



15 Assorted Affiliate Marketing Wisdoms



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1. What Is Affiliate Marketing?

Affiliate marketing has many descriptions, yet all have the same meaning. Affiliate marketing is a huge business piece on the Internet. It is a cooperative effort between merchants and an affiliate's website. **For many years now, affiliate marketing has proved to be a cost-efficient, measurable method of delivering long-term results.** It has become famous for Internet sites who are trying to make some extra or additional income for their site. Every day, people get interested to affiliate marketing and want to make money out of it. But in many cases, these new affiliates do not fully understand the affiliate world and make costly mistakes. In other words, affiliate marketing has often been misunderstood.

One of the **common misconceptions** that are being associated about affiliate marketing is "selling", though selling is an important activity of affiliate marketing and the central function of a business operation. Another is that affiliate marketing is commonly linked with "advertising". While the importance of advertising in marketing a certain product is not to be underestimated, the fact of the matter is, advertising like selling, is merely a part of the many functions of marketing.

In affiliate marketing, an affiliate is compensated for every visitor, subscriber and/or customer provided through his efforts. The said compensation may be made based on a certain value for each visit. The most attractive aspect of affiliate marketing from the merchant's viewpoint is that no payment is due to an affiliate until results are appreciated.

Affiliate marketing is typically being run by affiliate networks and this affiliate networks are composed of two functional bodies, the group affiliates and the group merchants. Each has their special function and role when it comes to affiliate marketing. The affiliate network acts as a third party between the merchant and the associated affiliates. The network provides the technology to deliver the merchant's campaigns and offers. The affiliate network also collects commission fees from the merchant and then pays the affiliates which are part of the program.

The merchant is any web site owner that wants or desires to take advantage of performance based marketing. The benefits to the merchant are many. First, the merchant maintains and operates the affiliate program. If it would be extracted, the merchant needs to do their part by researching interested affiliate websites to ensure that they are a good fit for that particular website. Finding a fit for their merchandise would be the key to more generated income. The merchant has access to markets and customers without him spending valuable time searching out. Banner ads on affiliate sites are not distracting to the site user. It might produce interest for that product and drive the consumer to the merchants' website. It is also the merchant who decides how much he is willing to pay for each sale that results from a visitor sent from an affiliate.

The affiliate or the affiliate marketer also sees a lot of benefits. The affiliate is a web site owner that promotes one or more merchants and their affiliate programs. **Affiliate marketing can generate a full-time income for the affiliate. But this is not an easy task to accomplish.** The affiliate needs to have a better understanding with the merchant what the commission will be, expected payment method and time involved in the contract. The affiliate has also the responsibility to stand for the merchandise their user base would be most interested in. For example, if the site has a user base of mainly stay-at-home mothers, then on-line job openings such as surveys would be a good match for them. This group would also appreciate direct links to children's products and informational sites. Merchandisers often provide targeted, best-seller items and personal support to their affiliate. They often offer sales promotions that will benefit the merchandiser as well as the affiliate.

Affiliate marketing is a great situation for both the marketer and the affiliate. If they would work together, they can be an advantage to both. Plus the fact that it seems to make sense, it is easy and inexpensive way to start, and you can be up and running within a few days. But there is one thing to consider, it is how to get traffic and make your offer different than all others.

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Don't get caught in the salesman mindset when you are dealing with affiliate program. You should always set your mindset to become a business person.

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2. Benefits of Being an Affiliate Marketer

Affiliate marketing has become one of the most effective ways to advertise online. It is also **one of the easiest ways for anyone with a website to make a profit online**. Affiliate Marketing is an agreement between a merchant and a website owner. The website owner, or the affiliate, allows the use of their site for the promotion of the merchant's products by linking to the merchant's website. In exchange, the merchant pays a commission to the affiliate on all sales generated by the affiliate. Every time someone clicks on the link on the affiliate website and proceeds to make a purchase, the affiliate gets a commission. The merchant will pay the affiliate only when a customer clicks on the product link and makes a purchase.

Affiliate marketing programs are described as a win-win situation for both the merchant and the affiliate because of the pay-for-performance scheme. Both the merchant and the affiliate enjoy some benefits in affiliate marketing. There are many benefits on the merchant's side. It gives the merchant a wider market in which to advertise a product or service. Affiliate marketing will give the product or service the maximum exposure that it may not get with other traditional advertising techniques. The more affiliate sites a merchant has, the higher the traffic, which can convert to sales. Affiliate marketing is the equivalent of having an army of sales people who will do the advertising and will only get a commission if a customer purchases.

Meanwhile, since an affiliate marketing relationship is a win-win situation, the affiliate also enjoys many benefits. Foremost among these is **the easy way to make a profit**. The affiliate can earn by having an ad or link to the merchant's website, which prospective customers will hopefully click and proceed to make a purchase. As soon as the customer clicks on the ad on the affiliate's site, is redirected to the merchant's website and goes on to buy that particular product, the affiliate earns a commission. The more referrals there are the more profit for the affiliate.

Affiliate marketing is an excellent way to earn money while at home. There are virtually **no production costs**. The product is already developed and proven by the merchant, and all you have to do to find, as many prospects as you can that will bring in the profit for both the merchant and the affiliate. Affiliate programs are usually **free to join**, so affiliates do not have to worry about start-up costs. There are thousands of products and services you can choose from. You can find affiliate programs for every product under the sun. Surely, there is a product or service out there that is relevant to your website.

In addition, there is **absolutely no sales experience necessary**. Most affiliate programs offer excellent support when it comes to providing marketing material. The simplicity of affiliate marketing allows you to be an affiliate marketer at the least cost and the most

comfort. You can even build a successful affiliate marketing business **right in the convenience of your own home**. In affiliate marketing, your responsibility is simply to find prospects for the merchant; you do not have to worry about inventory, order processing, and product shipping. These, along with customer service support are the duties of the merchant.

Because of the global reach of the internet, you can **easily find thousands of prospects**. You can intensify your advertising campaign by exploiting more aggressive and productive strategies such as viral marketing. By attracting more prospects, you also maximize your potential to earn. Another benefit of an affiliate marketer is the minimal risk involved. If the product you are advertising is not making money then you can dump it and choose another. There are **no long-term binding contracts** tying you to products that are not making enough money.

All the same, the best benefit of being an affiliate marketer is the opportunity to increase your income; and you can make a profit even if affiliate marketing is only a sideline business. With your own affiliate business, you can easily earn extra income, although you do have to exert effort and use your imagination to maximize your earning potential. Indeed, affiliate marketing is one of the simplest and most effective business opportunities on the web today.

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Yes, affiliate marketing is not the only profitable business. But, it sure is one of it.

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3. 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 up-sell 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?

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All of this may seem a little bit overwhelming. Don't be! Indeed that affiliate business is not for everyone.

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4. The 5 Things You Must Have to Succeed in Affiliate Marketing

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

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

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

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

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

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

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

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

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

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

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5. 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).

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.

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.

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.

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Thanks to the power of internet, new types are coming very fast. They offer higher percentage, better payment structure, better tracking, etc. Now, you don't have to worry losing your leads when the firewall software erases the cookies.

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6. 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 continues 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.

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I think you absolutely agree that you should always get education and new ideas. But where can you get those?

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7. 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 web pages**. 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.

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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. 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. **Continue to educate yourself** on how to improve your website and soon you'll find yourself successful in affiliate marketing.

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Search Engine Optimization (SEO) is very important. Almost 90% visitors will come from search engine. However, SEO is changing day by day because search engines do not want to get tricked by spammers.

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8. Finding Hot Selling Products to Sell

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

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

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

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

Third factor to be considered in finding hot selling products is **finding out the general interest level** about the product. General interest in a product helps us to gauge where our demand and competition numbers fall into the big picture. Simply saying, if there isn’t

much demand for the product, and there isn't much competition, it would seem that it might not be good a good put up for sale. But the research doesn't stop here; there is one last thing to be considered to exactly find the hot selling products that you've been looking for. We must also learn how others are advertising those products. If there are a good number of them doing so, it may mean that it's a good product to get into. Coming to the last phase of the process is analyzing and evaluating all the information that has been collected. We have to look at all of the data we have collected on demand, competition, and advertising, and make decision as how they all balance out.

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

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Avoiding saturated market, where the competition is fierce, is more important nowadays than other factors. Do you want to compete with Amazon, Yahoo, or eBay? That's why the term Niche Business is so popular. You have less competition, and most of them - if not all - are small people like us.

To find out the niche affiliate business that may be available to you, subscribe to my newsletter at:

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9. 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.

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To get a step by step of choosing the right affiliate program to you,
and only for you, subscribe to my newsletter at:

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10. How Many Affiliate Checks Do You Want To Receive?

Affiliate Marketing is by far, one of the easiest ways to make money online. It is a revenue sharing business relationship between the affiliate who agrees to promote the products or services, and the merchant who offers them.

The affiliate advertises the merchant's products and services and gets a commission for every successful referral. Every time a customer is referred to the merchant's site, through the affiliate's efforts, and makes a purchase, the affiliate gets a share of the profit. No payment is due to the affiliate until successful results are realized. Compensation is based on either number of visits (Pay-per-click), registrant (Pay-per-lead), or commission for each sale (Pay-per-sale).

Affiliate Marketers **can earn a few bucks to thousands of dollars** with affiliate programs. The opportunity to earn in affiliate marketing can only be limited by the affiliate's determination, creativity and strategy. It is a brilliant way to earn online, and you do not have to produce your own product or service to make a buck. By advertising your merchant's products passionately, you get more in return. Profits in affiliate marketing usually start small but can get larger as the campaign starts to build up steam.

There are many ways that an affiliate marketer can do to maximize their profits. If you ask any affiliate marketer how many affiliate checks they would want to receive, they will most likely want to get as many as possible. **Some affiliate checks are small**, amounting to nothing more than \$25.

While others are large and can easily reach the thousands and even more. Over time, these affiliate checks may build up to a really impressive amount. However, making a fortune in affiliate marketing is not instant. You should put in enough work and effort as well. You have to use your imagination to find more ways to attract more web traffic that can convert to sales for the merchant and profit for you as well.

How many affiliate checks do you want to receive? Most affiliate marketers will enthusiastically reply that they want to receive as many affiliate checks as possible. However, is it as easy as it sounds? Does joining many affiliate marketers guarantee more affiliate checks that really amount to something? **The answer is No.** Most affiliate marketers assume that joining multiple affiliate programs is a wise option. Because, it is very easy to join affiliate programs and there is really nothing to lose, affiliate marketers are tempted to join as many programs they can get their hands on. Thus, they fail to give their affiliate programs enough attention and work that they ought to receive. The maximum potential of

the affiliate programs are not realized and the resulting income from these programs will almost certainly be disappointing.

The **best way to achieve multiple streams of income is** to concentrate on one affiliate program first. Choose a product or service that you can promote passionately. Pick a product in which you have complete trust. The best products and services to promote are those that you use personally. Your prospects will be able to sense your sincerity whenever you promote a product that you have experienced. This will greatly enhance your credibility as well as your product's marketability and will really encourage your prospect to purchase or avail of the product or service.

As soon as your first affiliate program is making a reasonable profit then you can proceed to joining another affiliate program and repeat the process. **"Too much, too soon"** is a common pitfall in affiliate marketing. Joining too many affiliate programs simultaneously in the hopes of having multiple streams of income simply does not work.

Focus first on one affiliate program and work on it so that it makes a good profit. Then, go find another promising program and give it your best effort. **The question should not be** how many affiliate checks you want to receive, but how many "high-paying" affiliate checks can you receive. The answer lies in your determination to succeed and determination to maximize your earning potential. With the right tools, the right actions, and perseverance you can definitely make a good profit out of affiliate marketing.

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Subscribe to my newsletter at:

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You will be guided to a place where you can learn the affiliate marketing system that builds a business, not just small checks.

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11. How to Continually Grow Your Affiliate Checks

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

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

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

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

Host your own website.

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

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

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Don't forget that you can get a reliable hosting (1 hour response rate) with huge bandwidth (10 GB daily) and free domain name at:

<http://www.host-business-website.com>.

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Become an expert on your affiliate product.

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

Write your own affiliate ads.

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

Create a free ezine or newsletter.

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

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

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There are absolutely another tactics that you can apply to increase your affiliate commission.

Get the up-to-date tactics by subscribing to my newsletter at:
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12. 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.

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Get the nuts and bolts on becoming a super affiliate by subscribing to my newsletter at:

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13. What Affiliate Marketing Mentors to Follow, and Why?

Affiliate marketing has been in the Internet industry for quite sometime now and it is among the most popular tools used by many online entrepreneurs today. It is a great option for those who want to put up an online business quickly and cheaply. However, there is still a large number of the population who knows a little or even nothing about it. And most of the people who have just discovered this business usually assume that they can easily make big bucks out of it. Well, they're definitely wrong.

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

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

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

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

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

reason why we come up with this page. It is aimed to give you the stuffs that affiliate mentors should possess and follow and why do they need these things.

Of course, it is good for an affiliate marketing mentor to know and apply some theories and generalities regarding your business but there's nothing more helpful and effective than telling the client what works today and what are the things that could probably work in the future and if the trend changes. As a mentor, you should be one of the sources of knowledge for your client and the first one to teach them on how to generate more affiliate income. You too, need to be knowledgeable and equipped with the keys to success for affiliate marketers as well as for merchants. And you should guide your clients as they try to do the things that can help boost their profit because once they do well in that business, it can be counted as one of your great achievements. This also makes you a successful mentor.

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

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

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There are lots of fake mentors out there. They are alligators who like to separate you from your money.

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You will be guided to a place where you can meet qualified and genuine mentors. You will also get on-going interviews each and every month about their tactics, tips, and tricks.

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14. 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 layout, 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.

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One of the reputable experts in affiliate marketing business thinks that there is no competition. Competitors are friends in business.

To know how he gets his competitors sending him money, subscribe to my newsletter at:

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15. Don't Make These Common 4 Affiliate Mistakes!

Myth 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.

=====[Side Bar]=====

It is true that having little information is dangerous. It is also true that having information overloaded is dangerous. However, despite the little information or information overloaded, are you sure you have the correct information, the knowledge that can get you to the top? Or you only have information that takes you nowhere?

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