

Affiliate Marketing Tips And Strategies



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Affiliate Wars ...**Or Will You Fight Back Now?...**



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The Advantages of Affiliate Marketing

What are the advantages to merchants, customers and to marketers of affiliate marketing? There are a great many advantages to all of the above.

Merchant advantage: Affiliate marketing offers the merchant a larger market to sell their products and services. More websites will naturally provide a merchant with more customers and will create more sales. This is particularly true if the sites are in niche marketing. Merchants look for affiliate sites where their merchandise is a good fit and where their target customers usually visit. Another advantage that a merchant can get from affiliate marketing is that they can gain more and more customers without spending valuable time in searching out for them. The banner ads on an affiliate website might draw interest and drive the visitor to click on their website. Also, different consumers coming from various websites can provide the merchant a good idea regarding consumer trends and demands.

Customer Advantage: The benefit that a customer could get out of affiliate marketing is obvious – they get an answer to their problem that they may not have found without the help of the affiliate's website. That's if, and only if the merchandise or service gives what it says it will.

Affiliate Marketer Advantage: This kind of business has proved to be an easy way to create additional income for their website. The marketing banners that they stuffed under content help in making their site look good. And these banners may create instant sales from which they can get a commission.

Above all, the affiliate can have extra income from his or her website without investing something in making his own product and without worrying about customer support, book keeping, and ecommerce. In affiliate marketing, the merchant handles it all. The affiliate just needs to promote and resell the product.

How to Make Money as an Affiliate

Everybody, who tries, isn't going to get rich doing affiliate marketing. There is just too much competition for that to happen. Affiliate marketing isn't an easy money tree that is going to just drop bundles of cash into your lap with no effort on your part required. You will find the affiliate opportunities that work the best only by finding them yourself, either through testing and research or networking and business development.

Free traffic is not completely over but it is fading fast. You can work hard to create pages that score high in the search engines and build sweat equity into a site but by paying for clicks and focusing on Google and Overture you will have the top three positions on all search engines that really count on the Internet.

You need to be on top of if you want to generate traffic from Yahoo. Overture and especially Google are the best key drivers of qualified traffic on the Internet. Pay-per-click search engines let you quickly test different affiliate offers and new landing pages on your site. You can stay away from top competitive keywords for \$1 to \$2 per click. Niche marketing on Overture and Google works.

Instead of just sending traffic away and hoping for the best, you should have your own email list to which you can send multiple offers. Sending offers to your own email list is the true way to build freedom and residual income. You can do this by:

- Using subscription forms on your web site.
- Using co-registrations or co-op marketing campaigns.
- Buying email lists.

Effective affiliate marketing involves paying for traffic in one shape or another. To accelerate your income, you need to invest wisely in advertising and get the most mileage out of every one of them.

What is Affiliate Marketing?

A popular method of promoting web businesses is affiliate marketing. An affiliate marketer is rewarded for every visitor, subscriber and/or customer provided through his efforts. It is a modern variation of the practice of paying finder's-fees for the introduction of new clients to a business. Compensation may be made based on a certain value for each visit (Pay per click), registrant (Pay per lead), or a commission for each customer or sale (Pay per Sale), or any combination.

From the merchant's viewpoint, the best thing about affiliate marketing is that no payment is due to an affiliate until he or she gets results. Some e-commerce vendors use third party services provided by intermediaries to track traffic or sales that are referred from affiliates and some e-commerce sites run their own affiliate programs. Many businesses owe much of their growth and success to this marketing technique.

In its early days many internet users held negative opinions of affiliate marketing due to the tendency of affiliates to use spam to promote the programs in which they were enrolled. As affiliate marketing has matured many affiliate merchants have refined their terms and conditions to prohibit affiliates from spamming.

Today, affiliate marketing is the single fastest growth industry on the Internet. It's also true that affiliate marketing is one of the fastest and most creative ways to make money and have a career on the Internet.

It is always subject to change but currently the most active sectors for affiliate marketing are the adult, gambling and retail sectors. Expected to experience the greatest growth in affiliate marketing are the mobile phone, finance and travel sectors. Not far behind and gaining fast are the entertainment (particularly gaming) and internet-related services (particularly broadband) sectors. Several of the affiliate solution providers expect to see increased interest from B2B marketers and advertisers in using affiliate marketing as part of their mix.

Are Affiliate Marketers in Demand?

Is there a demand for affiliate marketers today? Yes, there is a huge demand. One of the challenges faced in the affiliate marketing industry is that it sometimes sounds too good to be true: advertising that's guaranteed to work or it's free! Newcomers wonder if it's possible, and skeptics claim that the cost effective prices of affiliate marketing lower the bar for online advertising. But there is a good reason that affiliate marketing has experienced steady growth throughout the ups and downs of online advertising—it works. And affiliate marketing has evolved to become a reliable source of sales for a wide range of marketers.

Affiliate marketing has evolved from the early years when some touted it as the future of online advertising, and others claimed it was the downfall of the medium. It's now a sophisticated channel that generates anywhere from five to 25% of online sales for many of the world's biggest brands.

Almost all major multi-channel marketers have an affiliate program of some kind. The important thing to remember is that affiliate programs now come in all shapes and sizes. The concept of a wide-open affiliate program with an unlimited and uncontrolled number of affiliates is a thing of the past. Nearly all marketers agree that affiliates add value to an online marketing effort, but the program must be tailored to meet the marketer's objectives.

Affiliate marketing did not bring an end to other, higher priced forms of online media advertising. The success of the affiliate marketing in delivering sales cost effectively by way of a pay-for-performance model paved the way for other forms of performance-based advertising, such as CPA-based search and portal advertising, to create acceptance among direct marketers. Affiliate marketing has evolved, with affiliates and marketers becoming more sophisticated and programs more integrated with other forms of online marketing.

Getting all the Tools you Need for Affiliate Marketing

Affiliate marketing is publicized as one of the easiest and most effective ways to generate money online but it is not quite as easy as it appears to be. The smart affiliate marketer plans every action and implements every action the best way he can. He should also increase the potential to earn by utilizing the right tools necessary for a thriving affiliate marketing business.

The first and most important tool an affiliate marketer must have is his or her own website. The first step in any successful affiliate marketing business is building a good, credible and professional looking website. Your website is the jumping off point of all your marketing efforts. Build a user-friendly website, which will attract your prospects and motivate them to click on the links to the products and services you are promoting and make a purchase.

The second tool in your arsenal should be offers and incentives. Competition is a major problem in the internet world. You must always be one-step ahead of your rivals to ensure that you capture a large portion of your target market so you must use every possible means to motivate individuals not only to visit your site but also to click and proceed to the websites of the products and services you are promoting. Building an opt-in email list is one of the best ways to gather prospects. Offer a newsletter or an e-zine. Better yet, offer incentives to your prospects to encourage them to subscribe to your newsletters. You can present free software, free online videos, access to exclusive services and other freebies that will be helpful to your prospects.

Your talent and knowledge is another important tool to use to make your website a popular internet link to visit. One of the best ways to do this - at no cost at all - is by submitting articles, with your website's link at the resource box, to e-zines and free article sites. You will not only gain exposure, you will also have the opportunity to advertise for free, just include a link back to your site. The more sites you submit your articles to, the better your link popularity becomes.

Do You Need a Website for Affiliate Marketing?

The most important and indispensable thing to assure your success in affiliate marketing is your own website. The first step in any successful affiliate marketing business is building a good, credible and professional looking website. Your website is the jump off point of all your marketing efforts. Therefore, you must first build a user-friendly website, which will attract your prospects and motivate them to click on the links to the products and services you are promoting and make a purchase. You must first focus your efforts in building a website that will cater to what your prospects need.

Above all else, make your website full of original, relevant and useful content. 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. People will love articles that are appealing and helpful. Keep in mind that, in the internet, content is still king and good quality content will not only build your credibility, it can also help you achieve a higher search engine ranking. By posting relevant and useful articles, you establish yourself as a credible expert in the field, making you a more dependable endorser of the product or service you promote. Establishing a good name is a good step in building up a dedicated consumer base. Dedicated customer bases are the life blood of affiliate marketers.

You must use every possible means on your website to motivate prospects not only to visit your site but also to click and proceed to the websites of the products and services you are promoting.

When you are creating your website, the possibilities are endless and are limited only by your imagination, originality, resourcefulness and resolve. You can always explore other ideas and adapt other strategies, which you think might help you become a high rolling affiliate marketer but not until you have a great website.

What is Your Main Focus in Affiliate Marketing?

The main focus of all business owners and their respective Web sites is website promotion. It is not something that happens overnight, however. This is because once you have a new Web site it takes some time before search engines upload your URL and it becomes part of search results. While your Web page might be returned in the results of free search engines, it will still not result in the amount of traffic you want but there is one particular way to increase traffic to your Web site that is inexpensive, and that is web site promotion through newsletters.

Online newsletter editors are looking for new information from new businesses all the time but they usually don't want to pay for the article you write. They prefer to trade a byline or a small advertisement for your business or web page. As a result, all you need to do is spend a few hours writing a newsletter that discusses a relevant topic and that also has a plug for your web page. This is a way for you to quickly get the word out about your web page as well as increase traffic and business while you are waiting for the search engines to get your information in the system and part of the search results. Newsletters provide easy and free website promotion, so don't overlook the opportunity.

Don't transfer the copyright of your article to anyone. Only grant the right to print your newsletter. By doing this, you can submit this one newsletter to multiple e-zines and reach many more potential subscribers than you would with only one. Also, it saves you time because you do not have to write new newsletters for every e-zine. When you write the resource box for your advertisement, make sure you include your entire web site address so individuals can simply click on the address and be taken directly to your page rather than having to cut and paste. The easier you make it, the more individuals will take a look at what you have to offer.

How to Accept Affiliate Payments

The main problem merchants have with affiliate marketer payments is that they have to initiate payments manually based on a commission report that would typically be generated by their own e-store software. If affiliate payments run into hundreds or thousands, this process can get very tedious.

Fortunately, Paypal has come up with a solution to the merchant's problem. It is called Mass Pay. Simply put, Mass Pay is a solution from PayPal that helps automate affiliate payments. Instead of having to manually enter the affiliate amounts into the payment system; their e-store software generates a Mass Pay file that contains the details of the payments to be made.

This is a boon to affiliate marketers and greatly reduces the problems associated with accepting payments from merchants. Paypal is the generally accepted way to receive payments from merchants that you have an affiliate marketing agreements with.

Paypal makes receiving payments from individuals easier, as well. Having a Paypal button on your website is a real boon to you. It makes it simple and easy for customers to pay for their purchases and is so well known that people feel very secure using it.

Paypal allows you to set up a business account. It is a very simple process. The only thing you are required to do is provide information that allows Paypal to verify who you are and that your bank accounts are valid. Proof of a valid credit card is also a requirement. When you have a Paypal business account you can accept credit card payments, as well.

You can purchase software that will integrate with Paypal to help track your affiliate marketing sales and know what your commission is easily and quickly. There are several such software products on the market. You can easily find them by using your favorite search engine.

Where to Look for the Right Affiliate Product Online

When you are just starting your online business finding the right products to sell online is the number one problem. Knowing where to look can help.

1. **Drop Shipper Directories:** Drop shippers are wholesalers that will ship direct to your customers so that you don't have to invest in or store inventory. Directories of drop shippers are for sale online, but make sure you're buying a reputable one.
2. **Local Businesses:** You may find businesses in your backyard that offer just the right products, but are not yet into e-commerce. Offer to sell their product online in exchange for a percentage of any profits you make.
3. **Crafters:** Local crafters are a good source of unique products, and may be willing to reduce their prices for you if you purchase in quantity. Either buy the item outright, or set up a consignment arrangement with them.
4. **Garage sales and flea markets:** Garage sales are a good place to look for items to sell online. Therefore, you should do some research into categories that interest you, and then start scouring sales for good prices.
5. **eBay:** eBay itself can be a source for products. Look for wholesale lots that can be broken down for individual sale.
6. **Wholesaler Directories:** Your local library will probably have directories of manufacturers, wholesalers, and/or distributors. Most directories are organized by SIC code so that you can zero in on the product categories that interested you.
7. **Trade Shows:** Trade shows are a great way to source products. Lots of merchants gather in one place to look for resellers. To find trade shows in a particular industry, contact trade associations and industry publications.
8. **Importers/Exporters:** You might want to consider contacting companies that import goods from overseas. It's possible to source directly from overseas. This requires a lot of expertise, but many companies do it successfully.

Affiliate Marketing via Special Reports

You're probably searching for additional revenue streams to keep your business solid and secure in this contracting economy and uncertain world. Producing specialized content for sale is one of the fastest, most reliable methods of making extra income fast. Writing a "white paper" or a special report, is a great way to set yourself up as an expert in your field, and share valuable information with your prospects.

You may already have most of the ingredients for an e-book or special report in your files or archives. Find out which ingredients make customers willing to pay you for material available from other sources, and what elements you should include in your marketing copy to spark their interest in buying now.

Here are the steps to take when writing your special report:

1. Have your end goal in mind before you start.
 - a. Do you want to find a way to increase sales, while reducing your cost to acquire those sales?
 - b. Who are you trying to impress and what is important to them?
 - c. What distribution method will be best?
 - d. How many people do you want to impact with this report?
2. Make sure the layout of your special report looks pleasing, and is very easy to read.
3. Keep in mind that it's basically salesmanship in print.
4. Keep your facts accurate, very brief and to the point. The denser your information, the more valuable and more likely to keep the interest of your reader.
5. Write an attention getting headline. 95% of your readers will decide if they will read your special report based totally on your headline, so make it great and make it benefit driven.
6. Get it on the web. When emailing others, include your white paper URL in your SIG line of your Email or include the URL when promoting your special report on Email discussion lists.

How to Set Up your Affiliate Marketing System

There is much speculation about how much money you can earn online without your own product. Marketing your own digital product on the Internet can be very lucrative but there is no reason why you can't profit a great deal by using creative methods that offer real value to Internet surfers and have your own product as well.

An affiliate program is really not as difficult to set up as you may think. Thanks to the high demand for affiliate systems recently, there are now lots of ways to set up your own program.

Here's what you need to set one up:

1. A web site with your own domain name.
2. At least one product or service that you own completely.
3. A system to handle commission tracking and payment.

That sounds pretty easy, doesn't it? Well, actually it is! And it's getting easier all the time.

The first two items listed above are self-explanatory. Of course, you need your own website and your own product or service. You can't very well set up an associate program if you don't own the site or the product(s) you will be promoting. If you have not taken these two steps, you'll need to do them first. Once you've managed to get by these two steps, you can move right to step three, setting up your program.

You will need to search the Internet for a system that will handle commission tracking and payment. You can try to do this yourself but you will most likely miss some and missed ones are missed income. There are free ones, as well as, paid ones.

The positive aspects of an associate management system are many:

1. You can sign on associates more rapidly and grow a larger force of resellers.
2. You'll enjoy the automation and online management of affiliates.
3. These systems provide full sales statistics for both you and your associates.

How to Get Targeted Traffic as an Affiliate

You have built a great website and have a lot of affiliates but you just don't have enough traffic...not NEAR enough traffic...on your site. What can you do to increase the traffic...the TARGETED traffic? Actually, there are several things that you can do that will help.

1. SEO (Search Engine Optimization) should be your goal! The main source of traffic to any website is the search engines. The most used search engines are Google, followed by MSN and Yahoo. You must optimize your site for the search engines. This includes off/site links and on/site tactics.
2. Article marketing is one of the most effective ways to get targeted visitors to your site. Getting your articles published in e-zines and on selected and related sites will generate an enormous amount of traffic to your site. The trick is to write helpful how-to articles on current topics that other webmasters want on their sites. This will boost your link popularity with the search engines and increase your rankings. You must also very carefully choose the right keywords to target in your articles, matching the content on your site. You must target keywords that have high traffic, yet little competition from competing web sites.
3. Viral marketing techniques work. One viral technique to attract targeted visitors is to offer a free product or service. Choose products that can be branded with your links and passed around. Helpful software programs that match the theme of your site are good choices to make.
4. Blogs and RSS (Real Simple Syndication) feeds are another way to effectively increase targeted traffic to your website. Create simple blogs and feeds for the major topics of your site: on RSS resources, web hosting solutions, notebook computers, etc. These blogs and feeds bring in a great number of targeted visitors.

Affiliate Marketing with Pay-Per-Click

The two top pay-per-click search engines are Google and Yahoo, there are, however, others? Pay-per-click search engines allow companies to bid on keywords that relate to their sites. Companies submit their site's descriptions and titles, along with a list of keywords to the engine. They also specify the amount of money that they're willing to spend on each keyword.

After a pay-per-click search engine processes the company's request, their results start showing up when someone searches for a keyword that the company paid for. Depending upon how much money others paid rankings for a particular keyword may be very high or low.

Pay-per-click advertisers pay only when their ad is clicked on from search results (clickthrough). Most engines specify a minimum amount of money needed for a company to open an account.

Many people think that paid rankings decrease the relevance of search results by allowing any site with money to rank high for any keyword. Pay-per-click engines understand that they will lose searchers, and eventually advertisers, with irrelevant results, and therefore, make relevance a priority. However, pay-per-click engines will provide results with commercial, not informational information. Relevance doesn't guarantee the quality of the site. That is why pay-per-click engines utilize editors to review incoming requests for bidding. These editors are responsible for making sure that the submitted keywords relate to the site's content.

People get obsessive about their keywords. This is wrong. It is difficult if not impossible to get high rankings based on key words. Instead, you need to think about key phrases.

The easiest way to do this is ask yourself "what would someone trying to find me type in when they search?" Make a list of these. Try them out on the search engines -- pretend to be someone looking for your product or service.

Affiliate Marketing via Domain Names

All new website ventures online include a domain name. Sometimes the domain is purchased from a domain broker - someone who specializes in reselling domain names. Most of the time, however, it will be registered through a domain registrar such as godaddy or venuecom. No matter how it is purchased, in all cases, the domain name (or names) for a website should be carefully considered. The basis of the marketing for the website will be the domain name chosen.

There are four basic steps to follow to ensure a marketable name for your site. When choosing and registering a domain name for a new website, follow them every time and you'll have successful domains every time.

Step #1: Choose a name. Choosing a name may be as easy as "your business name dot com" or it may be more difficult (especially if you have a common name for your business). In all cases, your business' name should be your number one pick for your domain name. If your business name is difficult to spell easily, try to register misspellings of it as well.

Step #2: Make a list of words or short phrases that have something to do with your business. Six to ten of these are good to start. Once you have the list, remove all of the ones that have more than twenty characters in them (this keeps them short). Then create new additions to your list by replacing empty spaces with "-" and "_" characters. Finally, compress the spaced words into one word. Now that you have this list, prioritize it by numbering the entries from 1 to 10.

Step #3: Check for domain availability. Go to any domain registrar and enter the domains in the order they are numbered on your list. Cross out any names on your lists that aren't available. Once you're finished, you should have a short list of available, good domains for your business.

Step #4: Register your domain. Domain registrars are all over the Web with varying prices and services. A good registrar is worth any extra money that may be spent since a registrar going out of business could easily cause headaches and nightmares for you.

Effective Affiliate Marketing Methods

Most affiliate marketers, even new ones, are very well aware of and use the obvious tools to market their products like Google Adwords, emails, blogs, and writing articles for e-zines. There are at least three other effective methods of affiliate marketing that are not quite so obvious.

Offering coupons as incentives has long been a brick and mortar business tool used for getting shoppers into stores. It can also be used on the internet. With close to 80% of shoppers using coupons, covering all the major age groups, it can add up to one powerful marketing tool. Coupons can be a very effective tool in reaching your targeted market segment and selling your products. One every business should take a serious look at and see if it's appropriate for their products. Coupons can be used as a low-cost way of introducing your product into the marketplace. Giving out free samples or discount coupons can gather loyal customers who first try your product for free or at a discounted rate. Building brand loyalty is the one of the hallmarks of a developing a successful product or service. Using coupons is one method of bringing your customers back for more, again and again. Over time, your products will gain the trust of the consumer.

Regular posting on major online forums isn't an obvious way to drive traffic to your website but it does work. You must follow all the rules of any forum and most disallow blatant advertising but by posting regularly you can work your advertisements in and since it is a well known fact that people buy from those they trust, your sales will be increased by a larger percent than your traffic.

Use free brand-able reports that visitors can download and use. These reports and e-books should have links back to your site (or sites).

Spamming a Big No-No in Affiliate Marketing

The dictionary defines spamming as the sending of unsolicited bulk e-mail - that is, email that was not asked for (unsolicited) and received by multiple recipients (bulk). A further common definition of spam restricts it to unsolicited *commercial* e-mail, a definition that does not consider non-commercial solicitations such as political or religious pitches, even if unsolicited, as spam.

Spammers have developed a variety of spamming techniques, which vary by media: e-mail spam, instant messaging spam, Usenet newsgroup spam, Web search engine spam, spam in blogs, and mobile phone messaging spam.

The CAN-SPAM Act (enacted in 2003) applies to essentially all businesses in the US that use e-mail. It defines a "commercial electronic mail message" -- which is regulated by this law -- as any e-mail message "the primary purpose of which is the commercial advertisement or promotion of a commercial product or service (including content on an Internet website operated for a commercial purpose)" The penalties for blatant spamming can be severe.

To comply with the anti-spamming law make sure your unsubscribe system works. Better yet, allow people to select what kinds of messages they wish to receive from you. That way you may keep some people that would opt-out entirely if they didn't have a choice. Use a confirmed or double opt-in system. It is the only way you'll be able to prove that people gave express consent to receive your e-mail. Yes, you may lose 30% of your new subscribers who never confirm. But they weren't likely to be good customers anyway. Bite the bullet and institute a confirmed opt-in system so you'll be ahead of the curve. Be honest in the way you obtain e-mail addresses and in your e-mail promotions. Honesty is just good business, of course, since it shows respect for the customer. Business is all about meeting customer needs -- not tricking them!

How NOT to Choose the Wrong Affiliate Products

Choosing what you think is a hot item instead of choosing what interests you is, in effect, choosing the wrong product for affiliate marketing. Take a look at any super affiliate and I guarantee you will see one common thread. They are actually interested in what they are selling. Pick products and services that appeal to you. Then, do some research and find out if they are in demand. If they are, find a suitable affiliate program and join it.

Affiliate marketing is all about trust. You need to really believe in the product or service that you are selling and you, also, need to check it out before you market it. If you are going to put your recommendation on something, it better be worth every single penny the owner of the product/service is asking. If not, then you have let down the people you have referred to the site. Buy the product or service before you sign up as an affiliate and see if in fact it delivers what is promised. Investigate the owner of the site, ask questions, and be nosy. After all you are going to be bringing them business. They should be able to answer all your questions.

Don't choose products that pay ridiculously low commissions. Many affiliate programs offer peanuts when it comes to commissions. 1-2% is nothing more than an insult. You will work the same amount of time and put in the same amount of effort to sell 100 products at 2% commission as you would to sell 100 products at 30% commission. Why short change yourself?

Without a doubt affiliate marketing is becoming one of the most powerful and affordable ways to earn a very healthy living online but you won't earn that good living unless you have a product that you believe in, one that you know a lot about and one that pays a decent commission on sales.

Most Common Mistakes Made in Affiliate Marketing

It isn't hard to set up a good website and start an affiliate marketing career. It isn't hard at all to find affiliate marketing opportunities on the internet. However, it is a very simple thing to make deadly mistakes that will insure your failure to thrive at affiliate marketing.

One of the most notable affiliate marketing mistakes is to think that all you have to do is find the ones that pay the most, sign up, drive traffic to that site through your affiliate link and you're all set right? Not exactly.

It's great to choose an affiliate program that pays a high percentage, but that's not the most important thing to consider. It's much more important to find a quality affiliate program that meets certain criteria. Here are three mistakes you don't have to make:

1. You want to make sure the product is a proven seller. You don't want to waste your time and money driving traffic to a site that doesn't convert. Find one with a good conversion rate.
2. Make sure the site you become an affiliate for protects its affiliates, and has your best interest at heart. Look for one that provides banners, e-mails, and other tools you can use to promote the site. Also, make sure that there is only one payment option. As an affiliate marketer, you need to be sure that you will get credit for your referral. If there is more than one payment method, you can get shortchanged.
3. Do not choose an affiliate program that promotes an e-mail course. Nothing is worse than becoming an affiliate to a site that's first goal is to capture e-mail addresses, and then tries to make the sale second. As an affiliate marketer, you need to capture e-mail addresses, then to convert that prospect into a sale. Stick with affiliate programs that aren't focused on capturing leads because it's simply not in your best interest. Build your own list, not someone else's.

How to Earn Residual Affiliate Commissions

Residual income puts money in an affiliate marketer's pocket without any work or effort on their part. It doesn't get any better than that. Sales of back-end products allow you to get paid for work that you do more than once. The idea here is to work smarter... not harder.

So what are back-end products? They are products/services you offer to existing customers, i.e. to people who have already bought a first product (front-end product. lead product) from you.

Most online marketers make much more money selling customers the second, third, fourth etc. product than selling their first product. The reason is that people who've already bought from you once are much more likely to buy again.

Strategies like back-end offers shifts the focus from the short sighted "take the money and run" strategy that is so much in use on the internet today. You've seen these sites all over. The focus is on getting a massive amount of traffic and then selling visitors an over-priced product that doesn't deliver what was promised. They might make money in the short run but they will only sell to each customer once and will have to continue spending a lot of money on advertising to get new suckers to visit their site.

More successful sites focus on building a strong relationship with their customers. Your main goal shouldn't be to just make sure your customers are somewhat satisfied...you want them to be extremely satisfied. If you deliver the goods, your customers will trust you more. If you have their trust, you can sell them anything. When you send your very satisfied customers an email offering another product that they would be interested in, they will flock to your site to buy it because they trust you. Trust is everything.

How to Protect Your Affiliate Commissions

Thieves are a problem out in the brick and mortar world is for business owners and thieves are a concern for cyber space business owners. Out in the brick and mortar world, thieves will take money and merchandise and it isn't any different online. The real world merchants use locks and alarms to deter thieves. Internet business owners need to use anti-theft software to protect their commissions.

Here are some things you can do to protect yourself and your commissions:

1. Use Meta Refresh: A meta refresh is a simple bit of HTML code which automatically redirects your visitor to another page (your affiliate URL). It provides a neat way of presenting affiliate links in newsletters. It probably helps reduce commission bypassing and commission hijacking. A big advantage of using meta refreshes is that if merchants change their affiliate links, you can change links on dozens of pages quickly and easily by altering only one file.
One problem is that some search engines don't like meta refreshes because they're frequently used for unsavory purposes. So if you use this technique, use it with caution.
2. Use a URL redirection service. You can use free services or buy a unique domain name for each affiliate program you join. URL redirection makes affiliate links less obvious, so this will reduce some commission thefts.
3. Use a web-based ad tracking service. The ad tracking link initially hides the affiliate link, reducing thefts.
4. Use an ad tracking script. Good ad tracking scripts hide the affiliate link as well as being useful for tracking. It has the advantage that it doesn't promote someone else's domain.
5. Use JavaScript redirect. Because this initially hides the affiliate link, it should reduce commission thefts.

Alternatively, you can use a script like Affiliate Commando, which automatically protects your commissions - and does much more on top – for details, [click here](#).

Thousands Of Smart Marketers Are Now Using Secret Affiliate Marketing Weapons To **Rocket** Their Commissions And **Blast** Their Competitors

...And They're Leaving Ordinary Affiliates Like You
Face Down In The Dust!

Will Your Business Become Another Casualty Of The
Affiliate Wars ...**Or Will You Fight Back Now?...**



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