

Affiliate Marketing Survival Guide

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1. Introduction

Every day, thousands of people from all over the world make the decision that they would like to start earning money from the internet.

Whilst the specific reason that people decide to try their hand at making money online is not especially relevant, there are some common features that people who decide to become involved in online business exhibit.

Not surprisingly, for the vast majority of people who decide that this seems like a good idea, it is also a very new idea. In other words, the people that we are talking about tend to have no established 'bricks and mortar' real-world business of their own. In effect, they want to earn money but have no way of doing so as yet.

Moreover, to most of these people, the idea that that you can earn money from the internet is a new concept that they had probably never considered before. The majority of new online entrepreneurs have no product or service of their own to sell. They are also likely to have very little money available to fund their new online business venture.

It is for these reasons that most people who approach online marketing for the first time will start their online money making adventure using affiliate marketing as their method of choice.

This is not to say, however, that it is only beginners who are trying to make money from affiliate marketing. There are some extremely experienced marketers who focus all of their efforts on affiliate marketing, and are very successful at doing so. These people are regular six-figure income earners and every single cent of their income is derived from affiliate marketing.

However, well over 95% of people that start out as affiliate marketers never make a brass nickel, and in the majority of cases, they actually manage to lose money. There is clearly something going wrong for these people.

Some make the mistake of treating the exercise as a hobby, and by doing so almost inevitably consign themselves to being a failure. A hobby is something that you do when the mood takes you, and business is far more demanding than that.

If you have your own small business and sell a product to a customer who is not satisfied, you cannot address their complaints when it suits you. It does not matter whether your business operation is run mainly online or offline. In all business the customer is king. In other words, when the customer says 'jump', that is what you have to do.

Of course, marketing online is a business where you can work on a part-time basis and can do so from home. Nevertheless, whether you work one hour or ten hours every day in your online venture, you should still treat your business as a business.

In my experience, the biggest reason that most people fail is a lack of focus, and this is most commonly exhibited in their willingness to buy every new 'magic formula' product that they see.

They also buy every new manual that comes onto the market in an effort to discover the secrets that will make them a millionaire overnight.

The truth is that online business is no different from business as it has been practiced for hundreds of years. The only significant difference is that your 'shop window' is on the internet rather than being a high street store.

You still have to find the right customers and supply them with the products that they want or need, and if you can do that, your affiliate marketing business will be a success.

2. What is affiliate marketing?

Affiliate marketing is nothing more than selling the products or services of somebody else in return for a percentage of the sales proceeds as a commission.

It is a little like working as a commission only salesman for a real-world business. Just as would happen in this real-world scenario, if you make no sales, then you do not get paid.

Having said that, there are many advantages to selling products as an affiliate for the original creator:

1. You do not need to create your own product (!).
2. You do not need to carry inventory or worry about delivery.
3. You do not need your own merchant account to accept payments.

All you need to do is find a product and promote it successfully, and then cash your 'paychecks' when they arrive.

As you will discover while reading this book, there are thousands of merchants looking for affiliates to sell products for them.

Also, the types of products or services that are available to be sold by affiliates vary enormously, as do the commission rates that are paid by the product creators.

Depending upon the product, you will sometimes see businesses offering commission rates as high as 75%, whilst at the other extreme you will see percentages as low as 4% or 5% quoted.

However, viewed on their own, these figures mean little or nothing. I would much rather earn 5% of \$10,000 than 75% of \$50! In other words, you must look at both the percentage commission rate quoted and the product price to form a complete picture of whether a particular product offers you an attractive deal as an affiliate.

Being digital isn't everything

I have never sat down and counted the exact number of affiliate marketing 'how to' manuals and guidebooks on the market, but I would bet that there are probably thousands of them available.

However, the majority of guides about how you can start making money on the internet by selling as an affiliate follow much the same well trodden path.

Central to this basic online affiliate marketing model is that you should focus all your efforts on selling digital products, such as software programs, e-books, special reports, online training courses and so on.

Undoubtedly, there are reasons for this specific focus, and some that are most commonly put forward to justify this position do have some substance.

- Such products are capable of being delivered instantly, and this is certainly an advantage for certain types of consumers.

There is no question of additional costs for packing or shipping with a digital product, and once again this will appeal to a certain type of consumer.

Most importantly for you as an affiliate marketer, the major advantage of selling digital products is that you will get paid extremely quickly for any successful sales.

There are, however, several very important but nevertheless widely ignored disadvantages to selling digital products. These disadvantages increasingly lead me to believe that most affiliate marketers are being misled by the common wisdom.

It is not too difficult to understand why this happens. Many leading online business experts make a significant proportion of their income by selling 'how-to' manuals to would-be affiliate marketers. It probably pays such people to ensure that new affiliate marketers are not instantly successful, because if that were to happen, they clearly would not want to buy any more 'how to' manuals.

To understand the disadvantages, let us forget digital products for one moment and take a look at the non-digital 'real world'.

Looking beyond the internet

Whilst an ever-increasing number of people are working or spending their leisure time online, there is still a high proportion of the global population who do not have access to the internet. In addition, of those who do have access to the net, a significant proportion is either unwilling or unable to directly purchase products or services online.

In other words, there is a massive global market that people who promote only digital products online can never make a successful sale to.

Added to this is the fact that digital products of themselves are limited by their own format. For example, if someone wants to buy an e-book that teaches them 50 great ways of making fresh orange juice at home, then of course this can be delivered digitally. If, however, they just want to buy the orange juice itself, or the machine to make it, then this clearly cannot be delivered in the same way.

By promoting or selling only digital products, a significant market of people who are more interested in buying a real product or service is being ignored.

The final and most important point that is widely overlooked by most of the advocates of promoting digital products as an affiliate is competition in the marketplace.

I have no exact figures, but I would suspect that over 90% of new (and perhaps even existing) affiliate marketers put all of their efforts into selling digital products.

Whilst the internet marketplace is undoubtedly growing bigger every day, nevertheless this

means that there are ever increasing numbers of affiliates who are pushing the same digital products and services.

This can be seen most clearly when one of the big-name 'gurus' releases their latest product. Generally, such a launch will be a mega-event, and you will inevitably see details of it all over the internet.

Every time you see such details on a website or blog, you know that it is yet another affiliate for the product who is fighting for their own share of the market.

Every one of these affiliates is in competition with each other for business. A customer will only ever buy this particular product once. In other words, there can only be one successful affiliate who makes the sale of this particular product to each customer.

Backing up a little, consider the person who is selling the e-book listing 50 great ways of making fresh orange juice at home. How many times are you going to buy this book? Only once, right?

If, however, you decide that you have neither the time nor the patience to make your own juice, and therefore buy the finished product, how often are you going to purchase this?

Once or twice a week every week is the answer. In other words, because orange juice is a consumable product, you will become a regular customer rather than a one-off buyer.

Whilst I can see that there are advantages to selling digital products, the fact is that the overwhelming majority of new affiliate marketers start off trying to do the same thing, and fail to do so successfully for all of the reasons I have highlighted above.

Affiliate marketing is a superb business model, both for the original product creator and for any affiliate who is successful in selling the product or service concerned.

However, focusing all of your efforts on only digital products is a mistake and is a major reason why in excess of 95% of new affiliates will fail. They are all fighting for a share of the market place where only one affiliate can ever be successful and even then they can only succeed once.

The alternative

It would appear to make more sense to be an affiliate for a program that:

- Sells products that can be used by everyone, and not only those who work or play online; or
- sells products or services that are in constant demand from an ever-increasing marketplace; or
- sells products or services that are consumed and therefore need regular replacement.

There are many such programs available in the market. However, the majority of online affiliates ignore them, because they are blinded by the common wisdom that digital products are the be-all and end-all of affiliate marketing.

What I am therefore proposing is that non-digital products should form a part of your overall affiliate marketing plans.

This is not to say that you must totally ignore digital products, because they do represent an avenue of sales opportunity, and there is never any sense in ignoring a valid opportunity.

The approach that you should adopt to selling non-digital products is different from the one you would use where you are able to deliver your product instantly via the internet.

3. A Day In The Life Of An Affiliate Marketer

Being in the affiliate marketing business is not that hard now with the internet at your disposal. It is much easier now compared to the days when people have to make use of the telephones and other mediums of information just to get the latest updates on the way their program is coming along.

So with technology at hand, and assuming that the affiliate is working from home, a day in his or her life would sound something like this...

Upon waking up and after having breakfast, the computer is turned on to check out new developments in the network. As far as the marketer is concerned there might be new things to update and statistics to keep track on.

The site design has to be revised. The marketer knows that a well-designed site can increase sign ups from visitors. It can also help in the affiliate's conversion rates.

That done, it is time to submit the affiliate program to directories that lists affiliate programs. These directories are means to attract people in joining your affiliate program. A sure way of promoting the affiliate program.

Time to track down the sales you are getting from your affiliates fairly and accurately. There are phone orders and mails to track down. See if they are new clients checking the products out. Noting down the contact information that might be a viable source in the future.

There are lots of resources to sort out. Ads, banners, button ads and sample recommendations to give out because the marketer knows that this is one way of ensuring more sales. Best to stay visible and accessible too.

The affiliate marketer remembered that there are questions to answer from the visitors. This has to be done quickly. Nothing can turn off a customer than an unanswered email.

To prove that the affiliate is working effectively and efficiently, inquiries would have to be paid more attention on. Nobody wants to be ignored and customers are not always the most patient of all people. Quick answer that should appear professional yet friendly too.

In the process of doing all the necessities, the marketer is logged on to a chat room where he or she interacts with other affiliates and those under that same program. This is where they can discuss things on how to best promote their products.

There are things to be learned and it is a continuous process. Sharing tips and advices is a good way of showing support. There may be others out there wanting to join and may be enticed by the discussion that is going on. There is no harm in assuming what opportunities ahead.

The newsletters and ezines were updated days ago, so it is time for the affiliate marketer to see if there are some new things happening in the market. This will be written about in the marketer's publication to be distributed to the old and new customers.

These same publications are also an important tool in keeping up to date with the newly introduced products. The marketer has put up a sale and promotion that customers may want to know about. Besides, they have to keep up with the deadline of these sales written in the publications.

It is that time to show some appreciation to those who have helped the marketer in the promotions and sale increase. Nothing like mentioning the persons, their sites and the process they have done that made everything worked.

Of course, this will be published in the newsletters. Among the more important information that have been written already.

The marketer still has time to write out recommendations to those who want credible sources for the products being promoted. There is also time to post some comments on how to be a successful affiliate marketer on a site where there are lots of wannabees.

Two objectives done at the same time. The marketer gets to promote the product as well as the program they are in. Who knows, someone may be inclined to join.

Time flies. Missed lunch but is quite contented with the tasks done. Bed time....

Ok, so this may not be all done in a day. But then, this gives you an idea of how an affiliate marketer, a dedicated one that is, spends the marketing day.

Is that success looming in the distance or what?

4. Do You Have What It Takes To Be An Affiliate Marketer?

Each of us has its own interest or has a hobby. Some love all kinds of books, music, and movies while others are into sports and traveling. There are also people who love to grow flowers and loves pets. These things help us to relax and forget our everyday problems and troubles and these things are common to people. But not everyone has a hobby that makes money for him/her except if you love your job.

Money making hobby could let you treat your family and friends with the extra cash or you can even quit your current job that you almost certainly hate. That is why many of us today go online to start a business; their reasons are either to supplement their income or to gradually replace their offline income from their job. Affiliate marketing is a great way to start in making money online.

Affiliate marketing is a revenue sharing partnership between a web merchant and one or more affiliates. The affiliate is paid a commission for referring clicks, leads or most often sales to the merchant. An affiliate's advantage is that he can make money in a business where he doesn't have the upfront costs of creating his own product, and he doesn't have to

worry about e-commerce, bookkeeping, or even customer support for it is the merchant's responsibility.

Now, for sure you want to be an affiliate marketer with all that benefits an affiliate could get. But, do you have what it takes to be an affiliate marketer? Before you begin your venture into affiliate marketing, you need to decide first which area interest you. What products do you know the most and which products you could do the best job of selling? Once you discover your specialty, perseverance, patience, determination comes next. These are the qualities you should possessed to be a good affiliate marketer. Too many online business prospectors lose out because they become impatient. You also have to know what your strengths are, the things in which you are good at and your capabilities and abilities related to your chosen streak. And the most important thing is you have to have a strong desire to succeed in affiliate marketing.

To be an affiliate marketer is not an easy task. You have to learn the techniques of marketing your product or service. You shouldn't be looking at every chance because marketing is all about attracting you to look at this or that particular opportunity. To be a successful affiliate marketer, you should learn how to listen and to be taught because in life we need to learn skills to get by.

For an affiliate marketer, you should know how to market your site effectively, in will enable you to get thousands of visitors coming to your site which transforms into more sales. This only means that the faster you set up a website, the bigger your chances of making money online faster. You should avoid the same mistakes some affiliates make everyday, they are only building a short-term business where they just make a small sale. Make sure you do understand that you should be building a long-term affiliate business and not just something that makes you a few dollars on one sale.

It is also better to have knowledge on how to upsell your visitors for expensive services. This will in turn make you become recognized as an expert in your field and making money will be easier. There are some people thinks that just by having affiliate links on their website will bring them good profits. This can have some truth to it, but then most successful affiliates still believe that making use of strong marketing campaigns for their affiliate programs is still important. But affiliate marketers become much more successful when they treat their customers or online visitors as friends. Make a commitment to establish relationships with your customers and especially with visitors to your site. It is very important for an affiliate marketer to have a good business relationship with customers or visitors.

You should also be creative. The real key to being successful with affiliate marketing is to develop a good content based website and weave your affiliate links into all your content. You have to provide your prospects with good, quality content to keep them coming back to your site. So, do you have what it takes to be an affiliate marketer?

5. 4 Important Tools You Need To Succeed As An Affiliate Marketer

Affiliate marketing is one the most powerful and easy ways through which you can earn money online. To succeed in affiliate marketing on the internet, you will need several tools

that you can use to build your business.

This article presents these key tools and how they can help you to easily build your affiliate marketing business.

- A professionally designed website. A serious affiliate marketer is one who invests in building a website for marketing affiliate programs and products. This is professional and increases the credibility of your business. Instead of sending traffic to the product owner's sales page, you can direct them through your own website. By doing this, you can include your own personal recommendations of the products on your website, which is helpful to people considering to buy. You can also collect the names and email address of people who visit your website and build a list of prospects.
- Have a reliable hosting company so that your website is running smoothly all the time.
- An auto responder system. This is important because not everyone who visits your website where you market affiliate programs will purchase right away. An auto responder helps you follow up with these people, and will keep on reminding them about your website and invite them to visit your site. You can use an e-course or an e-zine with interesting tips that will make your prospects want to visit your website again. By doing this you are increasing the chances of generating a sale from most people who visit your site.
- An advert tracking system. If you want to make sales and earn affiliate commissions, you must drive traffic to your website. This means that you must be constantly advertising your website using different types of campaigns. It is important that you track and assess the effectiveness of the marketing campaigns and advertising tools that you use. This analysis will help you select the most effective campaign and invest more money in it for even better results.

There are thousands other affiliates who are marketing the same products like you. It is therefore important that you use the tools presented above so that your business is professional and efficient.

Highly recommended:

- 1) [For a professionally designed website](#)
- 2) [A reliable hosting company](#)
- 3) [An auto responder system](#)
- 4) [An advert tracking system](#)

6. 6 Essential Things You Should Look For In An Affiliate Program

Before you join an affiliate program or decide to promote an affiliate product, there are certain essential things you should consider if you want to be successful in earning affiliate

commissions.

Choosing the right affiliate products or programs is essential if you want to succeed in making money online.

- It should not cost you a lot of money to join an affiliate program or to start promoting an affiliate product. There are affiliate programs that are free to join and there are others where you have to pay to join. Choose the affiliate programs that are not costly to join. If you are considering promoting some products as an affiliate, choose the ones that make it easy and less costly for you start promoting them.
- The affiliate program or the product owner must provide you with the necessary marketing tools. If you have enough marketing tools, it's easy for you to market your affiliate link and start to make sales quickly. You must look for affiliate programs or products that provide marketing tools as well as any necessary support.
- How popular is the product? You don't want to try and promote a product for which there is no demand. It is therefore important for you to make sure that the product or program you choose to promote is of high quality and is popular.
- The commission checks must be paid early and on a regular basis. Make sure that the affiliate program or the product owner will be paying you your commissions on a regular basis. You don't want to waiting for many weeks or months before you get your commissions.
- How much commission can you earn and can you earn residual income? Depending on the affiliate program or product, you can earn commissions between 30% and 70% for every sale you make. You must maximize your earning potential by promoting products for which you can earn high commissions.
- Choose an affiliate program that is a Two-tier program instead of one. A single-tier program is the one that pays you only for the business you have generated. On the other hand, a two-tier program pays you for the business, plus a commission on the sales generated by any other affiliate you sponsor in your program. It is recommended that you choose an affiliate program that gives you more opportunities to earn residual income.

By following these recommendations, you will be able to choose an affiliate program that will enable you to earn attractive commissions and become successful in making money online.

7. The 3 Easiest Ways For Newbies To Start In Affiliate Marketing

With the aid of the Internet, you can almost have everything right at your fingertips. With just a few clicks you get access to thousands and even millions of pieces of information and data on virtually any field of interest. As years pass by, the Internet continuous to effect radical changes in many facets of human endeavors, including commerce. Experts say that the information space, commonly known as the "world wide web," grows by over a million

pages everyday as more and more people utilize the Internet for information, education, entertainment, business and other personal reasons. It doesn't take a business-oriented individual to realize that this phenomenon can bring about sky-high financial gains. The Internet's fast-growing popularity in the recent years is surely an opportunity for business that any entrepreneur would not want to miss.

You might be thinking only businessmen can make much money out of the Internet, don't you? Think again. You too can earn big bucks through the Internet even if you don't have products to sell and high-profile and established company. How? That is through affiliate marketing. You might have come across these words over the net while surfing. Affiliate marketing is a revenue sharing between a merchant and an affiliate who gets paid for referring or promoting the merchants' products and services. It is one of the burgeoning industries nowadays because it is proven to be cost-efficient and quantifiable means of attaining great profit both for the merchant and the affiliate and other players in the affiliate program, such as the affiliate network or affiliate solution provider.

Affiliate marketing works effectively for the merchant and the affiliate. To the first, he gains opportunities to advertise his products to a larger market, which increases his chances to earn. The more affiliate websites or hard-working affiliates he gets, the more sales he can expect. By getting affiliates to market his products and services, he is saving himself time, effort and money in looking for possible markets and customers. When a client clicks on the link in the affiliate website, purchases the product, recommends it to others who look for the same item or buys it again, the merchant multiplies his chances of earning. On the other hand, the affiliate marketer benefits from each customer who clicks on the link in his website and who actually purchases the product or avails of the service provided by the merchant. In most cases, the affiliate gets commission per sale, which can be fixed percentage or fixed amount.

If you want to be an affiliate marketer and make fortunes out of the Internet, you may follow the following three most basic and easiest ways to start an effective affiliate marketing program. First is to identify a particular thing you are interested in or passionate about so you won't be bored and forced to develop your affiliate web site later on. Focusing on a specific area you know very well will help you bring out your best without much risks and effort. You can add a personal touch to your site and give your visitors who are possible buyers an impression that you are an expert in your field. In this way, you gain their trust and eventually encourage them to buy the products you endorse. Next is to look for good paying merchants and products or services related to your interest and create now a website. In choosing the products, you must also consider its conversion rate—the number of visitors-turned-buyers. There are various affiliate networks and affiliate solution providers that can give you info on the most profitable products and best paying merchants. The key here is, be wise enough to choose the right one.

Now that you have decided where to concentrate, have chosen the products to endorse and the merchant you are supporting and have created your own web site with top level domain name and reliable hosting, you are ready to promote. This is a crucial task, since it is through this that you would be able to increase traffic to the business website, sales and of course, profit. In affiliate marketing, it is possible to earn large sums of money in a short span of time especially when you're endorsing high-priced items. Expensive products are hard to sell; however, with the right marketing strategies and sales techniques, you can draw visitors to the merchant's site and make them buy the products. How to promote the products, though, would need a separate discussion. Continue to educate yourself by reading books or other articles online about the best advertising techniques.

Keep in mind, there is no facile and quick path towards success. Affiliate marketing may

seem very tempting due to numerous encouraging testimonies of merchants and affiliate marketers alike who have benefited from it, but it entails great deal of hard work and persistence. Likewise, you need to be creative, flexible and willing to embrace new ideas to market your partners' products until you find the perfect strategy that works for a specific market that you are targeting. Neither signing up for an affiliate program nor copying ads and leading others towards the merchants' site doesn't guarantee success yet. Many affiliate marketers fail to understand this, so when they don't make sales, they quit, look for other programs and repeat the same mistake. In the end, they conclude that affiliate marketing is just one of those scams in the Internet. Even as you sleep, you can work your way to great financial success if you employ the right strategies in affiliate marketing. Be creative, be smart and surely, you'll achieve your goals.

8. How To Best Select An Affiliate Program

Marketing products and services through the Internet is unquestionably easier and more rewarding compared to traditional marketing methods. With the millions of people worldwide getting online each day, there's an enormous possibility for a merchant to sell his products and generate huge income.

However, merchandisers are not the only ones who can benefit from online marketing. A booming industry nowadays, provides great opportunity as well to individuals as affiliate marketers. In affiliate marketing, an affiliate marketer doesn't need to have his own products and services to sell. All he needs to do is to refer people to the merchant's business site for them to buy the products and thereby, earn a commission.

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.

9. 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.

Highly recommended:

- 1) [For a professionally designed website](#)
- 2) [A reliable hosting company](#)
- 3) [An auto responder system](#)
- 4) [An advert tracking system](#)

10. How You Can Become a Super Affiliate

The humdrum existence of going to the office day after day doing the usual 9-5 shift is a trying task for those who have lived all their lives doing so. This is why the convenience of doing work at home under amazingly flexible working hours is a dazzling prospect to them. Doing work at home that is as fulfilling as having a career working for a computer on the 19th floor of a skyscraper is already a possibility in these modern times. This is because the jungle-like network that is the internet has given birth to a business that has given some people practically new lives doing nothing but so.

This particular business allows people to work at home under flexible working hours. There is no boss to scream around putting pressure on everyone about the deadline at hand. There is no clutter of messy paperwork that needs to be completed the soonest possible time. Conveniences such as these are experienced by those who are into affiliate marketing, the newest way to earn money without having to go through all sorts of routine found in regular employment.

Those who have been in the business long enough can attest to the fact that it is a lucrative business indeed, one that can actually give people things that they could not possibly possess or experience under ordinary circumstances.

The business called affiliate marketing involves an affiliate's promotion of a merchant's website. Here the website owned by the affiliate is made to advertise and market the website of the merchant through the affiliate program that they run. Whenever someone clicks on the merchant's website promoted by the one owned by the affiliate, the affiliate is given a commission. This is in recognition of his effort in helping the merchant make a sale.

The system involved in affiliate marketing seems easy, but it also takes a lot of diligence and perseverance for one to be able to penetrate it thoroughly. Those who want to get into this type of business should possess the necessary skills to be able to tread through the industry with confidence and self-assurance. Still, other factors are needed by one to be able to really break in. Knowledge about the business at hand is very important as it dictates the actions that are to be done by people who are into it.

The leading figure in affiliate marketing is the super affiliate. He is basically an e-mail marketer who collects large databases of e-mail addresses through newsletters. Super affiliates are also those who know the business even better than affiliate managers as a result of their knowledge about the affiliate marketing industry inside out. Those who want to be super affiliates should know that becoming a super affiliate is not easy, because it takes a lot to be able to master the marketing craft.

Becoming a super affiliate means having one's own website and autoresponder. These tools will help a lot in one's facilitation of the business. Building one's own list is another. Creating a loyal customer base and taking care of it is one secret that successful super affiliates have. Making good customer relations is also important if one wants to be a super affiliate to reckon with.

Continuing to market to the people on one's list is another must if one wants to succeed as a super affiliate. Sending out quality content in lieu of ads is an advantage as products are marketed better whenever enough information is given about them.

Building traffic to one's own site is also one of the most essential points in the affiliate marketing business. Making one's affiliate links his own business will allow him to build a strong relationship with his customers, enabling him to market to them over and over again.

The most important thing one should remember if he wants to become a super affiliate is to treat affiliate marketing as a business first and foremost. If he is capable of doing this, then he will never have to go back to the humdrum existence of working the 9-5 shift. A career as a super affiliate in the business which will change his life forever could possibly take that unexciting job's place.

11. Overachieving Your Way to Super Affiliate Stardom

Internet business is a bit confusing especially if you're not really knowledgeable at it. You will also be left completely blank, asking yourself as to what type of online business is best for you. Why don't you try affiliate marketing business?

Affiliate marketing is defined as a revenue sharing relationship between advertisers or merchants and online publishers or affiliates. It is a low cost way for merchants to sell their products and services.

In this type of online business, you don't have to take any risk because you only have to pay the affiliate once the result is achieved. Once a customer is gained, a portion of the profit from that customer will be given to the affiliate as commission. Usually, an affiliate gets a

commission for referring clicks, leads or sales to the merchant's website. The said affiliate income can be a fixed dollar amount or a fixed percentage.

From this simple commission-based referral system, some affiliates become experts on this field. In fact, some of them are gaining more than five figures every month. However, among the thousands of marketers, only 1 to 5% of them reached this level. And if you're among the lucky ones who achieve this so-called elite level, you can now be aptly called a "super" affiliate.

This means you are capable of achieving noteworthy percentage of sales or traffic on your merchant's website. Super affiliates are not only experts on search engine optimization; they are also great in newsletter marketing, email marketing, reciprocal linkages, keyword optimization, link exchanges, advertising in forums and other methods to advertise and promote their products and services.

But how does a person become a super affiliate? And how can they overachieve their way to super affiliate stardom? Making your way to super affiliate stardom is not that easy; and it surely won't happen overnight. Bear in mind that you need to embrace some tactics, carry out effective online business strategies and of course give hefty time commitment. You can't be a super affiliate without blood and sweat and without the following traits - patience, persistence and thirst for knowledge. Matched with efficient strategy, these three traits provide you the formula towards super affiliate stardom.

Affiliate marketing strategies are a bit difficult but they are achievable; you just have to work hard on it. First, look for a unique and exceptional niche and focus in it. The reason why most people in the affiliate marketing business didn't turn out to be very successful is that they try to offer almost everything under the sun instead of giving all their attention in a particular niche market. If you want to become a super affiliate, try not to scatter all your efforts; concentrate on your niche and make it grow by means of promoting, advertising and selling it well.

The next step you must do after you have established your affiliate storehouse is to promote it. Most affiliates resort to pay-per-click engines. But what's more advisable is to discover how to accomplish organic search results or better yet, hire a search engine marketing company. Through this, you can be saved from losing all your profits on pay-per-click engines.

Then, familiarize yourself with your product and know your audience. Remember that credibility builds trust. And you can only make information that puts up your credibility if you know the products and services your site is offering. If you're target audience don't trust you, how could you expect them to purchase from your affiliate storehouse? Moreover, if you take time to learn the products and services you are recommending, it will be way too easy for you to establish a website that converts well, which will enhance your affiliate income in return.

Try to promote and resell products from different merchants. There is absolutely nothing wrong with this strategy because it is just a way of protecting your business and broadening your horizons to be sure that you won't experience the so-called famine effect. Aside from that, promoting different merchants on the same site provides your site visitors a handful of destinations to choose from. This strategy will also make you aware on what your visitor want to see and it can also help you find out how well various merchants perform against each other.

As mentioned earlier in this page, a super affiliate wannabe should have this trait - thirst for

knowledge. It is because this trait can help him or her stay updated and remain on top of the trends. If you are knowledgeable in internet marketing, then you know that what was adopted few months ago may not be applicable at present. So it is important to seek knowledge and make sure that you are updated on what's new about affiliate marketing daily. Keep in mind that super affiliates take time to read, learn and embrace the changes in online marketing business.

And what's most important? Never, ever give up. Being engaged in affiliate marketing business is hard, that's why you must be equipped with patience and persistence. Check your statistics and find out the things that are working and those that are not. Make changes if the situation calls for.

These are just few suggestions and ideas if you want to boost your affiliate income. Let me reiterate, you have to be patience, persistence and knowledgeable. Then, follow the above mentioned strategies and you'll surely find yourself on the road to super affiliate stardom.

12. 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.

Highly recommended:

- 1) [TheSecondTier](#)
- 2) [IMC](#)
- 3) [Simple fast and Free Account setup](#)
- 4) [#1 Membership Software](#)

- 5) [CommissionRiver](#)
- 6) [Join LinkShare today](#)
- 7) [Make Money with Clickbank](#)
- 8) [Turn your site traffic into cash](#)
- 9) [Affiliate Cash Secrets](#)
- 10) [Affiliate Evolution](#)

13. How to Become A Clickbank Super Affiliate

Making money through affiliate marketing is one of the most rewarding careers one could ever have. What's good about this business is that anyone can join and make their way to success. Affiliate marketing has been known to be cost-efficient, assessable method of conveying long-term results. In fact, you can start even with a shoe string budget. And with affiliate marketing, you can have the benefit of working from home and enjoying the freedom and flexibility of working for yourself.

But there are also some people who failed in this kind of business. It could be because they lack knowledge and tactics. If you are a web site owner and you want to join in an affiliate marketing business, you should know where to get good affiliate programs.

Clickbank is an ideal place to start. Here, you can find one of the largest affiliate marketing programs in the industry. You just need to visit their site, <http://www.clickbank.com> and secure a clickbank ID. From the Clickbank's home page, proceed to "Earn Commissions" and look for the products and services that perfectly fit you and your site. These products are typically ranked according to their popularity.

Clickbank is one of the affiliate networks that serve as a 3rd party between the web merchants and the associated affiliates. It is responsible in providing the technology to deliver the merchant's offers and campaigns. The affiliate network also do the job of collecting commission fees from the merchant and giving it to the affiliates involved in the program.

Clickbank provides you a large and increasing network of publishers or affiliates to tap into. To be more specific, clickbank has more than 100,000 affiliates who are experts in finding potential customers for your affiliate program. The reason why more and more affiliates are joining Clickbank is obvious – the process of gaining commissions in this network is absolutely fair and transparent.

For web merchants, joining Clickbank is so easy. You just need to sign up in their site for free and allow them to sell your products. Keep up a promotional web site that gives your potential customers detailed information about your offered product or services. At your

website, you must also maintain a comprehensive technical support pages for your product. In return, Clickbank will promote and sell your product, give customer service for your product, allow their affiliates to pass on traffic to your web site, enable you to encourage new affiliates to advertise your web site, furnish real-time sales reporting for you and the affiliates and send you and all affiliates a paycheck twice a month.

If you're a Clickbank affiliate wannabe, you surely won't find it hard to be a part of this network. First, you are required to place their link on your website and if you don't have a Clickbank account, you need to complete the Clickbank affiliate form and create your own account. Then, if you already have a Clickbank username, you are free to choose whatever marketing tools you want to use bring in more clicks and generate more sales. After selecting marketing tools, you can now get your affiliate link.

That's how simple it is to join Clickbank. But being a Clickbank super affiliate is no minor achievement. It means you need to possess the ability to sell lots of affiliate products. You also need to have expertise in search engine optimization, email marketing, newsletter marketing, reciprocal linkage, link exchanges and other methods of promoting your merchant's goods and services.

Among the secrets to become successful in affiliate marketing is to come up with good content based website and put your affiliate links in all your content. Your main purpose here is to give your visitors good quality content about the things they are interested in. Set aside the job of selling. It must be done by the sales letter page you are transferring them to.

Promote multiple affiliate programs in your website but don't promote everything the world has to offer. Just choose the affiliate programs that fit your site and focus on it. Then, it is advisable to automate the whole process, giving you more time for other ventures. Yes, you've read it right! Automation is another key to become a super affiliate.

Of course, you have to spend more time in reading, learning and taking up the changes in affiliate marketing business. Through this, you'll remain on top of the trends. If you are knowledgeable with online marketing, you'll understand how important it is to stay up-to-date. In this kind of business, what worked and what was accepted few months ago may not work at present. So always see to it that you know what's new in affiliate marketing everyday.

It's really hard to be a Clickbank super affiliate, but you shouldn't say NO to the thought of giving up. Bear in mind that in affiliate marketing business, you need to develop persistence, patience and knowledge. These traits will teach you to carry on no matter how tough the job is. Also, check your statistics. This will help you find out what is working and what is not. Make necessary changes if needed but do it one at a time and be patient.

Don't forget that in affiliate marketing, everything won't take place overnight. And it will not happen without blood, sweat and hefty time commitment. Again, just encompass patience, persistence and knowledge; then do above mentioned tactics. Before you recognize it, you will start gaining profits. Believe me, the fruits of all your efforts here in affiliate marketing will be way too sweet.

Highly recommended:

[Sign up for a Free Clickbank account](#)

14. The Different Types Of Affiliate Marketing

Affiliate marketing programs has never been as popular before as it is today. Why? There can be a number of reasons. The most probable reason, however, could be the fact that the benefits of affiliate marketing have become clearer to a lot of people now than they were before.

Today, both the merchants and the affiliates can see clearly that affiliate marketing can work for both of them. The merchant sees affiliate marketing today as the chance to advertise their products at a lower cost. The affiliates, on the other hand, sees affiliate marketing as an easy way of earning profits online by doing what they like most, and that is by creating websites.

Just as the popularity of affiliate marketing has shifted into greater heights, so has the people's outlook about it changed. No longer is affiliate marketing considered today as an alternative method for the merchant to advertise his products, or as a source of additional income for the affiliates. For merchants and affiliates alike, affiliate marketing is now considered as a main source of profits and revenues.

So the question now is what type of affiliate marketing will work best for you? Are all affiliate marketing programs the same? Are the benefits the same? Or are there affiliate marketing programs that work better than the others?

There are actually different types or classes of affiliate marketing, and the number of types will depend on how one will classify them. The most basic affiliate marketing programs, however, falls under two categories: pay-per-click (**PPC**), and pay-per-performance (**PPP**).

- **Pay Per Click (PPC)**

PPC is the most popular type of affiliate marketing for affiliates with small websites, and probably the easiest way for them to earn money. In this affiliate marketing type, the merchant pays his affiliate whenever a visitor is referred to his site, that is whenever someone clicks through the merchant's banner or text ads. The affiliate gets paid a certain amount even if the visitor he referred does not purchase anything from the merchant's site. However, typical fees for PPC affiliate programs are small, usually not exceeding a dollar for every click.

- **Pay Per Performance (PPP)**

PPP affiliate marketing is the most popular among merchant and is also the most lucrative type for the affiliates. In this type of affiliate program, the merchant only pays the affiliate whenever his referral translates into an action—that is whenever the visitor he has referred actually buys something from the merchant's site or when the visitor becomes a lead. This means a lot of savings for the merchant. On the other hand, it becomes the most lucrative type for the dedicated affiliate, for commissions in PPP affiliate marketing usually comes in the range of 15% to 20% of the actual product sales.

Pay-per-performance affiliate marketing can be further classified into two popular types: pay-per-sales (PPS) and pay-per-lead (PPL).

o **Pay Per Sale (PPS)**

In a pay-per-sale type of affiliate marketing, the merchants pay the affiliate a certain fee whenever the visitor he has referred to the merchant's site actually buys something from the merchant's site. Affiliates are often paid on commission basis, although other merchants would opt to pay a fixed fee. But no matter what the basis of the fee is, it is generally higher than the fee paid to affiliates in a pay-per-click affiliate program.

o **Pay Per Lead (PPL)**

The pay-per-lead type of affiliate marketing is a slight variation of the PPS type and is often used by insurance and finance companies and other companies who rely on leads for their company to grow. In this type of affiliate marketing, the affiliate is paid whenever the visitor he referred to the merchant's site fills up an application form or any similar form related to the business of the company. Compensation for this type of affiliate marketing is based on a fixed fee whose rates approximate that of the fixed fee in the PPS type.

Aside from these three specific types of affiliate marketing, a lot of other affiliate marketing types exist. If the classification is based on the depth of the affiliate network, it can be classified as single-tier, two-tier, and multi-tier affiliate marketing. There is also another type of affiliate marketing that pays the affiliate each time the customer he has referred purchases something from the merchant's site.

• **Single-Tier, Two-Tier, and Multi-Tier Affiliate Marketing**

These types of affiliate marketing are based on the different levels or tiers in the affiliate network by which payments are made. In a single-tier affiliate marketing program, the affiliates are only paid based on the direct sales or traffic he has referred to the merchant. All the previously mentioned affiliate marketing types (i.e. PPS, PPL, and PPC) fall under the single-tier classification.

• In two-tier affiliate marketing programs, the affiliate is not only paid for the direct traffic or sales that he refers to the merchant's site, but also on every traffic or sales referred by various other affiliates who joined the affiliate program through his recommendation. Multi-tier affiliate marketing works the same way, although the affiliate gets additional commission for a wider number of affiliates in different tiers in the affiliate network.

• **Residual Income Affiliate Marketing**

In residual income affiliate marketing, the affiliate gets paid not only once for every customer he has referred to the merchant's site. Rather, the affiliate is also paid whenever the customer he has referred returns to the site and purchase another product. Compensation for such type of affiliate marketing is based on either sales percentage commission or fixed fee basis.

The different affiliate marketing types would virtually work differently for merchants and affiliates alike, and each would generally have their own list of benefits. Which type of affiliate marketing will work best for you? It is not really for me to tell. Rather, it is for you to choose which type of affiliate marketing program will suit your needs and characteristics

best.

15. Using An Ad tracker Is Key To The Affiliate Marketer

There's a lot of money in affiliate marketing. This is true, however, only to those who are seriously and zealously working on his affiliate program. Success in affiliate marketing varies in every individual affiliate and for the most part, it depends on his will and perseverance. No matter how good an affiliate program is, it will not prosper if the affiliate marketer does not pay the price of hard work. One must exert extra effort especially on the aspect of promotion. Nothing will happen if the links or banners would just lie idle in a web page, an affiliate must be able to convince the visitor to click it and proceed to the business site to buy the products. No click-throughs means no income for an affiliate marketer.

You can actually generate a full-time income by means of affiliate marketing and you can do it at home, and yes, even while you sleep. You must have a good web site to begin with. It must have good promotional and informative contents, pleasing design, inviting banner ads and all other important elements in an affiliate marketer's web site. It would be great if you have exhausted other means of advertising such as newsletters, email marketing, message boards and ad listings such as Google AdWords. You just have to go online once in a while to check your site and update it and to watch over the development of your marketing program. Does this sound so easy?

It can be this easy if you have planned your affiliate program well and have taken all the steps towards success carefully and diligently. 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!

Highly recommended:

[Sign up here](#)

16. How to Set Yourself Apart From Other Affiliates

Considered today as one of the best and easiest way to earn some money, affiliate marketing is now attracting many people to represent themselves in this type of business. But as competition is getting a bit bigger, you may need some ways to distinguish yourself from the rest of the affiliate marketers. For the major reason that many of your competitors including you are promoting the exact same program, in the exact same zone or on the exact same websites perhaps. Now here are some tips that you may consider in order for you to stay in this business and have the chance to outwit and outplay other competitors of yours.

The first thing is for you to have your own website. It is very essential for you to have your own website in considering affiliate marketing as your professional career. Secondly, potential customers primarily go to websites in order for them to search and sometimes purchase items they were looking for. For the same reason that it is much easier to remember than a certain URL that you may be using and you can just point to your visitors the affiliate page in your website.

Another thing to remember is to have your own ad. A lot of times affiliates marketers have published the same ad two or three times done by advertisers. In this case, you may email the owner of your affiliate program asking that you make your own ads. This way, people may not become immune to ads, because sometimes seeing the same ads over and over again, may just make your potential customers to just skip it all together. Besides, your primarily purpose is to attract or encourage people to click and read your ads and be curious enough to click through your website.

Step three, have some products of your own which are only available through your website.

Once you have your website going, it is important to have some products or services that your customers can't find with other affiliate's site. You want your customers to keep coming to your site and the best way to do that is to have something on your site that they can't find on others. Being an affiliate marketer we must then choose a certain market segment where you can have a potential leadership or at least a strong challenger role.

The fourth step is to build a strong relationship with people who already buy your product. Now, in order for you as the marketer to fully answer the query of your potential customers, it is best to try and buy the product by yourself. With this particular notion, you can better sell the product that you are trying to market. You can share to your potential customers what a great experience you had with the product, and this can make them interested enough to buy the product. You may also be able to provide a support if necessary or you may provide a confident tutorial or steps on how to use the product that you are trying to market based on your personal experience. Entailing this idea is to be totally honest about the product that you are trying to market. If you find out that the program you were promoting is a scam, stop promoting it and inform your readers about it. This will help you build credibility with your lists.

We all make mistakes and admitting your mistake will boost your reader's confidence in you. Lastly, don't try to market everything you see. With services such as click bank, it is easy to become overwhelmed and try to market everything in the click bank marketplace. That is not a good idea. It's better to focus on one market and market products that they would want. This is called niche marketing.

Try also to promote a certain product, which conforms to the specifications measured through indications of customer-satisfaction, rather than indicators of self-gratification. It is the customer who decides what to buy and not the company or the affiliate marketer. The company simply produces products catering to the needs and wants of their chosen market segment.

Today, different types of business are emerging from all over the world in a multinational level to reign supreme on their specific market segment that they are trying to dominate, and affiliate marketing is one of them. Affiliate marketing is definitely here to stay and it can become a great way to earn extra or even part time income. However, it won't happen overnight. Like everything else in life, you're going to have to put a lot of hard work into it. Good luck to you in your new venture.

17. What's LinkShare, And Do I Need To Use It?.

Online affiliate marketing is one of the most effective, cheapest and fastest ways to promote merchandise. With millions of people getting access to the Internet everyday, there's a great chance for a merchant to introduce his products and services to a wider market, thereby, maximizing his revenue.

Likewise, affiliate marketing is an excellent way to generate full-time income for a home-based affiliate marketer. For someone who is jaded of going through a grueling eight-hour work routine, affiliate marketing offers a great opportunity to earn big without wearing himself out—physically, mentally and emotionally.

In affiliate marketing, both parties are benefited since as the merchant earns from each item sold, the marketer likewise earns a commission.

If you are interested in affiliate marketing but are finding it hard to look for affiliate programs, affiliates or merchants, you can start by checking sites of various affiliate networks. Many affiliate programs in the Internet are being offered through an affiliate program network, which acts as a link between the merchants and individual affiliates.

Among the most popular is LinkShare, it is through it that merchants and affiliates meet. LinkShare maintains and manages affiliate marketing programs for a great number of merchants with various kinds of businesses, products and services. It also has over 6,000 affiliate site members in its network. It gains profit from the set-up fees, monthly account maintenance fees and commissions.

Joining networks like LinkShare can be of great help in establishing your online marketing business. Whether you are a merchant or an affiliate marketer, you need to research well on your partners in order to choose the best for you.

LinkShare provides the facility of acquiring access to a large network of advertisers (merchants) who offer their affiliate programs to publishers (affiliates) who are willing to promote their products. In the same manner, it gives the merchants access to a large network of affiliates who are searching for affiliate marketing opportunities.

LinkShare is especially beneficial for an affiliate in choosing his partners since he can find his options all in one location. It would be easier for him to compare products, commission rates and other benefits given by the merchant. The merchant usually just waits for interested affiliates to sign up in his affiliate marketing program but being in the network increases his chance to promote his products to a larger market, thus, maximizing his potential to gain huge profit.

To help you decide whether to use large affiliate networks such as LinkShare or not, let us try to look deeper into its positive and negative sides. The primary advantage of LinkShare to you as an affiliate is convenience.

As earlier mentioned, you find different pieces of information about your choices simultaneously all in a single location, so you save time and effort looking for affiliate programs or merchants.

It's also easier to track your business partner's performance through monthly reports and statements, as well as its sales and commission rates, so you know whether the affiliate program is still worth continuing. If you have signed up for several affiliate programs, you can check all your statistics for each merchandiser you are affiliated with by logging in just once.

LinkShare helps you manage and maintain all records of your visitors' click-throughs and sales transaction. It takes care of your commissions and gives it to you monthly in lump sum. Especially when you have more than one merchant partner, it would be easier for you to manage your accounts and track your earnings when you are affiliated through a marketing program network.

Furthermore, every information you get is accurate and secured, so you are protected from all the risk you might encounter. Above all, you can enjoy LinkShare's benefits for free. You just have to go to their site and register your website. Instantly, you get access to a great variety of affiliate programs available for you.

So, what's on the negative side? Although, it is indeed helpful to join affiliate marketing networks such as LinkShare, there are some disadvantages, too.

For one, merchants offer lower commissions to affiliates who partner with them through the third party program network. This because they still have to pay for the use of service and the technology provided by LinkShare.

Direct partnership with the merchant cuts costs of advertising through the network and so the affiliate has bigger potential to earn more. Moreover, it is possible that your payment may be delayed for a month or more since program networks would pay you only after the advertiser or the merchant has paid them.

Do you need to use LinkShare or other networks? It depends, actually. You can opt for direct partnership with the merchant, but this choice is not applicable all the time. There are a lot of merchandisers who offer their affiliate program only through affiliate program networks and thus, you have no choice other than joining the network to get into the affiliate marketing program.

So you are faced with "take it or leave it" situation. But LinkShare and other program networks are not that disadvantageous. After all, whether you join it or not, earning big would depend more on your promotional strategies and persistence.

Highly recommended:

[Sign up here](#)

18. Why You Should Promote Residual Affiliate Programs

Are you a webmaster in need of additional income? Or are you planning to set up an online business but you still don't have any product to sell? If so, affiliate marketing may be the best solution for your problems. With affiliate marketing, you won't need to worry about the products you have to sell. All you need to have is a website with sufficient contents that are related to the products of a certain online company offering affiliate programs. By becoming a member of the program, or by becoming an affiliate, you can start earning a certain amount of money right away!

Affiliate marketing is some sort of business relationship established between a merchant and his affiliates. In affiliate marketing, an affiliate agrees to direct some traffic to a merchant's website. If that traffic is converted into some kind of action, like a visitor purchasing a product on the merchant's website or a visitor becoming a lead for the company, the affiliate who directed the traffic will be compensated. Compensation may take the form of either a percentage sales commission for the sales generated or a fixed fee predetermined upon the application of the affiliate on the merchant's affiliate program.

Promising a lot of benefits both for the merchants and the affiliates, affiliate marketing has become one of the most popular online marketing methods today. In fact, almost every merchant or retailer site today offers an affiliate program that any one can join into. Most

retailers would entice people to become affiliates or members of their program by promising great benefits like large commissions, lifetime commissions, click through incomes and a lot of other benefits. But would all these affiliate programs bring off the same benefits?

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 60%. 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.

19. Why So Many People Fail In Affiliate Marketing

More and More people are lured into affiliate marketing and you might be one of them. Indeed, affiliate marketing is one of the most effective means of generating a full-time income through the Internet. It's a fair deal between the merchandiser and his affiliates as both benefit from each sale materialized. Like in other kinds of business, a great deal of the profits in affiliate marketing depends on the affiliate's advertising, promoting and selling strategies. Everyday, as affiliate marketing industry expands, competition heightens as well so an affiliate marketer must be creative enough to employ unique and effective ways to convince potential buyers to purchase or avail of the products and services offered.

Compared to traditional advertising practices, affiliate programs are more effective, risk-free and cost-efficient. But why do many people still fail in affiliate marketing? There are a lot of reasons and a lot of areas in the program to look into. The most critical aspect in the affiliate program is advertising. Many affiliate marketers fail in this aspect because they lack hard work, which is the most important thing in affiliate marketing and in all other kinds of business as well. Although it pays to be lucky, you cannot merely rely on it. Affiliate marketing isn't as simple as directing customers to the business site. If you want to earn big, of course, you have to invest time and great amount of hard work in promoting the products. As earlier mentioned, the competition is very high and customers nowadays are very wise, too. After all, who doesn't want to get the best purchase—that is, to pay less and get more in terms of quantity and quality.

Lack of preparation is also a reason why one fails in affiliate marketing, whether he is a merchandiser or an affiliate. Part of the preparation is researching. On the part of the merchant, he has to be highly selective in choosing the right affiliate websites for his affiliate program. In order to be sure he has the best choices, he must have exhausted his means in looking for highly interested affiliates whose sites are sure fit to his products and services. The affiliate site's visitors must match his targeted customers. On the other hand, the affiliate marketer must likewise research on the good-paying merchandisers before he signs up for an affiliate program. He must ensure that the merchants' products and services match his interests so he can give his full attention and dedication to the program. He can get valuable information by joining affiliate forums, comparing different affiliate programs and reading articles on affiliate marketing where he can get tips from experienced affiliate marketers on how to choose the best merchants and products with high conversion rate.

The website is a very important tool in the whole affiliate program. As an affiliate marketer, you should plan how your site is going to be, from domain name to the design, the lay-out, the content, and ads. Some users are particular about what they see at first glance and thus when they find your site ugly, they won't read through the content even if your site has many things to say and offer. On the other hand, there those who want information more than anything else. Affiliate marketers with "rich-content" web sites are usually the ones who prosper in this business because the content improves traffic to the site. Websites with high quality contents—with relevant keywords and more importantly, right information about the product and not empty hyped-up advertisements—allow you to earn big in

affiliate marketing even when you're asleep. If you won't be able to sustain the interest of your site visitor, you won't be able to lead him to the merchants' site. No click-through means no sale and thus, no income on your part.

Selecting a top level domain name is also crucial to the success of the affiliate program. Lots of affiliate sites don't appear in the search engine results because they are deemed by affiliate managers as personal sites. Major search engines and directories would think of your site as transient ones and thus, they won't list it in the directory. Before you decide on the domain name, know first what you are going to promote. Many fail because their sites are not appropriately named, so even when they feature the exact products the customer is looking for, the customer might think the site is not relevant and thus, won't enter the site.

Above all, an affiliate marketer must be willing to learn more. Certainly, there are still a lot of things to learn and so an affiliate marketer must continue to educate himself so he can improve his marketing strategies. Many fail because they don't grow in the business and they are merely concerned about earning big quickly. If you want long-term and highly satisfactory results, take time to learn the ins and outs of the business. Continue to improve your knowledge especially with the basics in affiliate marketing ranging from advertising to programming, web page development, and search engine optimization techniques. Likewise, study the needs and wants of your site users and how different merchandisers compete with each other.

Keep on trying; don't get disappointed if your first attempts did not pay off. Thousands are attracted by the possibility of generating skyrocketing incomes through affiliate marketing and so they sign up in any affiliate program without carefully understanding every aspect of the business. When they don't get instant results, they quit and sign up for another program and repeat the process of just copying links and referring them to others. When you sign up for an affiliate program, don't expect to get rich in an instant. Work on your advertising strategies and be patient. You'll never know how much you can get if you don't persevere.

20. 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 don'ts 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.

21. Conclusion

You now have all the Tips for making money online. Once you apply this information and create your first **Affiliate Website**, you can duplicate the process time and time again with different products in different markets.

Imagine having dozens of **Affiliate Pages** generating leads and pulling in profits day and night without you even lifting a finger.

I've given you the game plan. Now you just need to follow it and stay focused on your task.

If you can do that, success is almost guaranteed.

Just take it one step at a time because, unless you win the lottery, nothing is going to make you a million dollars overnight.....

To your success,



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