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## Guide To Successful Affiliate Marketing

By Jim Ly

While studying the achievements of super affiliates that earn handsome money every month, we

find that their attitude is fine tuned to get optimum results from their attempts. Apart from the attitude everything is the same. They sell the same products that everyone else sells, they sign up for the same advertising program and employ the same SEO tactics. What makes them different is their willingness to experiment more, think creatively and showing of better understanding of human nature.

### 1. Dare to Lead

Don't just be a follower; you can set new standards in affiliate marketing. This statement does not mean you should learn the nice good qualities of successful Internet affiliate marketers. You can take new ideas from the success of successful Internet marketers. But you can think differently and creatively. Creativity is the first thing every successful affiliate marketer possesses. You can creatively design your website, plan a promotional campaign and generally play your cards correct. Set standards and be a leader, let others follow.

### 2. Learn the Basics

Learn the basics of closing a sale. Learn from the innumerable websites in the Internet that sell products and services. Be a constant learner of marketing. This way you will know what sells and what does not. Goal setting, planning and implementing of the plans correctly make you a successful Internet marketer. Set daily, weekly and monthly targets, then lay down the plan and follow up with the implementation of the plans.

### 3. Set Priorities

Everything you plan to do to promote your new affiliate product may or may not be necessary or fruitful. Separate the tasks as immediately essential, moderately lesser and unessential. Cutting down on unessential tasks saves your efforts and gives you more energy to concentrate on highly essential tasks.

### 4. Learn the art of Giving Before Receiving

You can't bind horse before the cart. To receive something you need to give something. Here what you give before you take is information, tips and strategies to maximize the use of products you sell. For example if you sell photography items, provide in your website useful information about the care of different photographic products and continuously update the information with whatever you learn. Thus you learn to give before you receive.

### 5. Network

Network with fellow affiliate marketers. Help someone if needed. Don't shy away asking help if needed. Affiliate marketing is not a 'I Win, You Lose game'. Everyone can benefit from combined strengths.

### 6. Widen your Horizon

Don't put all your eggs in the same basket. Diversify your efforts. This advice is not a license to dilute your focus. If you are the affiliate of a company that sells digital camera, you will have a good idea about digital cameras, its components etc. Instead of setting your focus solely on digital camera for a specific company, become an affiliate of different companies that sell digital cameras. Also sell digital camera components like memory sticks, batteries, flash units ... You simply give yourself more exposure to a variety of opportunities.

### 7. Never Quit

Last but not least. This one tip you need to bind to your heart. Early setbacks and losses are only natural. In such occasions, heartlessly dump the products or services that bring you low or no returns. Cut down costs. But never ever give up your career. You can find profitable products to sell that will give you profits. If you really want to become a successful affiliate marketer, you must see such setbacks as essential natural learning points.

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, the only free internet marketing resources, ideas,

tutorials etc.

**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**

## Guide To Successful Affiliate Marketing

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.

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"

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