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**Affiliate Programs And Affiliate Marketing: A Wealth Of Opportunities**

**By Blake Stevenson**

For as long as employment has been the mandatory way in which to make money, people have

been looking for easy escapes. The dream of earning a huge salary without much work, has been the goal of many but has been realised by very few. The online revolution seemed to pry open many of the doors that had shut in the real world. However even now there is an air of disillusionment hanging around the Internet, following the dot com crash and rumours and speculation about security. But despite the seemingly insurmountable odds one online industry that has welcomed people of all abilities, backgrounds and qualifications has continued to thrive. The affiliate marketing program is a web based advertising realm, which offers regular website owners the chance to host advertisements and hopefully to earn a little money.

Even in the affiliate program the big money doesn't come easily, it takes time, patience and some good business decisions. The first of these decisions lies in which industry that a new affiliate wishes to join. The Internet is a hot bed of industry performance, with its uninhibited global reach business and enterprise has become a cornerstone for the new e-industries. One of the most successful global sectors is that of online gaming. People from all corners of the global village have been signing up and playing along in some of the most exciting betting action ever seen. Sports betting has become a particularly hot industry, turning over billions of dollars each year, and maintaining one of the largest clientele of an industry. As such the sports betting sites provide the optimum partnership level for new affiliate, looking to get a cut of the action.

The fledgling affiliate is given all of the marketing tools and instructions to make their site a successful advertising forum. Making the transition from Internet user to marketing guru an easy one. No money exchanges hands in this initial transaction, the affiliate is instead paid on a commission basis. Each fully signed up customer the affiliate attracts brings them extra revenue. In the sports betting market this revenue tends to be based around the financial gains that individual creates for the site. The sports betting sites ordinarily offer up to 35% of each player's revenue, to the affiliate that attracted them. Therefore affiliates can earn in line with the profits of an online bookmaker, meaning that like the sports betting sites, the affiliate is able to earn without boundaries or caps.

Due to the ease with which a person can sign up and start earning through the online sports betting affiliate program, there is absolutely nothing stopping any person signing up and earning. The potential for custom in the sports betting market is unparalleled, therefore an affiliate has a huge Internet clientele to exploit. The earning capabilities of an online affiliate are only inhibited by their own willingness to work and experiment with the online advertising options. The affiliate marketing program offers opportunity in return for very little in the way of effort or financial backing. In essence you can reap the rewards of your own labours, whilst collecting more in the process, just through hosting advertisements.

Discover the secrets to becoming an online poker super affiliate today at

<http://www.epokeraffiliate.com/>

### **'Take Dead Aim' with Affiliate Programs**

**By David McKenzie**

#### **'Take Dead Aim' with Affiliate Programs by David McKenzie**

One of the key success secrets for those that are successful with affiliate programs is to focus. You must take dead aim.

There are many thousands of affiliate programs you can join. Yet to succeed you must ignore 99% of them. You must select a subject area and stick to it.

The days of taking the scattergun approach with affiliate programs are long gone. Once upon a time this was a good method for making money with affiliate programs but now the opportunities in this area are all but gone.

Today, you need to be a sniper and sniff out the best affiliate programs around. You need to take a shotgun approach. Do some affiliate marketing research by reading as many articles on a subject as possible. Pick an area you are good at and know something about.

Then pick 3 affiliate programs in this area to join. That's right, just 3!

This way you will focus. You will force yourself to concentrate on fewer areas and fewer affiliate programs.

If you focus and find your own niche you will stand a much better chance of making decent money with affiliate programs.

You see, one of the biggest problems with affiliate programs is there are just TOO MANY opportunities. The irony is that by ignoring most of the opportunities you will actually do well.

The real key to success is not which affiliate program you chose but the affiliate marketing strategies

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you choose to implement. With 3 affiliate programs you are able to focus more energy and effort into these products. You may even be considered an expert in this particular area because of your knowledge.

Taking dead aim means becoming a specialist. The internet is a great place to specialize and affiliate programs make it just that much easier. The new breed of affiliate that focuses on particular products or services is succeeding now. They are spending all their time on affiliate marketing because that is what differentiates the successful affiliates from the rest.

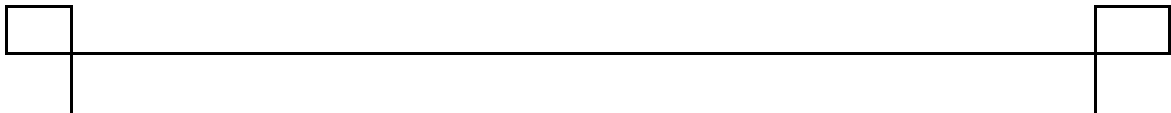
Take aim with your affiliate programs. Pick just a few.

Concentrate all of your time into marketing these programs – because you are so knowledgeable about the product or service you are selling, you will automatically drive more targeted prospects to what you are selling.

David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!



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