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Affiliate Marketing can lead to Residual Income

By Frederic Madore

If you are looking into an affiliate marketing program to take advantage of, it may be in our best

interest to find one that will offer you the ability to receive a residual income from it. There are many affiliate marketing programs that offer the opportunity to take advantage of the benefits of residual income.

Why should you consider earning residual income when it comes to making money online? Without residual income you will be putting in work month in and month out to make ends meet; and there is nothing wrong with that. But in addition to the work that you do every month, why not find an affiliate program that will provide residual income as well?

The way that these programs work is that every time you sell a product or service, you not only get a commission on that sale, but you also receive residual income off of that customer for as long as they remain with the particular company. This means that if you sell enough, that you can essentially have a residual income coming in from every one of those sales. This is money that you do not have to work for every month; it simply comes to you because you made a sale.

Many people are turning to affiliate program that offer a residual income program. And they should? There is a lot more advantages attached to it. It makes not sense putting a lot of efforts selling a product for one commission than to sell a product or a service and getting paid every month for it. The effort you put to make one sale will be paid over and over again.

Overall, if you are searching out an affiliate program make sure you look into the ones that offer a residual income. This will allow you to make money each month without ever having to put in any work after the initial sale.

Frederic is the owner of Ez Net Marketing. Visit his website to find the best way to make money online

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Why Promoting Residual Income Affiliate Programs Should Be In Your Extra Income Arsenal

By Kenneth Echie

Are you an affiliate marketer? Or are you planning to join the affiliate marketing fun? If your answer is yes, I'm here to tell you why promoting residual income affiliate programs should be important to you.

Before I dive into residual income affiliate programs, let me first explain affiliate programs to those starting out (newbies) in the business.

Affiliate marketing is some sort of business relationship established between a merchant and his affiliates. In affiliate marketing, an affiliate agrees to drive some traffic to a merchant's website. If that traffic is converted into some kind of action, like a visitor purchasing a product on the merchant's website or a visitor becoming a lead for the company, the affiliate who directed the traffic will be compensated. Compensation may take the form of either a percentage sales commission for the sales generated or a fixed fee predetermined upon the application of the affiliate on the merchant's affiliate program.

Most affiliate programs would pay you, as an affiliate, a one-time commission for every sale or lead you brought to the merchant's website. Commissions for this kind of affiliate programs are usually large, ranging from 5% to a high of about 75%. Other affiliate programs would pay you a fixed fee for every click through or traffic you send to the merchant's site. Programs like this often pay a smaller fee for every click through, usually not getting any larger than half a dollar. The good thing about this kind of program, however, is that the visitor won't have to purchase anything in order for the affiliate to get compensated.

Another type of affiliate program is the residual income affiliate program. Residual affiliate programs usually pay only a small percentage of sales commission for every sale directed by the affiliate to the merchant's site. This commission often comes only in the range of 5% to 25% sales commission. Because of this, many people ignore residual affiliate program and would rather opt for the high paying one-time commission affiliate program. Are these people making a mistake, or are they making the right decision?

I can't tell, for sure, if people are making a mistake by choosing a high paying one-time commission affiliate program. But I can definitely say that they are making a large mistake if they ignore residual affiliate programs. Residual affiliate programs would indeed pay at a lower rate, but merchants offering such kind of programs would generally pay you regular and ongoing commissions for a single affiliate initiated sale! That means, for the same effort you made in promoting a particular affiliate program, you get paid only once in a one-time commission program, and a regular and ongoing commission for a residual program!

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Do you now understand the benefits of promoting residual affiliate programs? Or are they still foggy to you? If they are still foggy, then let me make them a little clearer with an example.

Suppose there are two online merchants both offering web hosting services on their websites. The first merchant offers a one-time commission type of affiliate program that pays \$100 for every single affiliate initiated sale. The second merchant also offers an affiliate program, but this time a residual affiliate program that pays only \$20 for every single affiliate initiated sale. As an affiliate, we may get attracted

at once at what the first merchant is offering, as \$100 is definitely a lot larger than \$20. But by thinking things over before actually getting into them, one may be able to see that the second merchant is offering us more opportunity to earn a larger amount of money.

Supposed you have directed traffic to the merchant and it converted into a sale, you'll get paid once by the first merchant for the sale you have initiated. But with the second merchant, you'll get paid monthly for as long as the customer you have referred to the merchant continues to make use of the web hosting service. That means that for the same effort of getting one customer to use the merchant's service, you get paid monthly in residual affiliate programs while you only get paid once in a one-time commission type of affiliate programs.

So, are residual affiliate programs worth promoting? Definitely yes! This is because you get more money from these types of affiliate programs in the long run. And would residual affiliate programs work best for you? Probably not, probably yes. It is not really for me to tell. But with the benefits that residual affiliate marketing can provide, it would really be unwise to ignore such programs. As a matter of fact, I implore you to add them to affiliate marketing programs.

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