

“Instant Affiliate Cash-Pumping Tips Revealed”



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INSTANT
Affiliate
Cash-Pumping
Tips
Revealed

Vincent Teoh

“Instant Affiliate Cash-Pumping Tips Revealed”

Marketing Next Level “Special F*REE Report”

“Instant Affiliate Cash-Pumping Tips Revealed!”

*How To Profit Using A Simple & Effective Marketing
System That Pumps In Cash Instantly Even When You
Don't Have Any Products Of Your Own*

By

Vincent Teoh

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Foreword

Dear Success-Seeking Friend,

Thank you for downloading “*Instant Affiliate Cash-Pumping Tips Revealed*”, you are about to learn some primary information, newbie-friendly tips and make-it-simple guides on Affiliate Marketing throughout this special new report from me.

In order for you to get the most benefits out of being a **Marketing Next Level** member, please be sure to bookmark:

My Internet Marketing Website at: www.MarketingNextLevel.com/main.html

and Your FREE membership access site: <http://tinyurl.com/ygpgk2>

There are a lot more useful and practical Internet Marketing Tips and Strategies you are about to discover and make profits of it! Stay tuned!

To Your Unlimited Affiliate Success,



Vincent Teoh

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Chapter 1:

Affiliate Marketing 101

Affiliate marketing has different definitions to different people, but essentially, affiliate marketing is the act of marketing someone else’s products or services for a portion, or commission, of each sale that you make.

Some people do affiliate marketing as their full time jobs. That’s it. That’s all they do – they market other people’s products or services, collect their commissions, and live their lives as they wish. They do not have to deal with customer service, shipping orders, or anything else. All they do is promote other people’s products or services, everyday.

Other people use affiliate programs in conjunction with their own products or services, using affiliate programs as **front end products, upsells, and back end products**. For example, if you had an information product about weight loss, you might want to market exercise equipment, exercise clothing, vitamins, or other items or services that are related to weight loss along with your weight loss information product – to increase your revenue.

Obviously you would not want to create these items, so you would find these related products or services, and sign up for the affiliate programs, allowing you to promote them. Some people even low cost information products, such as ebooks, in order to sell high ticket affiliate products or services. Alternately, some people just use inexpensive affiliate products **to enhance their own high ticket products or continuity programs, such as membership sites**.

Basically, affiliate marketing is selling someone else’s products or services through various means, for various reasons – either to earn an income, to enhance a product, or even to sell an additional product. In fact, many people use low end affiliate products as lead-ins, or entry level products, for higher end affiliate products – never actually creating or promoting a product or service of their own.

Is money being made? You better believe there is! If you include all products and services that are sold through affiliates, affiliate marketing is essentially a billion dollar industry, even though it isn’t technically considered an industry in its own right. Many people don’t even consider it a career, but they are mistaken.

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Right now, at this very moment, there are thousands of affiliate marketers that you have never even heard of quietly promoting affiliate products and collecting huge commission checks every month. Why haven't you heard of them? You haven't heard of them because they are not in the Internet Marketing products market. They are in other 'consumer' niches, such as weight loss, healthcare, sports, gambling, education, financial products, etc.

Now, if you have an active interest in those things, or any other conceivable thing, you have probably searched for information or products related to your interest on the Internet. If this is the case, you have most likely come into contact with an affiliate marketer, without even being aware of it. You may have even purchased a product through an affiliate marketer without ever knowing it.

Even Google has an affiliate program. That's what Google AdSense is all about. It's an **affiliate program**, but it isn't technically called that. EBay has an affiliate program, as does Microsoft. There is an affiliate program available for just about any product that you can imagine, but not all 'brands' have affiliate programs – which of course is their mistake.

Affiliate marketing presents a win-win-win situation. The owner or maker of the product being sold is making money. The affiliate marketer is making money, and the customer is getting what they want or need. Everybody wins. Affiliate marketing has been around longer than you think it has as well.

Many people think that affiliate marketing started sometime after the Internet came into existence. This is wrong. Amway, Avon, Mary Kay – all of these are essentially affiliate programs, but the people who were actually doing the affiliate marketing were called distributors or representatives – and they are still called distributors or representatives to this day.

Affiliate marketing can even entail network marketing. Affiliate marketing is the act of selling a product for a commission. Network marketing also involves selling a product for a commission, but also focuses on bringing other resellers (or affiliate marketers, distributors or representatives) into the program as well. Sometimes, however, affiliate marketing also allows and encourages you to bring other affiliate marketers into the program.

Again, affiliate marketing could be different things to different people, but the goal is the same – to make money.

Affiliate marketing offers you the opportunity and ability to make money without creating a product of your own.

Why Dive Into Affiliate Marketing For Your Internet Cash Stream?

Affiliate marketing is known as a quick and simple way to get started marketing online. 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 mutual 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. The affiliates will get their commission if a customer purchases. The more referrals there are the more profits for the affiliate.

Here's Why Affiliate Marketing Is The Most Popular Way To Bank In Online Cash...

Reason #1 - No Production Cost Required.

The product is already developed and proven by the merchant, and all you have to do is to find, as many prospects as you can that will bring in as much as the profits for both the merchant and yourself as an affiliate.

Reason #2 - Most Are FREE To Join.

This is why 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 you are interested and relevant to your target market.

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Reason #3 - 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, proactive and productive strategies such as search engine marketing. By attracting more prospects, you also MAXIMIZE your potential to earn.

Reason #4 - Minimal Risk To Promote.

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 still able to earn extra income without huge capital for your e-business, eventhough you do have to exert some effort and incorporate your creativity to maximize your earning potential. Indeed, affiliate marketing is one of the simplest and most effective business opportunities on the web today.

Chapter 2:

Getting Started With Affiliate Marketing

Getting started in affiliate marketing is really quite easy, but too often, many people mistakenly think it's a lot easier than it actually is. In most cases, the only thing you need to do to join an affiliate program is to fill out a form. That's the easiest part that there is. But there is still work to be done if you are to be successful.

The first objective is to **find a profitable market or niche**. This can easily be done in Google or by reading magazines. Let's start with Google. Do a search for any topic that interests you. Interest in what you hope to sell is important, and later, you will learn why. Make a list of things that interest you, and do a simple search in Google for each thing.

Pay close attention to the sponsored ads. This tells you that money is being spent in this market. Now, do a little logical thinking. As a business person, would you spend money on advertising that is not making you money? Absolutely not. So, if there are sponsored – paid - ads for a topic in Google, money is being spent in this market, which means that there is profit.

The same is true with magazines. Visit your library and look at the past three issues of a magazine that relates to your interest. Pay attention to the ads. Do the same ads keep appearing? If the answer is yes, this is a profitable market, and you are ready to move forward.

What about the competition? What about them? 90% of all people who sign up for an affiliate program will not do anything to market it at all. Of the 10% that will market the product, 90% of them will do it wrong, and won't make much money, if they make anything at all. The competition just decreased in size by leaps and bounds. Don't worry about the competition. Concentrate on promoting your affiliate products and services to the best of your ability – let the competition worry about you.

Once you have chosen your market, or your niche, you are almost ready to get started, but there are several other things that you need to do before you can call yourself an affiliate marketer. First, you need to make sure you have the **right tools**. Then, you must find the programs, understand the terms of the programs, and finally understand how to choose the right programs.

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Step #1: Have The Tools You Need

You can't do any job successfully without having the tools you need to do the job. This is also true for affiliate marketing. Here is a list of the tools that you will most likely need to get the job done and become a successful affiliate marketer.

- **An email account** – You want to appear as professional as possible. Do not use a free email account such as Yahoo or Hotmail as your business email account. If you have a website with a domain name, you should be able to set up an email account associated with that domain in Microsoft Outlook or Outlook Express.
- **Keyword Research Tools** – If you will be doing PPC campaigns, which are discussed later, you will want Keyword Research Tools. Google has free tools that you can use, but stand alone web based software, such as that found at www.wordtracker.com is also recommended.
- **An Autoresponder** – An autoresponder is web based software that sends out one email or a series of emails to people who sign up to the autoresponder. This can be used to manage your ezine, which will be discussed later. A good autoresponder will also give you the ability to send out broadcasts to your list. You can start with a free autoresponder, such as that offered at <http://www.tinyurl.com/gunv9>, but a paid service is recommended.

You will need the top quality and highly professional auto-responder services for your website to educate and communicate with your prospects and subscribers:

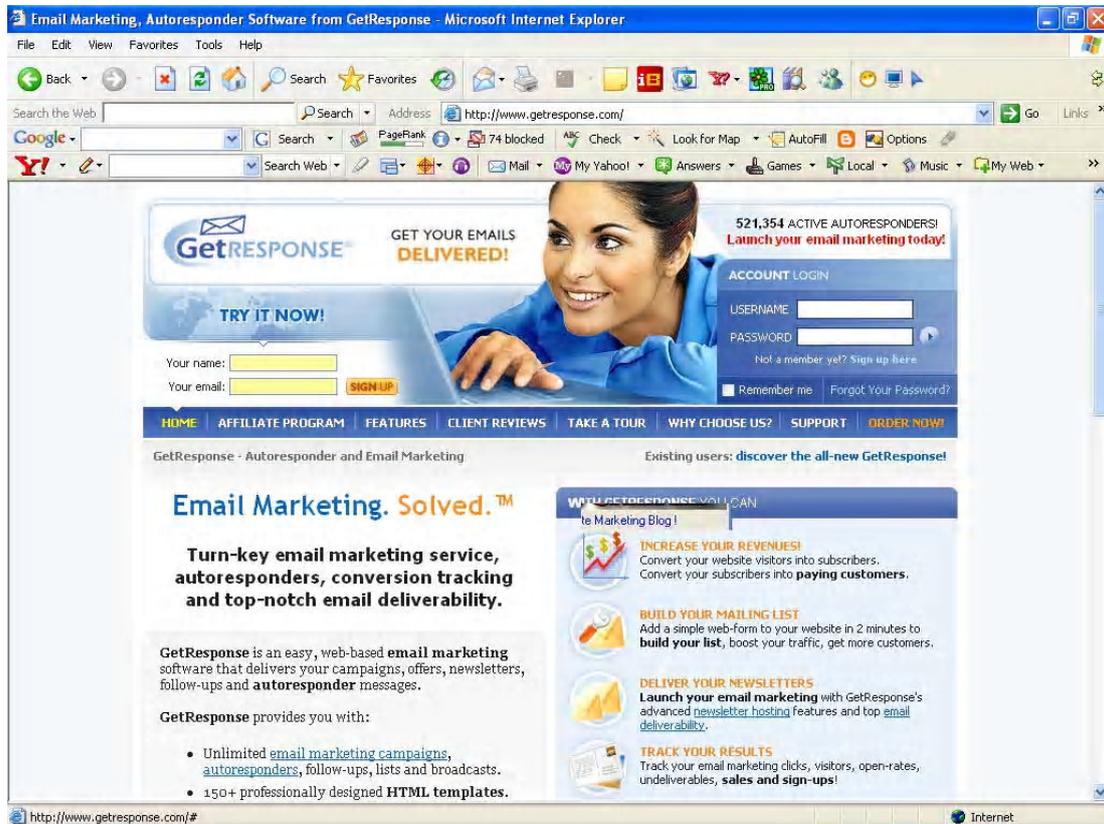
Most Reliable and Effective Auto-responder

<http://www.tinyurl.com/zvw2q>

Get All Your Emails Safely Delivered Using This HOT Auto-responder

<http://www.tinyurl.com/gunv9>

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- **A List of Resources** – You will definitely need to start gathering a list of resources that includes a list of article directories, PPC search engines, affiliate program directories, and directories of ezines.
- **Word Processor** – Word processing software is essential. You will use it to write articles, sales letters, ads, and newsletters. Microsoft Word is recommended, Microsoft Word Pad will do if you don't have Microsoft Word.
- **A Website and Domain for Each Niche or Market** – Some affiliate programs will give you a replicated website. You will eventually send prospects to that website, but not sending them to your own website first is a mistake. You need a website for each niche with it's own domain name. The website should be full of content, with affiliate links worked into the content. Ideally, each website will also have a squeeze page, where you will collect the names and email addresses of your visitors as well, in order to build your lists.

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- **Commission and Campaign Tracking Software** – Keeping up with affiliate products, affiliate links, commissions earned, commissions paid, advertising campaigns, and affiliate tracking report sites, logins, and passwords can easily become a full time job without software to organize it all. Affiliate Organizer at www.affiliateorganizer.com is highly recommended.

There may be other tools that you find you need in the future, but all of these things will get you started. Some of them do cost money, but if you aren't prepared to pay for them, you can find suitable replacements that don't cost anything. Just be sure to upgrade at your first opportunity.

You may also find that you need web page building software, and an ftp client to upload webpages to your website. You will definitely need an up-to-date web browser, and you obviously need a good computer with an Internet connection.

You also need a filing system to keep records. While you can – and should – back up all of the information on your computer on a regular basis, you should also print information out in hard copy and file it away for future reference. This includes emails that contain your user and password information, notices of sales that have been made, and any other information that is pertinent to your affiliate marketing business. Quite a bit of this information, in hard copy, will be needed to file taxes.

Ideally, you should have a home office. This will not only give you the space and proper atmosphere for success, it will also give you a home office tax deduction. If you don't have the space for a home office, try to set your desk and computer up in a low-traffic area of your home, where you can work with fewer interruptions.

Step #2: Know Where To Pick Up The Best Affiliate Program For Your Own Niche

Now that you have the tools, and you know what type of products you want to market, where do you find the best ones that have affiliate programs? Well, there are multiple places that you can start looking, depending on what your objective is. You must know what your objective is first.

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If you plan to use affiliate programs as add-ons, such as upsells or backends to a product that you have, or another high ticket product that you are promoting, you may want to look for inexpensive ‘lead in’ or entry level products, such as ebooks. ClickBank at www.clickbank.com is one of the best places to find affiliate programs for information products.

If you want to promote hard goods, meaning goods that are delivered via a shipping company or postal mail, there are many different places you can look. First, let’s cover sites that are essentially directories of affiliate programs.

The Stand-Alone Affiliate Programs

A stand-alone, or independent affiliate program operates "in house" by a particular online merchant to suit all the affiliate basic needs.

This merchant handles the contracting, sale, record keeping, and the payment process. You may refer to the following affiliate program directories for details on independent programs:

2-Tier Affiliate Program Directory

<http://www.2-tier.com>

The Top Affiliates Directory Service

<http://www.5staraffiliateprograms.com/>

A Huge Variety of Affiliate Programs

<http://www.associate-it.com>

The Very Popular Affiliates Directory and Resource

<http://www.associateprograms.com>

The Affiliate Solution Providers

If you don’t fancy using a stand-alone program, then you will want to consider solution providers for your affiliate program.

I highly recommend getting companies such as Commission Junction at <http://www.cj.com>, and Linkshare at <http://www.linkshare.com> to assist you in the affiliate marketing process. They provide affiliate hubs for major brand corporations and mid-sized businesses.

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The solution provider acts as intermediary between the merchant and affiliate, and handles most business matters such as regulating contracts and cutting checks.

- AffiliatePrograms.com
www.affiliateprograms.com
- Link Share
www.linkshare.com
- Commission Junction
www.cj.com
- Share-A-Sale
www.shareasale.com
- Fine Clicks
www.fineclicks.com
- Web Sponsors
www.websponsors.com
- ClixGalore
www.clixgalore.com
- QuinStreet
www.quinstreet.com
- MaxBounty
www.maxbounty.com

The majority of these sites are networks, where many different affiliate programs are managed. This allows you to promote a large number of affiliate products and services, and to receive one check for all sales across the network.

Alternately, you can use Google to search for products that you are interested in promoting, and visit those sites to see if they have affiliate programs. This is usually ideal for more specialized products. Also, if you don't see a link for an affiliate program on the site you are interested in promoting, use the contact email that is usually provided to inquire about the possibility of an affiliate program, or an affiliate arrangement with the company.

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Step #3: Understand The Insider’s Language

You are about to encounter a language that you have never heard before – the language of Internet Marketing, as it relates to Affiliate Marketing. It is important that you understand what it all means, to ensure that you are signing up for programs that are worth your time.

As you will learn later, it is important to read the terms and conditions for affiliates. Sometimes, you will be presented with those terms before you sign up, and sometimes you will be presented with them after you sign up – but it is important that you read them, and it is important that you understand what is being said.

It is also important that you understand what the following terms or abbreviations mean:

CPC – Cost per click. This relates to how much it costs for each click an ad or link receives when advertising on a CPC basis. In other words, instead of paying a flat rate for the advertisement, you would pay a certain amount of money for each click the ad receives.

PPC – Pay Per Click. This relates to CPC, where you pay for each click that your ad or link receives. Google AdWords is an example of Pay Per Click advertising.

CPA – Cost per action, or cost per acquisition. Basically, this means that you will pay each time an action is taken. The action may be a click, a sign up, or a sale. In fact, many affiliate programs also pay on a CPA basis, meaning that each time someone clicks on your link, or signs up to receive information through your link, you earn a little money. Google AdSense is an example of this.

CTR – Click Through Rate. This number is usually represented as a percentage, and it refers to the number of times your ad was clicked on, in relation to how often the ad was viewed.

CPM – Cost per thousand. The amount of money you pay for every one thousand ad impressions.

URL - Uniform Relay Link, otherwise known as a link, or a website address.

Affiliate Link – A URL or link that is assigned to you by the affiliate program. This is the link that you will promote, as it is used to track your clicks and sales.

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Contextual Link or Text Link – A contextual link is a link that looks like content, because it is all text. It may be several words long. A text link is a link such as www.link.com, as opposed to a banner ad.

Charge Back – This will be an important term to you. This refers to when customers cancel their orders, or have their credit card companies reverse the charges. It basically means that you lose a sale. Some affiliate programs will hold money back each pay period to cover potential charge backs/refunds, and release that money to you after a specified period.

SPAM – Unsolicited Commercial Email. This term also refers to commercial posts on forums and blogs. Most affiliate programs will have strict anti-spam regulations that you must follow.

Revenue Sharing Program – This is the same thing as an affiliate program.

Co-Branding – Some affiliate programs offer co-branding options, where your company name or logo is placed on a reseller’s website, or on the product itself.

Referral Link – The same as an affiliate link.

Tracking – The method or software used to record sales, clicks, leads, and other information that has to do with your affiliate link.

Partner Program - This is the same thing as an affiliate program.

Super Affiliate – This refers to anyone who is making a lot of money in affiliate marketing, if you are an affiliate. However, if you have an affiliate program for your own product, this refers to your top affiliates – the ones who are making the most sales for you.

Opt-In – This refers to ezine subscriptions, newsletter subscriptions, or email lists in general. Basically, it means that the subscribers on any email list have chosen to receive the information the list owner is sending. Typically, they have confirmed their email address and their request by clicking on a link in a confirmation email, which is known as double opt-in.

Joint Ventures – Joint ventures are similar to affiliate programs, but they operate a bit differently. The concept is the same – one person promotes another person’s product for a commission. However, usually the commissions are bigger, and the person doing the promoting is working directly with the owner of the product.

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1st Tier and 2nd Tier – If you are signing up for an affiliate program, directly through the company, you are first tier. If you are signing up under someone else, you are 2nd tier. However, when someone signs up under you, you are first tier, and they are your 2nd tier. Each tier gets a different commission rate for sales. In other words, when you sign up under someone else, when you make a sale, you get a full commission, and the person you signed up under gets a partial commission.

Direct Mail – This refers to advertising that is done via postal mail. There are strict laws about direct mail, and many affiliate programs will have terms and conditions relating to direct mail to promote their product.

Cookies – A cookie is a piece of code that is written to the cookie file on a person’s computer when they click on an affiliate link – or when they visit sites that use cookies, such as sites that require a login. The cookie does not harm your customer’s computer at all, and is simply there to make sure that you get credit for the sale if they come back later to make a purchase.

Affiliate Agreement – The agreement that usually lists the terms and conditions related to an affiliate program. In most cases, you will agree to the affiliate agreement by checking a box when you fill out an online form to join the program. Some affiliate programs, however, will require you to print out, sign, and fax the agreement. Make sure you read these agreements.

Conversion Rate – This is the number of sales in relation to the number of clicks received. Usually portrayed as a percentage.

Commission – The amount of money that you as an affiliate will receive per sale. Some companies will list this as a percentage, such as 50%, while others will list it as a dollar figure.

Associate or Associate Program – This is the same as an affiliate program.

Banner Ad – A graphic that is placed on your website and linked with your affiliate link.

If you come across other terms or abbreviations that you aren’t sure of the meaning of, make sure that you stop and go find out what it means before agreeing to anything – or before doing anything. Not knowing can cause problems later on.

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Step #4: Maximize Your Commission Earnings

“How much money will I make?”

That is always the burning question. Well, the sky is virtually the limit, but let's start by making sure that you get the best commission possible.

When you look at affiliate programs, this should be one of the first things you look at – the commission per sale. Again, this may be portrayed as a percentage, or as a dollar figure. If the commission is presented as a dollar figure, it is important to locate the sale price of the product, and figure the commission percentage.

Typically, you want to go with affiliate programs that offer a 50% commission. If the product is high priced, you may consider going as low as a 20% or 30% commission. But for lower priced products, don't accept anything less than 50% on the 1st tier.

You should also consider how many sales it will take to earn the income that you desire or require. 100.00 per sale may sound like a lot, but if you require 4000.00 a month to live, you will have to make forty sales each month. This is very realistic for some products, in some markets, and not realistic at all for other products in other markets. Consider what you are selling, and whom you are selling it to, and determine whether the number of sales needed to make the money you require is indeed realistic.

If the number of sales required is not realistic, you will need to either look for something different to sell, or look for additional products to sell. You could also start small – with smaller commissions – and work your way up. This is what many super affiliates do.

Super affiliates often show the product owner/affiliate manager that they have the ability to make a large number of sales each and every month, consistently, and then they negotiate directly with the product owner for a higher commission. They prove themselves by making those sales first, and then they are in a position to negotiate.

When looking at the commission, also consider what it will cost you to promote the product. You cannot afford to spend more on promotions than you are making in commissions – obviously. Know your numbers!

Chapter 3:

Affiliate Programs: One-Time or Residual?

The difference between one-time commission affiliate programs and residual affiliate programs is astronomical – in terms of income. Essentially, a one-time commission affiliate program pays you one commission, one time – upon the initial sale. Residual programs, however, continue to provide you with an income, either for the life of the customer or for a set term.

Tips #1: Residual Programs Are Often Best

When choosing between one-time commission programs and residual programs, always choose residual programs. These allow you to make one sale to a customer, and then to profit from that customer's repeat or ongoing business with the company, usually for the life of the customer/business relationship.

Where you may make \$100 for a one-time commission, with a residual program, you may make \$100 per month, every month, just from making one sale. The choice is obvious – residual programs typically provide you with more income for less work.

Residual programs that pay for the life of the customer are better than residual programs that only pay for a set term. You want to have the income from one sale for as long as possible.

Generally, a residual income potential exists when you sell services, such as webhosting, where the customer pays a monthly fee for the service. Every month that the customer pays the fees, you earn a commission. However, when the customer stops paying the fee, you no longer receive a commission for that customer.

For this reason, it may be best to look for services that are vitally needed by your potential customers. For instance, anyone who does business on the Internet has a need for webhosting, and they don't want their site to go down, so the chances are good that this will be a very long residual income for you.

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Telephone services also provide a nice residual income. Everyone needs their telephone, and most need long distance services. If you are promoting a company that provides such services at great prices, then again, this could provide a very nice long term residual income for you.

However, services that are not long term in nature can also be good if the commission is high enough. For instance, membership websites that provide customers with some type of course or learning experience may provide you with a residual income while the customer is a member of the site. However, once the customer feels that they have gleaned all that they can from that membership site, they will most likely cancel their membership, which cancels your residual income from that customer.

Certain types of products can also provide you with long term or life time residual income. Health care related products, such as vitamins and medication are good examples of this. Also, many companies give life time commissions to the affiliate for every purchase the customer makes – from the very first purchase – even for different products that the company sells.

Keep these things in mind when you are searching for programs to promote. Residual is better than one-time, and life time residual is better than termed residual. Look for products or services that will provide you with life time residual income.

Tips #2: Promote The Product And The Program

One mistake that affiliates often make, in terms of two-tiered programs or multi-tiered programs, is that they tend to spend most of their time trying to get others to sign up for the program, as an affiliate, and less time actually promoting the product.

Ideally, you should promote the product more and the affiliate programs as you go along, bringing your customers into the affiliate program after you've sold them the product. This tends to get you the most income in the long run.

Furthermore, with multi-tiered programs, residual income is not always available. For instance, if Joe signs up under you as an affiliate in a two tiered program, he may have residual income from a sale, but you may only get a one time commission from that sale he makes. In this instance, you are better off selling the product, not the program, because you would make more in residual income from your own sales in the long run.

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While it is nice to have others doing the work for you, the greatest income will come from the work that you do yourself. This also keeps the company that you are selling for stable. For example, if you only promote the program, which is free to join, and everyone that joins under you only promotes the program, nobody is going to make any money, including the company!

Find a balance between promoting the program and the product, promoting the product first, then promoting the program to those who have purchased the product.

:: “NOW you can download the E.N.T.I.R.E. Turnkey Affiliate Marketing package that comes with the world’s *most coveted Super Affiliate secrets and incredibly powerful tips to skyrocket your affiliate sales and explode your online profits!*” ::

Go To: www.MarketingNextLevel.com/main.html

Chapter 4:

6 Key Factors That You Must Know To Profit With Affiliate Marketing

If you want to become like the super affiliates you have heard so much about and bank in huge checks every time from affiliate programs, you need to continuously educate yourself with the knowledge required for affiliate marketing success.

Since the popularity of affiliate marketing is increasing, it leads to an increase of earning opportunities. Now, you will ask yourself, “How will I choose the right affiliate marketing program?” and “Which of it will give me that good chance of earning a substantial income?”

The preceding sections can help you decide on those matters pertaining to affiliate marketing. These will help you evaluate different opportunities and saving your personal resources as well.

Key #1 - The Products

In demand products which fulfil these requirement:

- relevance to prospects
- problem solving
- life enhancing
- high quality and perceived value

Key #2 - The Commission

- Multiple commission opportunity
- Residual income stream from commission

Of course, that is the bottom line. How much will you earn from a sale? There is no point of endorsing a product or a service if you will not earn from it.

It will lead you in spending more on marketing it rather than making sales. Stick on a program that offers high commission values, possibly on a 50 percent basis.

It is necessary that you know how much you should anticipate from each sale. It would be useless to spend more of your time and money endorsing and advertising a product and being not compensated well in return.

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There is a possibility that you could end up wasting more on promoting than you are about to do on sales. With this, it is better to stick on endorsing the products with high payouts, unless you have initiated a role market where you can trade large numbers of product, and get significant payments.

Key #3 - Traffic To The Merchant’s Website

Try to know the traffic that the merchant’s site is receiving. You can use this standard for you to determine which you will affiliate.

If a certain website ranked in the top 100,000, this means that website has a good volume of traffic and it has vast amount of affiliates. If it is ranked below 500,000, then it means you get either a little opportunity or nothing at all.

Always conduct some research if the merchant’s site is getting good web traffic. It will help you decide where that gold mine is hiding.

Key #4 - Pay-Out Periods

It is important to know how often you will receive your paychecks. There are merchants that release the commission of their affiliates in weekly basis. Others are monthly or quarterly. Your target will not be met if your financial resources will run out.

Key #5 - Tracking Cookies

Usually, potential customers will just be making some visit and will not make any purchase immediately. It is important that the merchant’s website use cookies to track these customers so that you will be able to get the credit once he returns and buys anything in that site. The longer these tracking cookies last, the higher the chance you will be paid.

Key #6 - Merchant’s Promotional Resources

In advertising, promotional resources are vital elements. Check the type and quality of these promotional materials that they are offering to their affiliates.

Find out the kind and value of marketing materials that they offer for their affiliates. Will they offer articles review or content that you can utilize to endorse them on your website? Are they offering free guides, special offers and samples, which can be of great use in promotion?

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If you think their marketing resources are just as fine, it is possible that the business will give good assistance for its affiliates.

Select one that has plenty of tools and resources that can help you grow the business in the shortest possible time. Not all affiliate programs have these capacities. Make use you decide on one with lots of helpful tools you can use.

Sometimes, it is wise that you use your own advertisement strategies. There are affiliate programs that use the same ads over and over again. By placing some fresh ads, the impression of the prospect is that it is a new product.

Affiliate marketing is full of surprises. Follow these starting elements and pointers and start your affiliate career by hitting a gold mine.

:: “I dare say 90% of your Affiliate Marketing business would sink into oblivion together with all the sales, fortune and dreams that you may have realized if ONLY you knew how to use these ‘Killer’ Super Affiliate secrets and techniques!” ::

[Click here to jumpstart your Affiliate Marketing Business to the Next Level NOW!](#)

Chapter 5:

How To Continually and Effectively 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 simple way without require any marketing skill or knowledge?

As an affiliate, all you require 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, I would say not quite often.

Successful affiliates in any affiliate program simply don't sit there and wait for money to come. Why? Because there is NO money will cash 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 to MARKET your merchant's product.

It is ironic to know that there are lots of people who can never make a sale and have never received any checks in their affiliate marketing. But there are also lots of those who continually receive monthly checks all year long.

No matter what kind of affiliate marketing you have, you will want to be one of those on the way to building a stable affiliate income.

So if you are 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 don't mean you should 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 in a more professional way.

How? Here are some **guidelines** that may help you to continually and effectively grow your affiliate checks:

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Step #1 - Become An Expert To Promote 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 if possible.

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 go through the product description and make a thorough research about it.

Create either testimonial pages or review pages that talk about and pre-sell the product or service you are affiliated with. This is the best method of getting increased orders for your chosen affiliate programs.

Many programs truly offer an article or recommended text to sell their products for you and permits duplication of those articles with your links implanted.

In your pre-selling process to market your affiliate product, make sure you align yourself with good affiliate programs that pay well and quick so you can rely on long-term.

Step #2 - Host Your Own Website And Offer Free Products Or Online Services.

You can register a unique domain name that is short and easy to remember. You certainly wouldn't expect a visitor to remember a very long and easy-to-forget URL. Get a cheap domain name for under \$10 / year at:

<http://www.namecheap.com>

<http://www.cheapcheapdomainnames.com>

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Cheap Cheap Domain Names:

The screenshot shows the website www.cheapcheapdomainnames.com in a Microsoft Internet Explorer browser. The page has a navigation menu with links for Home, Domain Names, Web Hosting, SSL Certificates, Email Accounts, Marketing Tools, and Build a Website. Below the menu is a search bar and a "My Account" section with links for My Account, FAQ, Support Phone: (480) 624-2500, and Logout.

The main content area features a large banner for "Domain Names" with a woman's image and text: "Domain Names .COMs starting at \$8.85!* FREE with every domain! See Details". Below this is a "Start Your Domain Name Search Here!" section with a search form and a "Domain Pricing Per Year" table.

	1 yr	2 yrs	5 yrs	10 yrs
.com*	\$8.85	\$8.35	\$8.05	\$7.95
.net*	\$8.75	\$8.75	\$8.55	\$7.95

The sidebar on the right lists services: WEB Hosting (99.9% Uptime Guarantee), SPAM-FREE Email, WEB TRAFFIC & Marketing, and Secure SSL CERTIFICATES.

Low cost and professional web hosting account at:

Leading Reseller Web Hosting Specialist

<http://www.tinyurl.com/rhrqc>

Best Choice Web Hosting Solution

<http://www.tinyurl.com/nn39j>

Your private website will be the cornerstone of your success online. It is always best to create a private website and offer instant access to anybody who clicks on any of your affiliate ads.

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This is the jump off point of all your marketing efforts. Thus, you must first build a user-friendly and content-rich website, which will appeal to your prospects and encourage them to click on the links to the products and service you are promoting and make a purchase. Therefore, you should concentrate your efforts in building a website that will cater to what your prospects need.

The most important thing you should consider is that almost all web users go online to look for information, not necessarily to go and buy something. Above all else, make your website full of original, relevant and useful content. People will love articles that are appealing and helpful.

Your own private landing page also gives you a venue to capture the visitor's name and email address in your **opt-in list subscription box**, allows you to promote your back-end products and for visitors to get their free bonuses or enjoy other free services that you provided with extra value. An example of website with F*REE high value bonus is here:

<http://www.marketingnextlevel.com/main.html>

Some made-easy web design tools to build your own website fast:

Free HTML editor for your website design

<http://www.coffeecup.com/free-editor/>

Professional website creation software and page generation tool to churn out many search engine optimized and fast launch webpages in mere hours:

Popular Web Design Software for Internet Entrepreneurs

<http://www.tinyurl.com/om8my>

New Breakthrough Site Builder Technology

<http://www.tinyurl.com/fpe5z>

Free FTP software and guide for uploading your website content

<http://www.ftplanet.com/ftpresources/basics.htm>

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Step #3 - Write Your Affiliate Ads And Create Your Own Labeled Banner Ads.

Write your own affiliate program ads. If all the other affiliates use the same ads you do, that does not give you an edge over your competition. Use a different ad to give yourself an advantage and stand out to the crowd.

Many merchants will be glad if you could become proactive to use your own creativity to 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.

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Your own ads should be MORE attractive and innovative to get people to click on it to reach your affiliate site. The ones that are landed to your affiliate site are most likely ready to buy from you. Present them with an offer they will find so tempting that they can hardly resist.

Example of affiliate ads:

Do you currently have a **profit-pulling, fully-automated** website?



"Grab \$6,500 worth of web templates, photos, scripts and more for FREE!"

Full service web hosting with hundreds of beautiful, customizable website templates and stock photos! FREE site management scripts, tools and services, too!

Powerful web hosting with tons of features, control panel, 24/7 support and step-by-step website templates, graphics, stock photos, scripts and more!

Create ezines, logos, mailing lists, pop-ups and more! A "snap in" website in a few clicks! Next 500 people get FREE activation and domain registration!

[Click here for more info](#)

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"Unlock The Most Powerful Secret To Doubling Your Sales!"

"With New Intelligent Software That's Free and Guaranteed!"

That secret is "follow up" -- but the trick is to be fast, repetitive, personalized and consistent.

New, sophisticated autoresponder does all that for you ... And more! SAVE time and money.

GRAB YOUR FREE VERSION NOW!

Marketers grab a FREE report: "How to Double Your Sales With a Proper Email Strategy"! Don't wait, click below NOW:

[Click here for more info](#)

Step #4 - Become Active in Chat Rooms, Discussion Boards, and Forums Related to Your Affiliate Product.

If you used to ignore these before, then it is time for you to start focusing your attention on them. You can start your own chat or join an existing chat related to your affiliate product and your target market.

Be active to ask or answer other people's questions. You don't have to promote your affiliate product at once, but find the chance to advertise and promote it as you go along. This is a more effective way to do. The same would be true for message boards, discussion boards and forums.

Some good HOT forum sites are able to cater a continually growing targeted market. This will ensure you that there will be more and continuous demands for your market. I personally recommend some of these affiliate marketing forums:

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<http://www.a4uforum.co.uk/forumindex.php?>

<http://www.affiliateboards.com/forums/>

<http://forum.abestweb.com/>

The screenshot shows the ABestWeb Affiliate Marketing Forum website. The browser window title is "ABestWeb Affiliate Marketing Forum - powered by vBulletin - Microsoft Internet Explorer". The address bar shows "http://forum.abestweb.com/". The page has a blue and white color scheme. At the top, there is a banner for "BEST WEB" with the text "Unleash A Profit Monster! MAXIMIZE YOUR CLICKBANK EARNINGS" and a "click here" button. Below the banner is a navigation menu with links: Advertising | Affiliates | BannerAdXchange | Calendar | Chatroom | Directory | Domains | Forum | Merchants | Resources. The date "30 July, 2006 7:25:15 PM" is displayed. A login/register section includes fields for "User Name" and "Password", a "Remember Me?" checkbox, and a "Log in" button. Below this is a "Welcome to the ABestWeb Affiliate Marketing Forum." message. The main content area is titled "Affiliate Marketing News and Events" and contains a table of forum threads.

Forum	Last Post	Threads	Posts
Affiliate Marketing News and Events			
New Affiliate Programs and Announcements Find out about the Newest affiliate programs on the net.	Sell Event Tickets - High... by Billy Kay July 28th, 2006 07:35 PM	905	6,551
Exclusive Offers! Special Merchant deals offered only to ABestWeb members.	Exclusive ABW-Member Signup... by e-Gazer July 27th, 2006 08:07 AM	200	1,509
Revenue Magazine Forum	Are Advertisements in RM... by AngelChen July 28th, 2006 05:27 PM	60	617

In your discussion topics, you may discover other updated hot new affiliate programs that tie in well with what you offer, try out the product or service, and if you really like it, try recommend it to your visitors. From my own experience, I would say that the best programs are the ones that offer residual, or recurring commissions on each sale.

You can also make some inquiries to the real demand of your targeted market in these forums and discussion rooms to get some good and reliable feedbacks.

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Step #5 - Create A Free Ezine Or Newsletter.

Ezines and newsletters are targeted form of advertising offering periodical publications whose aim is to inform a group of people about a certain subject in a more professional way.

The good thing about ezine is it can be easily prepared. Having a **content-rich** ezine to be given out freely can help you create a long term relationship with your potential customers.

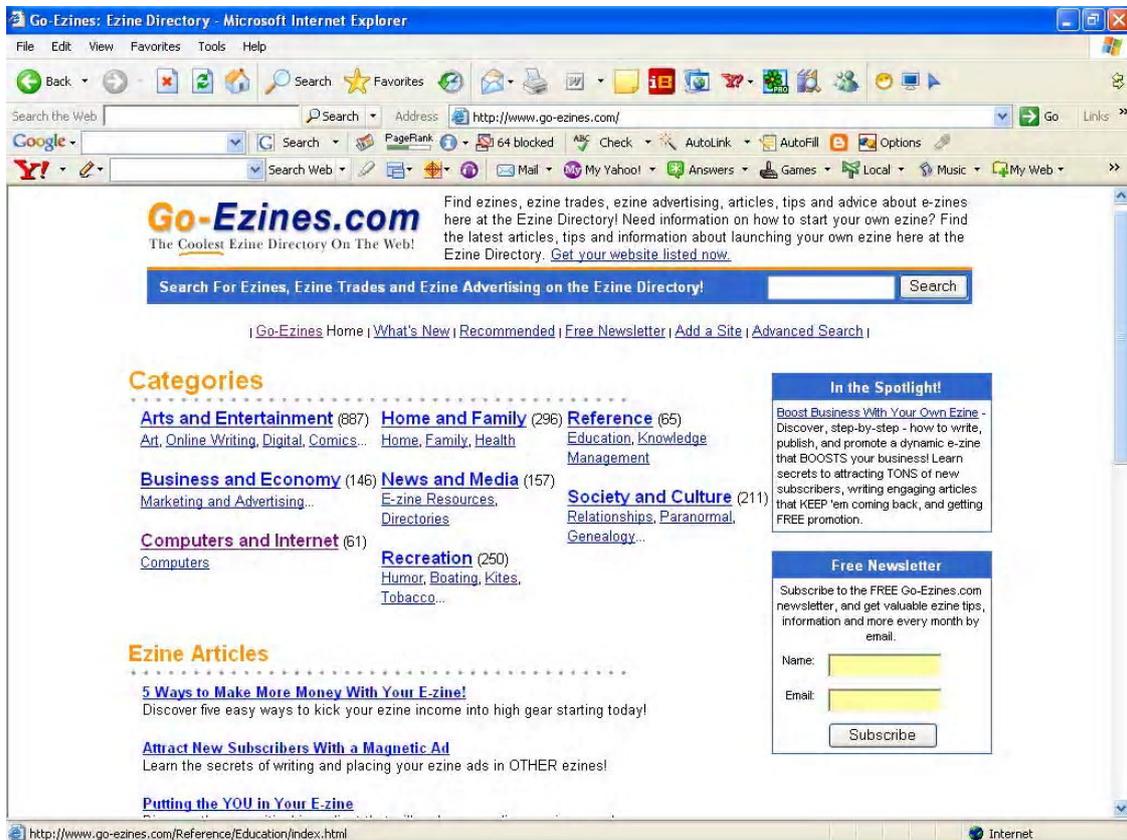
Keep in mind that, in the internet, content is still king and good quality content will not only build your credibility, it can also help you achieve a huge surge of laser targeted traffic. By posting relevant and useful articles, you establish yourself as a credible expert in the field, making you a more **trustworthy endorser** of the product or service you promote.

Establishing a good reputation is a good step in building up a loyal consumer base. These are some good resources to get you started with your ezine idea:

<http://www.go-ezines.com>

<http://www.ezine-dir.com>

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Make sure your target audience could easily get to your own landing page and get them to instantly sign up for your newsletter. You can do this by trying to differ from the way other people are advertising their affiliate marketing. **Be unique.** Think of creative ways to make people go to your site and to seek you out for some good content.

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 at a better viewable position. Also, don't forget to promote your ezine or newsletter on your own professional website.

Above are just some simple guidelines on how you can boost your affiliate sales to continually and effectively grow your affiliate checks. Click [here](#) to know more about ***“The Ultimate Super Affiliate Success Secrets Exposed!”*** .

“Instant Affiliate Cash-Pumping Tips Revealed”

To Your Internet Marketing Success,



Vincent Teoh

The “Go-For-It” Guy

CEO of Marketing Next Level

Email: info@marketingnextlevel.com

URL: www.MarketingNextLevel.com

P.S. – While Affiliate Marketing Business is becoming more and more crowded every ticking minute, so are your chances of succeeding online! Get to learn how you can still make it **big time online** by tapping into super success secrets from the super affiliate guru!

P.P.S. - They are stuffed with **specific revelations** on among the World’s Top Super Affiliate Marketer’s insightful tips.

P.P.P.S. - You would be able to attract MORE traffic to your site, induce your visitors to click on the *text, graphics or banner ads* on your site, and also be able to promote your merchant's products even outside the boundary of your website.

[Click Here To Jumpstart Your Affiliate Marketing Business To The Next Level With “The Ultimate Super Affiliate Success Secrets Exposed!”](#)

Exclusive* Special Offer:

The *jealously-guarded* Super Affiliate secrets that will guarantee to get you as an affiliate marketer into scaling greater heights to achieve REAL profits and staggering potential to generate TONS of cash using only the *proven success* super affiliate strategies.

www.MarketingNextLevel.com/main.html

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More Affiliate Marketing Collections:

FREE Affiliate Marketing Resources

<http://www.marketingnextlevel.com/home/index.html>

Affiliate Windfall Secrets

<http://www.marketingnextlevel.com/aws.html>

Complete Private Label Rights Collections:

***NEW* *Private Label Rights* Special Release Version I**

<http://www.marketingnextlevel.com/plr-release.html>

***NEW* *Private Label Rights* Special Release Version II**

<http://www.marketingnextlevel.com/plr-release2.html>

***NEW* *Private Label Rights* Special Release Version III**

<http://www.marketingnextlevel.com/plr-release3.html>

***BIG* *Private Label Rights* Article Collection Pack**

<http://www.marketingnextlevel.com/bigpack.html>

Highly Recommended Internet Marketing Masters' Collections:

Optimize Your Business For Maximum Results

<http://www.marketingnextlevel.com/recommend/optimize-it.html>

Resale Rights Secrets Membership

<http://www.marketingnextlevel.com/recommend/resale-rights.html>

Striking It Rich Online Package

<http://www.marketingnextlevel.com/recommend/siro.html>