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## Affiliate Marketing In E-Zines

By Peter Garant

Affiliate marketing is all about promoting the product. But it is not cold or hard selling. The affiliate

lures the Internet user to visit his website by offering information and even free online courses. The visitor of the affiliate's website will find the free information and will even enroll in the free online course. And while reading the informative articles, the visitor will slowly be convinced of the value of certain products.

And when the visitor realizes the value of certain products, he will most likely click the banner that links to the website of the merchant who manufactures the product or who officially sells the product. The affiliate does not do the direct selling. The affiliate simply sets the mind of the visitor, who is the target client, so that this visitor will be easier to convince to proceed to the purchase or order form of the merchant's website.

Thus, for an affiliate marketing business to be successful, the promotional strategies carried out by the affiliate should also be successful. One that will contribute to the success of such promotion is the utilization of e-zines.

An e-zine is basically a newsletter which is emailed to the subscribers of the e-zine. This newsletter contains the types of information that the subscriber has already expressed a willingness to read about. And when an ad is placed together with such information, the subscriber will be made aware of the presence of the products promoted by the affiliate.

There are two types of e-zine ads that an affiliate can pay for. The first type is similar to a banner ad. It contains a couple of sentences composed of well-chosen words that will entice the reader to visit the website of the affiliate. An affiliate can easily write such an e-zine ad since he already has promotional materials for the products.

The second type of e-zine ad is called the solo ad. In such e-zine ad type, the newsletter being mailed to the subscriber contains only the advertisement of the affiliate and nothing more. Usually, such a solo ad is mailed separately from the regular newsletter. For example, if the newsletter is sent every Tuesday of the week, the solo ad is sent on a Thursday or a Friday.

There is no limit to the number of words placed in a solo ad. But the affiliate must keep in mind that such a solo ad is sent through email. Therefore, the solo ad should not be too long that reading it will take up so much time that the subscriber is not willing to sacrifice. The usually suggested number of words is 500.

With e-zine ads, the opportunities of earning more increase. And the affiliate moves closer towards that goal of affiliate marketing success.

Peter Garant's affiliate marketing

<http://www.affiliatepays.com>

site sells affordable unique website

content

<http://www.affiliatepays.com/unique-website-content/>

to webmasters that understand the need

for unplagerised and high quality content on their websites.

### **Are You Spending 75% of Your Time 'Marketing Your Affiliate Programs'?**

**By David McKenzie**

#### **Are You Spending 75% of Your Time 'Marketing Your Affiliate Programs'? by David McKenzie**

How important do you think it is to market your affiliate programs? Most would probably say it's quite important.

I would say it is the difference between success and failure for the affiliate. The more time you spend marketing your affiliate programs the more successful you will be.

The `Super Affiliates' spend 75% of their time marketing their affiliate programs. This means they only spend 25% of their time working on their affiliate programs.

Contrast this to most affiliates who spend about 10% to 20% of their time marketing their affiliate programs.

You may have heard the statistic that between 80% and 90% of all affiliates make little or no money each month from affiliate programs. A big reason for this is LACK OF MARKETING.

Just because it's an affiliate program does not mean you do not have to spend time marketing it.

## Affiliate Marketing In E-Zines

Treat each affiliate program you belong to as if it were your own product. This will force you to concentrate more of your efforts on marketing. By thinking like the "owner" rather than the "affiliate" you will automatically focus on what is important to make the sale.

In fact, you could say you have to spend MORE TIME marketing your affiliate programs than if you were the owner of the product because not only are you trying to get people to buy a product, you are also competing with other affiliates.

Spend more time marketing than your fellow affiliates and you will earn more money. If they are not spending time marketing and you are, who do you think is going to succeed?

When I talk about marketing affiliate programs it does not mean you have to go out and spend a whole lot of money.

There are still countless effective low cost and free marketing methods that are working very well.

Are you using the following free marketing methods?

1. Writing your own articles.
2. Using ezine ad swaps.
3. Using sig files in your emails.

To be successful with affiliate programs requires a disciplined and consistent approach to marketing. Set aside a couple of hours each day for marketing your affiliate programs and I guarantee your monthly affiliate check will increase.

You may even become a Super Affiliate one day!

### Resource Box

David McKenzie is the author of a new e-book titled "The Facts You Should Know About Affiliate Programs"

Get a Free 5 Day Email Course

<http://www.1sthomebasedbusiness.com>

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