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So You Want To Be An Affiliate Marketer

By Jude Wright

If you're like 99% of the population, you have some interest that you are passionate about. Maybe

it's travel, or sports or animals. If you have an interest like this, why not make some money from it? Create a website to showcase your interest, join some affiliate programs and add the links to your new website. Now, starting raking in the cash. Simple, right?

No, not really. When a new affiliate marketer comes to me for advice, I tell him or her it's not as easy as it sounds. Many will listen to my suggestions and then "go his own way" to creating banner farms. Sometimes pretty, but not very effective. My biggest piece of advice is "Don't create a website about pets and add affiliate banners like satellite tv or gambling or dating to it. It doesn't work!

Let's start by discussing what affiliate marketing really is:

Affiliate marketing is a partnership between a web merchant and one or more affiliates. Affiliates are paid commissions for referring others to the site − specifically for generating sales, leads or "clicks."

There are a lot of benefits to affiliate marketing. You don't have to deal with customers, worry about payment processing or find your own affiliates. But, do you have the patience it takes to build from the ground up? It takes knowing yourself. It takes time and it takes persistence. It takes having a strong desire to succeed. And it takes a little bit of luck. You're not going to become a millionaire overnight − sorry!

Again, what's your passion? What affiliate products can you find that will compliment your interests? Do those affiliate products actually sell? Do your homework! You must research your products thoroughly.

It's not easy to be a successful affiliate marketer. There's a lot you must learn. Once you get your website up, you need to know how to market your site effectively. You'll need thousands, even tens of thousands of visitors to see your affiliate products' "offers." Think big! Go for LOTS of sales − not just one! By the way, don't sell − PREsell! The real key to being successful with affiliate marketing is to develop a good content based website and weave your affiliate links into all your content.

Create a list − a newsletter. You must have a way to bring your website visitors back to your site. Once they leave, they won't be back without some incentive. Put your newsletter signup box on every page of your site because you never know what page your visitors will land on first.

Be creative. Think of ways to keep your visitors coming back. Perhaps with contests or polls. You might want to give away a "freebie" every once in a while. Write reports and articles. Keep your content fresh and new.

What do you think? Do you still want to be an affiliate marketer? Good, then get started, and, as the saying goes, "Keep on keepin' on."

Jude Wright is the webmistress of multiple websites. Learn about affiliate marketing at

http://aboutaffiliates.com

and subscribe to her popular newsletter, About Affiliates Ezine.

How To Make More Affiliate Sales By Cloaking Your Affiliate Links With Your Own Domain Name

By Roger Loh

Do you know that by simply cloaking your affiliate links, you can make more affiliate sales?

And the best part is that if you already own a domain name and have your own web host, you can do just that.

The purpose of this article is to give a step−by−step procedure of how to cloak your affiliate links with your own domain name.

WHAT IS AFFILIATE MARKETING?

First thing first...what exactly is Affiliate Marketing?

Simply put, Affiliate Marketing is one of the many Internet Business models to earn a commission by marketing someone else's products.

Usually, an experienced Internet marketer creates a product (for example, an e−Book explaining how to do something or solve a specific problem) to market on the Internet. Instead of doing all by himself, he can also allow affiliates to market it by paying out a certain commission, which can range from a measly few percent to a huge 75 or even 80+ percent!

AFFILIATE LINKS

Thus, when an affiliate marketer joins the affiliate program, he or she will be given an affiliate link to promote the said product. The affiliate link usually contain an Affiliate ID that is either selected by the affiliate or generated by the system when signing up.

The affiliate marketer can then promote the product via his website, emails, classified ads, etc by quoting this affiliate link.

As long as someone else purchases the product via this affiliate link, the affiliate marketer will get paid the predetermined commission.

WHY MUST YOU CLOAK YOUR AFFILIATE LINKS?

There are at least two reasons why you must cloak your affiliate links.

Firstly, there are reports that sales are "stolen" by other affiliates who simply replace the affiliate links when making purchases.

For example, if I am an affiliate marketer with an online marketplace (such as "successgoldmine.com") and my Affiliate ID is "rogerloh", my affiliate link can be something like that:

rogerloh.productname.successgoldmine.com

So, before making a purchase for himself, it is an easy matter for another affiliate with Affiliate ID "dishonest" to substitute mine as shown:

dishonest.productname.successgoldmine.com

Secondly, an affiliate link is usually not−so−nice−looking like this:

www.successgoldmine.com/redirect.html?link=rogerloh

Can you imagine if you get an even longer affiliate link than the one above and placing it into your own email and send out?

Not only the affiliate link may wrap into two lines or more, it is most likely "unclickable". Thus, it will reduce the chance of a sale when the reader is genuinely interested in the product but does not know to copy and paste the affiliate link into a browser.

HOW TO CLOAK YOUR AFFILIATE LINKS WITH YOUR OWN DOMAIN NAME

Now, let's get down to the bolts and nuts of the how−to...

For this to work, these are the requirements:

1) You must have your own domain name, eg.

http://www.YourDomainName.com

2) You are able to

create a HTML file eg. YourFile.html 3) You are able to upload your file to your website with your domain name.

Here are the steps:

1) Use Notepad or your favorite HTML Editor (such as FrontPage or Nvu) and create a new HTML file.

For example, I created a new file called "bk01_josh.html"

2) Insert the following lines just before the /head HTML tag in your new file.

(NOTE: For technical reasons, I have used square brackets "[" and "]" instead of the angle brackets in the HTML code below.

Please replace the square bracket with the standard HTML angle brackets in the HTML code below.)

[script language="JavaScript"] [!−− window.location="Your Affiliate Link URL"; // −−] [/script]

3) Upload your file to your website with your domain name.

For example, I used one of my domains "FactsAboutDavinci.com"

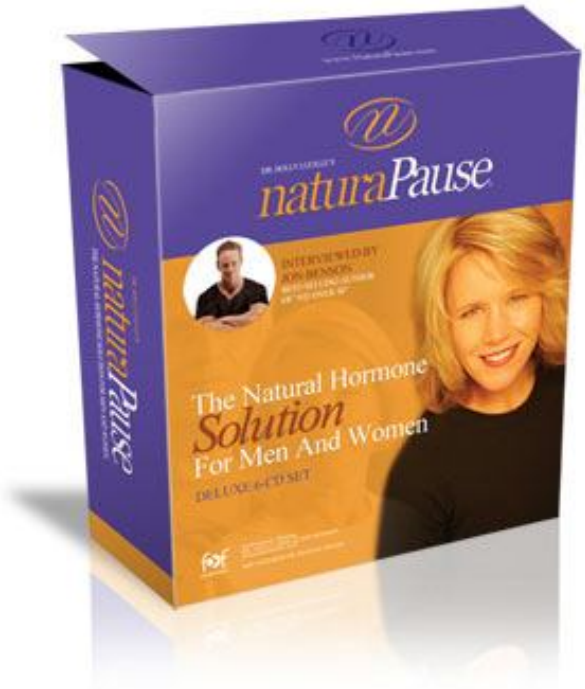
Now, all I have to do is to promote this link in my marketing, such as website, emails, etc:

www.FactsAboutDavinci.com/bk01_josh.html

Thus, when someone clicks the above link, it will redirect him or her to the company that markets this product. And now, the link looks much more presentable and professional.

Roger Loh spent many years setting up computer networks and is an Internet marketer who focuses on Affiliate Marketing and eBook creation, among other business models. Affiliate Marketing is the ideal way to start your Internet Marketing business. To get started, visit:

http://www.TheAffiliateSecrets.com



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