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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The Growth Of Affiliate Marketing

By Dana Goldberg

Affiliate marketing on the internet seems to be everywhere. There are so many sites that a person can sign up to receive bonuses from referring other people to the site that it seems that everyone is involved. This can lead to a lot of websites having more links to other sites than actual content, just to earn money from their affiliate marketing.

However, the idea of an affiliate is not a new one, and is by no means reserved just for the internet. There have long been associations between two or more people or companies. Quite often, being an affiliate of a prestigious organisation was seen as a benefit, and was often very hard sought after. Dental practitioners would want to be affiliated with the national dental organisation, for example. This affiliating with a recognised governing body would add extra credibility to the practice.

On the other hand, celebrities would often be affiliated with a certain product or service for advertising purposes. It is still the case that many people aspire to own the same items that their favourite movie stars or pop singer use.

The majority of internet affiliates do not have the same status as other affiliates, as there are no special requirements for affiliation. Almost anyone can have hundreds of affiliate links on their site, and most of these are not of any real benefit to the credibility of the site itself. In fact, as they are purely ways to attract visitors to another site, the impact of these affiliate links can often be negative.

Many people are so used to seeing lots of affiliate links that they are almost immune to them. The time has come for the true nature of the affiliate to be restored and applied to the internet affiliate schemes. Having an affiliation should be a sign that the site performs a valuable service, or has reached recognised standards of quality and service, and not simply a way to earn a few extra cents whenever a person clicks on the link. In reality, the amount of money that a site owner actually earns from these affiliate links is so small compared to the negative impact that having the link on their site has, that it would be in their best interests to remove them.

D. Goldberg is the owner of Website Promo Tips. An information portal for online marketers and affiliates.

<http://www.websitepromotips.com>

Are You Spending 75% of Your Time 'Marketing Your Affiliate Programs'?

By David McKenzie

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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.

The Growth Of Affiliate Marketing

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"

Get a Free 5 Day Email Course

<http://www.1sthomebasedbusiness.com>

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