



MAGIC AFFILIATE CASH



**Those Who Want To Bring In
Extra Money During The Holidays**



SNO	Table Of Contents	Page No
1.	Introduction	4
2.	What Is Affiliate Marketing All About?	7
3.	Method 1: - Subscriber Listing	10
4.	Method 2: - Article Content Syndication	13
5.	Method 3: - Using Social Networking Sites	16
6.	Method 4: - Using Article Writing	19
	Point 1: - The Need To Understand What Will Work For You And What Not	20
	Point 2: - Make It A Habit To Write Regularly	20
	Point 3: - Use Keywords Appropriately	21
7.	Method 5: - Self-Replication	22
8.	Method 6: - Make The Best Use Of Available Affiliate Marketing Tools	25
9.	Method 7: - Passion And Hunger For Affiliate Marketing	28
10.	Method 8: - Choosing The Right Kind Of Products	31
11.	Method 9: - Taking Full Advantage Of 404 Error Page	34
12.	Method 10: - Using Registration Paths To Super Charge Your Marketing Efforts	37

13.	<u>Reasons Why You Have To Do Affiliate Marketing Programs</u>	<u>40</u>
14.	<u>Setting Goals In Affiliate Marketing</u>	<u>43</u>
15.	<u>Why Do People Fail In Affiliate Marketing?</u>	<u>46</u>
16.	<u>The Challenge Of Finding The Right Affiliate Marketing Program</u>	<u>49</u>
17.	<u>Why Clickbank Affiliate Program Directory Is So Popular?</u>	<u>52</u>
18.	<u>Bonus Section:</u>	<u>55</u>
	<u>Courses Available In Affiliate Marketing</u>	<u>55</u>
	<u>Be A Part Of Second Wave Affiliate Marketing Business</u>	<u>58</u>
19.	<u>Conclusion</u>	<u>61</u>

Introduction: -

There is no doubt in the fact that the internet is fast becoming a preferred place for many people to market and sell their products and services.

In addition to them being very easy to use, they cut across different geographical locations, thus enabling you to cover more area and potential customers.

What's more, with internet at your disposal, different ways can be adopted to have your services and products get noticed. Affiliate marketing is one such thing that is widely done on internet.

As the world economy is heading for a financial recession, these internet marketing methods and tools can give a serious option for many newbie's in this field. They can easily substitute your regular day job.

Many people who have tasted success in these businesses are making a full living out of it. Most of these people have already made more money than they have ever made in their lives.

This is basically a sample of what can be achieved through internet. If you have plenty of ideas, possibilities will arise automatically. This is the real power of internet.

One might ask, what possibly can be achieved or done on internet to make our lives different or change our perspective about it. Well, there are

plenty of things that can be done on the internet to boost your sales or promote your products.

Blogging on relevant sites, article submissions, links submissions and advertising banners are few such things that can be done through internet. Having said this, things can't change for good overnight.

Success can't be achieved just like that. Even if you have chosen the right way or direction, it takes time to make your way in these fields. If you are aspiring to be an internet marketer, you need to have patience and learn the tricks of trade as quickly as possible.

No doubt, you will have at your disposal different books, e-books, course materials and so on. But these materials can only guide you theoretically. To be successful in real practice, you need to slog it out all by yourself.

There is also a great amount of liberty as to how you go about internet marketing and related things. You can do them part-time or full-time depending upon your suitability. You are also free to choose your area of operation. Be it your office desk or kitchen table; anything will do. Your area of operation will also be not restrictive in nature. Due to the excellent penetration of internet, entire world is your virtual market place.

You can reach out to people from different parts of the world and convert them into your customers.

The income from these businesses will also grow substantially as time progresses.

It may not be great to start with; but with experience and lots of learning, you can earn lots of money with it. To go with all these features and possibilities, internet marketing has been found to be very safe and a reliable one.

Lots of people are already committed to it and many more are expected to join them soon.

What Is Affiliate Marketing All About?



Affiliate marketing as a trend is fast catching up with many internet savvy people across the globe. In layman's terms, it can be defined as selling of products or services by an affiliate on behalf of a merchant or a company.

At the end of the day, the key thing in affiliate marketing is to get more and more customers and retain them for as long as possible.

The key to your success in affiliate marketing is to convert your one time customers into repeat customers. By ensuring this you can expect to increase your sales as well as income.

There are plenty of advantages you can look forward to in affiliate marketing businesses. While you can receive prompt payments from your customers, there is also a great potential of automating your advertising processes.

Over the years, the affiliate marketing business has enabled many online professionals to successfully carry out their home based business. With the help of few dedicated sites you can virtually take your customers closer to your products and services. The affiliate marketing business as such is a powerful and effective network.

It is hard to believe that many affiliate marketers are raking in millions of dollars each year doing these businesses from the comfort of their home. Lots of incentives can be looked forward to by channeling the traffic to your website.

There is also a great reason to tie-up with many new affiliate partners in your venture. There are hardly any investments to be made in this business. You only need to have a computer, reliable internet connection and so on. These businesses also give you a risk free option of advertising.

There can be plenty of advertising options available to you, but hardly anyone can match affiliate programs. They are very efficient in their working and are cost effective. You can make lots of profits with good sales techniques and a smart strategy in marketing.

If your affiliate links and banners are attractive and effective enough, you can convert normal visitors into customers. On clicking them and getting your products and services sold, you stand to earn handsome commissions. The potential in this segment is virtually endless.

This is because a large number of visitors do turn up on internet each day. There is likelihood that few of them will visit your site as well.

It is always great to have partners in your affiliate marketing campaigns. When these partners get their commissions on clicking your banner,

they can get an incentive to keep your banner for a longer period.

With these partners around, you also have an option of expanding your business to a next higher level. Thus, there are lots of profits to be made.

Essentially, affiliate marketing can be of two types: one-tier and two-tier programs. In one-tier program, you cannot recruit a sub affiliate and your earnings will also be on per-referral basis.

However, in a two-tier program, earnings can be achieved through direct referrals. In addition to this, you can hire sub-affiliates and earn commissions through them. The following sections will deal with different methods of super charging your affiliate marketing efforts.

Method 1: - Subscriber Listing

The key thing for any online affiliate marketing business to click is to generate traffic to its website. No doubt, one can go about this in different ways.

The general way to increase the traffic to your site is to add links of your site to another and through search engines like Google. In addition to these two methods, there is one more method which is ignored or taken lightly by many marketers is subscriber listing.

The main motive behind subscriber listing is to build on your subscriber base. As an affiliate marketing professional, you need to have as many email addresses as possible. It is not very rare to come across few marketers boasting of thousands of email lists in their subscriber bases and adding on another hundreds to them on a daily basis.

The debatable question in this regard is whether to go for quality of that list or the actual number of emails.

There are many affiliate marketers who regularly send promotional mails to the list, not clearly explaining about the entire process involved.

The effort of these marketers generally goes in vain as receivers of these mails often get agitated or disillusioned with all these events.

The moral of this whole experience is to understand how to take advantage of an impressive subscriber list you possess.

As an affiliate marketer, it is very important for you to choose between the quantity and quality of lists you have before going ahead and working on them.

You have to clearly understand that building a healthy customer relationship is critical in affiliate marketing business. Let us consider an example in this regard. You have a niche product to promote to your subscriber list.

Now, instead of going ahead with your canned version of email, if you write a personalized version of it, chances are that you will get better responses. There will definitely be people who would be willing to take your advice and suggestion and join you as a member.

You can always prefer to have a list of 100 subscribers who would respond to you in timely fashion rather than have a list containing thousands of unresponsive subscribers.

Even if you manage to get a higher conversion rate with a small list, it will be better than smaller conversion rate from a bigger list. This should give you a clear picture of what should comprise your list. You might now ask how to build a healthy subscriber list. The answer is simple.

There are few programs on the internet like 'Advertising Know How' through which these can be

accomplished. It works by putting your ezine subscription link up or newsletter onto 'thank you' pages of other people. Obviously, you are free to choose the category of your choice.

When someone signs up on the newsletter, they would be taken back to 'thank you' page, where they would be offered with other newsletters to get signed up. Your credit account gets updated every time a visitor visits the 'thank you' page. What's more, 'Advertising Know How' has its own traffic exchange.

Method 2: - Article Content Syndication



When it comes to websites, content still remains the king. It is the content which decides the fate of a website. To remain competitive, webmasters are constantly looking for fresh and specific contents along with themed websites.

If the content is rich in quality, visitors are likely to flock around it and if it gets updated regularly, visitors will come again. It is generally found that the website's value gets a boost with low cost of syndicated contents.

It has also been observed that sites that contain multiple pages related to a particular topic, managed to get higher rankings in the search engines as there was a likelihood of finding the content for a given search string.

Webmasters are often considered to be online experts as they are able to provide their sites with fresh and relevant contents most of the time. Their sites are also more likely to receive other directory links.

In addition to this, there are few publishers who are willing to provide these webmasters with free contents in return to them using author box. Webmasters can thus use themed content based websites.

RSS is fast gaining popularity amongst many webmasters today. Few of these webmasters have unearthed the hidden potential in these RSS feeds. By adopting this technology, webmasters can access unlimited free content and that too with very little effort. Those webmasters, who are intending to use these RSS feeds, can look forward to a number of advantages. Article directories like GoArticles have more than 20,000 articles in their database ready for syndication.

What's more, a recent feature uploaded in the directory enables webmasters to upload article headlines to their sites. This could be made possible by adding a java script into the page.

The biggest plus with these sites is that they get updated regularly. For example, GoArticles gets updated 8 times a day. Around 100 articles do get added onto its database each day.

Webmasters also have an option of adding theme based RSS feeds to their sites. This is again made possible through java scripts that will contain article headlines on the article directory.

Furthermore, these article directories tend to have numerous categories, thereby making it easier for webmasters to locate their articles. They have the liberty to go a popular article in a category or the one that is most recently published.

Thus, article directories like these and many more can be a useful source for syndication which in turn can fuel your affiliate marketing campaigns. Thanks to this syndication process, both

webmasters and publishers are at win-win situation.

While the former can be assured of fresh content, the latter can get more exposure to their contents. There is also a free service provided by Feed2JS, through which webmasters can create dynamic contents. To enable this, webmasters need to enter RSS source's URL into its site.

Through this, webmasters can also customize the way the headlines look in their sites and can have the full control on their contents.

Method 3: - Using Social Networking Sites



As the internet is expanding all the time, one can't ignore its certain features that can be helpful in your affiliate marketing business.

One look at different websites on the internet will give a fair idea on how

important certain sites can be in your campaign. Social networking sites are one of those sites. In the initial stages of their development, social networking sites were never considered to be a platform to kick start an affiliate marketing campaign.

However, a lot of things have changed ever since. Today, it is one of the important ways to super charge your affiliate marketing efforts.

One of the major reasons as to why social networking sites are fast gaining popularity for these activities is that they generate heavy traffic and also acts as a marketing tool which can be diverted to your niche market.

To be successful at affiliate marketing businesses, you need to get the right kind of attention from potential sign-ups. Social

networking sites will help you get that and many more. What's more, the popularity of these networking sites will not diminish anytime sooner.

All said and done, before you embark on your mission of promoting your affiliate marketing business, you need to understand the terms and conditions of these social networking sites. You also need to familiarize yourself with all other aspects and tools of these sites.

You need to be very clear in what you are promoting through these sites. Try to identify whom you are going to target. Approach these social networking sites in a similar way how you would approach your affiliate page for your products.

Try to gain confidence and trust of the networking members. Present them with your services or products. Explain it to them how they work and how it could be useful to them in short term as well as in long distance.

Another major advantage of using social networking sites for your affiliate marketing business is its ease in usage. All the users can join these sites and are free to use.

As a marketer, all you need to do is to identify the right crop of communities in these sites. Even within these sites, there are lots of ways to promote your products and services.

You can write blogs, participate in discussions, pass on your opinions, and answer to questions

thrown at you and so on. In addition to all these possibilities, you can even interact with your fellow affiliate marketers through these forums.

There are different types of social networking sites present on the internet to take advantage of. While few of these sites are designed to use their page as an online scrapbook, other sites will allow you leave a short message either to an individual member or to a community as a whole.

Affiliate marketing techniques like placing links or adding sales banners can be done in these networking sites. With every passing day, you should be able to draw a huge network of interested customers ready to be a part of your expanding team.

Method 4: - Using Article Writing



There are millions who join affiliate programs each day and an equal number of people get discouraged in it. People, who tend to do so, give up on affiliate marketing easily.

In contrast to this, there are few others who don't give up so easily. They work hard and manage to identify few programs that will work for them.

In course of time they would have tried different options in succeeding in these programs. Believe it or not, article writing is one such option which has been found truly rewarding. By merely writing articles accurately, there is enough number of people laughing all the way to their banks. No doubt, there are other ways to be successful in affiliate marketing. But not all of them are less expensive than writing articles. Using articles for these programs, there are marketers raking in thousands of dollars each month.

This is possibly one of the reasons separating the successful marketers from the less successful ones. To make use of your articles as an important tool in your affiliate marketing campaign, you need to understand the following finer points.

Point 1: - The Need to Understand What Will Work For You and What Not

Before you settle down to write articles for your websites, you need to clearly understand what your article has to be and what purpose it has to serve.

The articles written should be able to guarantee you the required traffic to your website. Only when this happens, you can be rest assured of a thriving affiliate marketing business. As a marketer you need to know from where you get this traffic from.

To start with; you can write few blogs and monitor their progress regularly. If they are able to bring in good traffic, you can then have more of these blogs. To make your blogs even more different than others, you can use google adsense ads.

Point 2: - Make It a Habit to Write Regularly

People who write regularly tend to gain a lot from these methods. There are few marketers who put in their towel after few writing attempts.

People like these tend to lose out on their time as well on great opportunity to be a part of something that can be truly spectacular. It is indeed very difficult to imagine people doing all the hard work in writing few articles only to abandon it after a while.

Writing consistently ensures you traffic. And with increased traffic you are likely to rake in lots business opportunities.

Point 3: - Use Keywords Appropriately

Merely writing articles may not always help. To ensure high traffic, the written articles have to be rich in keywords. The keywords thus chosen for the purposes have to be selected carefully and used appropriately across various parts of the article.

Using keywords in articles makes it easier for various search engines on the internet to locate them. Articles that are easy to locate tend to gain large traffic and thus manages to bring in lots of business to its writer.

Method 5: - Self-replication

Believe it or not, self-replication is a vital method to ensure success in any affiliate or marketing programs. Even though they sound like a biological term or something related to science fiction, they are far from it.

Self-replication is totally different to what it is generally perceived to be. When it is followed and implemented properly, they can go a long way in ensuring you success in these programs. So, what exactly are we talking about?

If you are a retailer, selling your products to customers, then the overall sales of your product largely depends on the repeat customers you get as well as the customer support you provide.

However, the situation is slightly different if you are into a business which requires sign-ups or regular recruitment. It is here you will feel the need to go for replication. Assuming that you have already short listed an affiliate program that you would like to get associated with, and have managed to get some advertisements done for it.

The next step would be to get some sign-ups done under you. At this juncture, you are just getting started with the method of self-replication. There's whole lot of work you need to do before the program starts working for you.

As a next step, you need to be in constant touch with your sign-ups. If you fail to do so, you are likely to lose out on a large chunk of such

people. This step; according to experts at this trade is really critical.

If you manage to retain your sign-ups, it's like winning half the battle. However, you have to ensure they will give you the support for at least few weeks from the date of sign-up. Again, if it doesn't happen; your whole exercise can go in vain. So make sure you are right into it.

Internet as a medium is very attractive to get some quick sign-ups. All said and done, there are also many online users who indulge in 'window shopping'.

These users or potential customers, if they can be called so; constantly hop from one program to another assuming that the other would ensure more success to them. In these circumstances, you have very little time to convert them as your real sign-ups. All you have to do is to welcome them to your team and make them feel secure and comfortable. Tell them that they have made a right decision in associating with you. You have to be successful in 'igniting' them and get them excited over your set of programs.

Pass on your previous successful experiences to them and assure them that they too would stand to gain from it.

Last but not the least; do a bit of research on your programs. Find out the areas where your sales can get a boost. Highlight those aspects in your pitch.

More importantly, assure your sign-ups that you are always with them and ready to help on any matters related to it. Ultimately the relationship you share with them will be important to your success.

Method 6: - Make the Best Use of Available Affiliate Marketing Tools

If the opinions of experts in affiliate marketing is anything to go by, then identifying and making the best use of essential tools is critical in the overall success of your program.

No doubt, there is virtually countless number of tools that are at your disposal on the internet. But the challenging part is in identifying the ones that will suit your programs and will work for you.

What's more, most of these tools available on the internet can be procured for free. Once you have identified the right kind of tools for your needs, the next step would be to learn more about them to stay ahead in the competition.

Given below are few popular tools that can be helpful to you in your affiliate programs.

a) **Backlink Builder** - It is not uncommon for you to maintain a website exclusively for your affiliate marketing purposes. You can however use it in different ways.

The website can be a place where your program products can be reviewed, or as an online mall to sell them directly, and even as a blog that will promote the affiliate programs in its own way.

Irrespective of its mode of usage, you need to maintain a set of backlinks for your programs. These links can enable you to achieve higher ranks

in search engines and get them noticed. If you manage to achieve these higher rankings, it will work wonders for your programs and eventually for you.

b) **Website Creator** - If you find Microsoft front page a little bit difficult and Macromedia Dreamweaver very expensive, then tools like NVU website creator is just the right kind for you. These tools are powerful indeed.

They can help you in creating professionally maintained web pages. What's more, the software will help you streamline the entire process and create an interface that is easy to work with.

c) **Wordpress** - It's a free to use blog software. This program can easily be downloaded onto your server and thereby help you in creating your own set of blogs. All your blogs can be hosted under your own domain name.

The great thing about these blogs is that they get indexed quickly and get noticed by various search engines. These blogs can also provide backlinks to your website to achieve higher ranks for itself.

d) **Statcounter** - When you build a website, it becomes important for you to monitor it statistically. You need to know where you are going wrong and identify those areas where you are doing fine.

You then have to replicate the good things. To ensure this happens, all you need to do is to copy

and paste a code provided by Statcounter from its website.

e) **Keyword Selector** - For any SEO campaign, keywords play a vital role. They can be used in different areas like your page title, ALT tags, your content, Meta tags, and h1 tags and so on. Proper usage of these keywords will enable the search engines to locate your web pages quickly.

All these tools and many more will definitely help you improve your performance but the key thing is to try them out at least once.

Method 7: - Passion and Hunger for Affiliate Marketing



One of the silent weapons to succeed in affiliate marketing business is to possess the burning desire and a passion for it. No doubt, all of us can succeed in this field.

But to achieve what we aim, we need to work harder and not wait for things to happen. The primary motive behind every affiliate program is to make more and more money. But that will not happen unless you do something about it.

Hard work is something that can come handy for both affiliate marketers and aspirants alike. While affiliate marketers will not improve on their business or remain stagnant over a period of time and aspirants interest in these programs can fizzle out sooner than later.

To eliminate these possibilities and to make these programs to work for you, you have to understand that there is no shortcut here. Working hard at your plans will definitely yield positive results for you. This might take a while but once it does, you will realize the value of your efforts.

Your hard work comes with the desire to succeed in these affiliate programs. Without a high desire level, it's hard to earn your pay checks in any myriad of affiliate programs. How badly you need

your money and how much regularly you need them will eventually determine your progress in these programs.

If you don't have the required desire level and wait for things to happen, you are highly placed in a situation where you need to forget it. Having faith within yourself and exhibiting patience is also vital to your success in affiliate marketing programs.

You need to understand that success will not come your way in a matter of one or two days. In fact, the best of your ability should always be there at most times.

To become a wealthy affiliate marketer, along with desire you need to learn the basics of this trade. The quicker you learn, better it is. If anybody confronts you with a question as to "what does a successful affiliate marketer do?" you have to be in a position to answer it quickly and correctly.

If you are able to do that, you are no doubt on a right track. Bringing all your strengths onto the table also helps. Your desire levels can come from two different ways. Either the pleasures of being wealthy very quickly or extreme disgust with a prevailing situation could play their part in taking your desires to the next level.

Affiliate marketing at your own expense can help you evade from your regular boss at the office, can prevent you from getting paid a quarter of what actually you deserve and can also ensure you

take a break for a week or so without asking for anybody else's permission.

What's more, once you become an expert you can earn anywhere between \$100,000 to millions of dollars a year. Now, isn't that good enough reasons for you keep pumped up all the time?

Method 8: - Choosing the Right Kind of Products

To ensure success and to kick start your affiliate marketing plans, it is necessary for you to choose the right kind of products to sell. You might have the best of plans to proceed in this business, but to take advantage of it you need to have excellent products as well.

Else, the whole effort would mean nothing. By advertising or promoting the products through different means, you stand to gain a sizable portion of profit earned. No doubt, there are thousands of products to choose from; for affiliate programs.

Among popular products to be sold via affiliate programs are information products. Then there is 'get rich quickly' type of advertisements to lure the novices into these programs.

It is hard to believe, but it's true that selling information products have significant profit levels. Information products could be any type of e-book or electronic books. Commissions earned through this can be as high as 75 per cent of the sale.

Owing to this high percentage, there are many people who get excited at the prospect and join them. However, it will be a wise move if you can know more about the product before you start affiliating them. The product intended to be sold should really be useful to the buyers.

If this is not the case, the affiliate program can collapse within a span of time under the influence of one or two bad reviews.

In addition to the above products, there are few general books that are sold online through affiliate programs. Most of these books are of type "How to make money via online marketing" and so on.

Books like these generally contain a chapter dedicated to finer details of affiliate marketing. Couple of other chapters would deal with website building and other promotional aspects.

Rest of the chapters would however be all about how to sell the book itself. The idea behind this would be to earn money by promoting or highlighting the book as an online product.

These situations, more often than not leads to birth of new marketers who will intend to sell these books to other novices in the trade. While both of them tend to gain very little from this situation, the only person who could make lots of profit is the person who authored it.

The author can in turn use his or her experience in one of the chapters to write on subjects like 'How to make money selling books'. Having said about this, there are quite a few helpful books and other informational products that can be considered by would-be marketers to promote.

These books are very informative and can be really useful to the general buyers. It is thus

worthwhile spending some time in going through such kind of books, before going ahead with them.

The real value of the book will help in its on way during your promotion. These books are easy to sell and can give good returns to both sellers and buyers alike.

Method 9: - Taking Full Advantage of 404 Error Page

It's hard to believe that even seasoned affiliate marketers tend to forget to take advantage of 404 error page in their affiliate marketing programs.

If you own a website, make sure that you have a customized 404 error page in place. Chances are that you might have to lose out on lots of money, if you don't have one.

Many a times we come across this 404 error page while browsing through a site. However, what would be the typical reaction of most of us be then?

Well, we are more likely to hit the return button and go back to a search engine like Google to find out if there is some other place where we can get the related information. Being an affiliate marketer, you are likely to lose out on lots of sales in these circumstances.

If you have already created a custom 404 error page; you can take advantage of this situation. Depending upon how you create this 404 error page, you can advantage accordingly. It is generally observed that there are two distinct advantages in creating a custom 404 error page.

One of these advantages is that a 404 error page can be used as a sales letter. The other advantage is to provide an alternative to the web browser in the form of links to different topics or different pages and so on.

What's more, creating a 404 error page is not all that difficult. All you have to do is to create a php page or a simple html page, just like it is done on other web pages on your site.

As a next step, you can use .htaccess file. However, do not forget to add this line of code in the file: `ErrorDocument 404 http:// name of the website.com/404.html`.

While creating a custom 404 error page for your website, you would naturally like it to have the flavor of the website itself. Make sure that the page doesn't contain a bunch of links.

There are two important reasons behind it. Firstly, having a bunch of links doesn't look attractive overall and secondly, the potential customers could be confused and might leave the site immediately.

Also ensure that you have a proper logo in place in the website. It is worthwhile to think from the perspective of a customer. Just imagine yourself as a potential customer and imagine what you would like to see.

You can also place ads on your 404 error page. But before you go ahead and do it; ensure that you have read the terms and conditions of the ads you are going to place.

There are quite a few advertisers who would have some objections in placing their ads on a 404 error page. Make sure that you don't place such ads on a 404 error page. No doubt, a typical

custom 404 error page might not be an important essence in your affiliate marketing campaign; but it can go a long way in reducing potential losses in sales.

Method 10: - Using Registration Paths to Super Charge Your Marketing Efforts

Registration paths are possibly the newest methods adopted by marketers to super charge their efforts in affiliate marketing.

Through websites and through your content you might be able to attract many visitors. But to be able to funnel your customers into buying your services and products, using registration path method becomes all the more important.

These days, you will find many successful affiliate marketers turning to registration path method to take their marketing business to a next higher level.

All of a sudden it has become the next big thing for promoting your business. In this fast paced world, being relevant in your approach is very important.

Targeting right kind of people and selling right kind of products and services is vital to your business. To enable this, using registration paths are increasingly found suitable. In general, registration paths help you to get targeted quality leads and that too in a quick time. How does this happen? It's actually simple.

To put the things in a nutshell, registration paths enable 'hungry' surfers on the internet to come across your advertisement and get them interested in the same.

In their working, registration paths are quite similar to any search engine. These registration paths manage to collect all the information from visitors and give you the data. These data can later be assessed and can be made useful in preparing targeted offers to those visitors.

The personalized offers would be of great interest to these visitors who would then be compelled to join your program. There are few online companies indulging in preparing and distributing these paths.

As a marketer, if you want to follow this method, you can always get in touch with such companies.

Professionals in these companies will help you in creating registration paths that will drive customers your way. What's more, there are plenty of registration path solutions on offer these days. Few of them are as follows:

a) The arrival of the customer: - On his or her arrival at the site, the customer details will be asked for from the visitors. The information thus collected is sent into a customized registration path system.

b) Customer being offered with choices: - On collecting the information, the visitor would be taken to a page which deals with all offers applicable to the given demographic.

c) Completion of offer request by the buyer: - In this section, the visitor confirms his interest level on a particular offer. On doing so, he would

be offered with wide range of products and services pertaining to offer chosen by him. In a way, this stage enables the visitor to truly decide if he wants to go ahead with his choice or not.

d) Thank You page: - Once the details are filled in, the visitor has to click in 'submit' button. This will take him to a 'Thank You' page. In this page the visitor would get his membership and the software for free.

Reasons Why You Have To Do Affiliate Marketing Programs

By now you would have understood why more and more people are turning affiliate marketers these days. The possibilities are virtually endless in this game.

In addition to being your own boss, there is lots of money to be made in affiliate marketing programs. No wonder then that many people are hooked to it round the clock.

According to experts at this trade, there are few excellent reasons why have can become a full fledged affiliate marketer. Here they go...

a) **Set-up cost is low** - Joining most of the affiliate programs on the internet is easy and free. You don't have to arrange for too many things. A reliable internet connection, a computer and word-processing software is all you need to get started.

Now, isn't that great? What's more, you can do this virtually from anywhere. Irrespective of your current location, you can start with this. Be it your kitchen table or office desk; anything will do.

b) **Unlimited choices** - With affiliate programs, you virtually have thousands of products to sell. Irrespective of what product or services you wish to sell, make sure that they are in demand with the buyers.

Make sure all these services and products are available on the online most of the times. There are many well known affiliate directories like Clickbank, which can be made use of in selling your products.

c) **Free shipping costs** - If you are worrying that hidden costs have to be borne by you; then worry not. All the costs related to postage, parcel tapes, wrapping papers, labels and so on will be met by the merchant himself. There is nothing you have to pay from your wallet.

d) **Your own boss** - This is one of the most lucrative reasons to be an affiliate marketer. Almost all of us wouldn't mind being our own boss.

You don't have to worry if somebody is watching your work closely.

With affiliate marketing programs, these worries are laid to rest. You are definitely your own boss and that too at home!

e) **Software for invoicing and merchant accounts is not required** - As an affiliate, you don't have to worry about procuring or installing software for invoicing and collecting payments and so on. All these will be looked after by the merchant himself.

f) **High earnings** - If your desire and effort levels are high, then there's no stopping you in this business of affiliate marketing. The amount of money you could end up making will be enormous. But for this to happen, you have to exhibit

patience and allow the initial learning phase to pass through.

g) **Cutting across geographical barriers** - You don't have to limit yourself and your affiliate marketing business to any particular region.

As most of these works are internet bound, the business can be easily expanded to unknown territories. In other words, every nook and corner of the world can be your market place!

h) **Low investment** - Apart from the internet connection, there's virtually no area where you need to invest your money in. No special place is also required for this business. Any stable place should do.

Setting Goals in Affiliate Marketing



It is rightly said by many affiliate marketing experts that having clear goals can be a very good motivating factor for many novices. It lays a wonderful foundation for a brighter future.

If you cannot dream of being successful in affiliate marketing, chances are that you will be far from it even in the future. One look at your immediate surrounding should inspire you or should give you an idea of the things in place.

According to experienced affiliate marketers, there are essentially four pillars in setting your goals. They are as follows...

a) **Be clear and specific** - Always being very clear to yourself and specific in your approach can help you to be a successful affiliate marketer. If your ideas and goals are vague, chances are that you will get confused as time progress. This situation can easily backfire on you. For example, it's not enough to say that you drive a Ferrari.

You should rather say "I own a red Ferrari with all excellent features in it and less than 3000 miles on the clock".

b) **Your goals have to be in writing** - Writing all your goals either in a computer or on a piece of

paper should really help you. These writings should remember in your minds for a long time to come.

Formulating all your ambitions in present tense is an ideal way to go about. For example, you could say, "I own a red Ferrari" or "I will own that house" and so on. No doubt, including words like "I want", "I like" will not define your goals. But they can certainly define all your needs and ambitions.

c)All your goals should be measurable - Merely having goals is not important. You have to understand that they all have to be measurable in one way or other. There should not be any room for words like "may be". After having set up your goals, you should have a fair idea as to when you can accomplish them. Your timings in these issues play a very important role. There will not be any pressure on you to perform, if there is no clear timetable laid out.

d)Always think big while you are realistic at the same time - Do not forget to have higher goals. Having said this, they need to be realistic as well. If you are earning \$750 a month, do not limit yourself in your aim to earn \$850 a month. You need to think big.

The reason why you have to aim big is that you will end up reaching fair height even if you fail to reach your destined goal. Aiming to earn millions of dollar a month, while you are earning \$750 a month is highly unrealistic. Instead, you can aim of earning \$1000 or \$2000 a month. This

certainly looks possible, provided your approach is right.

The moral of this whole concept is to have clear cut goals and specific in your direction. Provided you have all these, succeeding in areas like affiliate marketing should not be that difficult.

Why Do People Fail In Affiliate Marketing?

It is not uncommon to see many people failing in affiliate marketing business. However lucrative business proposal it might seem to be, there will be certain sections of people who would fail to get their priorities in place and do certain things wrong.

This eventually leads to them failing in affiliating marketing. Even though affiliate marketing has been there on the internet for many years now, there are many novices who don't understand the finer points of this trade.

Few of these people are out there just to make a quick buck or two. They soon realize that it doesn't happen that way.

One cannot succeed in affiliate marketing business in a span of one or two days. There are many things you need to understand and implement before you can get started.

Sometimes you may even be required to try out different programs to see which one will perform for you better. Trying out different things like adding affiliate banners, different advertising techniques, links to your site and so on are few such experiments you need to keep doing at regular intervals.

All these things and many more are likely to take time and you need to abide by it.

There are also few people who manage to have ten to twenty banners and expect them to work for them. However, it doesn't work that way.

There are chances that visitors may not like your banner and may not click it to enable them to visit your affiliate programs. It is therefore wrong for marketers to assume that every banner or links should work for them.

Affiliate marketing doesn't necessarily work that way. The success behind every affiliate program requires a whole lot of planning, effort, belief and time from the concerned marketer. Absence of these things can easily lead to failure in this business.

If you are intending to use text links or affiliate banners in your site, make sure that they pertain to the content available on the web page.

How many links or affiliate banners you need to add in a page largely depends on its size. For a normal web page, three links or affiliate banners should serve purpose. By adding text links and affiliated banners not relevant to the contents can drive away the potential users.

They can also look a page full of links which could be a big factor in driving away your potential visitors.

Advertising is another important aspect of affiliated marketing. Doing advertisements in different ways on your site and expecting it to

work for you straightaway, is probably the worst thing you can do.

You cannot do sales almost immediately. They are time bound. Only when traffic is diverted to your site, you can expect sales to pick up substantially. No doubt, adding links and banners will certainly help.

But they need time to work for you. It can't happen overnight. They have to be more visible to the visitors and attractive enough to get more clicks on them. Once these things happen, sales will certainly improve.

The Challenge of Finding the Right Affiliate Marketing Program

To kick start your affiliate marketing campaign, you don't have to sweat it out. There are ample numbers of affiliate marketing programs on the internet that can come to your rescue.

As a marketer, all you have to do is to make a research on all possibilities in front of you. If you are systematic in your approach, you can find more than one such program. Each of these programs can be good in their own way.

The real challenge on your part is to identify the one which suits you better.

The following section will help you identify best affiliate marketing programs as well as right way to do your research. These methods have been tried and tested by many experts in the field affiliate marketing. They are continued to be followed even to this day.

As a first step, you need to identify the "hungry crowd". This essentially means finding out people who are after the things they need desperately.

People could be overly enthusiastic about a product or are disgusted with a compounding problem. You need to address them first. It will be helpful if you have adequate knowledge on them or have solutions to tackle them. It could virtually be anything like a TV series or a movie which generally have a broader fan base.

There are many types of products and services that can be sold in affiliate programs. If you can find many websites dedicated to one particular service or product, you can assume it to be in demand.

Find out if you can locate any adword ads to the right side of the google search page. If there is any such type of ads, chances are that you can make lots of money from them.

Once you are able to find the products for a particular niche, next step would be to type the affiliate program and keyword into google. You may even do the search in some popular affiliate programs directories like Paydotcom and Clickbank.

These directories are a good source of digital products or information products as they are often called. Products like these are excellent to make a quick buck or two owing to their high commission payout.

You can easily expect 50 to 75 percent of commissions through these products.

According to few experts, niches like internet marketing and money making are not highly recommended to start your affiliate marketing campaign. This is because there exist a number of players in this field and as such competition is fierce. Buyers tend to use their own affiliate links to buy products. It is thus advisable to use other niches to start with. Also, choosing the products that have good conversion rates is equally important.

Affiliate directories like Clickbank, sort the products based on their popularity. Here again, it is advisable to go for products at medium range as competition there would be less intense.

By now you would have had a fair idea as how you can find a correct affiliate marketing program. However, this is only a part of whole business. You also need to know the correct market place to sell products.

Why Clickbank Affiliate Program Directory Is So Popular?



There are plenty of reasons why people like Clickbank affiliate program. In addition to being a great place to generate revenue, the site is very user friendly and is resourceful.

This program generates high volumes of traffic, get commission sales and runs by itself. The interface of this popular affiliate marketing program is very simple and comes with a professional design.

Its database, fed by Clickbank's market place has well over 50,000 businesses and products. What's more, the database is automated and gets updated regularly.

The cookie features of this program also enable you to receive commissions from visitors even after they have left your site many months ago.

You can get your commissions based on the monthly sales you have made through your Clickbank ID. This in turn is based on a percentage structure at Clickbank website.

The commission rate which is determined by its partner site can vary anywhere between 5 to 65 percent. The payments are also faster in this

affiliate marketing program. Generally, Clickbank website makes use of PayPal for all its payments.

Even without a merchant account, Clickbank allows you to make money from other avenues. In addition to this, the website allows you to make use of your credit cards for transaction purposes. Given below are few different ways to make money with Clickbank.

a) **Become an affiliate** - Using Clickbank's services, you can easily become an affiliate. Once you are an affiliate, take some time in going through products in their market place. All of these products would have been categorized appropriately.

Identify the product you can relate to or sell easily. You can create a hoplink to promote the product you have chosen. The format for this is link

is:
<http://hop.clickbank.net/hop.cgi?nickname/merchant>

.

In this format, you need to replace 'nickname' with your Clickbank's nickname and "merchant" with your name.

In case, you are confused with these details, you can always go to the sales page and follow this link:

<http://www.clickbank.net/sell.cgi?merchant/1/ProductName>.

b) **Start selling products through Clickbank** - Selling your products through Clickbank is possibly the easiest way to make money online.

What's more, you can start doing this very easily and quickly without facing any problem. With a single Clickbank account, you can sell fifty different products.

All this will cost you no more than \$50. This price amount would have otherwise been hundreds of dollars for setting up your own merchant account.

c) **Start referring clients to Clickbank** - By referring new clients to Clickbank, you can start making lots of money. Along with commissions that range between \$0.05 and \$10, the additional money earned can be pretty useful.

d) **Promoting Storefront** - What sets Clickbank apart from rest of affiliate marketing programs is that it has its own marketplace. Most of the companies provide Clickbank marketplace with 'storefront' for all the products listed there.

To give you further exposure, a nickname will be provided to each of the products.

The idea behind every 'storefront' is to enable you to get commissions from every products sale from the site visitors. With this information, you are more than prepared to start making magic affiliate profits - and dominating your niche! Use this guide as a reference as you continue to build your affiliate marketing empire and making massive wealth for yourself.

BONUS SECTION:

Courses Available In Affiliate Marketing

It's hard to believe that affiliate marketing programs have been around on the internet for quite some time now. These programs are fast gaining popularity amongst many online users.

However, there still exist few people who don't understand the basic nuances of these programs. Few of these people believe wrongly that they can make a buck or two very quickly.

However, the truth is far from it. You can virtually find marketers earning anywhere between \$150 to thousands of dollars a month.

In a layman term, these affiliate programs can be defined as an online marketing practice, through which affiliates earn commissions for helping the merchant sell his product to his customer.

These programs are time tested and are found safe to generate money online. Owing to their easy concept of selling products and services through online medium, many people are fast embracing this mode of business. But before you make a giant leap in this, you need to understand the finer points by getting hold of few affiliate marketing courses that are available free on the internet.

Using these free online courses, you can learn basic essence of online marketing, how to start

your affiliate marketing business and even home based internet business.

On learning them, you stand to earn substantial amount of income. Using simple google adword programs, you can easily earn hundreds of dollars each month. In addition to these, there are also certain courses that will teach you how to sell your services to other people and learn from the experience.

They will also teach you in creating powerful auction sites that will enable you to sell just about any products under the roof. Pricing your products at optimum level will also be taught by these free affiliate marketing courses.

Finally, there's a way on how to sell products through your writing and there by selling your own book!

In case you find it difficult to locate a program or set of products, do not worry. There is virtually countless number of affiliate marketing programs available on the affiliate networks.

You are most likely to find your choice of programs or products on display there. In addition to these courses, there are few places like 'warrior forum'; internet marketers free community that can help you out.

There are two courses that are highly regarded by the experts. They are "Site Build It" and "Profit Lance".

'Site Build It' is a simple course that will teach you all the basics of creating a niche website through which you can earn money.

For an introduction to the world of internet and websites, this course is a wonderful companion to be with. The tools used in this course are very basic and easy to work with. 'Profit Lance' is yet another course that will teach you basic nuances of internet marketing.

Along with simple google adwords, it teaches you all about website promotion. This course will help you get off the ground and start earning money online.

These courses and many more others will help you theoretically. However, it is up to you to learn the tricks of the trade by yourself.

Be a Part of Second Wave of Affiliate Marketing Business

It was in the 1990s the affiliate marketing business first started growing. Not many people who understood this new phenomenon then joined the programs.

Without giving much thought into what they were doing, they started adding few affiliate links onto the sites hoping for money to flow through.

As this initial craze began settling down, big industry players began to realize the need to incorporate new models to succeed in this business. One can learn a lot from these two waves that swept across us not so long ago.

The second wave of affiliate marketing business came with it a whole lot of excitement amongst many marketers. It was with second wave when the real wealth was generated.

However, the potential in this industry was foreseen well within the first wave itself. People venturing into these businesses are now well prepared with long term plans. It has thus become possible for ordinary people like me and you to venture out into this business.

There are plenty of examples of industries in their respective waves. Most of these industries were able to guarantee success to all people who were associated with them at right time and at right place.

Among different types of products to be sold in the first wave was VCRs and Apple's computer. In the first wave, the VCRs developed were very bulky and expensive. They were developed by Philips as early as 1972.

They weren't that successful and managed to sell only few hundred pieces. However, the developed versions of these VCRs also referred to as VHS; came into existence in 1977.

This marked the second wave of this product. Soon the prices came down and other features were added. The modern generation DVD is newest member in this family.

In a similar way as that of VCRs, computers developed by Apple during the first wave in 1976, were too slow and seemed to crash more often than not.

The computers developed in the second wave had new design and were very fast. They were also readily available and were less expensive. These new products came from the stable of Compaq and Dell.

The first wave of affiliate marketing business started somewhere in the mid 1990s and lasted for seven to eight years. It was during this period all the hype surrounding making money through internet grew.

However, marketers didn't apply too much of their thoughts into these business. They were merely content with adding few links on their sites.

These affiliate marketers hardly made any money during this period.

However, from 2003, the new wave of software and technology gained momentum. The initial hype and excitement had died down. It now became easier for webmasters to create and maintain websites that could guarantee long term profits with fewer investments.

Today, we are all living in the second wave of affiliate marketing business. This is possibly the best time for you to associate yourself with something like this.

With more and more people buying products and services through internet, possibilities are virtually endless in this field.

Conclusion: -

The information provided in all the above sections will give you fair indication of the possibilities involved in the world of affiliate marketing business.

These businesses are sure to super charge your life with lots of fun and excitement. All said and done, these theoretical features and ideas would account for nothing if aren't going to put them into practice.

Going through a number of course materials, online books and even talking to expert marketers should help you a lot in the process.

Thinking about earning lots of money through affiliate marketing programs alone can't guarantee you that. You need to work hard, exhibit high patience levels, and respect time.

Things can't happen in this business overnight. You need to wait and do what is possible from your end. This will ensure you success in a longer run. Do not forget to set long and short term goals in your affiliate marketing business. They will prove to be your motivator every single time.

The secret and tips involved in this business did not evolve in a matter of one or two days. It was hard work, sacrifice and patience of experts in this business which enabled the compilation of these aspects.

It has been tried and tested by many marketers and can be safely concluded that these affiliate marketing businesses are real and so too are the money involved in them.

The order of the day for many aspirants in this business is not to waste any further time and get started with it as soon as possible. Novices should try to learn as much as possible every single day.

As time progresses, they would have acquired sufficient knowledge to take their business to next higher level. They may have to abide by time and do lots of right things to get there.

But, once they reach the zenith; there will be no looking back for them in this business. No matter where they go, success will follow.

Experimentation is a factor which could come handy in this affiliate marketing business. There are thousands of online programs at your disposal.

However, not all of them might work for you. The sooner you realize this fact, the better it is. In these situations, you might have to try out other programs and not limit yourself to one single program you had earlier tried out.

If one of the programs had not worked for you earlier, chances are that you might be luckier with other programs. Hence the need to try out all possibilities is required.

There are also enough chances that you might come across many illegitimate programs or business opportunities that might dupe you into following wrong direction.

To prevent this happening to you, you need to take your time in thinking what is right for you. Carefully assess all programs and take a call.

If you are driven in the right direction, there are fewer chances of you going wrong. This industry is very large and possibilities in it are even larger. So, do not worry if something does not work out for you. There is no fee for trying out. Do not give up so easily.