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Introduction

If you currently own a business or are thinking of starting one up, chances are, you are going to need some information about how to get the word out about your product or service. That is when you need to think about marketing and building a marketing strategy.

With the World Wide Web being the major source of information sharing and communications in the world, it is natural that you would want to use this as a major focus for building your marketing strategy. That is what this e-book is for; to teach you how to become a major player in the field of business that you choose by taking advantage of the internet and using affiliation as your marketing strategy's foundation.

Of course, before I can show you how to become a master affiliate, I think it would be best to begin with a basic introduction to marketing in general. So in this introduction to becoming a master affiliate, I will give you a basic explanation into marketing because this will help you to better understand how an affiliation can be done with expert precision.

Most people are aware of what marketing is, but most do not realize everything that is involved in marketing. Marketing is not a temporary thing. Marketing is more than sales. Marketing is actually an entire process of activities that is used to:

1. Get your potential customer's attention
2. Motivate them to buy
3. Get them to actually buy
4. Get them to keep buying

Marketing is how you define your product, promote your product, distribute your product, and to maintain a relationship with your customers. All of this is important if you want to run a successful business. When you become an affiliate, you are just gaining access to a world of customers instead of just

being available for a local customer base. It simply allows you to reach millions of potential customers instead of hundreds. With this kind of potential, is it a wonder that so many people are relying on the web as their marketing hub.

In order to get the consumer's attention, you will need to know who they are and where they are. When you use affiliation, you can cut some of that work in half. When you are an affiliate, a lot of your customers will find you. This is a business feat that is just too good to be true, and if you know what you are doing, the benefits are simply awesome!

About Online Marketing

Your first interest in any type of marketing campaign is to start developing a marketing strategy that is going to be focused on who you will need to determine your target market is. This is exactly who you think will be your consumers. For starters, you need to know how to break down your consumers.

Target market is the group of potential customers that will be selected for the reception of your marketing strategy. It certainly makes it easier to develop your strategy if you know exactly who/how old/where people live when trying to sell things to them. If you are looking to segment the market, you need to determine the different target markets for each segment. For example, if you are selling tires, (which everyone needs) you will need to divide your market by knowing how people shop for tires, and who they are.

If you are selling high cost/quality tires, you have to market to a market that is likely to buy them such as middle aged and established consumers as opposed to teens and twenty-something's who may not be able to afford them.

There are different means that are used by professional marketers that help you to find your target audience. You can use both of them that are within your means. Some of these methods include:

1. Researching the market through surveys, interviews, and setting up shop in a mall to see who questions you the most etc. to see who would benefit the most from your product and be most likely to buy.
2. Host experimental sessions for people to try out your product and give their opinions for improvements etc. so that you can ensure that you giving the people what they want or need.
3. Host trial websites that are geared toward finding the market by letting the market come to you. You can best do this by utilizing keyword centered articles that will let you know who is coming toy our website.

It really doesn't matter if you stand on your front porch and just ask people what they want in a product or service like yours or not, as long as you get a good handle on who your market audience is. If you are selling T-shirts, you will likely want to appeal to younger people who are more likely to wear them; which means that you should market your wares to those people. To do this, you will have to begin your strategy where you know you will find them....on the internet.

When you are using the internet to market any product or service, you must understand the basics of what internet marketing is. When you are marketing on the internet, you are looking to reach a larger audience and therefore, you need something that will catch their attention and bring them to you. In order to do this, you will have to bring these people to your website.

Once you have your website built, you have to work on getting people to visit not just once, but over and over again. You can start this by using your website to do more than just sell stuff. You should always try to host a website that is also informational. It is generally the website's that offer up to date information as well as sell wares.

It is through the information that you establish yourself as a trustworthy authority to your consumers. Doing this establishes trust with your consumers and brings them back again all of the time. Nobody wants to visit a website that is profiling outdated information in a month. It is the up to date website's

that get and keep clients. These are also the website that the search engines find relevant during a query.

A nice tip for keeping your information up to date; especially if you are selling a product or service that is rarely updated is to keep a weather program or stock ticker program running on your website because the search engine spiders and robots will view this as new content and still return to your site on a regular basis.

If you are running a website that can sell things directly or order services and make payments there etc. you will want to generate as much sales as possible. What this means is that you need to make search engines come to your site for a particular product or service before others. It is because of this need that search engines have to become your best friend, which I will explain what these are below.

Search Engine Basics

Search engines are computer programs that are used to explore the internet in search of web pages. They do this by using "spiders," "crawlers," or "robots" which are used to search for the most up to date information on any given search request. This may seem like an odd place to introduce you to the search engines, but I can assure that this section is well placed. Giving you the basics here will help you to understand what I am saying in the later sections. Anyways....back to the basics and explanation of search engine spiders.

These spiders (like those that are used by Google) are able to follow the links present on web pages that are located by specific keywords. When spiders are searching for a new webpage, they copy all or parts of the text present on the page into their search engine database. Other spiders revisit these pages on a regular basis so that they can register changes or dead links. The wait time varies greatly from search engine to search engine. It is for this reason that your website should stay current.

The search engine will have hundreds of millions of web pages in its database. In order to deliver relevant results, the search engine companies have developed special ranking algorithms that calculate the order of search requirement results. The keyword or keyword phrase the visitor enters into the search form of the search engine will determine which web sites get picked up by the query. The pages the search engine find most relevant will be listed first. This will determine where you will be listed upon search requests.

For instance, if you are searching for "Beethoven," and the search engine finds a main headline on that page containing the phrase "Ludwig von Beethoven," it will assume that this page is fairly relevant to your needs. If, on the other hand, it finds the phrase only once, and it is buried in a long text, it will ignore it because it will assume that this is not important. That is why so many websites use special keywords more than once in a particular article or webpage, because that is how the spiders pick them up and place them higher in the results of a search.

What does this mean to you as a business person? Well....this means that in order for you to even consider affiliation; you must first have a website. If you want your website to get attention, you have to appeal to search engines first. Many potential affiliates will not want to associate with just anyone prefer a site that gets traffic. Knowing about search engines and how to appeal to them will get you this traffic. I will offer more on traffic in another section later. Right now I would like to get you started with website affiliation because that is what this book is about and I have already given the basics about marketing in general.

The Fundamentals of Website Affiliation

As you can imagine from the above section that spends a great of time focusing on the basics of internet marketing, you must realize that it was all just an

informed lead in to the affiliation, which is the whole reason that we are here. The first thing that you have to think about when getting into the affiliation game is how to go about it. In order to understand this, you will need to know exactly what it is and get basic knowledge about it.

Affiliate programs are an excellent way to generate income for your site or someone else's, and it is a pretty good introduction into ecommerce, however but it's a numbers game. Basically, the more people who visit your site, the greater your chances become for creating a good income, especially if the programs you participate in are related to your site topic. Chances are you have probably come across many commercial sites that claim to offer the best affiliate program. What you will often learn is that this is simply not true.

So what exactly is an affiliate program, you might ask? An affiliate program is where a company offers to pay you a certain amount of money for either a click through from your site, or a fixed amount for a lead (where the visitor signs up for a newsletter, etc.) or a percentage of a purchase made by a visitor as a result of a click through. Even if the visitor does not make a purchase on the advertiser's site right away, most programs will offer "cookie duration" of usually around 30-90 days.

What this really means is that as long as the visitor has the cookie in their cache; even if they return to the advertisers site one month later, you will still receive the commission from the sale however, as in all things that are business related, cookie duration is not a guarantee when you sign up for an affiliation program and is something that you need to check for before signing on.

Looking for the best affiliate programs

The best way to try to explain this to you is to give you some of my personal experiences when looking for an affiliation program.

“When I first started searching for and implementing affiliations with various companies; it was one of the largest parts of time wasted during my day when it came to managing my website. I spent a disgusting amount of hours searching for suitable affiliate programs, implementing the links and then keeping track of what they did”.

If you are hoping that marketing a website affiliation is going to get you rich quickly, forget about it. You will have to spend a lot of time in your project if you want to make it work for you. Then again, all money making ventures do, just ask Donald Trump.

“Of course, the income that was generated from each program was actually pretty low at that time because at that time the number of visitors to my site was not high either. With this in mind, it was not particularly uncommon for companies to disappear on me without warning me about it and since most affiliate programs only pay out at around the \$25 mark, I would lose a lot of revenue in the end.

The other part of affiliation that I was not happy with was the idea of another companies banner’s being plastered all over my site, if you place too many of them on any given page it only serves to confuse and irritate your visitors. think about it; how do you like it when you visit a site. Any more than one animated element on a web page can be very distracting which leaves you with nothing gained at all, and many affiliate programs insist upon this type of bargain when signing on. By now, you must realize that I learned a lot just by trial and error.

Affiliate tracking can also a problem. After you have successfully applied to become an affiliate for a company, they will usually supply you with some personalized code or link. It is very important that this code is implemented correctly into your page; because otherwise you may be sending the company visitors without being reimbursed. Most snippets of code contain a unique user id; which is used by the company to distinguish which site sent traffic. Even if you do implement this code in the right way, it has been my experience on occasion for it not to function correctly”.

Having heard of my experiences, you can see why I would not really recommend that you hunt around and sign up without much research and thought first when finding a good affiliate program. Your time is too valuable and could be better spent creating content and updating your site. But there are some excellent individual companies offering affiliate programs out there.

What I have discovered to be very successful is to take advantage of companies like Offers Quest or Google for **text link** advertising. Text links are a great resource as they are bandwidth friendly, and when they are implemented properly add valuable content to your site which can also assist in search engine rankings.

When it comes to website affiliation, you will also need to know how to conduct a market study because this is how you will find your target audience. Without a targeted audience, your marketing campaign will not be effective. Below I have begun to give you an outline of what you should include in your market study. It is best to write it down; especially if you are hoping to entice someone else into investing in your marketing venture. That and it is a good way to keep track of your objective and provides a good guideline of what needs to be done.

Marketing Study Outline—What you need to know

In order to be able to conduct a decent targeting and marketing campaign, you must first understand the fundamentals of finding out who they are. The only way to do this is to follow a specific guideline for you to follow. Check out the guideline below.

1. Your Objective to the Research

- Explain in one paragraph why the research is being done, what you hope to learn and for what purpose the information that you attain may be used

2. Description of the Market

This should be general like one paragraph

Who is your Target Market(s)

- Why you chose this particular market
- Get a complete profile of your market (e.g., demographics, psychographics, behaviors)
- What benefits does your market seek (i.e., what points-of-pain or problems are being solved)
- What factors can affect their decision to purchase or use your product/service
- What attitudes do they have about the products/services that are currently not on the market
- How is the product used
- Products and Services that appeal to the target market
- In general terms, what is currently so appealing to this market
- If there are no current providers, what types of products/services may appeal to this market in the future (i.e., what is used now to solve the problem).

3. Market Metrics

Get many Size estimates (current and future) for all of the following:

- Overall market
- Current size as it stands
- Potential size for the future
- Actual penetration of current products/service within the entire market

Individual market segments

- Current size
- Potential size
- Actual penetration of current products/service within the total market
- Usage rates
- Frequency of product purchases
- Growth estimates (current and in the future) for:
 - Overall market
 - Individual market segments

Competitive Analysis

You must include a Summary of who your Current Competitors are

Listing the competition by market share ranking (by each target market if possible) is a good way to size them up. You can also be more specific by searching for individual points listed below.

Current Competitors - full analysis of top competitors including:

- Products & Services (e.g., description, uniqueness, pricing, etc.)
- Their Market share at current
- Current customers (targeted audience)
- Positioning and promotion strategies
- Partnerships/Alliances/Distributors
- Recent news

SWOT Analysis - Strengths, Weaknesses, Opportunities & Threats

It is extremely important to focus attention on the SWOT section of this report. While most other information in this report can be gleaned from company and secondary materials, much of what appears in the SWOT section is based on the researcher's own opinions of the competitor based on the information that is

collected. Consequently, this is often one of the hardest areas of the report to write as well.

Potential Competitors (any competition in the future)

- You will need to get an explanation (though it need not be as detailed as Current Competitors) on who they are or maybe and why they are seen as potential competitors

5. Additional

- Extraneous Variables
 - Discuss factors that may affect this market (e.g., technological, social, governmental, competitive, etc.)
- Market Trends and what is expected to happen in the future

If you can follow these basic tips for finding and selecting your target market, you should be ready to search online and check out the competition and their rankings in the search engines. Below are some general guidelines for you to follow in creating your competitive analysis which is the most important factor in being an affiliate marketer. Knowing your competition just as well as your audience is the key point which is going to keep you on top of the competition.

GUIDELINES FOR DOING A COMPETITIVE ANALYSIS

The competitive analysis section works best when it follows a format like the one that is shown below. In general, I would recommend that this report would be made about each of the major competitors. While most of this report is intended to focus on the overall analysis of the competitor, you should recognize that you are primarily interested in how this information may impact your company and, specifically, a product or product line to you affiliates

For this reason, you should make sure, where possible, to focus your information on how it impacts the markets in which your products will compete with theirs. That is how your report will stand out among the other marketing

affiliates in a merchant's eye. It should be included in your proposal whenever it is possible. I have listed the guidelines in sections to make it easier for you to read and then furthered the report guidelines for you as well for easier reading.

Please note each sub-section within a section will contain 1-5 sentences that explain the sub-section.

- General Company Information which includes name, location (headquarters, other locations of importance), website address
- Summary of the Business which includes a section that will summarize the company, business units and the general nature of the business
- Business Overview should include sections on the history, ownership structure, types of businesses, mission, strategy/objectives, and key executives
- Recent News/Developments such as important company developments within last 6-12 months (e.g., reports from news sources, press releases, financial statements)
- Financial and Market Share Analysis - includes sections on corporate performance, trends, market share for product
- Marketing in general should include sections on products and services that are offered, target markets, positioning, customers/users, pricing model, promotional efforts, sales force, and distribution
- Other Miscellaneous Issues like adding sections on technology capability, partnership arrangements, and intangible issues
- A list of your Competitors where you will list key competitors facing this company

- SWOT - strengths, weaknesses, opportunities and threats

Below, I am going to actually pin point what should be included in the market study like I did above, however in more detail and with explanation on how to write it. I am listing them in steps rather than points to make it easier.

1. The information that is provided in a market study should be based on the research that you have collected AND NOT on one's own perceptions, guesstimates or other unsupported statements. This information should be based on fact alone! The only exception to this may be within the SWOT analysis; however, even most of this should be supported with some evidence.
2. If you are unable to find any specific bit of information it is probably a good idea to make this known so that the person reading the report would know of this potential limitation of the market study and be ready for it. Obviously you need to collect good research so you do not end up having too many of these statements.
3. It is generally a good idea to define the most important terms and concepts when you first introduce them so as not to confuse the reader. This will benefit those reading the report who may not already possess knowledge in this area. Alternatively, you can create a glossary or definition section in the Endnotes area of the report.
4. Wherever it is necessary you should explain how the research was conducted or how data was collected (e.g., explaining how survey was done). This just helps the reader to understand your methodology so that they can decide how trustworthy the information is.
5. Make note of any limitations of secondary research (research you obtained from other sources) that you used. Unless there are very any significant limitations you can generally include this as an endnote.

6. If you are investigating a new/different way of doing something with present customers, then you will need to provide a discussion of the cost/benefit of alternative options. That is, what will customer give up to use something new versus what they will get from using the new product?
7. Remember to reference as much stuff as you have to in order to get the best information. I would suggest using endnotes instead of footnotes of texts because this gives you the most accurate account. Endnotes appear next to the sentence, word, quote, number, etc. but usually not as a superscript and usually in parenthesis like this (1). The full reference would appear at the back of the report in an Endnotes section.

Once you have completed your market analysis and target audience, you will want to present it to the companies that you are looking to affiliate with. That is what the next section deals with. It is going to show you how to create partnerships with the merchants.

Using Affiliation as a Mass Promotion Tool

There are Hundreds of thousands of affiliate programs out there that you can choose from and all of them are claiming to be the best. Some of them will give you the impression that all you have to do is implement their banners and links and wait for the money to start rolling in. This CAN be the case at times, but this scenario usually only applies to very large sites that have massive web traffic already. For most of us, being a successful affiliate requires a little more work than that!

When you are selling your wares through a website, you will be needing as much help as you can get and that is why affiliation is such a good deal. It gives

you and like companies the chance to market your wares in more than one spot. As the marketing affiliate, it is your job to get you and other companies together to do it. Most affiliates use their own sites and combine marketing strategies with others. Your website is likely not geared toward one thing in particular so affiliate's who come in will gain a lot more from your services.

As the variety of goods and online services offered over the Internet has grown at an incredible rate over the last few years, and in response, so has the competition. Web site visitors need to have a very good reason for clicking on a link or banner. In most affiliate programs, you are offered a wide variety of banners that you can place on your site; all of them will be effective in getting attention from your target audience.

If you can gather a click through rate of at least 2%, then you are doing very well. It has been my experience, that highly colorful and picture filled banners do not perform as successfully as their simpler counterparts. The main reason for this is the time it takes to download it. If a banner is the last thing to load on your page and the banner ad is excessively byte "heavy", by the time it has loaded your visitor may already have scrolled down the page already and miss it entirely.

Heavy banner ads can also slow down the loading of your pages, or even some of the critical elements of your page and you can lose your visitors altogether. This is why A graphically rich banner can also confuse the actual message because the artwork and marketing blurb can be imbalanced. For these reasons, I would recommend that banners you implement be no more that 15kb wherever you possibly can.

Banners that have a lot of animation in them, such as rapid flashing, are also something to consider very carefully before setting them up. While these do achieve high click rates, they are also highly annoying to the average visitor. If you do decide to implement this form of banner advertising, you have to use it very sparingly.

Whenever you begin selecting any form of advertising that requires graphics you should try and keep the theme of your site in mind. In general, while graphical ads are meant to stand out and catch a visitor's eye, it shouldn't be to the point that everything else on the page is ignored. Whenever you can, you have to make sure that all banner ads or advertising that you use uses a link that opens in a new window. That way, if a visitor does choose to visit one of your advertisers it is easy for them to return to your page and review what they actually came to your site for.

A lot of companies are now offering their affiliates the options of using pop up and pop under ads. However, the fact is they annoy most visitors and are usually closed before they even have a chance to load by automatic program blockers. It is for this reason that you should use **pop-unders** instead and preferably those that only display once per visit. I will talk more about pop-unders in a later section

Successful affiliate marketing requires patience

If you are sure that your web site can get a lot of traffic and generate fantastic sales for a certain company, you have to contact them to negotiate a tailored arrangement. If they aren't too enthusiastic to begin with, be patient because companies are approached every day by affiliates wanting to cut a "better deal".

The reality of it is that many affiliates cannot deliver what they promise, and the companies are extremely aware of this. For you as a potential affiliate marketer, you need to implement their links and banners, go the extra mile with ad articles and other unique strategies, generate some sales and then approach them again better prepared. You'll probably find that they'll have a change of heart. Finding good affiliates is very difficult and if you are performing for these companies they will keep you.

Most forms of advertising take some time to kick into gear. Putting a link up for a couple of days and then pulling it down because it is not generating any

interest may not be a reflection on the product, but just in the way that it is being presented to your web site visitors. You know how fickle they can be.

If you have run successful campaigns before, try to remember the elements that made it a success and implement them again. Of course, you need to remember that what works for one product may not necessarily for another, but it's worth a try. Again, if you are having problems with promotion, contact the company. They will more than likely have thousands of affiliates and will know what strategies are working. A good advertiser may even go to the trouble of reviewing your site and provide you with some tips and hints based on their observations.

Getting Started-How to Find Good Affiliation Programs to Promote

When you are ready to get started with affiliate marketing it can seem overwhelming at first, but this should not be a problem now since I have given you the basics of what you need to know. It is often hard to know where to start and how to begin to market products online. With thousands of affiliate programs, different marketing strategies and countless people trying to pull you into their program how do you know where to start, or how you could go about it, you might wonder. Well....let me tell you.

With this getting started section, you can be up and running in as little as 6 months and seeing some results. Here is how you can get started in some quick and easy steps.

#1-Don't look for Get Rich Quick Method

If you have been alive for the last few decades, chances are you have come across the "get rich quick" schemes that are plastered everywhere. If you are

going to succeed as an internet marketer you will want to get that thinking out of your head first.

Think about it; do you know anyone to ever make 10 grand in there first three months in a business, especially one that anyone can get started with for less than \$50 bucks? Probably not, so do not think that this is how affiliation will work for you. Instead, you need to understand that anyone that makes serious money in this industry has been at it for a while, and they realize that they have to work for a business to make it work for them. By understanding that your going to have to learn the ropes so that you will not be setting yourself up for disappointment weeks later as your wondering why your not seeing any revenue. So let's get started!

Basic Skills you will need To Do Well Online

- * Ability to Create and Maintain Your Own Site(s)
- * Hosting Of Your Own Websites
- * Get Proficient with Email
- * Grasp Basic SEO Strategies & Online Marketing Ideas
- * At Least Basic HTML code understanding
- * Motivation and Patience

Chances are that if you are hoping to be a master affiliate, you already have these skills and you will have an easier time during your fist few months. If you don't, I would suggest that you do get these skills before you even try. You should begin by creating what is known in the industry as a "content site" this type of a site is also known as a hobby site. This practice project is meant to get you familiar with the process using the techniques in this manual.

How you do this is that you choose any topic that appeals to you, such as fishing, boating, hot rods etc. it can be anything you enjoy to do you can create a website about. This is meant to be your guinea site that you can learn

on. During this time your goal with this site over the next three months is to find your target visitors and learn how to get their attention and keep it:

- Increase you site traffic weekly
- Create a Memorable Site that has no pop up, hard navigation, crazy flashing banners or anything related to making money.
- Understand How People Use Search Engines & Learn Which Terms People Are Finding Your Site For and Increase Those Numbers by Monitoring them Regularly

If you follow those basic skills over the next several months you will learn the most important aspect of online marketing which will drive targeted traffic to ANY site you create. Most people get it wrong with online marketing because they think HUGE NUMBERS of visitors to there sites will generate income. That is just not true. I mean; have you ever searched Google for a particular topic and ended up on some unrelated site? If you did I bet you were off that site faster that you can count to three.

However, that is how many people try to drive traffic to there site and then hope those people will in some way do something, weather it is by subscribing to a newsletter or buy a product or service. Until these people learn that sear numbers do not equal dollars they will always be scratching there head.

The "trick" here is to drive as many "targeted" visitors to any site that you ever create. Weather your website is a hobby site about your favorite hobbies and music, or a commercial site that sells high end real estate, targeted visitors will be the visitors that will make you your money in the end, so these are naturally the visitors that you want coming to you.

Now that you understand about targeted visitors and just what type of visitor you want at your site you can spend your first several months of your "online affiliate marketing career" in designing a site that will have them coming back for more and telling their friends about you. It will be much easier to learn

about keyword optimization while you are creating a site about outdoor fishing than creating a sales site about "selling Trim Spa" while prescription drugs are incredibly profitable you need to practice and perfect your craft before you jump into a highly competitive arena like prescription drugs, credit card or loans.

Things to Watch out For As Your Traffic & Site Grow

1. Site Traffic & Referral Logs
2. Visitor Feedback

The Importance of Traffic & Referral Logs

You will want to be able to monitor very closely any site that you ever build because you should be able to know how many visitors visit your site daily, where they came from, if they have ever visited before and most importantly what keywords they searched for when finding your site (this only works when they came from a search engine). All of this information has to be logged so that you can know who to approach when you are researching who your target audience is and what they want from you.

Getting Visitor Feedback

You have to keep track of what types of feedback are your visitors giving you, and whether or not people enjoy the site and the content. Do they find the navigation is tricky and hard to understand? Take this information and use it to your advantage. If you can offer a suggestion or rating section in your site that allows visitors to tell you directly what they like and what they don't like. This feedback is going to be invaluable to you when it is time for you to build your marketing website and track your feedback information for gaining partnerships with merchants in the future.

Your Money Making Commercial Site

Once you have spent some time working on your hobby site and you begin to feel that you have learned some of the skills that I talked about above you will be much more prepared to jump into the competitive affiliate marketing field.

Now you are ready to take the knowledge you have learned and apply it to a commercial site that requires you to sell some sort of product or service. Again the most important thing to consider is "how will you drive targeted visitors to your site.

You would be doing yourself a favor if you think before you choose your commercial site topic before you choose your next program to promote or site to create. Take a look at the supply and demand. Try to find a product or service online that has an existing consumer base and little or no competition. The best thing that you can do to get started with choosing the right commercial products to endorse on your website.

You should study the various programs that look appealing to you and then make a list of your top 10 programs. From here you can take your list and run a handful of searches on Google to get an idea just how many other websites are catering to this program. Take a look at the Google results below which helps you get an idea of what you can expect to see when you type in keyword queries:

1. Searched the Google for fishing:
Results 1 - 10 of about 46,200,000
2. Searched the Google for Trim Spa:
Results 1 - 10 of about 16,800,000
3. Searched the Google for car parts:
Results 1 - 10 of about 8,850,000
4. Searched the Google for tank parts:

Results 1 - 10 of about 1,080,000

From the information that is gathered from the keyword query, you can get an idea of the amount of competition among those websites and pages that are selling any of those things mentioned above. From this it should be easy to see that tractor parts has the least amount of competition and would be easier to get a higher ranking on the popular search engines simply because there are less sites than a Trim Spa or fishing site.

Now that I have pointed that out so subtly, it is also important that you try to understand just how large of a consumer base each industry actually has. I think everyone would agree that car parts outsell tank parts because more people own cars than tanks.

When it comes to your method of tracking the data, you can use a service called wordtracker which will do this automatically. I use wordtracker myself to find niche areas, it won best affiliate tool on abestweb.com in 2002. I use it because it is reliable and takes much of the leg work out for me.

You have to work for any results that you are expecting to get. Don't expect to be able to put four or five hours into a site and have that site generate thousands of dollars worth of commissions for you because that is just not realistic. Like anything worth while it does take work, If you know that going in and are prepared to put in the time that it takes to make a great site chances are much better that you will see hundreds to thousands of dollars worth in commissions monthly at your leisure.

If you make it this far you will be past the affiliate newbie stage and ready to take on the affiliation world. With the popularity of the market ever rising it can be at the stage of collecting so much money that you can live on this income alone. If you just follow your dreams and be willing to put in the effort to see them become a reality. When your ready to choose you second sales site stop by my top programs, you might find a winner that makes sense to you!

How to Find Good Affiliation Programs to promote

Because there are literally tens of thousands of affiliate programs on the Internet these days that are covering just about every product and service you could imagine. Finding the right affiliate programs can be a difficult task, but it does pay off; so it's well worth the effort. If you're new to affiliate programs, here's a good list of things that you can do to find the right programs for you:

First of all, you have to know that to the business owner, affiliate programs are seen as a virtually 'free' marketing tool that allows them to generate extra business without having to invest in any significant up-front costs. Because affiliate programs pay based solely on their performance, they typically have nothing to lose by recruiting as many affiliates as possible.

This is an important thing to keep in mind because most affiliate programs will do their best to present themselves as a great affiliate match for any site because business owners see that they have nothing to lose if you can't generate sales. However if you are the marketing affiliate, you do because that means that it is lost income potential.

You have to learn to define who your audience for example: Do you have general traffic or specific types of visitors? Is your audience mainly comprised of a particular age demographic? Male/Female? If it's possible, first narrow down what kind of potential shoppers you might have visiting your site. This is again called 'finding your target audience'. Remember to write everything down.

Secondly, you have to decide which industries fit in best with your audience. Before you can start looking for affiliate programs, you have to decide what kind of stuff would appeal most to that audience you've just defined. In the above example we're dealing with middle aged women who were looking for entertainment (maybe they were at a chat site, reading stories, playing games,

whatever). Then try to decide what your target audience is willing to spending a little money on. Write this down too. Actually, just for the record, **write it all down!**

Now you have to see if there are any good affiliate programs that sell that stuff. I know that this sounds like a given, but you'd be surprised how many affiliates put up affiliate programs because they pay high commissions, only to find out it doesn't matter because no-one's buying anything.

Here is a good formula to remember always:

No buyers = no money!

Think about it this way; if your web site relates to your interests, would you buy it? Now what do you think about applying that theory to the audience you just defined? Who might they buy from? Now you have to try to narrow it down even further by using the programs that have the best reputation, commissions, Marketing materials, and of course trying to tie it all into offers for the actual BUYER.

This part should be easiest if you apply it personally. Use your common sense about the price of the products or services you will be marketing for these programs; they might pay 50% commissions, but do they charge twice what they should to the buyer? If so would you be willing to pay those prices? Of course you are going to want good commissions, but you also need to market something people will actually buy or else you will not get any at all, which usually means fair prices from the sellers! You might earn less per sale, but think about the volume of sales, and the right balance that makes you the most money.

Avoid any affiliate programs that offer crap deals for the buyer. Compare the commission structures, and try to find programs with a good history of conversions and prompt payments. You need to push affiliate programs that

have good commissions structures and good conversions (how many visitors does it take to get a sale?) You also want to make sure you get paid!

DON'T FORGET TO READ THE AFFILIATE TERMS FIRST! You might be surprised how many affiliate programs have some terms buried in their fine print that don't work in your favor that is why I gave you a sample merchant contract to look through so that you can get an idea of the terms that may be inside of them.

When it comes to how many sponsors do you need to start with you should consider how much money you have first. If you're just starting out, it's best to try out a few sponsors that will gauge which will perform best. How many programs should you start with? Try out however many good, related programs there are that you can give a reasonable 'chance' to promote in a reasonable amount of time. Remember whoever sponsors your website is investing in your abilities too.

If you have lots of traffic on your website, you might be able to rotate dozens of sponsors across your site. If you only have a couple hundred visitors a month, you should limit yourself to only a few, because you don't have the audience to support a larger test of affiliate programs. You need to send a fair bit of traffic to an affiliate program before you can truly gauge it's performance, and you probably don't want to be in the 'testing phase' for months on end so you should limit yourself accordingly.

Finally, you should begin by knowing that sending 5 visitors to an affiliate link without a sale is simply not a fair test. Depending on what you're selling and who you're trying to sell to it can take a lot of traffic to start seeing revenue. If you remove affiliate programs without giving them a fair shake, you could be cheating yourself out of income; that next visitor may have been your first sale. The moral here is again to **BE PATIENT!**

At this point you're ready to start earning some money. If you narrowed your list down too much, don't worry just try to find other related things to sell from different affiliate programs rather than settle with mediocre programs

you've scratched off the list. Once you've given the programs enough time to check for results, you're ready to start narrowing down your affiliate programs to the ones that work for you. Let's take a look at least two of the best affiliate programs that I have seen and worked with so far and what they have to offer.

ClickBank

There are many reasons why I like the [ClickBank affiliate program](#) so much. The Clickbank Marketplace is an awesome program that helps you generate revenue that is included in their affiliate zone. This site is a friendly, resourceful one that generates traffic, commission sales and runs by itself.

Clickbank also features a professional design and comes fully developed as a search engine that is fed by the Clickbank's Marketplace of over 50,000 products and businesses. The Clickbank Marketplace offers an automated database update system and Clickbank cookie features giving you commissions on sales from visitor's for up to three months after a visitor has left your site!

The commission percentage structure is based on monthly revenues through sales from your Clickbank ID. You receive a commission rate determined by the partner site from 5-65%. This is one place where you won't have to sit around and wait for your checks because ClickBank pays you through faster venues like PayPal.

ClickBank not only allows you to accept credit cards on your web site without the need for a merchant account, it also provides other ways in which you can generate income as well. I'll highlight five different ways you can start making money with ClickBank by the end of the day.

1. Become an affiliate for ClickBank products

You can easily sign up as an affiliate through their website at: <http://clickbank.com> and then you can take some time to look through the full range of products that are in their marketplace for products that you'd like to

promote, it's like shopping. For example, you can start by looking in the appropriate category on products that you have a good handle on. You should find products that match up well with your existing business and that you'll be able to promote to your mailing list.

To promote a product, you simply create a hoplink, which is designed in the following format:

<http://hop.clickbank.net/hop.cgi?nickname/merchant>

All you have to do is replace the word 'nickname' above with your own ClickBank nickname, and 'merchant' with the nickname of the merchant. It's that simple. If you're not sure what the nickname of the merchant is, you can always go to their sales page and get it from their sales link which will probably look like this:

<http://www.clickbank.net/sell.cgi?Merchant/1/Productname>

Where 'Merchant' is the merchant's nickname. Or you can look for an automatic way to generate hoplinks by trying to find it at the page below:

<http://clickbanktoolkit.com/promoteaproduct.html>

2. Sell your own product through ClickBank

There's no better way of making money online than selling your own product, and with ClickBank you can start doing this very quickly and with little trouble.

You can sell up to 50 different downloadable products through ClickBank with a single account and to become a merchant costs less than \$50, rather than the hundreds of dollars it often takes to [set up your own merchant account](#).

The best part is that you will not be going it alone either. There are literally thousands of web masters that sell their products through ClickBank. Some of

these people include, but are not limited to: people like Ben Prater, Joe Vitale, Jeremy Burns and Jim Edwards.

3. Sign up your own ClickBank affiliates

When you sign up with ClickBank as a vendor, you can start recruiting affiliates to sell your product almost immediately. If the other affiliates are receiving commissions from selling your product that means YOU are making money as well. The best thing about this is that you can choose exactly what level of commission you want your affiliates to receive.

4. Refer new clients to ClickBank

You can earn a great deal of money just by promoting ClickBank itself. You can get complete details about this at: <http://clickbank.net/reseller.html> You won't make millions doing this referral, but it's useful as an additional income stream with commissions that can range between \$0.05 and \$10.00. When you are trying to make some money, every little bit helps.

5. Promote a ClickBank Storefront

What makes ClickBank's so great a program is that ClickBank actually has its own MarketPlace that is fairly limited in terms of how functional it is, but various companies offer a 'storefront' for all (or some) of the products listed in ClickBank's MarketPlace, and each one of which will have your ClickBank affiliate nickname attached to it which will give you even more exposure.

The idea is that you can promote your own storefront, and get commissions from people who visit and go on to purchase products that are listed is one that is appealing to all web affiliate marketers.

The most powerful link up that I've seen so far is <http://www.CBGold.com>, but there's a couple others you can view for comparison at 1stPromotion.com and ClickbankAffiliates.com. I guarantee that it will be worth your time.

Popular Affiliate mistakes & How to fix them

Affiliates who are struggling to earn \$100 a month often find it hard to believe that other people could possibly earn as much as \$10,000 or even \$100,000 a month in commissions. You should believe it. Big commissions do happen and I know because I have seen and tried it myself.

According to Forrester Research, which predicts that affiliate programs and affiliate networks will represent 20%, or \$53 billion, of e-commerce sales by 2005, in most programs, 5% of the affiliates generate the vast majority of the sales. If you're not in that 5% and want to be, you'll have to change what you're doing. Part of changing what you're doing, is to avoid doing the things that need changing in the first place.

Many new and old affiliates alike do not succeed because they make mistakes that hinder their revenue potential. Even if you are making these common mistakes, you can fix them. That is why this section had to be included. If you are making these mistakes, this section will show you how to fix them. If you are just starting, this section will show you what to avoid.

Here are 12 mistakes you could be making, and how to fix them.

1. Are you telling people how to make money on the Internet when you don't know how to do it yourself?

It is just possible that you can succeed at this, but it's the most obvious trap into which new affiliates fall....making false promises. Often this starts because; you just want to get sales. You can fix this by joining a few affiliate programs and set up a site offering Internet marketing tips, work-from-home tips, instant-business tips, or be-your-own-boss tips.

The advantages of doing this include having great products to promote, high commissions and lots of help from other Internet marketers. However, you should know that if you do this, you will face two massive challenges.

1. You'll have hundreds of thousands of web pages out there competing with yours.
2. You're competing with the planet's best marketing EXPERTS. Some of the brightest brains in Internet marketing are working full-time to grab the attention of your target audience.

I'm not saying you can't succeed in this field, but if you're new to affiliate programs, this is definitely NOT the best place to begin. If you're struggling, you have to find a less popular forum. You don't have to abandon your existing web site to do this. Just launch a new one based on a new theme. Later, when you've learned more and really have something to offer, it will be time to revamp your marketing tips web site.

If you want an idea for a product to promote, here's one. You could promote this book! Okay, you can just go find your own products to pitch, it was just a thought. Of course, you'll have some competition, but it's not TOO lively. Either way, you will have to choose a new theme. Try a new niche when you are having a problem with your site.

2. Are you promoting the PROGRAM instead of the PRODUCT?

Too many times, affiliates join a two-tier affiliate program and then create a page that is geared toward telling other people to join it. It is a common mistake that is made all too often. I've done this myself with my own efforts a few times. So many times new affiliates are so busy promoting their affiliate program, they actually forget to promote the products all together. That is just silly since it is the selling of the product that gives you your revenue.

You should feel free to try that technique of promoting your program as well, but not solely and if you do but don't pin all your hopes on it. Unless you're

really skilled at signing up key people in key places, or know how to sign up many thousands of affiliates, you're not likely to get rich on second-tier commissions.

When you promote the program over the site, the people that you sign up will tend to copy you and try to sign up more people! That sounds like the worst aspects of multi-level marketing. Who's going to actually SELL something and earn commissions?

Only a tiny percentage of the thousands of dollars I earn each month from my affiliates is from second-tier commissions. I succeed because I promote the PRODUCTS. They're incredibly good value, I believe in them, and I succeed by telling people so because of that fact. It's that simple. If you want to succeed as an affiliate promote the product FIRST and promote the program second by signing on sub-affiliates on your website.

3. Are you using banners instead of endorsements?

It really does take time, effort and money to buy and study the product you're trying to sell. However, personal, enthusiastic endorsements out-sell everything else by miles. If you are always just trying to pimp out banners instead of offering real testimonials etc. you will not sell as well. Banners do not tell real people what real people want and their experiences with a product. That comes from YOU.

If you put in the effort, you'll get the sales. You can probably quadruple your sales by endorsing the products you sell. You can also combine graphics, text, short descriptions and relevant articles. However, best of all are your own, original personal endorsements. The key to this is to write honest, enthusiastic endorsements.

4. Are you failing to capture email addresses?

If you don't collect addresses, your marketing effort is just not doing its job. You will have become the Rico Suave of marketing. Who is Rico Suave you may

ask? That is my point exactly. He is a one hit wonder and you don't want to be that.

If you can't capture email addresses it usually means that you're making only one attempt per visitor to achieve a sale and then you are giving up.

As branding expert Rob Frankel says, people like buying from people they know, like and trust. If you're not giving people a chance to get to know and trust you, don't be surprised if they don't buy.

If you're not collecting email addresses, you're seriously crippling your marketing capabilities. Remember how the big dot-coms poured in piles of money into banner advertising and TV advertising? Now they've finally realized that collecting email addresses is a much better value.

It's getting harder and harder to do now because we're all ransacked with spam and newsletters which don't provide the information we need. So get started now, before the competition becomes even stronger by scooping you on it.

You may not want to take on the commitment of publishing a weekly newsletter. Perhaps you don't believe you have the necessary skills. One option is to simply offer a monthly Update newsletter, telling people what's new on your site. The other one is to hire a ghost writer to do it for you. This way you get all of the expertise and you get to put your name on it.

Perhaps you don't like the thought of being tied to a weekly or monthly publishing schedule. You don't have to be. You can publish irregularly, only when you feel you have something worth saying or selling to the public. It might even help you to garner more interest that way. Of course, you can also add an opt-in e-mail list.

5. Do you have visitors but no sales?

Some affiliates complain that they receive thousands of visitors but can't turn those visitors into buyers. Chances are, it is because you are just not promoting it properly. That is why you need to know your market and sell to them

specifically. If you aren't getting any sales, you are probably not focusing on your targeted market. Once you do that, you should sell better.

6. Are you Repeating yourself?

If you are just regurgitating the same old thing? It's time to try something new. If you keep repeating actions which fail, you'll continue failing. It's that simple. If what you're doing isn't working well, it's time to change it, to move out of your comfort zone and try something new.

Here's something you can do. You can syndicate your columns or tips all over the Net to other web sites. Imagine how that would boost your image, your traffic and your sales. In doing this, each web site that is publishing your column simply puts two lines of JavaScript code on its page at the location where your column is to appear.

All you have to really do is paste your column into a Syndicator form and click a button. That one button click automatically updates all syndicated web site pages. You don't even have to create the script. The key point here is to try new techniques.

7. Are you building a business without a foundation?

Are you promoting questionable products and services in the hope of earning high commissions? Or are you building something of VALUE? Are you creating a business you're proud of? These are important questions that you have to ask.

Even if it's a small website that you are running, you have to build a USEFUL, strong web site, one which provides valuable information and helps people. Not only will this give you a great sense of achievement, it will do wonders for your marketing.

If you build a site or write a newsletter which helps people, your readers will do a lot of your marketing for you. "If you build it, they will come". They really will. I love it when I see my sites mentioned on other web sites, in newsletters,

in mailing lists and in books. I love it when web sites link to mine and so will you. Often times, when you do this for another websites, they will do it in return.

Such a website takes time to build but after a while momentum builds. If you're the expert in your particular field, you'll be interviewed for articles in newsletters and books - and those articles will attract more interviews for more articles. All of those links and favorable mentions don't just boost your reputation and sales, they help boost your ranking in search engines such as Google too because the more you are there, the more the spiders will find your content relevant during a search.

8. Are you selling ONLY other people's products?

It is possible to earn a living that way, but such successes are rare. To make the most money that you can, you should create your OWN product. Then you can use affiliate programs for back-end sales. That works well because someone who has just bought a product is often in the mood for buying a second, complementary product.

When you create your own product, you can control your destiny in a way that you can't do when you are only selling for someone else. This way you get to control how it is marketed. You control how much profit you make. Create your own product.

9. Are you just SELLING instead of HELPING?

This question is asking if your web site or newsletter just selling, or is it helping people learn? The fact of the matter is that if you create a helpful, learning community you'll put people in the mood for buying. That is just the way it is.

10. Are you learning from mediocre sources?

Because the conditions are constantly changing so fast on the Net, you need to learn fast and grab the opportunities which exist now. One way to save much of your precious time is to learn from Internet experts. You won't make so many mistakes that way. Learn from people who are earning a very good living from Internet marketing. Check out as many resources as you can. It is just common sense, someone else may have something to say that I don't already know in this book.....hey, anything's possible.

11. Have you forgotten to add a dash of personality?

I have said this too many times before. Too much of the Internet is cold and anonymous. Your web site visitors appreciate knowing that there's a real person running the site they're visiting. Inject your personality into your site because that shows that the site is not just a salesman talking to them, but a real person just like them.

12. Are you failing to PLAN properly?

First of all, you have to decide what you want to do. Here are three main options that are best for affiliates like us to use. Let me tell you that they all work.

Option 1: Do research on what is popular and sell that. Do a survey, find out what people want and sell it to them. Isn't that what I said in the beginning?

Option 2: Follow your passion, what I mean by this is choosing a topic in which you are passionately interested and build a site around that theme. That way, you'll enjoy what you're doing and derive a great deal of satisfaction from it. It won't seem like work to you either.

If you are having trouble choosing a topic just do some brainstorming, you will come up with something sooner or later.

Option 3. Become passionately interested and involved in something. You have to immerse yourself in all the little details about a topic and suddenly you'll

become so absorbed that it's like a hobby, not a business. The point here is to plan and the react to your planning.