

Affiliates need to read their Newspaper.



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**Affiliates need to read their Newspaper.**

**By Alexander Hachtman**

**Affiliates need to read their Newspaper. by Alexander Hachtman**

Millions of people check the news everyday— in the morning paper, online, and on the nightly news. But far too often affiliates do not find out what has occurred in affiliate marketing that day; this is important because affiliate marketing changes daily. There are many resources for affiliate marketers to learn about the day's happenings. The best way to learn about the changes in affiliate marketing is by visiting forums often.

Forums provide a great resource by allowing new affiliates to learn from the experts. New affiliates hear and learn about the different opinions and techniques that are used in the industry. In turn, this information helps educate the affiliates and helps them decide whether they agree or disagree on the particular subject or technique. By visiting forums often you can learn timesaving tips as well as common mistakes that you can avoid.

Here are some of the most popular forums that are most useful for affiliates

·AbestWeb: <http://www.abestweb.com/>

Who it's for: affiliate program managers and affiliate marketers.

With over 14,000 members this is a vast pool of knowledge that you can draw from.

·WebmasterWorld.com: <http://www.webmasterworld.com/>

Who it's for: webmasters and marketing managers.

For all of your questions about anything having to do with Web design, this is the place to go. There are a lot of quality discussions that are segmented as well as moderated.

·Search Engine Watch Forums.

<http://forums.searchenginewatch.com/forum/index.php>

Who it's for: webmasters and affiliate marketers.

Here you can find discussions and questions that deal with all aspects of search engines. Some of the topics include: Questions on specific search engines and directories, specific discussions on search

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engine optimization and web marketing, general search issues, and current issues.

·ReveNews.com: <http://www.revenews.com/>

Who it's for: webmasters, affiliate program managers, and affiliate marketers.

This site is a great location to find articles on various topics and learn about what is news worthy in the industry.

There are also forums strictly for affiliate managers. Here, managers can learn about those issues that are strictly pertinent for them, such as keeping an affiliate program in-house or outsourcing. You can visit <http://www.10xmarketing.com/affiliate-program-management.asp> to learn more about some of the options that are available to managers. These forums provide a great resource to learn about the technical details of running a program.

Forums teach valuable information about affiliate marketing that will help make affiliate sites more successful. By visiting and posting often in these forums many people become experts on certain topics. Networking opportunities will also arise. Many of these forums help industry leaders form business relationships. Forums are an amazing resource; do not overlook them because they are vital to ones success. Since affiliate marketing changes everyday, one should visit them as often as you watch or read the daily news.

Alex Hachtman, of 10x Marketing, wrote this article. 10x Marketing provides companies with Internet marketing solutions that will increase consumer visits on a regular basis, thus increasing potential sales and revenue. Contact 10x Marketing today for more information about your companies affiliate program. See <http://www.10xmarketing.com/res/ecommerce-affiliate-program.asp> for more information.

## **How to Make Your Affiliate Program Profitable**

**By Raynay Valles**

### **How to Make Your Affiliate Program Profitable by Raynay Valles**

You set up an affiliate program for your website and some affiliates signed up. But now you see your affiliate sales are less than delightful.

Your first thought may be that affiliate programs don't work, but you know others sites are making them work.

How do YOU get them to work for you? Take these steps:

1. Identify your best performers.

It's the 80/20 rule here – 20 percent of your affiliates are probably producing 80 percent of your sales. Who are your high-performers?

2. Determine what they have in common.

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Are they websites or ezines? How are they using your links? Which links are they using? What type of website do they have? Create a picture of the optimal affiliate.

3. Find more possible high-performers.

Search for websites and ezines with attributes similar to your high-performers. Introduce yourself and your company and invite them to become an affiliate.

4. Train your affiliates to sell at high levels.

Tell all your affiliates what you find your best affiliates are doing. If you find that a particular link is working well, share that. This is exactly what fast food franchises do. They find out what works, then tell all the franchisees.

By taking these four steps, you and your affiliates will be on your way to making more money.

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