

If you don't know this, you might lose your commissions!

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By Frank Bauer

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Are you aware that using certain tools to protect your affiliate commissions might in fact cause you to lose them?

Let me explain you how that can be and what you can do to protect yourself from commission loss...

The other day a good marketing friend of mine, let's call her Eva, send me an email, telling me about a service that she believed me to be interested in... and in fact, I was.

She wrote: "If you want to take a look, the link is:
<http://www.more4you.ws/mon>"

When I followed her URL, I noticed on that page, that her affiliate ID was missing on the main page, as well as on the order form page.

Since I wanted her to get credit for this, I emailed Eva:

"Your link will not earn you commissions as your affiliate ID doesn't show at <http://www.monopolizer.com/>.

I recommend to use a forwarding link instead of placing the site into a frame."

She answered me that it worked fine when she followed the link

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herself. How was that possible you ask? Very simple.

When she originally got the affiliate link, she must have used the link one time directly and this way saved the cookie on her computer.

So I replied to Eva:

"I checked it again... if I visit their site through <http://www.more4you.ws/mon>, your ID is not shown anywhere.

But if I visit it through

<http://www.monopolizer.com/index.php?affiliateID=249040817>
I can see your ID everywhere.

In general... cookie based systems often have a problem if you place the site into a HTML frame on another domain."

This time Eva replied to me:

"Well that's got me stumped...
I used Covert Affiliate to generate that URL and I just cleared my cookies and tried it and I do not see my affiliate codes on the main page..."

I actually noticed that problem of promoting through a frame already quite a while ago. Also e.g. when I use Mike's MyViralWebsite system or any other system that displays your affiliate URL inside a HTML frame... it's the same problem.

The tricky part about it... some programs work if called through a frame (meaning: your affiliate ID will be used) and others don't.

My rule of thumb is: If I don't see my affiliate ID on the other page, I will not use a HTML frame.

But for the reason I described before, make sure that you delete your cookies before you give it a try!

This is also the reason why I always use my own Add2it Go-To Pro tracking links whenever I promote another program.

The Add2it Go-To Pro links look e.g. like this:

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<http://www.add2it.com/go/to.pl?l=ListDotCom>

To make that shorter and easier, I created and uploaded another tiny script called see.pl. Now I can use an even shorter link:

<http://add2it.com/see.pl?ListDotCom>

The last part, the "ListDotCom", is what changes depending on what program I want to promote.

The advantage... not only do you get stats on how many people click that link every month, it also simply forwards to the URL you want to promote, prevents this way the "frame" problem while still hiding the ugly long affiliate link and this way it REALLY protects your commission.

Frank Bauer is the owner of Add2it.com – Scripts & Services for your Web Business at <http://www.add2it.com> and the publisher of the More4you Newsletter at: <http://www.more4you.ws>
To see how he can help you, visit: <http://www.frankbauer.name>

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Affiliate Program Commissions – The Higher the Better

By David McKenzie

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A good way to tell if the affiliate program you belong to is serious about their affiliate program commissions is the percentage they are paying you. If someone is offering you 10% commission, and they are keeping the rest, then you need to ask yourself "Should I really be in this affiliate program?".

An affiliate program I have recently joined called 'E-Book Marketing Explained', pays out 45% commission to their affiliates and another 10% to the 2nd tier. That's 55%! They only keep 45% and it's from this that they take their costs. Either they've gone completely mad or they are very smart!

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I suspect they are very smart.

By paying such high affiliate program commissions they are attracting many affiliates to their programs. This means they can sell a higher volume. With a higher volume of sales they can afford to give away such a high commission.

Because they are giving so much away to their affiliates with high commissions it shows they are supremely confident in the worth of their product or service and its ability to sell itself. Their product or service is that good.

The affiliates are doing all the pre-selling, all the hard work, getting the eyeballs at their web sites. You want to get paid for it. Do not accept 10% commission rates. Set yourself a standard of nothing less than 20% and make sure that the 20% is more than just a couple of dollars.

It is with the big-percentage payers where you can make some decent commissions. The 40%-plus hitters. These BIG affiliate program commissions are the ones that will see your bank balance explode each and every month.

David McKenzie of <http://www.brisney.com> For great ideas on promoting your web site or marketing your affiliate programs subscribe to our Free twice monthly newsletter by sending a blank email to <mailto:brisney@brisney.com>

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