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## Where To Find Good Independent Affiliate Programs

By Matt DeAngelis

It seems that there are thousands of companies that have chosen to manage their own affiliate programs rather than using companies like Linkshare or Commission Junction.

In fact, our friends at Five Star Affiliate Programs tracked a posting on a UK affiliate forum where they are wondering if the networks deserve their 30% commission. Great Question.

The point is that it takes big bucks to get into a Commission Junction or a LinkShare, and there are plenty of good-paying, unique programs out there that are worth at least reviewing. Like everything else on the Internet there are plenty of directories out there that list independent affiliate programs. Again, like everything else on the Internet some of them just list programs from other networks (like Clickbank).

In fact, a lot of them were organized the same way and had the same sites listed, so I came to the conclusion that they were just repackaged content (which I find a lot on the Net these days).

I looked over 25 to 30 of these directories, and here are the 5 I found the most useful, in the order that I liked them:

1. [Affiliateseeking.com](http://Affiliateseeking.com) This was my favorite. They seemed to have the most unique set of sites, and the user interface is intuitive.
2. [Earnfind.com](http://Earnfind.com) EarnFind was a good one too, with lots of good links and good organization.
3. [Clickslink.com](http://Clickslink.com) Not a bad site, although many of the listings were from other networks.
4. [AffiliatePrograms.com](http://AffiliatePrograms.com) Great layout, some good sites. My only gripe is that it is a paid listing service, which lessens its impartiality.
5. [AffiliateGuide.com](http://AffiliateGuide.com) This is the affiliate guide template site. Lots of ads, but some good programs. I wanted to include at least one of these sites...there are many.

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Here's a good Google tip: type in the word or phrase that describes the affiliate program keyword, then include +affiliate. For example, if you're looking for a dog toys affiliate you would search dog toys +affiliate. You should get back a bunch of programs.

If you know of any more good ones, drop me a line at

[www.affiliateblog.com](http://www.affiliateblog.com)

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. Matt is the former CTO of Modem Media, a pioneer

in the Internet ad space. As a foot soldier in the Internet revolution, Matt devised the technology behind many of the most successful ad campaigns of the time.

### **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](http://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](http://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

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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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