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How A Beginner Could Choose A Suitable Affiliate Program To Kick Start Online Home Business

By Sung-Liang Woon

If you are new to online business, like I used to be, the fastest way to start your Internet online

business is by becoming an affiliate to sell some one else's products because it allows you to make money from your website visitors without having to worry about shipping and payment processing.

The products from the affiliate owners are usually information products such as electronic books (eBook) and software that can be delivered as a file that is then downloaded directly to your customers' computers. They could be repeatedly reproduced and downloaded and sold at no cost. There's no packing, shipping and delivery cost.

The question you've to ask yourself is how can you determine which of the thousands of affiliate programs available in the Internet is suitable?

Many beginners encountered disappointment and frustration after signing up with some affiliate programs only to find out later that they eventually end up having brought in very little money if any, after wasting a lot of time and effort.

Hence the choice of affiliate programs is of utmost importance.

The most important criteria you should look for are:

- 1) They must offer products that the market is asking for or that are already in demand i.e. the low hanging fruit type of products, rather than creating new ideas hoping that the consumers would be convinced to buy.
- 2) The affiliate program must offer good commission to their affiliates. Although different people define "good" differently, generally if it could bring in about \$500/month as a start, it would be something worth looking into. As mentioned, affiliate programs offer high commission for their information products such as e-books and software. The owners of these affiliate programs can afford to give large commissions

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(50% or more) because of low cost of "production".

3) It must be easy to set up with step by step easy to follow instruction. And the website should be simple and yet attractive.

4) They should provide you with banners, images, links, sample ads and articles and emails to help you promote their products. Besides, they should also have a good support system for helping you with any problems you might have.

Do not be satisfied only by the above mentioned points. You should conduct further research to check on the background of the organisations behind the products, their quality, reliability and reputation. Wherever applicable, testimonials must be obtained and verified.

Study the affiliate agreement and assess the organisations you're dealing with. Check their quality of service by sending them an email or calling them to see how quickly and how effectively they respond –

or if they ever respond at all. Assess their affiliate products. If you yourself are not convinced by the quality and effectiveness of the products, drop it and move on to another program.

There are sites which review, compare and recommend some great affiliate programs. You should be able to find some programs with the right categories of products to sell.

Like most search engines, visitors love content of our websites. Content is one of the most important aspects of attracting potential prospects to your web sites and prompting them to become customers based on the "AIDA" logic i.e. Attention, Intention, Desire and Action.

As far as possible, choose affiliate programs which relate to what you are already doing, and then promote those products.

Join relevant online discussion forums and seek information and advice from those who are already successful being an affiliate.

Once you've decided, draft a simple business plan, set target of your goals, budget your expenditure, follow the instructions given, be fully committed and go for it!

See you in the Web. Start taking your first step tonight in your pyjamas! Good luck!

Woon Sung–Liang(John Woon) is a Rubber and Latex Consultant with about 25 years of experience. Check this fantastic website to find out how he started his online Internet business:

<http://www.PlugInProfitSite.com/main-9747>

Visit his website

<http://www.johnwoon.com>

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him better at his Blog:

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7 Tips to Choosing a Successful Affiliate Program

By David McKenzie

7 Tips to Choosing a Successful Affiliate Program by David McKenzie

When selecting an affiliate program to join you need to know how to choose a successful affiliate program.

Look in the wrong place and you might find a dud but look in the right place and you might be on to a winner.

Here are 7 tips to help you choose a successful affiliate program to join:

1. Look at associateprograms.com This is the affiliate central' of affiliate programs. You can virtually guarantee to find a successful program here and you can choose from tons of subject areas.
2. Look at clickbank.com Nearly every product they have for sale has an affiliate program. Many of them are extremely good and most pay very high commissions. (some over 50%)
3. Affiliate resource sites usually offer their best affiliate programs. As affiliate resources sites are specialists in affiliate programs you can be pretty sure of choosing a successful affiliate program from them.
4. Look for affiliate programs that are offered through any ezines you receive. Chances are the ezine owner has an affiliate program and if they have a good ezine they probably will have a good affiliate program.
5. Think of things that ALWAYS sell. Like web site design, ebooks, music and travel. Stick to proven online sellers and the affiliate program will have a much greater chance of being successful.
6. Seek out articles on affiliate programs. There are many good writers out there who have been successful with affiliate programs. Try to find articles they have written to see what has worked for them.
7. Take courses. Many sites offer free online email courses for affiliates. Take some of these courses to learn more about what it takes to be a successful affiliate.

Affiliate programs are a great way to make money but one of the secrets to affiliate success is to

choose the right program in the first place. Use these 7 tips to help you succeed.

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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