money online? Those who know how the system works will answer in the affirmative, because niche marketing is the only system capable of filling up a gaping hole in the market by catering to the unsatisfied needs of customers - needs that are usually not given notice by those in the big league. Though niche marketing, one is able to gain a foothold in the market by being a needle in a haystack.

Small and inconspicuous it may be, but its ability to sting someone so madly once it is found will render him more than surprised.

Why You Should Promote Residual Affiliate Programs

Most affiliate programs would pay you, as an affiliate, a one-time commission for every sale or lead you brought to the merchant's website. Commissions for this kind of affiliate programs are usually large, ranging from 15% to a high of about 75%. Other affiliate programs would pay you a fixed fee for every click through or traffic you send to the merchant's site. Programs like this often pay a smaller fee for every click through, usually not getting any larger than half a dollar. The good thing about this kind of program, however, is that the visitor won't have to purchase anything in order for the affiliate to get compensated.

Another type of affiliate program is the residual income affiliate program. Residual affiliate programs usually pay only a small percentage of sales commission for every sale directed by the affiliate to the merchant's site. This commission often comes only in the range of 10% to 20% sales commission. Because of this, many people ignore residual affiliate program and would rather opt for the high paying one-time commission affiliate program. Are these people making a mistake, or are they making the right decision?

We can't tell, for sure, if people are making a mistake by choosing a high paying one-time commission affiliate program. But we can definitely say that they are making a large mistake if they ignore residual affiliate programs. Residual affiliate programs would indeed pay at a lower rate, but merchants offering such kind of programs would generally pay you regular and ongoing commissions for a single affiliate initiated sale! That means, for the same effort you made in promoting a particular affiliate program, you get paid only once in a one-time commission program, and a regular and ongoing commission for a residual program!

So, are the benefits of promoting residual affiliate programs clearer to you now? Or are they still vague? If they are still vague, then let's make them a bit clearer with this example.

Suppose there are two online merchants both offering web hosting services on their sites. The first merchant offers a one-time commission type of affiliate program that pays \$80 for every single affiliate initiated sale. The second merchant also offers an affiliate program, but this time a residual affiliate program that pays only \$10 for every single affiliate initiated sale. As an affiliate, we may get attracted at once at what the first merchant is offering, as \$80 is definitely a lot larger than \$10. But by thinking things over before actually getting into them, one may be able to see that the second merchant is offering us more opportunity to earn a larger amount of money.

Supposed you have directed traffic to the merchant and it converted into a sale, you'll get paid once by the first merchant for the sale you have initiated. But with the second merchant, you'll get paid monthly for as long as the customer you have referred to the merchant continues to avail of the web hosting service. That means that for the same effort of getting one customer to avail of the merchant's service, you get paid monthly in residual affiliate programs while you only get paid once in a one-time commission type of affiliate programs.

So, are residual affiliate programs worth promoting? Definitely yes, because you virtually get more money from these types of affiliate programs in the long run! And would residual affiliate programs

work best for you? Probably not, probably yes. It is not really for me to tell. But with the benefits that residual affiliate marketing can provide, it would really be unwise to ignore such programs.

Why You Should Get A Mentor

To be successful in affiliate marketing business is not an easy task and it will never happen overnight. It's just like an ongoing assignment where you need to find out and try various advertising strategies and tactics. This may even require you to sign-up with numerous affiliate programs just to determine which merchants performs well.

Another misconception that affiliates have about this kind of business is that they expect to gain more if they place about 20 affiliated banners on just one niche. Well it will not really work the way you think it would because once your site is flooded with too many banners, it will look like a link farm and visitors won't be interested and won't even bother clicking on any of those banners. So if you really want to promote several affiliate programs in your website, make sure that they jive with the theme and topic of the rest of the content on your niche. Bear in mind that three or four affiliated links in your site are enough, depending on the size of the web page.

There are also some who think that if they add affiliate materials to their site, they can receive sales right away. Maybe they just don't know that affiliate marketing is all about advertising. If there's no traffic coming to your site, how can you expect to get any sales? Remember that the more you advertise your affiliate link or the site where the affiliate links are placed, the more clickthru's these links are likely to receive.

If you want to be involved or you've already joined an affiliate program, but you have the above misconceptions regarding affiliate marketing, then, you might need a mentor to help you figure out where to start and what to do in order to succeed.

In the dictionary, the word mentor is defined as a wise and trusted teacher or counselor. Usually, these persons are experts in the field they are into. They can give expert advice and guidance as well as supervision to another person. So when we say affiliate marketing mentors, they are experienced counselors that have made affiliate marketing their specialty. Affiliate marketing mentors can be those persons that have already been successful in affiliate marketing and are always willing to share their experienced-based knowledge from the viewpoint of both the affiliates and the web merchants. And that's the reason why we come up with this page. It is aimed to give you the stuffs that affiliate mentors should possess and follow and why do they need these things.

Of course, it is good for an affiliate marketing mentor to know and apply some theories and generalities regarding your business but there's nothing more helpful and effective than telling the client what works today and what are the things that could probably work in the future and if the trend changes. As a mentor, you should be one of the sources of knowledge for your client and the first one to teach them on how to generate more affiliate income. You too, need to be knowledgeable and equipped with the keys to success for affiliate marketers as well as for

merchants. And you should guide your clients as they try to do the things that can help boost their profit because once they do well in that business, it can be counted as one of your great achievements. This also makes you a successful mentor.

There are some articles on affiliate marketing that says, in order to be triumphant in affiliate marketing business, you need to encompass and develop these traits: persistence, patience and thirst for knowledge. And as a mentor, it is your job to help your clients take in these traits within themselves. Once they've already developed the abovementioned character, it'll be very easy for you to explain to them that attaining success in affiliate marketing requires sweat, blood and of course, hefty time commitment. These traits will also teach them not to give up.

Moreover, before you train your client to be proficient in search engine optimization, link exchanges, email marketing, newsletter marketing, reciprocal exchanges and advertising in forums, you should first become expert on these fields. They will surely find it hard to learn these things alone and without supervision from the one who knows best. So make sure that you are knowledgeable on these things before you accept any invitation to be a mentor. Yes, being a mentor is way harder than succeeding in affiliate marketing but this task is very rewarding especially if your client become victorious. The failure of your client is your failure too so you must do your very best to be able to bring your client on the road to success. Again, it is never an easy task and there's nothing you can do about it. After all, that's what affiliate marketing mentors are for.

Obviously, there is much to be learned about affiliate marketing. This book is merely an overview of what it takes to become wealthy in the industry. For more information and tips on affiliate marketing, you can visit my blog at <http://brian-anderson.us> and also discover other topics such as traffic generation strategies, business blogging, product reviews and more.

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