

Affiliate Marketing – The 10 Keys To Success

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Where can an average person start a home business without investing any money?

The wonderful world of affiliate marketing.

That's why affiliate programs are so popular. Affiliate programs are a win-win for the product merchant and for the affiliate.

Merchants pay a percentage of each sale to the affiliate. This allows the merchant to greatly spread their sphere of influence.

Affiliates become the marketers for the merchant which can greatly reduce advertising costs for the merchant.

Also, the merchant generally does not pay the affiliate commission until a sale is made. So, they are not taking the risk of paying for possible purchases, they are only paying the affiliate after a sale has been made and they have money in hand.

Affiliates have the advantage of being able to earn money without having to own a product. They are able to earn income without having the

headaches of a brick and mortar business. Affiliates don't have to invest in office space, product, shipping and handling, customer service and more.

Affiliate marketing has allowed average people to give up their day jobs and work for themselves from the comfort of their homes.

In many cases their affiliate income has far surpassed the income they earned from their normal 8-5 jobs.

For those looking to enter the promising world of affiliate marketing, there are some key concepts that can help you succeed.

These 10 tips provided by [AffiliatePayDay](#) will help you maximize potential profit in the affiliate marketing industry.

1. Focus on a specific area of interest.

It can be tempting to sign up for a variety of programs on different topics, or areas of interest, to appeal to a large audience.

You need to understand, there are already hundreds of thousands of online shopping malls, which is essentially what you'll have.

It will be almost impossible for you to compete with well established sites offering a variety of products.

You need to focus on a particular topic, or niche. You need to study that niche - visit different websites in that niche, along with forums where that niche is discussed.

You need to learn what people in that niche are looking for, and then try to fill that need.

2. Find the best affiliate programs for your niche.

This seems to be a "no brainer", but there are some things you need consider when choosing the most profitable affiliate program.

Does the merchant offer products that people will buy? Is the commission you will be paid high enough to pay for some advertising and still be profitable?

Usually, products that are difficult to sell, or are higher priced, offer a higher commission.

And products that are easy to sell, and have a lower price, offer lower percentage cuts. Try to find the best commission rate for products that are priced at mid range, and products that will be easy to sell.

You also need to consider the credibility and reliability of the affiliate program. You want to know that they actually pay, and they pay on time.

Your reputation is at stake so you also want to make sure their products are worth the cost.

Do a search on the merchant, the brands they carry and even product names, to gauge how satisfied their affiliates and consumers are.

One of the most popular affiliate merchants is [Clickbank](#).

3. Build a content-filled web site focused on your niche.

The primary focus of your web site is to sell the affiliate products you have chosen. But, if your site does not attract visitors, sales conversion will be virtually impossible.

Create a site that focuses on the area of interest you have chosen, and populate it with rich, informative content that people would love to read.

Good content will establish you as an expert in the niche. Plus, search engines love content which will give you a better position in the listings, resulting in more visitors.

4. Market your web site.

You have to let the online community know about your site. Just because you now have a web site, doesn't mean people will come.

Submit online press releases related to your niche, and submit your site to [social-bookmarking](#) services.

Exchange links with well-visited sites related to your niche, promote your site in online communities, and start a blog (web log).

You have to spread the word that your site exists, and that it contains information that will fill the need of your target audience.

5. Market your affiliate products.

After you have a consistent number of visitors, it's time to promote the affiliate products you're selling. This is usually done with a sales page that is part of your web site.

A sales page is basically an article listing the benefits of your product, and what it will do for your niche audience.

Benefits can be "it can improve the quality of your life", "learn the secrets the experts don't want you to know", "learn the step by step system that a 26 year old used to become a millionaire".

These sales page benefits may seem exaggerated, but they work and they aren't uncommon.

If you're not experienced in writing a sales page, learn to copyright - there a large number of copyright courses available online. Or, hire

a professional ghostwriter to write your sales page for you.

6. Build an email list.

How many web sites have you visited? Have you visited a site, found something of interest, gotten interrupted, left the site and never returned? Of course you have.

Don't let this happen to your visitors. Ask your visitors for a first name and an email address when they visit your site.

Offer them something in return for that information. If they have some interest in your offering, but leave the site for whatever reason, you can email them later, reminding them to come back to your site.

They may not purchase any of your products now, but if you stay in contact with them, they may purchase your products in the future.

Plus, you can notify them when you have a new product that may be of interest to them.

Remember, a lost visitor is a lost sale.

7. Don't hide behind a web site.

I am amazed at how many web sites I see with no name or contact information. Most people prefer to do business with someone with a real name,

someone they can contact, someone they can get to know.

Provide your real name, and an email address on your website so potential customers can contact you with questions, and see there is a real person behind that website.

I even recommend a "Who Am I" page on your website that gives insight to who you are as a person. This builds trust. However, I would keep your phone number and mailing address private until you know people contacting you are worthy of your trust.

8. Build a network.

Become friends with other affiliate marketers. Share information about the best deals, the most effective strategies, and perhaps, even some lists of potential buyers.

Remember, the world is all about a network of contacts. Each person you know could eventually help you out at some point.

The internet is really no different when it comes to building a network of contacts.

9. Do not limit yourself to one affiliate program.

Join as many as you can without losing the focus of what you want to sell. Greater variety is

good, as long as your products are niche related.

The more niche products you offer, the greater the chances that one will be bought.

Joining affiliate programs is free, so you might as well make the most out of it.

10. Be patient and don't quit.

Don't expect great results overnight. It takes time to build traffic to your site, to build your email list, and to build relationships.

If you quit, you certainly won't be successful. But if you are patient and stick with it, affiliate marketing can be very profitable and very rewarding.

Affiliate Marketing can be fun, exciting and profitable IF you know what you're doing.

Learn the proper way to market affiliate programs for profit with this in depth 120 plus page affiliate marketing guide!

<http://www.AffiliatePayDay.com>

I also encourage you to check out my other [Favorite-Clickbank-Product](#).