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**Why Most Affiliate Marketers Fail!**

**By Dan Farrell**

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You can't make money with affiliate programs if you listen to the affiliate program!

I know that sounds like gobbly-gook but here is what 99% of affiliate members end up doing, and ensuring their lack of success:

1. They see a sales page that looks interesting.
2. They sign up for the affiliate program
3. They copy/paste the pre-made ads, pointing to the affiliates web page, and submit the ads to safelists, their own lists, hit exchanges or other advertising, usually the freebies.
4. They don't make a sale, quit the program and move on to another, thinking, "well that product sucked".
5. They repeat the process with the next 'sure winner' according to the author/owner of the affiliate program... who knows (or should) how to write a great sales page. Does this sound like you? Don't feel bad if it is because you aren't alone. 95% of affiliates never make more than \$10! At any time!

So, what do you do?

## Why Most Affiliate Marketers Fail!

1. First go to Clickbank, Commission Junction, [www.cj.com](http://www.cj.com), [www.Linkshare.com](http://www.Linkshare.com) and do diligent research in a 'niche' market that you have interest or knowledge in. It's not absolutely necessary that you 'love' the product or service, but it will help convince a prospect that you believe in the product.

2. After choosing a product that has a high conversion rate (visitors to buyers), create a web site. CJ gives you a report of the last 3 months and last 7 days earnings per click. This really helps you to choose the best paying merchant.

Side Note: One of the best ways to determine whether a product will be profitable is with Product Idea Profitability Evaluator. I am amazed at how I can eliminate what I thought was a great 'niche market' with this software tool. It gives you keyword Assessment, Profitability Potential (this one gives you a # that instantly determines the potential profits). It also gives you the pay per click estimate which will tell you whether it should be profitable by advertising in them.

You can get a free 10 day trial [here](#)

Download a very good ebook "Think Niche And Grow Rich" which has the free trial link in it.

<http://www.ad-alyzer.com/727/nichecourse>

You will need to buy a domain name (I use [www.godaddy.com](http://www.godaddy.com) where you can get domain names for as little as \$4.95) and a web host. I use Host4Profit for my domains which is the easiest and most complete of any online. But you can get a free host like hypermart, but I don't recommend it. You want to look like a serious, professional-type company, having their ads displayed is a sure turn-off. Building trust and confidence are the most important features of any web business.

3. If you don't know the first thing about creating a website, either learn from all the very good tutorials online or hire someone (just do a search on Google for html tutorials or website tutorials). Build the site or page with high quality content that isn't just a hyped-up ad.

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Side Note: I follow what James Martell does...how can you argue with success. We are talking about a real-honest-to-goodness online phenom who sells pretty much only affiliate products. You can view a nice movie about him, his family and his philosophy of online marketing by clicking here.

[http://www.ad-alyzer.com/727/marketers\\_dream](http://www.ad-alyzer.com/727/marketers_dream)

4. Promote your web page/site. This is a very large topic that I have covered in many of my newsletters and you can read them here:

<http://build-an-ebusiness-on-a-shoestring.com/archives.htm>

But if you create your website according to Martell, you really don't need to do anything else except build a link directory. The search engines will find your site very exciting as it will be quality content laden targeted to your primary keyword.

5. Finally, keep these thoughts in mind. Be first, be creative, be bold and be unique. If you follow these rules, I guarantee you will jump ahead of all the 1,000's of affiliates selling the same or similar products online.

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Dan Farrell has a free 10 part e-course, "Why Most Affiliates Fail And How Not To!" that you can subscribe to by filling out a short form at:

<http://www.ad-alyzer.com/727/buildbiz>

<mailto:dan@mhg-consulting.com>

### **Affiliates go to school!**

**By Ray Burton**

#### **Affiliates go to school! by Ray Burton**

It has been said that only 2% of affiliate marketers ever make any "real" money from their efforts. The rest struggle and flounder as they see most of their efforts fail. Rather like master archers hitting the bull's-eye each time while the rest struggle to sharpen their arrows, draw the bow and try to figure out what to aim at!

Those who run affiliate programs are often very sincere and well meaning, but lack the expertise at marketing. They may have produced a great product, but that doesn't make them great marketers.

If you want to make money from affiliate marketing then you need to go to someone who's meets 4

## Why Most Affiliate Marketers Fail!

simple criteria.

- 1.Has made a success at affiliate marketing.
- 2.Has the skills to teach their success principles.
- 3.Teaches principles of success for any program and not just their own.
- 4.Has committed themselves to seeing you become successful and not just inflating their own bank account.

All this can be summed up as quality support for your benefit. Does such support actually exist? Most courses train you and then leave you to "go and put it into action". They don't follow through with you until you are successful. The reason is they have no motivation to do so because it's not cost effective. We are about to see a new era in the field of affiliate marketing. Just recently launched is "Affiliate Classroom" who meet the previously mentioned criteria. This is hugely refreshing. At last proper training without hidden agendas! Training for the benefit of the marketer and not the product owner. I believe we will see a rise in the number of such training programs over the next few years. We may even see affiliate program owners promoting such "classrooms" as part of their own marketing strategy.

Ray Burton is an internet marketer specializing in affiliate programs, business opportunities, joint ventures and resources to create your online success. He has paid special attention to online training programs for new marketers. © R.Burton Jan 2004 All rights reserved <http://affiliateclassroom.com/x.cgi?a=r&id=1&aid=12>



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