Make Money with Affiliate Programs

A Beginner's Guide

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Introduction

Affiliate marketing is when you market other people's products or services on your website (although there are many channels other than a website through which you can market. When someone buys a product or service (generally by clicking on your affiliate link which takes them to the company's website), the company pays you a commission.

There are many advantages to affiliate marketing as apposed to other business models. You don't need to develop or manufacture a product. You don't need to store any inventory. You don't need to do any shipping. You don't need to provide customer support. The startup cost is extremely low - the only cost is setting up a website. Since you can work from anywhere that you can get an internet connection, you can live anywhere, or even travel continuously while running your business. As long as your website is functioning, you're making money even while you sleep.

There are thousands of affiliate programs you can join and hundreds of thousands of products and services for you to choose from. You can choose to promote just one product, or hundred products to promote on your web site. There is no limit to the number of product you can promote. If one product doesn't meet your revenue requirements, you can always drop it and choose another product to promote.

Most affiliates receive commissions from about 5 to 90 percent for each sale initiated through their affiliate link. Some affiliate programs pay for things other than sales, like clicks or leads. As an affiliate marketer, your job is to choose the best affiliate program(s) with products or service that you know you can sell and commission payouts that make it worth your effort. If you do that correctly, you'll discover that affiliate marketing is a profitable business.

Successful affiliate marketers are raking in up to six figures every month. That's why, more and more people are getting into affiliate marketing every month. If you don't want to miss out on making money from affiliate marketing, this ebook is for you. The articles in this ebook provide secrets revealed by the Internets most successful affiliate marketers. So without further delay, let's get started in your affiliate marketing business.

Make Money With Affiliate Programs - A Beginners Guide

By Brian G Armstrong

If you're new to affiliate marketing, one of the easiest places to not only learn about affiliate marketing from some of the great products but also how to get started promoting products is Clickbank. This is a marketplace of electronic products that you can start promoting any number of different products from dozens of different categories. It's good because they have a relatively high payout per sale. Unlike some affiliates that pay a small percentage of a retail product, you'll typically be making about $20 - $60 per sale which allows you to get less sales to achieve your financial goals.

Most affiliate networks require a website and an application process. One of the more well known affiliate networks is commission junction. Google now has an affiliate program as well. You can also find dozens of other affiliate networks by doing some simple searching on the internet for keywords like affiliate network or affiliate programs.

CPA Networks are another type of network you can use to generate revenue. These can be easier to get a conversion because you're not asking someone to buy something, instead, you're asking someone to take some action, like fill out a form or complete a survey. Companies will pay you for this information or the work to get the leads.

You can promote affiliate programs through classified ad websites. Some easy ones to use for affiliate programs are backpage.com, usfreeads.com, adoos.ca, and check out as many local classified ad sites sponsored by either local newspapers, tv or radio. The benefit to these types of sites are that they have built-in promotion. The radio, tv and newspaper will typically promote through advertising their own classified sites which means they will get traffic. Craigslist is also a good option but must be used with care simply because Craiglist will "ghost" your ads which basically means they won't make it to the category listings on Cragislist which will severely limit their visibility.

Article marketing is one of the best ways to promote affiliate products. Depending on which article directories you use, the idea is to write the article on a topic that is related to the product you'll be trying to promote and submit that article to article directories. The idea is to submit unique articles so that the search engines rank those articles which gets traffic to the articles and clicks to the links in your "resource box" or "author profile". I've found from personal experience that the click through rate for people who click on the links in your resource box is anywhere from 5 to 15 percentdepending on the article and the specific call to action in the resource box.

You can use social media websites to promote an affiliate program as well. Some social media sites that are easy to use and easy to setup are Squidoo.com, Hubpages.com, Ning.com and several others sites similar to this that allow individual users to setup free accounts and create pages with whatever content they choose. These social sites typically have guidelines and some have regulations that might affect what you do to promote specific affiliate products. If you provide good solid advice and content, you'll be ok with most of these types of sites.

Blogging is perhaps the easiest way to get a website created without having to learn html or some new software. Blogs can be used to discuss benefits of ownership of a specific product (which you'll promote as an affiliate) or some service that you can also promote as an affiliate. One key to success with blogging is consistency. If you can be consistent with your blogging, you'll add a lot of power to strategy.

Building and developing a traditional website can work well to promote affiliate products. This isn't far off from blogging and many traditional websites use a blog platform simply to manage the content and for how easy it is to work with the search engines. Wordpress is a good example of this type of blog that can be hosted on your own hosting account.

Pay per click advertising is another way to drive traffic to your website or affiliate program. This is one of the methods that can have the best results based on the ability to track visitors and what actions they take based on what words they just searched for. With this knowledge comes significant power because if you can approach pay per click advertising scientifically and make this a "numbers game", you'll always be able to get traffic, test what converts and what doesn't and keep what works and drop what doesn't. This is a sure way to be profitable if you can get past the initial expense of the learning curve.

These are only a few of the methods of promoting affiliate products. My advice is to pick one, spend a little time learning more about it and then start doing. There are things about affiliate marketing that you'll never know until you try. Plus, you can't make any money by just learning about this stuff. Come up with a solid plan and start promoting. Start with the options that don't have a high cost and go from there. Good luck!

In addition to writing articles similar to this one, I also promote affordable web hosting and bluehost coupon. I have started podcasting again. You can find me by searching for Brian Armstrong in iTunes.

What is Affiliate Marketing and How Do I Get Started?

by Monica Faircloth

Definition of affiliate marketing: Affiliate marketing is taking someone else's product or service and advertising it using your own affiliate website or link in order to make money. The owner of the website / product / service will pay you a percentage of each sale generated through your unique affiliate link or website. Sounds a bit confusing, but in reality is a very simple process with a win/win situation for all parties involved and a fun way to make money online.

How to get started:

You have two options to consider when doing affiliate marketing, whether to have a website or to simply advertise using your unique affiliate link. Many affiliates will create an informational website to be used as a basis for related affiliate links. This can be a great option, due to the fact that you would only need to advertise one website in order to make money.

To go this route, think of something that you are passionate about or something that is a hot topic right now. Once you have determined your theme you need to decide on a website name. To find ideas and keywords to be used as a URL, or domain name, I would recommend using wordtracker.com to find appropriate popular keywords related to your theme. It is good to use a popular keyword as your website and domain name so that you will rank higher in search engines.

Once you have your theme and have chosen a name, you need to register your domain name and obtain website hosting. I recommend using Yahoo for your website hosting needs. They offer a free domain name and website builder that does not require knowledge of html when you purchase website hosting. They also allow you to pay monthly rather than having to pay a year in advance which helps you save with upfront costs.

Your next step would be to build your website and fill it to the brim with great information related to your theme. A great and easy way to do this is to get articles from free article websites like the ones listed below:

o www.1st-in-articles.com
o www.advertisingknowhow.com
o www.amazines.com
o www.articlecity.com
o www.ArticleHub.com
o www.articles911.com
o www.articletrades.com
o www.marketing-seek.com

o www.parentclicks.com
o www.zongoo.com

Then, once you have a great website full of information about your theme, your next step is to work on search engine optimization. Do a search on Google for SEO and you will find lots of free information on how to do this. You also need to offer a free newsletter so that you can establish repeat visitors.

When your informational website is complete and fully optimized, submit it to all of the major search engines. Google's "submit a URL" can be found under "About" Google. This is the main one and the best place to start. Yahoo charges a fee to submit your website to them so this would be something you could do later.

Now you are ready to start adding affiliate links to your website so you can earn money! Sign up at these free websites and find appropriate websites to affiliate with:

o www.LinkShare.com
o www.CJ.com
o www.ShareASale.com
o www.Clickbank.com

Also, add Google Adsense to your website for added revenue. Advertise using Pay Per Click such as Adwords and Overture.com. Continue to add a page of information to your website daily. The more information you have, the higher your chances of ranking with more keywords on the major search engines. Have fun maintaining your website and watching your traffic ... and your revenue grow! Affiliate marketing is a great way to make money and your earning potential is almost endless. Affiliate marketing is something you can get started doing today to earn money online.

Monica Faircloth is a freelance writer and work at home mentor, as well as the owner of: www.TheMommySite.com, www.HomeBasedMommy.com, and www.Work-Online.org

Tap Into the Affiliate Money Stream

By Stephen Bucaro

An affiliate program is where you sell other peoples products or services and get paid a commission on each sale. After you join an affiliate program, you're provided with banners and links which you post on your Web site. If a visitor clicks on a banner or link, they're taken to the affiliate program owner's Web site. If they purchase something at that Web site, you're paid a commission.

Just because a certain affiliate program sounds interesting, and you guess that their product or service should sell like hotcakes, is not a reason to immediately join the program. You'll be devoting a lot of work and advertising inventory (page views) to an affiliate program, so it's best to research the program throughly before you join. Below is a list of some things to consider.

1. Check the affiliate program's reputation.

Many affiliate programs view their affiliates as "the help". They stick it to them, and if an affiliate doesn't like the way they're treated, they can quit the program, forfeiting any commission they've earned up to that point. To investigate an affiliate program's reputation, enter the phrase "NAME affiliate program review" in Google (substituting the programs name for NAME).

Beware of webmaster's sites that praise the affiliate program and then provide a "click here to sign up" link that has groups of characters attached to its end like this: http://www.sitename.com?pid=14806&tid=6084

This is actually an affiliate link. When you click the link you're taken to the affiliate's Web site where you sign up, and become a member of the webmaster's downline. Every time you sell something, that webmaster gets a percentage. Can you really trust that webmaster's review?

One place to get valid affiliate program reviews is AffiliateScout

2. Check the affiliate program's CTR and EPC.

CTR is the Click Through Ratio and EPC is the Earnings Per Click. Affiliate programs make these statistics difficult to find unless you're a member and have a password to log in to their Web site. To investigate an affiliate program's actual ability to make sales, enter the phrase "NAME Earning Per Click" in Google (substituting the programs name for NAME).

Remember, You'll be doing a lot of work promoting the affiliate program's products, if the statistics show that sales are scarce, do you really want to put forth the effort?

3. Check the affiliate program's commission structure

Affiliate commissions can be a certain amount per sale, or a percentage of the sale. If the commission is a percentage of the sale, it can range from 5 percent or less, up to 75 percent or more. Again, You'll be doing a lot of work promoting the affiliate program's products, does the commission make it worth while?

4. What's the minimum payout?

Some affiliate programs will send you a commission check each month no matter how small the amount earned. But it's more common to not receive a payout until you've earned a certain minimum commission. The minimum payout for most affiliate programs is between $20 and $50. However some affiliate programs, like Google's Adsense have the extremely high minimum payout of $100. For most webmasters, it will require many months to earn $100 and receive a commission check. Many webmasters will NEVER receive a commission check because they simply don't have enough traffic to generate $100 in commission.

5. What form is the payout and are there extra charges?

Most affiliate programs will send your commission by check, but some will pay only through a PayPal account, you then need to pay a check fee to get your money out of Paypal. Some affiliate programs will charge an extra fee if you want to be paid by check, for example Amazon.com charges U.S. affiliates a $15.00 "processing fee" for each check.

o Note that this $15.00 "processing fee" applies only to Americans. This charge does not apply to non-US affiliates because "Direct Deposit is not available to them". In order to deduct this fee from your earnings, instead of the usual $10 minimum payout, they withhold your commission until the total amount due is at least $100.00. As if it costs a big corporation like Amazon.com $15.00 to print a check. And "because direct deposit is not available to non-US affiliates" is no excuse for ripping off Americans.

Amazon.com also offers commission payment by a gift card good only at Amazon.com (Why don't they pay all their employees by a gift card good only at Amazon.com?), or direct deposit into your bank account. Do you really want to give Amazon.com access to your bank account? The point is, investigate what form commission is payed out and if there are extra charges before joining any affiliate program.

6. Problems with cookies

People usually do not purchase an item the first time they see an advertisement for that item. Studies show that, if they're going to purchase an item, they may not make the purchase until they've seen the advertisement for that item up to seven times. When someone does decide to purchase an item that they first saw by clicking on an affiliate link on your Web site, they will usually go directly to the affiliate program owner's Web site.

That's where cookies come into play. When the customer went to the affiliate program owner's Web site by clicking on a affiliate link on your Web site, it caused a tiny file called a "cookie" to be stored on their computer. Then, when they return to the affiliate program owner's Web site, the site will look for the cookie on the customers computer, and if your affiliate ID is stored in that cookie, you will earn commission for that sale.

The problem is, Web users can disable cookies in their browsers. One reason why they might disable cookies is so that their Web use can't be tracked. Even if the user does not have cookies disabled, a computers cookie cache has a limited size, and when it's full, space for more cookies is created by deleting the oldest cookies.

Another piece of information, besides your affiliate ID, that's stored in a cookie, is the cookies expiration date. Any cookies that reached their expiration date are automatically deleted. Most affiliate program cookies are set to expire after 30 days. One important factor to investigate before joining an affiliate program is the interval before their cookies expire. The longer the interval before the cookie expires, the more likely it is that you'll receive commission on return sales.

However, keep in mind that some affiliate programs don't even use cookies, and even if they do use cookies with a long expiration date, the odds that your cookie will survive on the user's computer is slim indeed.

7. Profitable Affiliate Products

Despite the news about large and increasing Internet sales, Web users are actually very tight fisted with their money. They have a much greater propensity to go for things that they don't have to pay for. Web users are more responsive to things like freebies, free newsletters and ezines, and paid surveys. Even though these things are free to your Web site's visitors, you still earn a commission when they sign up for them.

Web users have a greater propensity to purchase downloadable digital products like eBooks, software, music, and videos. This is the online version of impulse buying. They also have a greater propensity to purchase items they can't get offline, or items that they might be uncomfortable purchasing in person like certain entertainment products, and certain drugs.

One way to market affiliate program products and services is to display a large range of different products on your Web site. But a more profitable approach is to feature only products closely related to your Web site's topic and content. Another method is to select just one product and promote the heck out of it.

With the one product approach, you create a one page Web site called a "landing page", and then direct people to your landing page using market method such as posting at free content article sites and product review sites related to that product. You can also use free advertising, your own newsletter, and Web 2.0 methods such as posting comments to blogs.

In this article you learned how to tap into the affiliate marketing money stream. The most important thing you learned is that you'll be devoting a lot of work and advertising inventory (page views) to an affiliate program, so it's best to research the program throughly before you join.

Make a Fortune Promoting Other People's Stuff Online
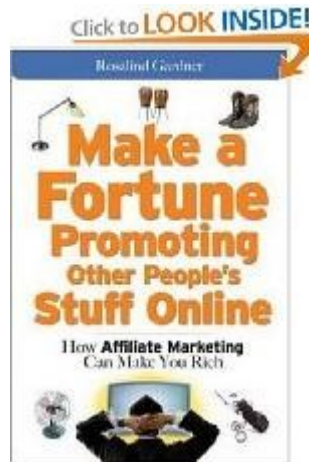
[Make a Fortune Promoting Other People's Stuff Online](#) is your hands-on guide to starting your own profitable affiliate marketing business quickly, easily, and inexpensively. Leading affiliate marketing authority Rosalind Gardner gives you a proven five-step plan for identifying a niche with a huge market, choosing products to promote, and selling the benefits effectively. You'll see how to:

o Navigate the different affiliate programs, from commissioned-based "click-through" programs to CPM impressions to flat-fee referral
o Identify the products and programs that are profitable-and the ones to avoid
o Ask the right questions before you join an affiliate program
o Research, understand, and sell to your niche market
o Negotiate for a higher percentage on your commission
o Stay on top of developments in the industry

Packed with time- and money-saving techniques - including twelve ways to drive traffic to your website at no cost - this comprehensive guide is all you need to make big profits as an affiliate marketer!

Reader Deborah Crawford of Memphis, TN says,"I don't know anyone making a fortune with affiliate marketing, but I do believe it is possible, which is why I bought this book. If you are an affiliate marketer, you might find much of this book repetitive. But, if you are not making a fortune and want to, then this book is for you.

"Most of us know it takes a long time to make any money from most affiliate programs, and Gardner doesn't tell you you can get rich overnight. I found her information to be true to what everyone else is saying - build a good website (or websites) with great content, find good paying companies to promote and run your affiliate business like - a business. What a concept! (I find many people throw up a few pages of content and a couple of links and then start waiting for the money. As if. . .)

"I like this book because there are actual "how-to's" in here - how to set up tracking tools and spreadsheets, how and when to create content, how to promote your business, how to get your website up, when to expand your business, what to do when an affiliate doesn't pay, how to find affiliates, and much more.

"If you are looking for get rich quick scams, look somewhere else. If you are looking for a guide to having your own successful affiliate business, get this book."

Reader Jinger Jarrett of Salisbury, NC says, "One thing that makes this book different from her "Affiliate Program Handbook" is that in the digital title she does two things: it's more step by step, and she teaches you how she does her pay per click campaigns."

"This book isn't so much a step by step guide as it is a blueprint. What Rosalind does is explain in great detail what affiliate marketing is, what you need to get started, and where to go to find good affiliate programs related to what you want to sell. In other words, you get an outline of the process that's involved, and the steps you need to take."

"One thing I've learned over the last 7+ years that I've been in business is that most of those who are new to online business just want to jump in and start making money immediately. Usually they have some kind of bill they need to pay quickly, or they need extra money. The problem here is that although online business will get you started more quickly, it still takes a little time to start making money."

"That's why Rosalind's system works so well. It helps you lay a strong foundation for affiliate business success by introducing you to the key principles and showing you how to get started. She will also introduce you to the basics of internet marketing, outline the most effective techniques, and show you how to start marketing your business once you've built your first website."

"For those who are interested in getting started in affiliate marketing (it is the easiest business to start), or for those who need a good refresher course, start here. This is pretty straightforward stuff, and it will help you understand the basics pretty well."

"Unlike a lot of internet marketing information out there, this is pretty hype free, and the information she offers is solid."

[Click here](#) for more information.

How to Pick Profitable Affiliate Programs

by Olakitan Wellington

Although it has been said that affiliate marketing is a simple way of making residual income from the comfort of your home, you should not plunge into any affiliate program without carrying out your due diligence.

You need to ask a lot of questions before you choose which affiliate program to join. This foundational stage is very crucial to your success in affiliate marketing and you should not joke with it. What are the questions you need to be asking? I have a few suggestions below.

Are you going to pay any money to join the affiliate program? If yes, drop it like hot potato. Almost all affiliate programs are free to join, and rightly so. After all, you will be making money for them; plus you increase the profit turn over the affiliate master will make on his product. It is in the interest of the affiliate master to sign you on free because he does not pay you a red cent until you make sales from your affiliate link.

How much does the product sell for? It is important that you are not wasting your time promoting products that sell for pennies. As an affiliate, your commission is paid by percentage. That simply means the higher the cost of the product, the more money you make. Do not forget that you will spend valuable time and money promoting the product; hence the commission you get on it must be reasonable enough to pay your bills and give you a comfortable profit.

What percentage of sales price are you getting as commission? Generally affiliate programs pay at least 50 percent commission, some even 75 percent. If the affiliate master knows his onions well, he will give attractive commissions so that the affiliate marketers will be inspired to really promote his products and make him money.

How popular is the product? Go to related marketing forums and ask about the product. See what people are saying about it and form an opinion. Do a Google search on the product and see how many people are selling it. If it is a product that everybody's uncle and grandmother is selling, please keep away from it. It will be all over the net and might be difficult to sell.

What type of affiliate program is being offered here? Is it a one tier affiliate or a two tier affiliate? Of course, the two tier affiliate will make you more money. This is because when you get people on your list to promote the product, you make money from their efforts as you are paid commission on every sale they make.

How do you get paid? What are the terms of payment? When do you get your commission check? This is different from program to program. Some programs will pay you once a month, some (very few) will pay your commission weekly while some might even pay quarterly. I don't like this type of program because it holds on too long to your money.

Who is the creator/owner of the product? What is his reputation online? Again you can find this out from forums and discussion boards. The gold fish has no hiding place. If he is a credible, reliable person you will know. If otherwise, people will also let you know. If there is any hint of you not getting paid what is due to you, look for another program.

How good is the affiliate tracking system? It is quite important that your chosen program should be able to track every single sale made by you so that you get truly paid on your efforts. How long does your referral remain in the system? If they buy 90 days after you sponsored them, will you still get paid your commission?

Although there are a few more questions which you may ask, but the above are the crucial ones. Once you are satisfied with the results you get on the above questions, take immediate action steps to start your business.

As you can see, affiliate marketing is a serious business and should be so handled if you want to make maximum money from it. Sure, it is possible to become extremely wealthy marketing affiliate products and that is why you should be prudent about it.

Would you like a free training on how to become wealthy working from home? Olakitan Wellington is a seasoned Internet Marketer with a passion to helping people get started quickly to make money online. Visit her site, financial-freedom-elites.com to gain free access to ideas and resources on every aspect of building an online business that will give you steady passive income and financial freedom.

Finding and Selling Hot Affiliate Products

By Rebecca Habel

Before you will make money online finding and selling hot affiliate products, you need to understand what people want. You need to find a hungry audience and offer to feed them what they want. It's not enough just to provide food. For example, if someone wants fish, you are unlikely to sell him steak or ice cream.

Finding and selling hot affiliate programs isn't all that difficult if you follow a few rules and do your due diligence. Spending time doing good quality research is the key to your success.

You need to find out what demand there is for a certain product in the market, then examine your potential competition to find out if the market is already saturated, or if you have found yourself a viable niche.

"What should I sell?" "What products do people want?" "What's selling well now?" "How can I find a hot product?" These are questions many people ask and they are good questions to ask when starting your research. Going out and finding a product that appeals to you is not going to work, unless you just happen to like what is hot.

Before you even look at a product, you need to find a niche of people with a problem they will do anything to solve. You need to understand your potential customers before you should even think about products.

Your potential customers must want and desire to have the product you would like to sell them. A person must want a product. If they want a product enough, they will justify the need for the product. Want is a desire to have something, regardless if it is truly necessary to the function of the potential buyer's life. Need is an essential. Everyone needs food and shelter, but some people want their shelter to be six bedrooms, three bathrooms, a pool, Jacuzzi and so on. Workers need transport to get to work, but some workers will want a Ferrari while others will happily catch a bus. That is the difference between want and need.

Your potential customers have a problem they want solved and they're happy if you can help them solve it and will reward you for doing so.

Your potential customers have to perceive value in your product. The product has to fit into their wants, solve their problems and they need to perceive it's good value to them. That doesn't mean the product has to be cheap, in fact, it may be the very opposite. People pay extraordinary amounts of money for products and services they perceive to have a very high value to them.

Once you've looked at your potential customers and addressed their wants and solved their problems, you can consider the level of competition your product will have. Affiliate products are not unique to you; others will also sell them, so you need to see if you are able to capture enough market share to make the product viable for you. It's important then, to choose a niche where you can gain substantial market share, dominate or challenge the others competitors in the same field.

You must also look at the viability of the product for yourself. If it solves your customers problems, it must also solve your need to be profitable in business. Where you have competition you must do this well and perform equally or better than your chief competitor, or they will push you to the side instead.

The next factor that you need to consider when you are finding and selling hot affiliate products is to discover the general buzz around the product. If the public is generally interested in the product then it is a potential winner. However, if there is a massive amount of competition, the market may already be saturated. Likewise, if there is little interest and little competition, then that product may not be profitable for you.

More research will lead you to determining when your are finding and selling hot affiliate products is exactly what your competition is doing with similar products. If you find a large number of competitors heavily advertising the product, then it may be lucrative enough to support the sales effort. A lack of competitors or lack of advertising suggests the product is not a big seller.

Finally, you need to analyze and evaluate all the information you've gathered. Compare the demand, competition and advertising of the product against the interest, desire and wants of the potential customers.

You must check that you have high demand, or you won't have enough interested buyers to provide you with a good profit.

You need to compare competition. Too much means that your market share (profits) will be limited as it's shared by a large number of sellers. Not enough means that the product is not likely to be selling well.

High advertising drives up the cost of PPC (pay-per-click) advertising, which makes it less profitable per sale.

Finally you must compare the general interest in the product by potential buyers because if the interest is low, the demand is low, and your profits are not likely to be good either. If there is still high competition even with low demand, this is a product to be avoided as your competition will be fighting harder for the lesser number of sales.

Taking the time to do your research properly can save you a lot of time and money later on, as you will know before you take on a product if it is worth the time and effort you will need to promote it successfully.

To find out more about finding and selling hot affiliate programs, get your copy of [Simple Affiliate Secrets](#), where you can learn how to create big affiliate incomes using tried and tested techniques. Rebecca Habel has over a decade experience in web design and marketing and is the owner of Rebecca's Resource, where website owners can learn to create online profits. For more information, [visit her blog](#) to find articles on all aspects of marketing your business online.

Design Web Site Around Affiliate Programs

By Stephen Bucaro

When starting a Web business, most people choose a topic for their Web site and then look for products and affiliate programs related to that topic. In this article, I suggest searching for a group of related affiliate programs first, then designing your Web site around those programs.

There are many affiliate directories and affiliate network Web sites where you can search for the best programs. For this example, I use Commission Junction. This affiliate network site provides a vast amount of searchable information on over 1200 affiliate programs.

On Commission Junction's front page, click on the link "Search all advertisers". This will take you to a page with a drop down list where you can select a category. In order to search the information on Commission Junction, you must be a member, but membership is free. After you login to Commission Junction, go to the bottom of the page to "Find Advertisers & links". Here you can get a list of all advertisers, search advertisers by keyword, or browse for advertisers.

Click on "Browse for advertisers". This takes to to a table where you can arrange the affiliate programs based upon "EPC" or "Network Earnings". EPC is the average earnings per 100 clicks. It reflects the affiliate programs ability to convert clicks into commissions. Network Earnings is a rank, on a scale of one to five, of an affiliate program based on the amount of commissions paid. In the head of the table, click on the name of the parameter you are interested in. This rearranges the entries based upon that parameter.

After you arrange the entries, you have to page past all the "New" programs. I guess Commission Junction puts the new programs at the top of the list to help promote them. As you analyze the data you will discover that the programs that pay the highest earnings per click do not necessarily provide the highest total earnings.

Some important points:

o Commission Junction is not the best affiliate network. Their fees to advertisers are too high. Search Google for other affiliate networks and affiliate programs.

o Join several good programs. You don't want to build your Web site around one program that may be discontinued.

o Don't join too many programs. It takes time and work to promote each program.

o Don't be in a rush to join affiliate programs. Take your time and select a profitable category and high quality programs.

Most people get an idea for a Web site, and then look for related affiliate products to sell. Why not research affiliate programs first? Then you can learn what categories of affiliate products and services are going you earn you the most money. You can then design the topic of your Web site around the most profitable product categories and affiliate programs.

Affiliate Program - Commission Structures

By Michael Russell

As many affiliate programs as there are, there are also that many commission structures. While we can't possibly go through all the different kinds, we are going to cover some of the more common ones. Hopefully, this will give you a decent idea of how commission structures work and which one is best for you.

The simplest commission structure for an affiliate program is the single level or 1-tier structure. This is where you get paid a certain percentage of the sign up fee for that program or product. Most single level structures pay around 50%. Some a little more, some a little less. But for the most part, you're looking at a $10 profit on a $20 sale.

The good thing about single level commission structures is that you do get a decent chunk of the sale price. The bad thing about it is you have to do all the work. You get no help from any of the people you sell to. Their efforts are pretty much worthless to you. So if you're not a good sales person, a single level commission structure is one that you probably want to stay away from as you need to make too many sales to make a decent profit.

The next type of commission structure is the multi-level. This can be two-tier all the way to infinity. This is where commission structures start to get very complex and careful examination of each one is needed in order to decide if a particular one is good for you.

For the most part, multi-level commission structures are great for people who feel that they can make just enough sales to bring in others who will do a good portion of the work for them. Unfortunately, the hardest part of this is actually finding these people. Most Internet marketers are very poor at recruiting others. In other words, out of every ten people you make a sale to, you're lucky if you find 1 who does anything at all.

With a multi-level commission structure, the 50 percent commission, or whatever it may be, is divided up between the many levels. For example, with a program that goes down three levels deep, the commission structure may look something like this.

Level 1 - 30 percent
Level 2 - 15 percent
Level 3 - 10 percent

In this structure, the total payout is 55 percent, which is actually pretty good. So if the sale price is $20, you would make $6 for every personal sale that you make. But, for every sale that your direct sales makes you would receive an additional $3. And then finally, for every sale that their sales makes, you would receive $2. And this is a relatively simple structure. Some programs will have what they call leadership bonuses. In other words, you only get paid on your lower level sales if you get at least 1 sale for the month. If not, all those commissions go up to your next level.

Yes, it can get very complicated and we've just scratched the surface. In a future article we'll go over advanced commission structures.

Michael Russell - Your Independent guide to Affiliate Programs

11 Tips for Joining Affiliate Programs

By David McKenzie

Here are some things that I look for before joining an affiliate program. They are items I feel are imperative to being in a successful affiliate program.

1. The affiliate program has a great payment structure. For me, a high commission that is also a high percentage of the purchase price is essential. Nothing under 25 percent commission.

2. Make sure the affiliate program you are joining has a good looking site. You do not want to be sending visitors to a site that you do not like yourself.

3. Make sure they offer a comprehensive affiliate statistics page that lists the number of click throughs, number of sales and amount earned. This should be broken down per month.

4. Also make sure that the affiliate statistics are updated automatically and immediately. You do not want to find out today about a sale you made a week ago.

5. Ensure they give a wide variety of text links, banners and graphics to put on your web page. Although I prefer text links, certain types of banners and graphics still work well.

6. Know how often you are going to be paid. If you are tossing up between 2 programs and one pays monthly and the other pays quarterly, the one that pays monthly is better. You do not want to wait months before getting paid for your hard work!

7. See if the affiliate program gives examples of how the top affiliates are doing. This can be a great pointer to whether it is good or not. If some affiliates are earning many thousands per month, it is a good affiliate program.

8. Along these lines, also see if they give examples of what marketing methods these successful affiliates are using to get the best results.

9. An affiliate program that offers a special monthly newsletter just for the affiliates is great. Here you can get extra tips and techniques that are working well.

10. See if they offer email notification when you make a sale or get an affiliate signed up under you (if it is a 2-tier program). It is good to see `You have made another sale' in your inbox.

11. Ensure top level support is given. If they cannot answer your query straight away make sure they can respond within 48 hours.

There is tremendous demand for affiliate programs and choosing the right one is no easy task. Make sure you do plenty of research before joining one.

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11 Tips for Joining Affiliate Programs - Article by David McKenzie of brisney.com For great ideas on promoting your web site or marketing your affiliate programs subscribe to our Free twice monthly newsletter by sending a blank email to brisney@brisney.com

Download Sites and Affiliate Programs

by Dakota Downloads

I have been running shareware download sites in one form or another for over three years and during that time I have become intimately familiar with many of the various shareware affiliate programs out there. In those three years I have also been able to formulate an opinion related to most of these programs and some, by no means all, of the vendors that choose to "participate" in these programs.

Out of the big three or four programs out there,
RegNow, Share-It!, Plimus, and to a lesser extent eSellerate and RegSoft, only one really has a program in place to help affiliates make the most out of the program. That affiliate program is RegNow with their certification program.

This program was put in place to help affiliates identify vendors that properly participate in the program by making it possible for affiliates to choose the vendors that use RegNow in a way that allows affiliates to earn commissions for their referrals.

Considering the fact that I have also used other affiliate programs like Commission Junction, Share-A-Sale and Clickbank, the question needs to be asked as to why any kind of certification program would even be necessary.

With these programs and most other larger programs, a prospective vendor must provide a way for any of their affiliates to earn commissions for any referrals, if they don't the affiliate program in question does not allow the vendor to join or stay in the program. In the case of shareware affiliate programs, this isn't the case.

Even with RegNow's certification program and in the case with just about all shareware affiliate programs, vendors are not required to, and a large number of them do not, participate in a way that ensures affiliates get credit for referring a sale.

Shareware affiliate programs do work differently than normal programs as they rely on prospective buyers trying the product first before requiring them to purchase it. What this means is normally an affiliate will refer someone to download the trial version than rely on that visitor later buying the product.

In almost all cases this requires that a cookie set when the user downloads the trial to be recalled later when the user returns to the vendor's site to purchase the program. This is where the fatal flaw is in regards to shareware affiliate programs.

Why is this a problem? Cookies are the basis of most affiliate programs and other than the inherent flaw with cookies in general in regards to some people not allowing cookies to be set or those that regularly delete them, many vendors that participate in shareware affiliate programs choose not to use that program as their payment provider while others use that program along with other providers allowing the visitor to choose among several payment options. What this does is ensure that even with a cookie set, the referring affiliate has little if any chance of earning a commission for their efforts.

Now the question needs to be asked is why do affiliate programs allow this and why do many vendors choose to operate this way? In regards to the affiliate programs, vendors are their bread and butter, the more vendors they have the more opportunity they get to receive fees for their services. Whether or not an affiliate gets a commission or not does not figure into their bottom line as their money comes out of the vendors pocket, so as long as the vendor is happy, they are happy.

That leaves the participating vendors, why do they choose this route? As far as I can tell, there is pretty much only two reasons for them not providing an affiliate friendly program. The first would be ignorance, in theory I suppose a vendor could honestly not realize that they are making it impossible for their affiliates to earn a commission. They may not realize that the majority of affiliate commissions come from trial downloads that are later purchased versus a customer purchasing directly from buy links on an affiliate's site.

The second and far more sinister reason in my mind is that the vendors realize this but think they can get a larger number of sales by duping unsuspecting affiliates. Affiliates that do not know better spend their time and money doing the marketing for a vendor's product and get nothing in return. They refer customers to the vendor's site who then use other payment options outside of the affiliate program thus ensuring the vendor doesn't have to pay the commission to the affiliate.

This tactic has been discussed at great length in the Regnow forum as well as other places and it still amazes me to hear some of the excuses brought forward by some of these vendors. One excuse relates to how these vendors feel that RegNow charges too much to process their payments so they must use other cheaper payment options and still others complain that they feel they shouldn't have to pay affiliates because they don't feel they earned a commission. They bring up the fact that many affiliates don't do much to promote their product and hence shouldn't be paid for this perceived lack of effort.

Now even looking at this from an affiliates point of view, I understand that many of us do not promote as heavily as we should, or as some vendors would like, but those that don't will not last long anyway and as far as a vendor is concerned, why would you care? Even if an affiliate brings you nothing as far as sales, you are not losing anything as you only pay for sales, plus if an affiliate happens to bring you a sale, it is 1 more than you would have had.

New affiliates need to be aware of the pitfalls of shareware affiliate programs and if they choose not to spend the time and effort weeding out these vendors, they have no one to blame but themselves. In a perfect world, the affiliate programs would do this for you but that isn't going to happen. And my question for vendors that join these programs and then choose not to properly participate, what is your excuse?

[Dakota Downloads](#) webmaster running several shareware directories for over three years with intimate knowledge of the shareware affiliate program industry.

How to Setup a Website for the eBay Affiliate Program

By Jorge Gurza

There are two ways to set up a website for the eBay affiliate program. However, before we get onto that, it will be important to explain to you what the affiliate program is.

Many thousands of people begin using the internet daily, and many of these are seeking good prices for the products that they are seeking. Some will look immediately for eBay, but others will simply enter a search term for the product. If they reach your website for the product they are seeking, you can then provide them with a link to the eBay registration page and earn $20 - $30 for each registration.

Not only that, but you can earn a proportion of the listing fees for the product, which is why you can make a lot of money by having a website offering products for sale on eBay. You win two ways: through eBay registrations for first-time users and also through your commission for any purchasers they make.

So, how do you set up a website? You can do it the normal way or the easy way. The normal way involves a number of different steps that you have to carry out:

o First you have to find a domain name: that is the name by which your website is registered in the Domain Name System (DNS), and once registered, nobody else can use your domain name. It is useful, but not essential, for your domain name to reflect your business.

o Then you have to find a web host. You can try one of the free hosts, though there is normally a price to pay through you having to include adverts on your site, or to use the website for only one specific purpose. Free sites are not the best, and you are well advised to pay. A reasonable web host will cost you from around $5 to $25 monthly, and the more you pay the more you get.

o You will need email addresses and an auto responder system. The auto responder automatically answers email inquiries, takes orders, meets them and accepts payments all automatically, even while you are sleeping. Your business can run 24/7.

o Now the time-consuming part: you will have to design a website or web page for every product type you promote. If you are promoting 50 product types you will have to develop 50 websites or pages. This is very time consuming, even if you knew where to start. You will have to learn HTML and/or CSS and also how to put a functional website together.

o You will also have to have some means of advertising your websites, or driving traffic to them. You can do this through pay-per-click (PPC) advertising, which can be expensive if you don't know what you are doing. Alternatively you can optimize your sites for the search engines and achieve high listings, although you might have a lot of competition to beat. You can also attract traffic through article marketing or by the use of a blog on your websites. Both of these last two techniques can be very effective in directing traffic to your sites.

o Another tool that will be necessary is analytical software to capture the statistics of your websites and income. You will want to know which advertising method brings most customers, and what type of product your customers tend to purchase. That information will allow you to fine tune your advertising and the products you promote.

There are other steps you will have to take, and all of this can be quite daunting, especially to a beginner to internet marketing. You need all the help you can get, even if you already have your own websites.

Software programs such as ez Affiliate Website Builder set up a website for the eBay affiliate program for you, in fact as many as you want in a short period of time, and help you to easily and quickly transfer them into money-making machines that will work for you day and night.

Keep in mind that millions of people are buying on eBay every minute of every day, and your websites will provide best results if they are running 24 hours every day of every year. You will also do a lot better the more sites you have, so having an eBay website builder will help a lot.

If you choose to do it all manually, then there is no reason why you cannot get the same results, although it will take a lot longer: weeks or even months longer to begin making reasonable sums of money. If you use a program that gets these sites up rapidly, one after another as often as you like, you can spend all your valuable time on driving traffic to them, and making lots of money.

That, then, is how to setup a website for the eBay affiliate program. Either manually or using software dedicated to the task. The choice is yours as to which you prefer to use, but whichever way you choose there is a lot of money to be made by promoting eBay auctions and referring new members to the eBay program.

You can make it a lot easier to automatically build lots of eBay Affiliate websites if you use ez Affiliate Website Builder eBay affiliate script. Check it out here: How to Setup Website for eBay Affiliate and see how simple it is to generate website after website for you to make a business promoting eBay and its auctions.

Create a Business Using Online Poker Affiliate Programs

by Tim Bruxvoort

More people than ever want to have some sort of a home-based business that can either produce extra income or totally replace a job they no longer want. The problem most people face is that they don't have a home business idea.

The lack of a good business idea is often the most difficult problem anyone who desires to own a business is faced with, but it is one that can be solved within a few short minutes from now.

Business seekers often spend so much time trying to find ideas for products or services they can create; they miss the obvious already-created opportunities in plain view. The best part of these opportunities is that all the market research and business planning has already been done.

One of the hottest products on the Internet right now is online poker. Poker has always been a popular game, but never more popular than it is now. It's posting record numbers of players everywhere with no end in sight.

ESPN's 2005 World Series of Poker had 5,619 players who anted up for the $10,000 buy-in for the No Limit Hold'em tournament. This is twice what it was for the previous year and triple the year before that. According to industry tracking pokerpulse.com, each day more than $100 million in bets passes through more than 200 online poker sites.

Poker is now being played by people in all age groups, from college age all the way to aging Baby Boomers. The older Baby Boomers get, the less physically competitive they become so they are turning from golf and tennis to poker because with it they can be mentally competitive without the physical strain.

And for college age adults, University of Pennsylvania reports that the number of 18- to 22-year-old men in college who play cards for money doubled in the last year, to 12.5 percent of that population. Online poker in particular is the method of choice for this age group since its fast pace holds their attention better. In fact, they often play multiple games at once, sometimes on multiple computers.

So how can you profit from this online phenomenon. One way to quickly set up a new business is to take advantage of the online poker sites' "affiliate programs." All you have to do is sign up for the affiliate program at these websites and you can earn cash for sending someone to sign up and play online poker.

How much can you earn? You can get paid anywhere from $65 - $150 per sign up or earn 20-40 percent of the gross revenue generated during the active lifetime of the people you send to the site.

These online poker sites already have support systems in place so all you have to do is to apply Internet Marketing techniques to sell the product or service. Since few affiliates know how to use Internet Marketing techniques, you'll have a unique marketing advantage if you do or you learn how.

We are in a totally unique time right now. At no other point in history have so many people been been drawn to the game of poker in such large numbers. And the Internet is the tool they're using to play it. So you can put yourself in front of two of the hottest trends in the world today: the Internet and online poker. All you have to do is show people where to find the fun!

Tim Bruxvoort is the Internet's Foremost Home-Based Business and Success Coach who helps people create successful and profitable lives in their own home-based businesses. You can visit his website at homebasedriches.com. If you would like to hear about an online poker website that goes way beyond a standard affiliate program.

Make More Money, Build An Affiliate Marketing Opt-In List

By JB Young

As I have stated many times in my articles, Affiliate Marketing is one of the best ways you can make a fulltime income from home. The Internet offers almost limitless of ways to earn affiliate commissions. All you have to do is find one or two effective strategies and consistently implement them to make your commissions grow.

Now I'm not going to sit here and try to tell you that it's all real easy and you should be a millionaire in a month, because it's really not that easy. While there is a potential to earn an almost unlimited income with Affiliate Marketing, don't fall for the get rich quick schemes that are out there telling you you can be making thousands of dollars by the end of the month. It's just not that easy. It's going to take some time and hard work to get your business to the point where you will be making that kind of money. Anyone who tells you different is a liar.

Once your business is set up and running, there are several ways you can increase your Affiliate commissions and make more money. One of the simplest and best ways is by building and opt-in list.

One of the most overlooked parts of an Internet business is that 98 percent of people who visit your website will not buy anything. Not only that, they won't ever return to your website to make a purchase later. So in order to convert those visitors to customers, you need to have a way to contact them multiple times. This will give you the ability to earn their trust and feel more comfortable about spending money on something you may offer.

But just how do you do that if they don't buy anything? It's simple really, you build an Opt-in email list.

Building an email list is much easier than most people think because it's done automatically. First, you must sign up for an auto responder service. There are many good ones on the Internet so compare them and find the one that best suits your needs and budget.

Once you have your auto responder, it's time to pre-load it with a series of emails that will go to a new sign-up over a period of time. Remember that you are trying to earn the trust of a potential customer so make sure you are offering some valuable information in your email series. Don't just tell the reader they need certain products, that won't make them part with their money. You need to give them something good, something they can use, and then subtly remind them that the product you are selling will help them get the results they are looking for. If you only try to sell them products over and over they will grow tired of your

emails and probably opt-out of your list.

The biggest problem you will face when you want to build your opt-in list is how to get visitors to actually give you their contact information. Because you need their permission to contact them by email, you will need to get your visitors to actually fill out a form with their contact information. But they're not just going to give their personal information for nothing so you must persuade them, but how?

One of the most common practices, to put it bluntly, is to bribe them. Not with money but with something they will feel is of great value for them to have. It doesn't have to be fancy or expensive. It just has to have the perception of being something very valuable to the reader, like a free e-book or other type of free report that will teach them something they didn't already know. And don't try to cheat them with a cheap piece of junk either. Once they see the poor quality and lack of information they will instantly lose trust in your ability to give good information and will lessen your chance of ever making a sale.

There is no doubt that Affiliate Marketing is a fantastic way to make money. Thousands of people are making a very good living everyday and so can you. Just remember to take it slow and learn as much as you can before you start trying things you don't understand. Take an online course to help you along and before you know it you'll be making money like a pro. When it's time to step up your game and increase your Affiliate commissions, using an auto responder is the quickest and easiest way to do it.

When you choose an online affiliate marketing course, make sure you pick one that holds your hand and guides you step-by-step from the beginning and fills in all of the blanks. One of the best courses on the Internet right now comes from The Affiliate Marketing Institute. I highly recommend this course because its incredible value. You won't believe how inexpensive this amazing course is. Don't believe me? Check it out for yourself: Join The Affiliate Marketing Institute.

Selling Online Using Google Adwords and Affiliate Networks

By Mario Sanchez

Selling online with minimal investment is now possible thanks to affiliate networks like Commission Junction or Clickbank, and pay per click advertisers like Google Adwords. The intention of this article is not to add to the hype or to make you believe that making money online is easy. It is not. Its goal is to get you acquainted with a few tools that make online selling simple, and to encourage you to gain some hands-on experience.

What Can You Sell?

Affiliate networks like Commission Junction and Clickbank are one-stop-shops where you can find thousands of products to sell. By gaining access to many products in one place, you only have to sign up once and can consolidate payments from different vendors in one check.

Commission Junction carries a broad spectrum of products throughout different categories. Clickbank, on the other hand, specializes in informational products like ebooks, courses, and software (which generally offer attractive profit margins).

Your first step, therefore, is to sign up with one of these networks and look for products to sell.

Do You Need A Website?

A well designed and effectively promoted website is a great marketing tool that can generate many revenue streams: advertising sales, affiliate sales, ezine marketing, etc. However, the system I am describing doesn't require you to have a website. It uses Google Adwords to generate relevant traffic to your affiliate landing pages. In other words, once you sign up with Commission Junction or Clickbank and get your affiliate ID, you can link your Adwords ads directly to the sell pages of the companies you are affiliated with, and you will receive credit for any resulting sales.

How Do You Advertise?

You have to sign up with Google Adwords. This only takes a few minutes, and requires a small activation fee of $5. You can start creating your ads immediately after sign-up. Your ads will look like the ones you see to the right of the Google search results pages, and will have this format:

Ad Title
Description 1
Description 2
URL

For example, if the product you want to sell is a hand held orgainzer, you should make those words the title of your ad (or at least include them in the title). The description fields must be filled with marketing text that entices your prospects to click (tip: you should avoid the word "free" since you want to attract paying customers, not free-loaders). Finally, you must include a URL, which can be the web address of the company whose products you're selling. This URL is not that important (it is only referential) since your ad will actually be linked to your affiliate URL (which includes your affiliate ID). Your ad, therefore, will look like this:

Hand Held Organizer
Light weight, easy to carry
High RAM, email enabled, on sale
www.handheldworld.com

When Will Your Ads be Shown?

After you create your ad, you have to choose the keywords or keyphrases that will trigger Google to display it. These will be the words that you believe prospects will use to search for your product. Some keyphrases will be very competitive and will require you to pay top dollar per click. Others will be less competitive and will cost you less.

For example "hand held organizer" may be too competitive andmay require you to pay, let's say, $1 dollar per click. However, phrases like "electronic portable organizers" or "portable digital agenda", while still relevant to your product, may be less in demand and have a lower cost per click (for example, $0.25). You can select a large group of keyphrases to trigger your ad (you are not limited to just one).

Some keyphrases will perform better than others, and you may add or delete keyphrases at any point in your campaign. In any case, Google will let you determine the "maximum cost per click"> you are willing to pay, as well as the "maximum daily amount" you want to spend in your campaign, thus giving you a significant measure of control over your ad expenditures. Adwords also offers a tool to help you choose keyphrases; this tool will show you keyphrase options that you may not have thought about (tip: be sure to read Google Adword's tutorials, demos and FAQ's to better understand how Adwords work, before jumping on board).

How Much per Click Should You Offer?

That depends on the "gross profit" of your product and your "conversion rate". While it is easy to determine the gross profit of your product, it is trickier to estimate your conversion rate (a brief period of trial an error may be necessary before you can get a real feel for it).

Assuming that each hand held organizer you sell entitles you to a $20 commission, and considering an average conversion rate of 2 percent, every 100 clicks on your ad will generate 2 sales, or a $40 profit. Your break even point will therefore be $0.40 per click. If you offer more than that, you will on average lose money. If you offer less, you will on average make money.

If the Google Adword's average cost per click for your selected keyphrase is, for example, $0.20, you have found a bargain, since it is way below your breakeven point.

It Is Not That Easy

As anything else in Internet marketing, it sounds easier than it really is. The truth is that you will have plenty of competition bidding for the same keywords and selling the same products. This will drive the average cost per click to near the breakeven point. The hardest part of this system is to find a niche where you can have: a product with a high gross profit margin, and a large group of profitable keywords (keywords that generate a lot of searches, that don't trigger a lot of competitive ads, and that average a low cost per click). Any time you spend trying to find this niche will be time well spent.

You can see a real example of all these tips at work in my blog: shoestringbranding.com. Mario Sanchez publishes The Internet Digest, a growing collection of Internet marketing articles, tips and resources, and Shoestring Branding, an online resource for entrepreneurs who want to build strong small business brands.

How to Embed Your Affiliate Links Into YouTube Videos

By Malcolm Leyshon

If you think that making your own videos is too difficult or time consuming you can find a lot of videos in the public domain that can be easily embedded in your website. For example, if you're promoting an affiliate product, you can enhance your promotion by looking on YouTube for someone else's video that describes the benefits of that particular product.

However, this may not be the best option because if someone watches the video and then goes to the video maker's YouTube page, they'll more than likely find that person's affiliate link and click on it instead of yours. This is only fair, though, as you're using their video on your website. To get around this, you can embed your affiliate links into other people's YouTube videos. This can be done quickly and easily, and it can be done entirely free of charge.

Method 1: LinkedTube.com

LinkedTube.com allows you to place a button that appears "on" the top of a YouTube video. You can add your own text or also add hover text that will appear when the viewer moves the cursor over the button. You can place your affiliate link in the button, so when someone clicks the button they're taken to your affiliate page.

This is very simple to do. First, you'll have to find a YouTube video you want to use on your website and then copy the video URL or video ID code. (This code will be in one of the fields to the right of the video on the YouTube page.)

Then, go to LinkedTube.com and paste the ID code or URL in the top field that you'll see on the right of that page. Next, add the button text that you want to appear. Enter your affiliate link in the third field. Other fields include how long you want the button to appear over the video and also add your hover text.

After the steps are completed hit the "Update Preview" link, and if everything looks okay, hit the "Save and Get Code" button. Your link code will be generated and can be seen by clicking the little arrow button to the right of the HQ button.

Copy and paste the link code into your web page where you want the video to appear. That's it!

Method 2: BubblePly.com

BubblePly.com allows you to embed your affiliate link in a bubble that appears "in" the video screen. You can also choose from several styles of bubbles and the size and location it appears on the screen.

First, copy the YouTube video URL and paste it into the bubble URL field. Click the "Next" button, and you'll be taken to a screen where the video will start playing. Click the "Pause" button to stop the video, then select a bubble from the bubble menu. I suggest that you choose the plane bubble and stretch it so that it's wide enough to cover the width of the video. Once you've done that you'll be able to type in some text, then click a link button and insert your affiliate link.

Next, set the amount of time that you want your affiliate links to appear while the video is playing. To do that, slide the video tracking slider buttons at the bottom of the video screen to your preferred start and finish positions. Finally, click the "Done" button. Now you'll be able to copy the system-generated embed code and paste it into your web page where you want the video to show up.

No matter which method you decide to use, embedding your own affiliate link in or on the video will help you "level the playing field." Ask your readers and viewers to pass on the video to make it go viral. As long as they pass on the video that is on your page, they'll be passing on the embedded affiliate links as well.

Now there really is no excuse for not having video working for you on your website.

For more information about how to start a home business and get a Recession Proof Business with Internet Work from Home Ideas and Opportunities at [Internet Work From Home](#) you will find a wide range of tried and tested ideas including a daily newsletter and a free 325 page e-book.

Six Ways to Make More Money With Affiliate Programs

By Mario Sanchez

Affiliate programs are one of the web's most effective marketing techniques. They create a win-win situation by which site A refers a visitor to site B, and site B pays site A a commission if that visitor purchases something. If you are the referrer site (affiliate), you can make money with no overhead (no product, no warehouse, no collection risk). On the other hand, the destination site receives a steady stream of qualified leads from hundreds, maybe thousands of affiliate sites, and doesn't have to spend a dime unless a visitor purchases something.

To maximize effectiveness, affiliate sites need to keep in mind some common sense suggestions:

1. Resist the temptation to add too many affiliate links. Affiliate link overkill confuses visitors and hurts credibility. You want your visitors to view your site as a value-adding destination and not just a cheesy sales site. Recommend links to products you have tried, or that come from good, solid companies. Don't recommend something you don't know just because you're getting paid. Give your visitors the best advice and they will reward you.

2. If you write articles for your website, try not to include the affiliate links in the body of your articles: it will give the impression that you have a vested interest in recommending them. You want your visitors to trust your advice, so don't turn your article into an excuse to promote products and make a commission. It's OK to include affiliate links, but do it on a side bar or on a resource table. Whenever possible, link to your affiliate partners with text links (since banner ad click-through is at its lower rate ever, and people tend to ignore banners).

   3. Include only affiliate links that are related to your business and the topic of interest to your visitors. Links to unrelated products will not generate good leads for the destination sites (and therefore won't be a source of significant commissions for you), so they are best avoided.

   4. Managing your affiliate programs can be a hassle if you have to deal with many different companies. Try to sign up with a site that administers many affiliate programs to chose from (one of the best out there are Commission Junction and LinkShare). These sites give you hundreds of affiliate programs to chose from, and act as a one-stop shop where you can sign up with multiple vendors using only one account and receiving one consolidated commission check.

5. Chose affiliate partners that offer long term cookies. A cookie is a mechanism that allows the destination site to know when a visitor is referred by your site. A long term cookie (for example, a three months cookie) means that a visitor who follows a link to one of your affiliate partners today but doesn't purchase anything, can come back and purchase at anytime during the next three months and you will still be paid a commission. The best programs are those who offer unlimited cookies (although there are not so many of them around). However, a 90-day cookie or more is very good.

6. Link directly to the product page and not to the main page of the destination site. If you link to the main page, the visitor will have to find its way to the product and may not find it, making you lose commissions. By linking directly to the product, you will increase the prospects of the visitor buying the product (and of you making a commission). Many destination sites, like Amazon, recognize this fact and offer a higher commission to affiliates that link directly to the product pages than to those who only link to the main page.

Follow these simple guidelines and you will improve your chances of success with all your affiliate programs.

Mario Sanchez publishes The Internet Digest theinternetdigest.net a website and newsletter that gives you useful advice on web design and Internet marketing, one free tip at a time.

Affiliates, Are You Making These Big Mistakes?

by Andrew Gowans

As with most things in life, the majority of mistakes we make are from inexperience. Affiliate marketing is no exception. I know, I have been there. I have thought that I could make as much money as I could as quickly as I could with the least amount of effort.

I have ended up being disillusioned, frustrated, even angry that I have not made serious money within a few days.

For those that are new to affiliate marketing, the whole internet thing can seem too good to be true. Running a real business from home that makes you more then enough money to live on.

It is true. It is possible. However, when you read about some of the top internet and affiliate marketers making thousands overnight, there is one very important thing that you need to bear in mind. These guys have served their time. It takes three common but necessary attributes to succeed in affiliate marketing. It takes hard work, dedication and the ability to focus, focus on what's important.

So, what are the big mistakes we should avoid when building an affiliate marketing business?

Well, the first answer is in the question. We need to focus on building a business, not trying to make a quick buck.

Making mistakes when you start a new business are quite common. It happens to all of us, so don't get bent out of shape when it does. Even when the business is established, more mistakes will be made. What separates the successful from the also rans is how we deal with the mistakes. With patience and due diligence, many of the mistakes that are made can be avoided quite easily.

What is it then that makes some affiliate marketing businesses work and makes many affiliate marketing businesses fail?

Patience is vital

Building on the point I made earlier, the best affiliate marketers have taken time to build their customer base. The people that are truly making $10,000 a month and more in affiliate marketing spent years getting there, not weeks or months, years.

You need to stick at it. In the past, I have dropped affiliate programs because they were not making me money quickly. It wasn't their fault, it was mine. That doesn't mean that we should stick with an affiliate program forever. We need to track performance over time, make sure we do enough research before selecting the affiliate program we wish to promote and give it a fair go.

You need to make sure that you effectively pre-sell the product, detail the benefits (not the features) and show how this product solves your visitors problem. Also, change your website content on a regular basis, update your site at least weekly.

Decide what's right for you

I know it can be tempting to go for the 'big commissions', 60 percent, 70 percent and in some cases now even 100 percent. Try and make your life as easy as possible. To pre-sell effectively, you need to, at the very least, understand the affiliate program you are thinking about promoting.

Practical examples - if you know a lot about fitness or weight loss there are a number of programs you can subscribe to and you will have the expertise to pre-sell most effectively. On the other hand, if you have no knowledge at all of mechanics, it could be extremely difficult to sound convincing and credible to your visitors just because you want to promote a racing car program offering 80 percent commission. You get the drift.

O.K. lower commissions mean lower earnings. Believe me, however, in the long run once your credibility and expertise is known, you will look forward to repeat business and will be more profitable over time.

Another huge mistake that many affiliate marketers make is trying to promote too many programs at once. By doing this, it makes it very hard to provide solid pre-selling content relating to all of these programs at once. The net result is that site visitors end up being totally confused as to what it is your site is really about and what preferred action you wish them to take. Your visitors end up leaving your site without buying.

You should only subscribe to two or three programs at once. This will allow you to focus on these programs so you can start earning affiliate revenue sooner rather than later. Patience is, again, very important. Either through inexperience or fear of not making any money, it may seem that the best thing to do is load your web pages with a score of affiliate programs.

Don't. If your website is focused on providing related but limited solutions to help your visitors deal with the problem that attracted them to your site initially, You will stand a far better chance of making sales.

Be aware of the competition

In your chosen area of expertise. Even if you are focusing on tight niche, it is likely that you will have competitors who are also promoting the same or similar affiliate programs. Also, be aware that visitors will visit a number of sites that may come up after a search for their chosen keywords.

Your job is to be as unique as possible. Don't use the same copy as everyone else because it was supplied by the merchant of the affiliate program. Write your own content, add value, build credibility and trust. Over time, visitors will know who to go to, who provides added value and who they will buy from. Make it you.

Building your targeted list is an absolute must.

Think about it. You have a great site, you get tons of visitors, you do a fantastic job of pre-selling, your visitors take your call to action and then what? You send them off to the merchant's site who sells the product.

Great, you get the commission ONCE. The merchant captures the buyers details and you don't! Massive mistake. You have got to try and capture your visitors' details by inviting them to sign up for your newsletter, course, free giveaways for example. Once you have captured their details because they opted to do so, you now have the opportunity to contact them regularly without spamming. But...

You want to keep them subscribed. So, again, make sure you are adding value, providing solid information, keeping your subscribers well informed as well as recommending your products (as long as they are totally related). Make the effort, differentiate yourself from the others, and you will get the rewards you deserve.

Finding help and resources for making money online or by affiliate marketing are some of the most sought after subjects on the internet. Our Independent Affiliate Review Site gives that much needed help and resources for ordinary people who want to run extraordinary businesses.

If you are looking for more than just an affiliate program, more in depth articles of the series, are available at [Independent Affiliate Reviews](#) where we go into some depth on some of the more important aspects of affiliate programs and how to choose the best one.

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many examples of people who started successful businesses.</p>

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