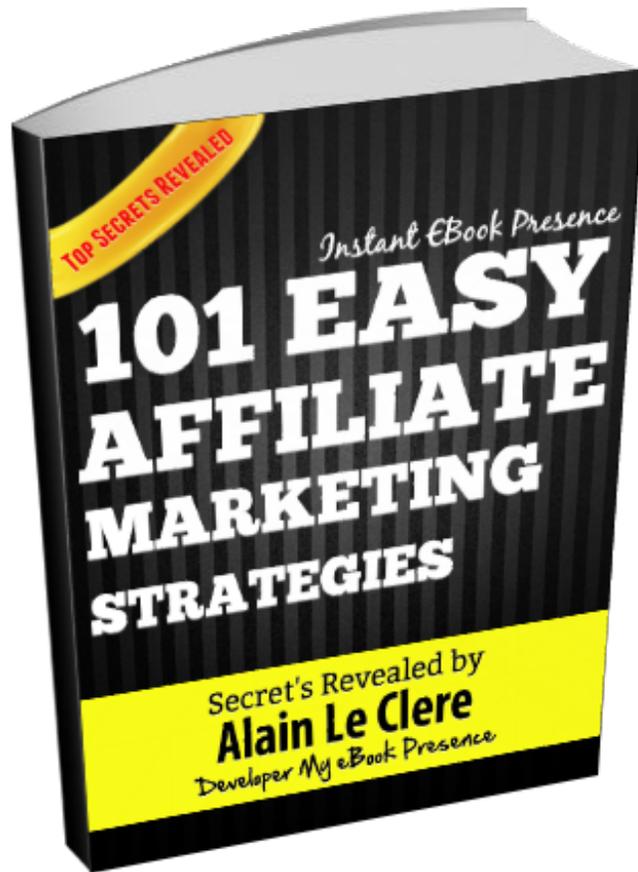


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# 101 Easy Affiliate Marketing Strategies



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# Preface / Introduction

Networker since 2008 in the Digital Affiliate and Internet Marketing.

Alain Learned by himself for any years, but he never gave up.

Born in 1958, he is married since 1982, have 2 children and 2 grand children. Retired from the French Military Marine, he was a great Executive Officer onboard of French Warships and Submarines.

The "101 Easy Affiliate Marketing Strategies" Revealed here are the best tested ways that work, that are best sellers, that make people a 7 figures of money on the Internet.

## Let This “AI” Technology Build Your List For You.

Do you have a Website or a Blog?

Building an email list from your Website is getting HARDER with each passing year.

Your Website visitors have probably seen squeeze pages and opt-in forms a million times across the Web.

Some of ClickBank’s top Platinum Group Clients have developed an INCREDIBLE Software for list-building.

ConversioBot’s an automated Chatbot which engages with your visitors in a really fun and interactive way.

It uses sophisticated “Artificial Intelligence” to persuade them to opt-in to your list.

The ConversioBot founders have seen their email lists grow almost TWICE AS FAST with their brand NEW Chatbot Software.

In fact, this revolutionary “AI” Technology built them an Email list of 11,763 Subscribers in only 7 days.

Watch This Short Video To Discover How >>

==> <http://www.WebProductsToday.com/?rd=qz2qblXx>

Across three of their ClickBank accounts, they generated 6,386 sales in 6 months with this Chatbot automation.

ConversioBot’s a cloud-based app which any ClickBank Affiliate or Vendor can install on their Website by copying and pasting one line of “automated Bot code”.

It's also available as a Wordpress plugin.

You don't need any special skills or experience.

You don't need to know a thing about coding.

ConversioBot comes with a range of "DONE-FOR-YOU" Chatbots designed to build your list.

You can add them to your Website in under 60 SECONDS!

You can also easily customize them or you can build your own using a simple "drag-and-drop" Bot Builder.

It's also fully integrated with major Email marketing services like Aweber, Getresponse, Mailchimp and Sendlane.

Right now it's the official Launch week and for a short time only, ConversioBot's available at a special Launch price.

Whether you're a Newbie or you're experienced..

..This List-Building App Could Blow Any Other List-Building Method Out Of The Water >>

==> <http://www.WebProductsToday.com/?rd=qz2qblXx>

As a bonus it comes with an UNLIMITED Commercial License. So you can sell your Bots (or their "Done-For-You" Bots) to businesses.

You get to choose the price and keep ALL the profit!

Check Out The Other Launch Special Bonuses Here >>

==> <http://www.WebProductsToday.com/?rd=qz2qblXx>

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## Top 20 Safelists For Affiliate Marketers

In my last post, I talked about Safelists and how they are a powerful advertising strategy for Affiliate Marketers or anyone running a home based business. I also revealed how to get the best possible response from your Safelist Advertising.

Here's a summary in case you missed it.

A Safelist is a Membership based mailing list where Members can email each other. These emails cannot be considered as spam because Member must opt-in to receive the mailings and also have confirmed their email address. A Safelist can be used to advertise a product or service, including business opportunities, affiliate programs, home business products, Clickbank products and so forth. Most Safelists work by allowing Members to earn credits for free advertising but also offer paid advertising options. Basic Membership in a Safelist is usually free. Paid memberships allow you to post more often, or to a larger list.

I've heard from many of you, requesting suggestions for reputable Safelist sites and companies. I share with you my Top 20 Safelists.

This is not just a list, mindlessly copied and pasted here. Remember, successful online promotion means consistent promotion to a number of sites or lists. Definitely join a number of Safelists to increase your reach. Make sure the ads you run include the benefits of what you offer, an eye-popping offer and a lead form ideally with optin options for your own list creation.

These are Safelists that we use our ourselves, or own and use for a variety of campaigns on a regular basis. They are listed in no particular order.

Last Tip: Remember if your ad doesn't pull don't be so quick to blame the list, have another look at your ad.

[ViralInBox.com](http://ViralInBox.com)

[QuantumSafelist.com](http://QuantumSafelist.com)

[FreeSafelistMailer.com](http://FreeSafelistMailer.com)

[DragonSafelist.com](http://DragonSafelist.com)

[ViralURL.com](http://ViralURL.com)

[DragonSafelist.com](http://DragonSafelist.com)

[SupremeList.com](http://SupremeList.com)

[UltimateSafelistExchange.com](http://UltimateSafelistExchange.com)

[DownlineBuilderDirect.com](http://DownlineBuilderDirect.com)

[MoneyMakerSafelist.com](http://MoneyMakerSafelist.com)

[YourSafelist.com](http://YourSafelist.com)

[Adchiever.com](http://Adchiever.com)

[SafelistExtreme.com](http://SafelistExtreme.com)

[ListVolta.com](http://ListVolta.com)

[Supralist.com](http://Supralist.com)

[AdTactics.com](http://AdTactics.com)

[ListJumper.com](http://ListJumper.com)

[ListJoe.com](http://ListJoe.com)

[GotSafelist.com](http://GotSafelist.com)

[Herculist.com](http://Herculist.com)

[BusinessWorldList.com](http://BusinessWorldList.com)

Have you used any of these safelists? What was your experience? Which safelists do you like not on this list? Submit your comments below.

## 18 Link Building Strategies

1. Contact the websites you are currently linked to to optimize the links. Ask them to change the ?click here? to another anchor text containing relevant keywords since the anchor text encourages people to click the ad. 2. Monitor the websites 404 statistics. Keep track of the links that are old or misspelled URLs. Google has a great tool for tracking URLs and links. 3. Create a ?link to us? link on your website. This provides information for others to link to your site including anchors, URLs, and logos. Keep this page updated with current information and additional links. 4. Use spell check and grammar checker to correct any errors. The users will notice when you have errors in your links, pages, and content. 5. Search the internet for other sites that mention your website but are not linked to your site. Contact them to have them link your site. 6. Post comments on blogs with a link to your site in your signature line. When you add comments that are relevant and informational you will build traffic. 7. Make sure your navigation is spiderable by the search engines. Use anchor text or image text to increase the search engine results. 8. Use a sitemap on your website. Link all the pages on each page with the sitemap for a user friendly site. 9. Link your site to relevant topics on other websites. Link to the important pages on the site. 10. Link to sites with high search engine rankings. They will drive traffic to your site. 11. Check on the sites your competitors are using. Get the same links to add to your site. 12. Post comments from clients that are positive to add the trust and interest of future clients. 13. Create a free eBook containing your expertise or niche. Offer the eBook as a gift for people viewing your site who provide their personal contact information. 14. Teach an online seminar regarding your expertise. You should be considered an expert in your field and will attract people to the webinar. Post announcements of the seminar. 15. Use Google AdWord?s content to build your network with other sites with relevant products and content. 16. Join an affiliate program that promotes and sells the same type of product. Add links to your website. 17. Add a ?donate to charity? link to your site. Describe the charity and how you donate the proceeds received. Pick a charity that people are willing to donate. 18. Submit your URL to social media sites to promote your products and services. Make sure the sites have quality services and products offered on their sites.

When you utilize these strategies to your website you will begin to see profits from the increased traffic.

## Affiliate Marketing 101

Affiliate marketing tips for beginners is first to "Start". If you are looking to join affiliate marketing business, following tips are just like a mile stone in this journey.

You control your actions and only have an effect on those people and things connected to you through relations and activities. The rest of the world and life you cannot control, so take some advice from one of my favorite Philosophers Bill Murray - "It Really Doesn't Matter".

You need to start each day with an empty glass and fill it the best you can, do it, start, become all you can be. Sounds like a commercial for the army. In real world business, it will add good value to your efforts. So here are some tips for beginners in Affiliate Marketing

1. Find a product or company you believe in to promote. 2. Acquire an affiliate link through their affiliate marketing program. 3. Get a domain name and hosting from a company like Go Daddy. 4. Outsource a web/blog site that is controlled by WordPress. 5. Sign up with You Tube. 6. Learn how to do keyword research. 7. Now blast your videos out using You Tube And Traffic Geysers 8. Use Traffic geysers to blast out your blog posts to article sites.

Now before you jump in and spend your money on things you may not need, get some help, mentoring. You need a plan of action, and realistic goals. There are some affiliate networks which offer free video training and seminars. These training videos and seminars are very useful for learning the basic and advance skills in affiliate marketing.

## 3 Things All Affiliate Marketers Need To Survive Online

Every affiliate marketer is always looking for the successful market that gives the biggest paycheck. Sometimes they think it is a magic formula that is readily available for them. Actually, it is more complicated than that. It is just good marketing practices that have been proven over years of hard work and dedication. There are tactics that have worked before with online marketing and is continuing to work in the online affiliate marketing world of today. With these top three marketing tips, you will be able to increase your sales and survive in the affiliate marketing online.

What are these three tactics?

1. Using unique web pages to promote each separate product you are marketing. Do not lump all of it together just to save some money on web hosting. It is best to have a site focusing on each and every product and nothing more.

Always include product reviews on the website so visitors will have an initial understanding on what the product can do to those who buys them. Also include testimonials from users who have already tried the product. Be sure that these customers are more than willing to allow you to use their names and photos on the site of the specific product you are marketing.

You can also write articles highlighting the uses of the product and include them on the website as an additional page. Make the pages attractive compelling and include calls to act on the information. Each headline should attract the readers to try and read more, even contact you. Highlight your special points. This will help your readers to learn what the page is about and will want to find out more.

2. Offer free reports to your readers. If possible position them at the very top side of your page so it they simply cannot be missed. Try to create autoresponder messages that will be mailed to those who input their personal information into your sign up box. According to research, a sale is closed usually on the seventh contact with a prospect.

Only two things can possibly happen with the web page alone: closed sale or the prospect leaving the page and never return again. By placing useful information into their inboxes at certain specified period, you will remind them of the product they thought they want later and will find out that the sale is closed. Be sure that the content is directed toward specific reasons to buy the product. Do not make it sound like a sales pitch.

Focus on important points like how your product can make life and things easier and more enjoyable. Include compelling subject lines in the email. As much as possible, avoid using the word ?free? because there are still older spam filters that dumps those kind of contents into the junk before even anyone reading them first. Convince those who signed up for your free reports that they will be missing something big if they do not avail of your products and services.

3. Get the kind of traffic that is targeted to your product. Just think, if the person who visited your website has no interest whatsoever in what you are offering, they will be among those who move on and never come back. Write articles for publication in e-zines and e-reports. This way you can locate publications that is focusing on your target customers and what you have put up might just grab their interest.

Try to write a minimum of 2 articles per week, with at least 300-600 words in length. By continuously writing and maintaining these articles you can generate as many as 100 targeted readers to your site in a day. Always remember that only 1 out of 100 people are likely to buy your product or get your services. If you can generate as much as 1,000 targeted hits for your website in a day, that means you can made 10 sales based on the average statistic.

The tactics given above does not really sound very difficult to do, if you think about it. It just requires a little time and an action plan on your part.

Try to use these tips for several affiliate marketing programs. You can end maintaining a good source of income and surviving in this business that not all marketers can do. Besides, think of the huge paychecks you will be receiving?

CPP\_author

## A Day In The Life Of An Affiliate Marketer

Being in the affiliate marketing business is not that hard now with the internet at your disposal. It is much easier now compared to the days when people have to make use of the telephones and other mediums of information just to get the latest updates on the way their program is coming along.

So with technology at hand, and assuming that the affiliate is working from home, a day in his or her life would sound something like this?

Upon waking up and after having breakfast, the computer is turned on to check out new developments in the network. As far as the marketer is concerned there might be new things to update and statistics to keep track on.

The site design has to be revised. The marketer knows that a well-designed site can increase sign ups from visitors. It can also help in the affiliate's conversion rates.

That done, it is time to submit the affiliate program to directories that lists affiliate programs. These directories are means to attract people in joining your affiliate program. A sure way of promoting the affiliate program.

Time to track down the sales you are getting from your affiliates fairly and accurately. There are phone orders and mails to track down. See if they are new clients checking the products out. Noting down the contact information that might be a viable source in the future.

There are lots of resources to sort out. Ads, banners, button ads and sample recommendations to give out because the marketer knows that this is one way of ensuring more sales. Best to stay visible and accessible too.

The affiliate marketer remembered that there are questions to answer from the visitors. This has to be done quickly. Nothing can turn off a customer than an unanswered email.

To prove that the affiliate is working effectively and efficiently, inquiries would have to be paid more attention on. Nobody wants to be ignored and customers are not always the most patient of all people. Quick answer that should appear professional yet friendly too.

In the process of doing all the necessities, the marketer is logged on to a chat room where he or she interacts with other affiliates and those under that same program. This is where they can discuss things on how to best promote their products.

There are things to be learned and it is a continuous process. Sharing tips and advices is a good way of showing support. There may be others out there wanting to join and may be enticed by the discussion that is going on. There is no harm in assuming what opportunities ahead.

The newsletters and ezines were updated days ago, so it is time for the affiliate marketer to see if there are some new things happening in the market. This will be written about in the marketer's publication to be distributed to the old and new customers.

These same publications are also an important tool in keeping up to date with the newly introduced products. The marketer has put up a sale and promotion that customers may want to know about. Besides, they have to keep up with the deadline of these sales written in the publications.

It is that time to show some appreciation to those who have helped the marketer in the promotions and sale increase. Nothing like mentioning the persons, their sites and the process they have done that made everything worked.

Of course, this will be published in the newsletters. Among the more important information that have been written already.

The marketer still has time to write out recommendations to those who want credible sources for the products being promoted. There is also time to post some comments on how to be a successful affiliate marketer on a site where there are lots of wannabees.

Two objectives done at the same time. The marketer gets to promote the product as well as the program they are in. Who knows, someone may be inclined to join.

Time flies. Missed lunch but is quite contented with the tasks done. Bed time?.

Ok, so this may not be all done in a day. But then, this gives you an idea of how an affiliate marketer, a dedicated one that is, spends the marketing day.

Is that success looming in the distance or what?

CPP\_author

## Affiliate Internet Marketing

Affiliate internet marketing is a great way to make money promoting someone else's product. When you sign up as an affiliate, you receive an affiliate ID and URL. If you already have a website then you can start promoting their product on your site. Whenever someone visits your site and you make a sale then you get a commission.

The commission is usually a percentage of the purchase price of the product. If you do not have a website then you will need to get or make one. Sometimes the company you are working for will provide one to you and all you have to do is start getting traffic to the site. There are many ways to drive traffic to your site.

Do some homework and find a product that you think would be a good item to promote. Sign up to become an affiliate and if you are selected by the company then you can move forward and get everything in order to start making money. There are more steps involved so make sure you do not miss or skip over any of them. It will only take longer to make some extra cash.

Should you have to build your own site you will also have to buy a domain name and pay to get it hosted. The cost for a domain name is minimal at only about \$10 a year. When you buy a domain name you are basically staking your claim on a parcel of the internet. Just like when the pioneers staked their claim on parcels of land, you now own a piece of the internet.

The domain name you choose is very important. It should have the keyword for the product you are promoting in it. Do some keyword research to find the best keywords to use. A good keyword is one that has high searches every month but that also has low competition. A keyword like this is like money in the bank. Download a good keyword tool and spend some time looking for a good one. Check out some long-tailed keywords, you might find your little golden nugget has four or five words in it.

You will need a good content management system, or CMS, to install a blogging platform on your affiliate internet marketing website. Your web hosting service may install a blogging platform automatically on your site. The all you have to do is keep it updated and interesting. Use some backlinks to your website to help drive customers, or traffic, to your site.

People will respond to your blog if you keep it professional and sound like you know what you are talking about. To make the sales people have to believe that you are an authority on the subject. They need to trust you.

Now that your affiliate internet marketing site is up you can start posting reviews pertaining to the product you are promoting or you can write articles describing the product and its benefits. Ask former customers to write testimonials and post them, too. One satisfied customer might bring in maybe as many as five to ten others looking for the same product.

## Affiliate Search Engine No Holds Barred Approach To Making Money Online

As you might have guessed, affiliate search engine marketing has become one of the quickest ways to make a fast buck online. In fact, many business owners have jumped on the affiliate marketing bandwagon as a way to promote their companies.

On the other hand, affiliate search engine marketing is a surefire way for anyone to begin a home-based business. You see affiliate marketing is the best of both worlds.

Don't worry; if this is the first time you've heard of this unique type of marketing you are not alone. But more on that later. You may not know this but search engine marketing has taken the world by storm.

Listen to me carefully now. Many people are using this technique successfully. But many others treat affiliate marketing like looking for a needle in a haystack.

Bear with me as I tell you how to get started.

Here goes?

For starters, you'll be glad to know that affiliate search engine marketing is easy to understand. Quite simply, as an affiliate marketer you will be promoting websites and rewarded for sending visitors or customers to the site.

Understand this: compensation varies depending on the type of program you choose to promote. For instance, some websites will pay for every visitor you send to their site. However, other sites pay you a percentage of the sale of a product or service

If you think that's nothing, think again. One sale could net you a profit of \$50 or more. It's true; some products are priced lower than that. But the beauty of affiliate programs is the fact that you get to choose which products you promote.

Honestly, you can choose to only promote programs that pay no less than \$20. It's all up to you.

Here's something else. If you need a way to promote your home based business, affiliate marketing could be the diamond in the rough you've been looking for.

In this case you recruit affiliates to promote your site for you. And get this: you don't have to pay them unless they meet certain criteria. For example you could pay them based on the action the customer performs such as filling out a form, or per sale.

What this all boils down to is that you can get your site promoted for you with little effort of your own. Look, I'm not kidding around. The majority of business owners choose a pay per sale program.

Here is the reason why they never have to pay out a dime unless the affiliate makes a sale. It's a win-win situation for both.

And best of all, you can make a full time income promoting other companies products and services. Just let this sink in for a minute - affiliate search engine marketing may be one of the best ways to become financially secure. But don't take my word for it. Try it for yourself.

## Affiliate Internet Marketing-Can Buy Some Happiness

Everybody is looking to get more money. As shallow as it may sound, money can buy happiness. It can buy the happiness that is peace of mind. Having money means you do not have to worry about paying your bills or not having health insurance. It means you can buy the things you want and go to the places you want. Money alone can not make you happy but it sure can help.

But making that kind of money is difficult, working a conventional job will not net you the kind of money you would like. So that is why so many people turn to the internet and make their own businesses. Using affiliate internet marketing to promote their websites and grow them.

While online businesses can make you a lot of money, do not buy into the hype that it is some get rich quick scheme. Even if it is on the internet, it is still a business and you need to treat it as such. It will require a lot of time and effort to build up. To that end there are several tips you can follow to help you out.

1. Set work hours. While working whenever you want is nice, most of us lack the self discipline to actually do that. We would constantly go "oh I'll do that later" and when later comes, we will just say that again until the day is already over. So for most of us we need a more structured environment, which we can get from setting a specific schedule where we can work and use affiliate internet marketing to promote our websites.
2. Designate a work space. It is important to pick out an area in your house that will be used as your work area. Whether an office or just a corner in a quiet area. Somewhere that you can go "ok, time for work." it can help get you in the right mindset and push aside distractions that might hamper your work.
3. Have the necessary tools. Working online means you need some software to help you out. There are all sorts of programs out there that can help you run your business, so making use of these are important if you plan on being competitive.
4. Connect with like minded individuals. There are a lot of people out there working on the same niche as you, and some of them will have already succeeded and be making money. Contacting them and asking them for help on how to affiliate internet marketing and any other questions you may have is important.
5. Maintain your health. This may seem a little silly and out of place, but when working online you and only you are responsible for the success of your business. If you get laid up from being sick, then your business suffers. As well the nature of your business means you will be spending a lot of time in your chair, staring at your monitor. Make sure to take breaks as needed and get enough exercise to compensate.

## Best Strategies for Online Approval of Credit Card Application

(how to get a credit card online approval)

Credit cards had been a popular form of purchasing items on a "chargeable" or borrowed term.

The advantages of having a credit card are: 1. Security, since one does not have to carry a large amount of cash to purchase certain items. 2. Convenience. In case one has to purchase an item that is immediately needed (and is out of cash), these can be purchased using a credit card 3. Cash advances. Purchases that require cash payments may still be accommodated by the credit card through the cash advance feature. This works like a regular ATM transaction (with of course a corresponding interest rate)

Disadvantages 1. Interest rate. Unlike purchasing with cash, credit card charges come with a corresponding interest (unless paid before the due date). The consumer should be aware of the various interest rates offered by the different credit card companies. One has to choose the mode of payment (plus the interest rate) that would best suit his or her capacity to pay.

2. Overuse. A consumer tends to purchase items that are not really needed or included in their budget if they have a credit card that is ready to use.

3. Annual fees. Whether one chooses to use his or her card, after activation, annual fees will be charged. 4. Other charges. A delay in the payment during one billing period would incur you additional charges.

Credit card online approval usually is far easier than manual applications that require various forms to be completed before it can be processed. The company likewise is more likely to receive your application on a shorter period of time as compared to snail-mailing your forms.

For a faster credit card online approval, take into consideration the following:

1. Do not leave any unanswered line, especially those marked with a red asterisk.
2. After completion of the online application, immediately send either through email or facsimile the additional requirements needed.
3. Take into consideration that credit card companies prioritize applications of the following group of people:
  - married couples
  - persons with a mortgaged house or car
  - persons with several dependents
4. Choose credit card companies that have a promotional offer in the application process, chances are, promos are offered due to low application rate, thus prioritization your entry is a sure shot.

The logic here is that the more obligations an applicant has, the more they are likely to use the credit card, which equivalents to higher earnings (through interest charges) on their part.

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## 4 Affiliate Marketing Tips Simple and Fast

Starting your own home business has never been easier, thanks to the internet. With the help of the internet you have access to people from all over the world, right from your own home. While there are many types of businesses you can start, affiliate marketing is one of the best. It can give you an extremely large income and all you have to do is learn some new skills. If you can read and write you can have a very successful online business.

To help you build your business as quickly as possible and avoid the potential pitfalls, I've compiled a list of some affiliate marketing tips:

1. While I know you're probably anxious to get your website set up and get started, you'd be better off taking a little time first to learn how to do it properly. There are many places online where you can learn every thing you need to know about affiliate marketing. You're best bet would be to invest a little time and money into an internet marketing course. Learn how to do it, then implement what you've learned. Even though it may seem like you're having to wait before you set up your business and start making money, in the long run you'll be saving yourself some time if you learn how to do it first, before jumping in.
2. Don't get sidetracked with all the ridiculous promises online. You will probably get dozens of emails every day promising you that you can make money in no time and with no effort. It's not true and if you spend all of your time jumping from one 'sure thing' to another you'll never make any money. Don't fall victim to the hype. Just build your business nice and steady and tune out all the other noise.
3. Until you know how to do it properly, steer clear of using Pay Per Click. The search engines are constantly changing the rules when it comes to PPC. There really is a very steep learning curve and you can waste hundreds or even thousands of dollars if you don't know what you're doing. There are people on line who make a living doing nothing but keeping up with all the PPC changes and teaching other people how to use PPC techniques. Make some money first, then take some of that money and invest it in a PPC course before you jump in.
4. Build a list using an autoresponder. Up to 98% of the people who visit your site won't buy anything and they won't be back. You can get a bigger share of this traffic by having an email list that they can sign up for. That way you can build trust and rapport with them over a period of time. You'll get more than one chance to convert them into paying customers.

Making money online with affiliate marketing is one of the best home businesses you can start. It's quick and easy to start, though you will need to learn some new skills. If you're willing to invest a little time and effort the rewards can be huge. Just use these affiliate marketing tips as a starting point. Continue to learn all you can and be willing to use what you've learned. If you do, you can make virtually as much money as you want.

## 5 Ways How To Earn Quick Cash On The Internet

Many newcomers come into the internet marketing world because they want to earn quick cash.

Earning money on the internet is becoming easier and easier, now that so many resources, courses, e-books and training platforms are available. But there is still a learning curve involved, especially if you plan on being one of the really big industry earners.

In the meantime, here are some legitimate ways to get paid for a wide range of online activities very quickly:

Write articles and/or blog posts:

More and more sites will pay for your articles or blog posts. Associated Content and Helium pay based on performance which is the number of page views your articles collect. Articles on specific topics can even earn direct payments up to about \$200. And many companies are looking for part-time bloggers. The Weblogs Guide posts blogging jobs weekly in its forum.

Make money helping people find better jobs:

Sites like Who Do You Know For Dough?, WiseStepp, ReferEarns, Zyoin and Bohire bring hiring employers together with prospective employees. Pay for referring a candidate who gets hired ranges from \$50 on up to several thousand dollars. So if you happen to know someone who's looking for a job, you too can start your own recruiting business without investing a dime.

Act as a broker - connect suppliers with buyers:

Earn referral fees from Sites like Salesconx, InnerSell and uRefer. Vendors establish the referral fees they're willing to pay and when the transaction is complete, you earn quick cash.

Microstock photography:

Contrary to popular belief, you don't have to be a professional photographer to make money from your photos. There is always a need for stock photography for websites, presentations, brochures and so on, and people are very eager to pay for the right image. You need to make sure that you don't include images of trademarked brands, copyrighted art or well known people but those are really about the only rules you need to follow. It would probably surprise you to learn what people need pictures of. If it's a decent quality photo, upload it. Some sites to get you started include Shutterstock, Fotolia, Dreamstime and iStockphoto.

Set up your own blog:

Most people who are just starting out in internet marketing are intimidated by this but you really shouldn't be. Nowadays it is so easy. At Blogger, for example, you can set up a blog for free in just a few minutes even if you've never blogged before. And you can make money this way because Blogger even automates setting up Google AdSense ads on your blog - when people click on these ads, you get paid. You can also advertise your own affiliate products and make commissions off of the sales you get from these. Just pick a subject that you like, write some articles about it, and get traffic to your blog.

These are just a few ways you can earn quick cash online even if you don't have sales or marketing skills, even if you have no money to invest and even if you don't have your own product.

## Affiliate Marketing Commissions Good Money

Affiliate marketing is one of the best ways to make a real full time income from home. This is one of the few businesses where you are almost completely in control of how much your affiliate marketing commissions are. With the seemingly infinite possibilities that the internet offers, all you have to do is find one or two effective strategies and implement them consistently and your commissions will skyrocket.

One note of caution though, while it is true that you can make virtually unlimited commissions with affiliate marketing, please don't fall for the scams that tell you that you won't have to do any work and that you can be making a six figure income in 30 days. That is simply not true. While affiliate marketing is an easy business to learn and run successfully, it will take work and time to get your business to the point you want it to be.

There are several things you can do to increase your commissions, but one of the best, and most simple, things you can do to earn higher commissions is: build an opt-in list.

Most people don't realize that up to 98% of the people who visit a website not only won't make a purchase...they won't ever be back. In order to convert more of your visitors into customers you need multiple contacts with them. Having multiple contacts with them can lead them to trust you and feel more comfortable about spending money with you.

But how do you do that if 98% don't buy? Simple, you build an email list. You can do this on autopilot simply by signing up for an auto responder service. When you set up an account you can pre-load a series of emails into the auto responder and they will go out over a period of time, whatever you set up. That way you can not only be building trust by providing the people on your list with valuable information, you can also, subtly, remind them that the product you are selling can help them achieve the results they are looking for.

When you have an auto responder you will need to get your visitors to opt-in to your list. By doing this they are giving you permission to contact them by email so you avoid any spam complaints. But how do you get them to opt-in? Well, one of the most common practices is to bribe them! Don't worry, I'm not talking about anything unethical. You simply offer them something of value in return for them signing up to your email list.

It doesn't have to be anything expensive, just something with a high perceived value...something that they will find helpful and consider valuable. For this purpose a free ebook or report is great. Just make sure that the free gift you give them isn't some junky thing that you threw together in 10 minutes. Provide them something of real value so they will trust you and feel more inclined to not only sign up for your list, but purchase products from you.

One very common mistake people will make with their list is to make every email nothing but a sales pitch. If you do that they will unsubscribe and you've lost a potential customer. Instead, give them valuable hints, tips in every email they receive from you and only occasionally pitch a product to them. This technique will work much better than if you're always asking them to dig into their wallet.

Affiliate marketing is a great way to make a living, and there are easy ways to greatly increase your affiliate marketing commissions. Using an auto responder is the quickest, easiest way to make more money.

## Affiliate Marketing Cost Can Be Cheap

If you are thinking about getting involved with affiliate marketing you are probably wondering what affiliate marketing cost you can expect to incur. The good news is that you can start your very own affiliate marketing business for free or very little cost.

Yes, I said free. Though I'll be honest, that's not going to get you as far as quickly as if you invested a small amount of money, let me explain why. There are probably thousands of different types of products and services you could become an affiliate for but the real trick is getting customers to your website. You need to get a steady stream of hungry customers to your site if you want to make money.

One of the best methods for generating this traffic is by article marketing. That means you write quality, informative articles about the product you are promoting and when someone reads your article they can click on a link at the bottom of your article and be taken to your website. Not only is this method free it also has the added advantage of helping you set yourself up as a trusted expert.

The downside to this method is that many of the article directories (websites that will let you submit articles for publication) won't allow you to put an affiliate link in your article, you need your own domain name. There are some ways you can get around that such as putting up pages on sites like Hubpages and Squidoo but that's not as effective as purchasing your own domain and hosting. You can buy your own domain name for less than \$11 a year and hosting can be less than \$10 a month. So, while you can get involved in affiliate marketing for free, if you've got even a small amount of money it can help you get established a little more quickly.

When you're first starting out you'll probably hear a lot about Pay Per Click (PPC). This is a form of advertising that allows you to place ads using topic specific keywords. You will only have to pay for the ad when someone clicks on it and is taken to your site. The amount you have to pay will vary depending on the keyword you're targeting and is determined by a bidding process.

PPC has a lot of variables and if you're not careful you can really rack up hundreds or even thousands of dollars. Because of the steep learning curve I recommend anyone who is new to affiliate marketing start with the free marketing methods such as article marketing. They are every bit as effective as PPC but they won't cost you anything. Then, when you are making more money and have the time to learn to do PPC properly, you can expand...if you want to.

There is nothing stopping you from starting your own affiliate marketing business. The affiliate marketing cost is very low (or even free) and the potential rewards are virtually unlimited. Just remember, that even though you can start this business with little or no money, if you don't treat it like a business and learn all you can, you'll never make any money either.

## Affiliate Marketing Explained Short and Fast

If you've been looking for a great home business to start with little or no money, you might want to consider affiliate marketing. For those of you who aren't familiar with what affiliate marketing is all about, I'll explain it to you in this article.

Affiliate marketing explained. The concept of affiliate marketing is very simple, you sign up to become an affiliate for a product or service. It can be a physical product that has to be shipped, or it can be a digital product that can be downloaded instantly. When you make a sale, you get a commission.

Many business offer affiliate programs and most of them will even give you your own affiliate website. This is a replicated website which means that all affiliate websites will look exactly the same. The only difference is in the URL people will use to get to your page. That URL will include a code that is specific to you so that when someone makes a purchase from your site, you receive the commission.

This is a great business because once you learn how to do it, you can make virtually unlimited amounts of money and much of your work can be done on autopilot.

One word of caution, while it's completely true that you can make a ton of money with little effort that will only happen after you've spent the time to build your site and get a steady stream of traffic. So at first, you'll have to work very hard. Then once your site is established it won't take much effort at all to keep it going.

Don't ever let someone convince you that you'll be making six figures in a few months especially if you've never done this before. Affiliate marketing isn't a hard business to learn, but you'll still need to take the time to learn it.

The biggest challenge is getting a steady stream of hungry customers to your website. There are many methods you can use to get customers, many of them are completely free and easy to learn, while others can be quite expensive and have a pretty steep learning curve.

Article marketing is a great free way of generating a lot of traffic. This method simply involves you writing, or hiring someone to write for you, articles that will provide valuable information on your product or service. I don't mean something that is one long sales pitch, I mean something that contains truly helpful information.

When you submit your article to an article directory it will be published and when someone does a search using the keywords you used for your article, they will read your article, click on your website link at the bottom of the article and visit your site.

Another way of generating traffic is with Pay Per Click or PPC. While equally effective as article marketing this method has a steep learning curve and since it's not free you'll be spending a lot of money while you're learning. With PPC you submit ads to a search engine and target a keyword specific to your website. When someone clicks on your ad you have to pay.

The amount you'll pay will vary on the popularity of the keywords you've chosen as well as a quality score and other variables. If it sounds a little complicated that's because it is. I wouldn't recommend anyone try PPC until they have the money to take a course and learn how to do it properly. Otherwise you'll spend yourself right out of business.

I hope this affiliate marketing explained article has helped you get a better idea of what affiliate marketing is all about. It really is a great way to make a lot of money, but never forget that it's a real

business and will take a little time and effort to get off the ground. Treat it like a business and you'll be reaping the rewards for the rest of your life!

## Affiliate Marketing Guide Down and Dirty

For anyone who has, or wants to have, an affiliate marketing business it's important to realize that like any other type of business you will need to learn how to do it. Affiliate marketing is an easy business to learn, but it will still take a little time and effort if you truly want to be successful. This article can be your affiliate marketing guide and can help you get started on an exciting new career.

Sometimes when something is too easy people tend to take it for granted and not take it seriously. I've seen this happen to many would be affiliate marketers. In order to be successful you can never treat your business like a hobby. If you learn your trade and work at it consistently you can make virtually unlimited income. The biggest focus of your affiliate marketing business will be to get a steady stream of qualified visitors to your website. There are many methods you can use to do this, some of them are free and others cost money...some times a lot of money. The key thing to remember is that you want qualified visitors. What does that mean? It means people who are actively looking for the product or service that you are offering and are ready to buy. You don't just want to attract a lot of 'tire kickers'.

In order to get qualified visitors there are specific things you can do to attract them. For one thing, if you are using article marketing ( a method where you submit an article that offers valuable information about the product you're promoting to be published by an article directory) than you know that anyone who is clicking on and reading your article is obviously interested in your product or service.

When you are using Pay Per Click or PPC ( a method where you place an ad on a search engine targeting a specific keyword and you pay when someone clicks on your ad and is taken to your website) than you want to make your ad as specific as possible. For example, if you are selling T.V.'s don't place a generic ad that says "T.V's for sale". That's way too general and you'll get a lot of people who are just looking.

If, on the other hand, your ad is very specific like: "Sony 52" High Def, Flat Panel T.V's For Sale" then you will get more people who have narrowed down their search, know exactly what they are looking for and are ready to buy.

Getting qualified visitors to your website is part one. Part two is to turn as many visitors into customers as you can. One great way to do that is to have an email list that they can sign up to. Offer them something of value such as a free report if they sign up to your list.

Then your autoresponder service ( a service that will automatically send out emails over whatever period of time you choose. You just write the emails, pre- load them into the autoresponder, determine how often they should go out and anyone who signs up to your list will receive the emails one at a time starting with number one and going all the way through the series) will help you build a relationship and trust with the people on your list.

Just make sure that when you send your emails you don't just send one sales pitch after another. If you do that people will un-subscribe from your list. Instead, offer them valuable tips and add a P.S. explaining the benefits of your product or service.

Affiliate marketing is a fantastic career. To get started use the information in this affiliate marketing guide and continue to expand your knowledge.

## Affiliate Marketing How To Maximize Your Income

Before you get started on your new affiliate marketing career, use this affiliate marketing how to. Consider this your affiliate marketing 101 course. Obviously, I can't possibly cover every aspect of this exciting career, but I can give you enough of the basics so that you have a solid foundation on which to build.

The first thing you need to remember is that you are building a business. Like any business it will take some time, commitment, and knowledge in order to grow and be successful. Don't ever let someone convince you that you can be successful without working at it or that you can start making a six figure income in just a few months. You can make a six figure income but it will take some time to grow your business to that point, especially if you've never done this before.

Here is a list of the basic steps you will need to follow to get started:

1. Sign up to become an affiliate. This is free to do and there are many places you can sign up. Most companies have an affiliate program. You can choose to promote physical items that need to be shipped or you may prefer to promote digital products that can be downloaded instantly. Just decide what types of products or services you'd like to promote and do a search for companies that offer affiliate programs for those products.
2. Decide how you want to drive traffic to your website. This is the only way you'll ever make any money, you will need an ongoing stream of qualified visitors to your website. It will take a little time to get that traffic. Exactly how long will depend largely on the traffic generating methods you choose.

For example, if you choose the free methods such as article marketing ( a method where you write an article about your product or service that offers useful information. You then submit that article to an article directory which will publish your article for free. When someone does an online search using the keywords you've used in your article, they will be directed to your article. Once they've read your article they can click on the link at the bottom and be taken to your website) it will take a little longer but it is free and once you've got the traffic it will take very little additional effort to keep it.

If you choose to use Pay Per Click or PPC for your traffic you will usually get more traffic more quickly, but only if you know how to do it. PPC actually has a pretty steep learning curve and since you are paying to place an ad you are paying the whole time you are learning. It can get a little costly.

3. Build a list. The sad fact of the matter is that up to 98% of the visitors to your website won't make a purchase, and they won't ever be back. If you can capture their contact information on that first visit, you can keep in touch with them and hopefully at some point convert them into a paying customer.

To build your list you need to entice them to opt-in to your email list. This simply means that they sign up and agree to receive emails from you. That way you don't have to worry about spam complaints. This method can be totally automated by using an autoresponder service. With the service you can simply pre-load a series of email messages that will go out one after the other over whatever time period you choose. This way you can have multiple contacts with your visitors and build trust and rapport with them.

Don't waste another day. Use this affiliate marketing how to today and start your own enormously successful affiliate marketing business. You'll really be glad you did!



## Affiliate Marketing In A Nutshell Yes It's That Simple

One of the easiest, and potentially most lucrative, online business you can get in to is affiliate marketing. If you learn the tricks of the trade and are willing to invest some time to implement what you learn, you can leverage the automation and sheer volume of the internet to make virtually as much money as you want. To help you get started, I've compiled a brief overview of the basics. This is by no means the do all end all, but it is enough to get you started. Consider this your affiliate marketing in a nutshell.

The first thing you really have to remember, and I can't stress this enough, is that even though affiliate marketing is not a difficult online business that doesn't mean that you won't need to learn some new skills...you will. It also doesn't mean that you won't have to invest any time in your business. One of the most common mistakes people make is that they don't treat their business as a business. Instead they do a little work here and a little work there and then they wonder why they're not rich after a month or two. Don't fall into that trap. Work your business like a business with intensity and consistency and you can be very rich.

1. The first step is to understand that to become an affiliate you need to sign up with a company that offers an affiliate program. It's free to sign up and you will receive a commission whenever someone buys a product on your website. Most companies will give you a replicated website that will be identical to all the other affiliate websites, the only difference will be your special code in the URL. That will identify you and whenever someone makes a purchase from your site you'll get a commission.

2. Next you need to know a little bit about internet marketing or IM. This is the process where you drive traffic, visitors, to your website. There are many ways you can do this, some of them are even free. Generally the free methods will take a little longer, but since they are free you don't have to worry about making any mistakes while you are learning how to do them (they are very easy, but you might still make small mistakes).

The paid methods for driving traffic will usually get traffic more quickly but only after you've mastered the techniques which can take quite a bit of time and since you have to pay while you are learning it will also take quite a bit of money. You will definitely have more money going out than coming in at the beginning when you use this method.

3. Convert as many of your visitors into paying customers as you can. There are many elements to this, everything from copywriting to SEO to using an autoresponder. Don't worry if none of this makes sense, there are plenty of places online where you can learn these skills.

For right now though, you will want to use an autoresponder service. This is a fully automated system that will allow you to pre-program a series of emails. You can add as many emails as you want and you can choose how often they go out. When someone opts into your list (this just means they sign up and give you permission to send them emails) the whole emails series will be sent out automatically.

For example, let's say that you have 10 emails loaded into your autoresponder and that you've got it set up to send out one email every day for 10 days. When someone signs up they will immediately receive the first email. Then every day they will receive another one until they've gotten all the way through the series.

When you write your emails make sure that you include valuable information. Don't make your emails just one sales pitch after another. Instead help them by giving them information that they can use, related to your website topic of course.

I've barely scratched the surface with this affiliate marketing in a nutshell report. Just remember that affiliate marketing is easy, don't let the jargon throw you off. It won't take you any time to learn all you need to know to be making a lot of money. If you can read and write you can be a very successful affiliate marketer.

## Affiliate Marketing MLM Combination

Affiliate marketing and MLM (otherwise known as network marketing or multi-level marketing) are considered two separate business models. But in reality, a good network marketer will use an affiliate marketing MLM combination to create other streams of income. Other than those which come from his or her particular MLM business.

On the other hand, a skilled affiliate marketer might also consider joining an MLM in order to leverage their efforts. While affiliate marketers make money each time they sell a product or service that they are promoting, an affiliate network marketer can also make money off of the products and services that their downline sells, or the others that they recruit into their business.

There are many affiliate marketing MLM programs to choose from. An MLM funded proposal is an example of this. These types of business models are designed to capture the interest of the entrepreneurial type of person; who is looking for help with starting a business from home.

Even more specifically, these folks are researching network marketing or a specific MLM company. The funded proposal is a good way to build up a contact list of people who are interested in home business or MLM businesses. These proposals offer what these types of people are looking for: training, support, help, strategies, etc.

The funded proposal can be free to join with a later option to upgrade, or it can cost a relatively small fee. Then you can choose to promote the funded proposal yourself or you can take advantage of their promotional tools which are often available at an extra charge. As others join the funded proposal under your personal link, you then get their names and contact information and can continue to keep in touch with them in order to promote other products and/or services that are related to what they are looking for or to promote your own MLM opportunity. In addition, you can earn commissions when people join you in your funded proposal. While these are generally not enough for you to make a living off of, you can funnel these profits into more advertising or other business costs.

The key to being successful with the affiliate marketing MLM combination is to build a responsive list and offer them exactly what they are looking for. If you have someone on your list that has signed up for MLM training, then you can continue to offer them products and services that are related to that.

If someone on your list has signed up for information about getting into the MLM business, you can show them why they would want to join you in your MLM and on your team. And if you are already an example of someone who is creating multiple streams of income with affiliate marketing, then you are more likely to get a "yes" from them when it comes to them joining your MLM. They can learn from you and pass this information on to their downline as well.

## Affiliate Marketing Network Program Equal Good Money

If you really want to increase the security of your online income and leverage all the benefits of the internet you really need to consider affiliate marketing network program. This is using your affiliate marketing skills to build a business that has a lot of levels of people under you. You get to leverage the work of all of these other people to help you make more money.

With 'traditional' affiliate marketing programs you get paid a commission when you make a sale. This is a great business model and you can make a lot of money. But, if you want to really rake in the money you can use the affiliate marketing model and combine that with a network marketing company. By doing this you can not only make money when you make a sale, but if that person joins your network marketing organization you'll make a percentage of all the sales they make too.

This residual income will continue to grow even if you don't increase the number of visitors you get to your website. Why? Because you'll be getting a percentage of all the sales that the people in your organization are making. You won't just be getting paid for your efforts but you'll also make money off of the efforts of everyone in your organization.

That way you won't have to worry about whether or not your sales will stay at a certain level since you will also be making money on the sales that are made by the other people in your organization.

Another great benefit of this business model is that most network marketing companies will have all the members on some type of autoship. That means that they automatically get some of the companies product every month automatically. So even if for some reason your website traffic falls off a little bit for a few months, you'll still have all the income from the autoships that you and all the other people in your organization are on.

You will still need to learn some basic internet marketing techniques to drive qualified traffic to your website. The more traffic you get the more customers you'll have and the bigger you can grow your organization.

The good news is, especially if you are just starting out, that many of the online methods for driving traffic to your website are completely free to use. Don't let that fool you though, even though they are free they're still extremely effective and should not be overlooked.

One of the best free methods, hands down, is article marketing. With this method you simply have to write insightful informative articles about your business. Submit them to an article directory, for free, and drive qualified traffic to your website.

Two of the most powerful, and profitable, home business are affiliate marketing and network marketing. When you combine them and start your own business using an affiliate marketing network program you are combining the leveraging ability of network marketing along with the enormous volume and automation of affiliate marketing. You truly are getting the best of both worlds and you can make as much money as you want as long as you are willing to learn the skills needed and spend the time to get your business off the ground.

## Affiliate Marketing Newbie

Advice for the

Are you an affiliate marketing newbie? Whether new or experienced, there are some tips of the trade that you should follow.

First of all, the lure of working from home in your pajamas with nothing but a computer is almost too much to bear. In fact, more and more people are trying their hand at affiliate marketing exactly for this reason. But in order to be successful in your efforts, you do need to spend time and at least a little bit of money. It is hard work, so be prepared.

If you are an affiliate marketing newbie, start out promoting something that you are familiar with and, even better, something that interests you. As you get more experienced, this aspect will not be quite so important -- you will be able to promote things that you know nothing about or care nothing about and still be successful -- but in the beginning, it helps to start with something that you will be committed to as you go through your learning curve. Keep in mind that taking this route may not end up as the best converting method or gain you the highest commissions, but it will be easier for you to build a website and to stick with what you are working on

When you do get your site up and running (and, by the way, a WordPress blog is a very fast and way to establish a reputable website), promote more than just one product in the same niche. This also gives your visitors a choice and allows you to track which products are selling more or less.

Always remember the tried and true saying: content is king. "Contents sites" are the ones that offer educational, instructional and topical content about whatever it is they are promoting. And the best of these types of sites actually make the promoted product or service seem like an afterthought. This is another reason that it is easier if you are new to affiliate marketing to start with something you are familiar with and/or interested in. While content is important, your main goal is to drive visitors to the sales of your affiliate products, so make it as easy as possible for them to get there.

Do not give up. There is a lot to learn when it comes to affiliate marketing and it takes a lot of work in the beginning. It's also important to keep up with rules and regulations that change in the field of affiliate marketing. Affiliate marketing revenue can end up being passive (meaning you don't have to do anything to earn it), but it takes a while to get to this point. Most people will take months even to make enough money to cover costs. Keeping these tips in mind when you are an affiliate marketing newbie will help you in achieving a profitable status.

## Affiliate Marketing Offers

### How to Find

There are many different sites that you can use to find affiliate marketing offers. Clickbank is one of the most well-known and also very popular and it focus on digital informational products. Clickbank is a great place to start if you are new to affiliate marketing because it has a wide variety to choose from and it's very easy to get started. Clickbank lets you, as an affiliate, sell electronic products even if you do not have a merchant account and the commissions generally range from 50% to 75% of the sale. Right now, Clickbank boasts over 100,000 affiliates that are selling over 10,000 products. In order to choose the right products, most people look at the "Gravity" and popularity score which is assigned to each product. The easy definition of gravity is a measure of how much competition there is for the particular product - however, the actual measurement is derived by a more complicated formula. In general, you do want a comparatively high gravity when looking for a product to promote, but not so high that it is too hard for you to compete.

Commission Junction (CJ) is another popular site that has many affiliate marketing offers from which to choose. The merchants that put their products and services on Commission Junction tend to be bigger and more established companies who are experienced in product development, marketing, and promotion. CJ also offers many types of promotional links for its affiliates. So, you can promote the products and services that you choose with banners, text links, product links, and search boxes.

Amazon was one of the founders of the affiliate movement and it is a noteworthy affiliate network to join if you want to sell products from your site or blog. While the commissions with Amazon are generally lower, it is extremely easy to get set up with promoting products on your blog or website, and it is much easier to make sales with these products. And you can even choose to set up what is known as an Amazon aStore. Another handy feature of Amazon is that it offers context link ads and Widgets.

If you want to take your analysis a step further, you can take a look at OfferVault.com. This site allows you to search for the type of product or service you would like to promote and then gives you a list of all of the platforms that offer these products and services. Offervault offers both CPA and affiliate network offers and it is completely free for affiliates and publishers alike which makes it accessible to everyone -- even the newcomers to the affiliate marketing game. This site can save you lots of time in searching for the right product or service to promote and comparing various products/services and networks. New affiliate marketing offers are added daily to this site.

## Affiliate Marketing Online Program

If you're considering starting your own business and you think that an affiliate marketing online program is the best way for you to go, this article is for you. Affiliate marketing is by far one of the best ways to make money from home, online. It's easy to start, you can make money fairly quickly and you don't need much money to get started.

That doesn't mean, however, that it's all pie in the sky. There are some cold hard facts you have to be aware of first if you really want to succeed:

1. Every time you open your email you are most likely bombarded with a variety of offers for a great 'sure thing' online business. Even though building a business online is easy and quick, especially compared to an off line business, that doesn't mean it will happen overnight. So many people give up on their online business because they started out with unrealistic expectations and when things didn't work out as quickly as they thought they would, they give up.

Do not jump from one 'sure thing' to the next. If you do that you will never make any money online. You will, however, spend a lot of money on all of these 'sure things'. Find one program that you like, learn all you can about it and stick with it. Be prepared that you may not make any money at all for a few months since it will take time to generate enough traffic to your website. But if you're willing to hang in there you can start really making big money and it will only continue to grow.

2. For most people it will make sense to promote several different products. Think about it, if you have one website where you sell one product and you make a commission of \$20 for each product you sell...you will need to sell a lot of products to make a good living. If, on the other hand, you have 10 websites and you make \$20 for each product you sell on each website, you can sell just one product a day on each site and be making a lot of money!

3. Don't think that all you have to do is put up a website and collect your checks. You will need to learn internet marketing techniques. Even if you only learn one or two you can get all the traffic you need, and learn to convert the traffic you get into paying customers. Some internet marketing techniques are easy to learn and others will take quite a bit of time. How much you decide to learn will be entirely up to you. Just make sure you don't spend all of your time learning and none of your time doing.

Joining an affiliate marketing online program is one of the best ways for you to make a real online income. The sky really is the limit, just make sure that you take your business seriously and spend the time you need in order to make money online. There really aren't any shortcuts.

## Affiliate Marketing Strategy - Important Aspects of Affiliate Marketing

You probably won't be surprised to learn that the winning affiliate marketing strategy involves getting as much traffic (and as much targeted traffic) to your affiliate products as possible. And getting enough traffic starts with choosing a product or service that is guaranteed to generate interest and then to convert into sales.

One part of an effective affiliate marketing strategy is making sure that you leverage off of the merchant's time and effort that have been put into his or her product or service. An experienced and skilled merchant will know that the more his or her affiliates are selling, the more he or she will earn. And therefore, he or she will continue to test and tweak the product's or service's sales page to make it into a the most compelling offer possible that makes it hard for people to refuse once they land on the page.

Look for sales pages that are simple and clean, that offer a compelling headline, testimonials and, if possible, even a timer that shows people how long they can claim the product or possibly the bonus that comes with it.

Once you've chosen a product with a proven sales page and conversion rate, you need to get as much high-quality traffic to the offer as possible. You can do this directly by advertising your affiliate link with PPC (pay-per-click), classified ads, banner ads, etc. Or you can set up a content blog or website that provides useful information on the niche of the product or service you are selling.

If you are just starting out, a blog might be the easiest way to get started and a WordPress blog is often the most highly recommended because it comes with many free plug-ins that will allow you to be more visible to the search engines.

Keyword research is an important part of any kind of affiliate marketing plan of action. After you've chosen the product or service that you want to promote, then choose the keywords that you are going to use to get traffic to your link or to your website or blog. Again, if you are new, you want to choose less competitive keywords.

Go to the Google Adwords Keyword Research Tool (which is free of charge) and type in the general term that describes your product's niche. This tool will then provide you with all the related search terms that people are actually using when they go to their browser and do a search. The tool also provides you general statistics on how often each term is searched, how competitive each term is, what people are bidding on this term in PPC ads, etc.

Start with lower-searched terms and use these in your blog/website content, or in your direct link advertising methods. As you start to get more visitors, you can start using more competitive terms in your affiliate marketing strategy.

## Affiliate Marketing Support

### Getting

One of the biggest advantages that you can have when you decide to get into the world of affiliate and online marketing is some kind of affiliate marketing support. As more and more people decide to test out this relatively new way of making money on the internet, there is a great deal of hope, confusion, and skepticism. You want to make sure that you start out on the right foot and avoid any scams that are out there. And this is where a good support system can really make the difference between failing and succeeding.

Affiliate marketing support will be necessary throughout your whole affiliate marketing career--not just when you start out. In fact, it may even be more valuable as you actually start to gain experience and insight in the industry. Forums can help you keep up with what the new trends in the industry are, as well as get advice and make valuable connections that will prove useful in both the present and the future.

Another good place to look for help is with the actual affiliate merchant that you are promoting. The best merchants will provide you with tips, training, and support that will allow you to make the most sales with the product or service you are promoting. It is obviously in their best interest to arm you with whatever you need to sell their products.

Another good idea is to find a mentor. This will be someone that you can have direct access to and learn from--not a guru who is marketing a product but not his or her actual help. Many mentors actually spend a great deal in forums and offer free advice so as to build up their credibility and expert status. There is no real substitute for learning from someone who is successful in doing exactly what you want to do. While there are many products on the market to help you get started, keep in mind that the world of internet marketing and affiliate marketing is constantly and quickly changing so it's very easy for a product to become outdated with methods that worked at one time but do not work now.

You can also decide to pay a nominal fee to become part of a membership training or support site. Make sure you join one that is targeted specifically for affiliate marketing and any of the other various forms of internet marketing. Do your research to make sure that the site is what you are looking for and check out the testimonials provided. Sometimes you can even contact the people who offer testimonials and they can help you in your decision as well as in other aspects of your affiliate marketing path.

The above are just some of the easiest ways to obtain affiliate marketing support and to maintain it as you proceed in your journey.

## Affiliate Marketing The Easy Way

While it really is easy to make a very good living online with affiliate marketing you have to realize that you will need to learn some new skills and be patient enough to implement what you've learned. If you're not willing to do this than you may as well save yourself some time and forget about making money online. If, on the other hand, you're willing to work but you want to know how to work smarter, not harder, I have some information on affiliate marketing the easy way, just read on.

One of the most amazing things about making money online is all the automation you have available to help you. Once you get your website set up and are generating a lot of highly qualified traffic, your business can run virtually on autopilot. Of course, it will take a lot of time and work to get it to that point, but once that's done you can continue to earn money from that site for years to come all with very little additional effort.

Once you've got one website set up and generating a nice steady income, you can set up another. Do this until you are making as much money as you want. If you do your homework and choose the right product to promote and take the time to set up your site and get a nice steady flow of traffic you can be making around \$1,000 a month, per site. Some will make more and some will make less, but that is a nice average. Just think what would happen if over the course of the next year you set up 10 of these sites and they were all making an average of \$1,000 a month, every single month.

That is what many people are doing online today. It's totally doable. It's not a pipe dream. Of course before you can do that you have to learn how to pick the right product to sell, how to get traffic to your website, and how to convert that traffic into paying customers. But once you have that knowledge you can apply it over and over again as often as you want. Learn the knowledge once and make money off of it for the rest of your life.

One thing that trips up a lot of affiliate marketers is that they get too caught up in the idea of making cash with little effort and little time. That simply is not realistic. The scenario I outlined above is extremely possible, but it will take time. If you make the mistake of jumping from one 'sure thing' to another you'll never get rich. You will, however, make all the people you're buying your 'sure thing' business from rich.

Just find a good program, learn everything you can about getting traffic and converting that traffic into paying customers and stick with it. After you've created your first successful affiliate business you can just rinse and repeat...as many times as you want.

Follow this blueprint for affiliate marketing the easy way and you can be retiring from your job by this time next year. You will not only be able to replace your income, you will be able to far exceed what you are currently making.

## Affiliate Marketing Tips

### 3 Important

Affiliate marketing is a very hot topic right now. Who wouldn't want to just start making money from selling someone else's product or service online, without even leaving their home? Sounds easy, right? While affiliate marketing is not rocket science, it does require work, dedication, and patience. You are not the only person who finds it intriguing to think that they can actually be making money off of someone else's product without even leaving your house. The field is very competitive and if you want to become a player you will need to invest time and effort, and possibly money, into your endeavor.

The first step in effective affiliate marketing is choosing a commercially viable product to sell. This is not particularly hard, but keep in mind that you have millions of products and services to pick from, some good and some not so good, so you want to have a list of criteria that your product must meet. Clickbank is an extremely popular site and a good place to get started with affiliate marketing. The site itself also offers many affiliate marketing tips. And, you can see stats which tell you how well a product or service is doing. Some feel that these stats aren't all too reliable, but if you find a product that you like, and one that has a good "gravity" and "popularity" measurement, then just go ahead and contact the owner of the product and ask him or her to show you some sort of proof of sales and conversions. This is very simple, and any merchant worth his salt will be happy to provide you with the details.

Another of the most overlooked affiliate marketing tips has to do with traffic testing and tracking. As you probably already know or will soon realize, there are a million and one ways to get traffic to your affiliate offer. How do you know which one to choose? You really don't. You have to try one for a while and see how that works, or try several at a time and compare them with each other. When you find some that are clearly outperforming others, invest more time, effort, and/or money into those and let the others go.

Last but not least, take a look at the support that you can offer your customers. Yes, that's right. If you are selling a product (whether it's yours or not), you should be prepared to answer questions about that product. While this may bother you, it is also one of the factors that will separate you from other affiliates who are not answering questions. This also probably means that you will have to actually buy the product and not just promote it blindly, without knowing its real features, advantages, potential problems, etc. Making use of these three affiliate marketing tips will distinguish you from the other affiliate marketers in the business today.

## Affiliate Marketing Website

### How to Increase Traffic to Your

Having an affiliate marketing website will do you little good if it is not well-ranked in the search engines. If you are well-ranked, on the other hand, your site will come up when someone does a search for the types of products and or services you are offering, or information that is relevant to that. There are many ways that you can increase your site's rankings. Here are just a few of them.

First of all, you should try to add new content to your website or blog on a regular basis. A good rule of thumb is to do this about 2 times a week. If you're stuck about what to write about, do a product review, or take an article that you've written and break it up into more detailed points. You can also do an article about a video that is relevant, or an e-book that you've read.

Next, an easy way to get your website indexed is to submit it to directories. Many directories are free and some charge you to submit your site but they offer greater visibility. There are thousands of directories to choose from. Try to add your site to 10 to 20 directories a month, or you can hire a person or a service to do it for you for not too much investment.

Article directories are another great asset of affiliate marketers. While it does take some time to write articles and submit them to the directories, it is completely free and very effective. There are two schools of thoughts on this. Some say that you can submit your article to the top three directories, and others say it works better to submit them to hundreds of directories. If you do choose to submit them to many directories, you might want to consider investing in some article submission software.

Making use of forums are another way that you can establish both credibility and links to your site. Try to stay active in at least one forum by asking genuine questions and answering what you can. If you can keep up with it, try to contribute at least one comment per day. This will definitely generate links to your affiliate marketing website. Use the same principle to post comments on highly ranked blogs. If possible, comment on blogs that are ranked higher than your website or blog is.

Use socialmarker to bookmark your site on some of the social bookmarking sites. Do not bookmark your site on all the sites at one time or in one day. Instead, do it in a randome fashion. Bookmark your site with one social website on one day, along with some other sites, and maybe the next day bookmark your site twice along with some other sites, and maybe skip a day of bookmarking your site.

These are just some ways to get your affiliate marketing website ranked to get more traffic.

## Affiliate Marketing Without A Website

Succeed in Affiliate Marketing Without a website

Is it possible to succeed in affiliate marketing without a website?

The answer is yes, it is. While most would agree that you'll eventually make more if you can implement certain strategies on your own website, it is definitely possible to profit without worrying about how to go about starting your own site or blog. And it might be a good way to start so that you can begin profiting right away and gradually learn how to build your own site.

Affiliate marketing is very appealing because you have a ready-made product along with a sales page and all you have to do is find a way to get traffic to it. That sounds easier than it actually is, especially because you are not the only one trying to sell the products that you decide to promote. But when you do make a sale, you will most likely get anywhere from 50 to 70 percent of the sales price in commissions.

One of the quickest and easiest places to start is on Clickbank. This site offers an enormous choice of mostly digital products and services that you can sell. Take a look at the training offered on the site to help you get started. Based on the stats that Clickbank offers for each product, you can decide which one or which ones you want to promote. If you are new, it's generally recommended that you start with just one product.

One of the best ways to then proceed with your affiliate marketing without a website is to do some article marketing. But before you do this, you'll need to do some keyword research. Use the free Google Adwords Keyword Tool to come up with the exact keywords that people are typing into the search engines when they do a search for whatever it is that you are offering. Then, you should purchase a domain name with the top keyword in it so that you can direct that to your affiliate link. Next, write an article on one of the keywords you select -- the article should be between 400 and 600 words. Include the keyword in the title of the article and in the first sentence of each paragraph of the article. You should try to hit a percentage of about 3% of your article being your keywords. Then, submit your article to sites like EzineArticles.com. Keep in mind that while you cannot place links from your article to your affiliate page, you can do so in the resource box which appears at the end of the article. This is really the most important part of the whole article so make it compelling enough for the person to click on the link.

Writing articles is really one of the best ways to succeed in affiliate marketing without a website because it helps you establish a presence and some sort of authority, even though you do not have the website.

## Affiliate Search Engine

### Programs

You can find an affiliate program almost anything nowadays -- including affiliate search engine programs. Although the list has decreased greatly in the past years, there are still some search engines that give you, as an affiliate, a part of what they earn if you refer their service to others. These affiliate search engine programs are not offered by the big search engines such as Google, Bing, or Yahoo, but you might be able to get some commissions by promoting them. Many people are fed up with Google and all of their "unfair" rules and rule changes that happen overnight. And they could be looking for other options.

The most recognized search engine that offers an affiliate program is 7Search. It is also one of the few remaining. The 7Search affiliate program is a Pay-Per-Search program and it advertises over 14,000 participating affiliates. You can earn commissions in two ways: by installing a search box on your website, and then getting a commission when someone does a search, or through direct text links to search results. You make three and a half cents per search or 63 percent of the revenue share from all of your text links. You could also decide to accept a bit lower rate for each search that is performed in exchange for earning credits at the 7Searches mother company's (Emergency24) banner exchange program. You get paid on your commissions every 3 months and you must have earned at least 25 dollars for your check to be sent out. Otherwise, your earnings accrue until you meet the 25 dollar mark.

In general, 7Search seems to be a popular choice for many marketers both for its PPC results and its affiliate programs. Claims from those who have used the PPC platform to advertise their sites and businesses are that their ads are getting viewed by a large, targeted market, and returns on investments are very impressive. Those who participate in the affiliate program also claim to earn a decent share and they do get paid on time.

When you sign up to be an affiliate, you get a search engine box that you can put into your website and when your usual visitors come in, they can easily use this box to do their next searches. When they do this, you make money since the box that you are given has its own code that is specific to you and your earnings. You will not be able to make a living off of this type of affiliate income, but it is something that you can use to enhance your current earnings. Will affiliate search engine programs come back into play again? Right now it seems that most traffic is still going through Google which is definitely at the forefront of PPC. But it's hard to predict even what will happen with Google in the fast moving world of the web.

## Best MLMs - How To Spot High Quality

"Best MLMs" is a term that many newcomers to the industry, as well as existing MLMers who are considering joining a new opportunity, seek when doing their research. In reality, this term is very subjective--what is important to the person who is offering the information may not be as important to you. However there are certain aspects of MLMs that are generally good indicators of the opportunity's potential to grant you what you are looking for--here are some of them.

**Products/Services** As an MLM distributor, you will earn money from the products you sell, so it's fundamental that those products be consumable. This means that they are consumed on a regular basis. Good examples of these types of products are nutritional supplements, personal care items like make-up and skin care products, hair care, etc. Vacuum cleaners, or other long-life products are not generally viable. While you may make a lot of money from one sale, you will have to constantly be on the look-out for new customers in order to maintain a healthy income. With consumable items, you can continue to make commissions each month from just one customer.

**Stability** This aspect of best mlms is rather controversial in nature. Some successful MLMers will insist that the best way to profit in network marketing is to get in on a launch opportunity. These are usually people who have already been successful with other companies and are interested in trying their hand at something new. However, new MLM companies are born every day. And new MLM companies die every day too. They are more risky, so make sure you do your research on financial backing, leadership, and team support before you jump on the bandwagon. A basic rule of thumb is to go with companies that have been around for at least five years.

**Compensation Plan** This is another element of network marketing that can vary greatly from company to company. All companies will proclaim that theirs is the most profitable. Some are very complicated and difficult to explain, while others are very simple. A complicated payment plan is not necessarily better or worse than a simple one. However, it can prove a disadvantage in terms of trying to recruit members on your team. If you find it hard to explain how your potential downline can get paid, you will also find it harder to bring them on board. A compensation plan that is team-oriented is the best approach. This simply means that, if the better your team does, the better you do, then you are more likely to do whatever it takes to help them, and your sponsor will do whatever it takes to help you, which brings us to the last point.

**Support** Having a team or upline that is easily accessible is a definite criteria for best MLMs. This should be coupled with a modern approach to marketing which incorporated the Internet as an important business tool.

## Best Mlm Companies - How To Find Them

So you've decided to try your hand at network marketing (otherwise known as multi-level marketing or MLM), and you are now looking for the best MLM companies to choose from. That's a good place to start, but as you're looking through some of the list, keep in mind that "best" for someone else might not necessarily mean "best" for you. Also, when you're checking out lists, keep in mind that the person who is recommending "best" might also have some interest in one or more of the companies that are on his or her list.

With that said, there are some very general criteria that you can use to judge the best mlm companies. First of all, has it been in business for a while? Network marketing is generating more and more interest, especially since being deemed as a good business model by non other than Donald Trump and Robert Kiyosaki. So, new types of MLMs are cropping up every day. This is not necessarily a bad thing, and many people prefer to get in on the new launches because they feel that they can make more money this way. However, these newer businesses also have a much higher risk of failure. A good benchmark to use would be five years.

Next up, you want a company that sells consumable products or services. Try to avoid the ones that sell a product that will last forever because you'll have to work a lot harder to make money than with an MLM that sells a product which must be replenished every month or so. In the same product criteria category, pick an MLM that offers a product that needs you, the distributor, to sell it. A company that sells "obvious" products will not do as well as a company that requires a little interaction between the seller and the buyer.

And of course, you do want to have a general idea of the compensation plan of the MLM that you want to join. This can be a complicated topic -- there are many types of compensation plans. Do not over-analyze this either. You can do well in any type of compensation plan. But, for example, if you think you prefer to sell the products, you might want to choose a compensation plan that rewards you more for the sales of the products, than one that rewards you more for bringin in other distributors under you.

Just a few good solid companies that are popular and well-recognized include:

- Send Out Cards -- an automated card and postcard creation and delivery service
- Pampered Chef -- controlled by Warren Buffet-- a global company that offers offers a line of kitchen tools, food products, and cookbooks
- Mannatech--a health and wellness company which has a very good reputation. It was recently voted one of Business Week's Top Ten Hottest Growth Companies.

These are only three of literally hundreds of best MLM companies.

# Clickbank Affiliate Marketing

## Basics

Clickbank is an extremely popular and profitable affiliate network on the worldwide web and many clickbank affiliate marketing individuals make a lot of money with it. This article will give you the basics on how to go about using this powerful website.

Signing up with Clickbank is fast and easy and there are several tutorials, tips and training that show you exactly how to get started.

Next you'll want to look for your first product or service--keep in mind that Clickbank is generally geared for digital products. Try to pick something that you are interested in, or that is in a niche that already involved in. It's easier to stay focused on what you are doing if the topic actually interests and even inspires you. If you already have an established site on a certain topic, it's very easy to incorporate some clickbank products to sell there. The more specifically targeted the product to your site, the better. Look for products and services that have good gravity and popularity stats. If you find something that you really like but the stats don't add up, then it's really not worth the effort you'll have to spend on it.

You can decide to promote your product directly with the salespage given to you by the merchant, or you can do it by setting up a blog or website and positioning the product there. Most experienced marketers will agree that you can do the direct ad to merchant website as a newcomer to affiliate marketing, and it is a way to learn the ropes, so to speak. But it is worth your time to eventually set up your own blog or website. Wordpress is very popular and professional looking, and it's quite good in terms of SEO (search engine optimization) as well.

Just some general pros and cons of Clickbank affiliate marketing:

One big pro, especially if you are a newcomer to affiliate marketing, is that Clickbank is extremely easy. The second big pro is that the commissions are on the high end when compared to other affiliate networks.

One con is that many of the products offered on Clickbank are not of the best quality, although they can be expensive. There are really a great deal of rags-to-riches types of products and e-books. You can also find many good products but you do need to do a bit of digging, depending on the niche you are working in.

Another con is that the Clickbank stats are really nothing special, especially if you compare them to sites such as AdSense and Amazon, just to name a few. Also, you can only create text links automatically with Clickbank. Other types of links are not available.

Clickbank affiliate marketing is a good place to get started in affiliate marketing and many experienced marketers are successful with them as well.

## Click Per Action CPA Affiliate Marketing

If you've heard a lot lately about CPA marketing online, you've probably already realized that this isn't referring to Certified Public Accountants. Instead, CPA stands for Click Per Action or Cost per Action. And CPA marketing is definitely a hot topic right now within the internet marketing world of business.

CPA marketing is very similar to affiliate marketing. The process is exactly the same, really. You get an affiliate link and you drive as much traffic to it as possible. The difference lies in the price point of the product you are promoting. CPA products are offered as free trials or very low cost (for shipping and handling) while non-CPA offers can cost quite a bit.

While you make a greater commission per sale with the latter, you need to generate a lot of traffic to be able to make just one sale. With CPA offers, you make fewer commissions per "action" but people will be much more willing to put in the information that you are asking, especially if the product they receive is completely free.

The other difference between affiliate marketing and CPA marketing is that you need to apply to one or more CPA networks in order to be able to make their offers. This doesn't cost anything but the process can take one or two days.

Most CPA networks have a similar application process where you'll have to fill in all your personal information and answer questions about the type of marketing you will be doing to promote your offers. (Email, PPC, Web, etc.). Once you've applied, you'll have to do a phone interview as well where you'll be asked what types of offers you'll be promoting and how much you plan to spend, as well as about your history in affiliate marketing.

Here are some of the most popular Click Per Action networks that you'll find.

NeverBlue (previously NeverBlue Ads) is very highly regarded in the industry, especially for its user-friendly interface and excellent reporting.

Copeac hosts a large number of exclusive offers and lots of email submits (meaning, you get paid when the customer enters their email). It also has a DirectTrack network and supports postback tracking.

MotiveInteractive uses the unique Advent 2.0 system which features one of the better looking interfaces. Reporting is very good and they also have lots of nice offers.

HydraNetwork has an impressive selection of offers that aren't seen on any other network. They offer lots of Email Submits and have a pretty good selection of incentivizable offers and their own proprietary tracking system.

MarketLeverage is well known for running contests on internet marketing blogs where you can win lots of prizes.

FluxAds: If you're looking for email submits, this is one of the best ones to go with.

ExpressRevenue - Another affiliate network with great selection of email submits and free trial offers.

It's generally recommended that you join many Click Per Action networks in order to maximize your earning potential but you can always start with one and just join more as you become more knowledgeable and skilled.



## Compare Affiliate Marketing

### How to with Other Jobs

Many newcomers to online marketing like to compare affiliate marketing with other strategies for making money. The draw of affiliate marketing is strong, especially if you are new and have no product or service of your own to sell. You can just go to one of the many affiliate networks (like Clickbank, Commission Junction, Amazon, or any of the CPA networks, just to name a few), sign up for the product you want to promote, and get started. There is no investment necessary, and your salespage is already prepared for you. Also, many merchants offer support for their affiliates.

Another big advantage of affiliate marketing is that you don't need to keep inventory. And if you use Clickbank as your affiliate network, there really is no inventory to store anyway because its products are mainly digital. This is also something to keep in mind for if and when you do want to create your own digital product.

Perhaps one of the biggest appeals of affiliate marketing is that the sky is the limit in terms of how much you can earn. The more you sell, the more you earn, and no one or nothing can cap your earnings, unless, of course, you do something that is unethical or illegal.

You are your own boss when you become a full-time affiliate marketer. You have no one to answer to but yourself. And you can team up with other like-minded individuals in order to pump up your sales and knowledge. When you compare affiliate marketing to a nine-to-five job, the biggest feature that sticks out is that you can work from anywhere, anytime. All you need is a high speed internet connection.

So these are some of the reasons that so many people want to at least try affiliate marketing. However, if you have dreams of making millions, or even thousands, or even hundreds of dollars overnight, then you need a reality check right now. Being successful at affiliate marketing requires quite a bit of learning. While there is no investment needed to start promoting affiliate products, you will need to invest in some sort of training and tools to help you in your endeavor. Also, while you will find lots of ads that promote affiliate marketing as a job that you only need to do a couple of hours a day, or even a couple of hours a week, this is not how it works in the beginning. While you can definitely start your affiliate marketing career training on a part-time basis, you will need to put in just as much, if not more, time and effort "on the job" as you would in a traditional company.

When you compare affiliate marketing with other jobs, you will also see that the field is very competitive. If you put in the training, time and effort to succeed in this business, you will have a very lucrative future.

## Dear New Affiliate, Be Picky When Choosing Affiliate Programs

Question: How do you choose an affiliate program to promote? There are so many out there. Which ones are good?

Dear New Affiliate,

There are several ways to determine whether an affiliate program is worthy. Oftentimes it looks like the Affiliate Manager has all the power, but this is a partnership. There really are thousands of programs available. Don't sign up and promote just any of them. If you aren't completely thrilled about the program, look 5 more minutes and you'll find something better.

Here are some questions to ask yourself whenever you find an affiliate program you're interested in.

Are the products something you believe in? The products better be good. If you're not 100% sold on the products to the point that you'd tell your best friend to buy them ? then you've got no business signing up for that affiliate program. Keep looking for something better.

Is their website professional?

Your reputation is on the line every time you promote a product or service. If you're sending your traffic to a website that is on free hosting or just looks unprofessional, then you're going to lose the confidence of your subscribers. Now, many sales letters aren't ?pretty? but they are grammatically correct, and everything is functional, with pictures and testimonials. So, although the website doesn't have to be beautiful, it does need to look ?live?.

Is their website easy to navigate?

If shoppers can't figure out how to purchase, then there's no point in sending your traffic there.

What are the numbers?

If you have two programs you like equally well, you can choose between them or write reviews for each and compare and contrast their benefits. Or, if that doesn't fit into your site, then test both to see which gives you the best results.

Free trial?

Any product that offers samples or service that offers a free trial deserves a look. If you can offer your website visitors a sample of any sort to get them hooked, you'll have much higher results than trying to convince them that the product is good.

Are there any tools to help you?

The best affiliate programs go above and beyond in their tools and resources section. Not only do they provide the standard text links and buttons and banners, but you also have solo mailings, articles, and even product feeds. These are the affiliate programs that ?get it?.

Once you find an affiliate program that you love, it's still smart to continue to test the results.

Just because you think it's great doesn't mean your visitors will. Continually look at the statistics to see how much traffic you're sending and if any of it is converting. If you're not getting results and you're sending a lot of traffic, then you might want to look at a new program.

## Earn Money Online Through a Web Affiliate Program

So you think you'd like to make a little money online? If you want to get started earning some extra cash on the Web, or even a set up a full time living online, there are lots of opportunities available and you're only limited by your own imagination. One good way to get started is to establish a Web site or blog (short for "web log") that is loaded with interesting content. Creating an interesting online presence with lots of unique content will allow your site or blog to be ranked in the search engines, and will bring lots of visitors to read what you have to say. Once you've established yourself and your content and you start to get visitors, you can join a web affiliate program which will allow you to earn money through clicks from your viewers.

So how does a web affiliate program work? It's really pretty simple: an online seller wants to get as many visitors to their site as possible, because more visitors means more revenue. In order to get more visitors, these online retailers offer to share a portion of each sale with those people who help promote their products, also known as "affiliates". Web site owners who want to earn a portion of these sales simply sign up for the retailer's web affiliate program. The retailer then provides the affiliate a unique identifier that allows the main Web site to track clicks from your site or blog. Once a sale is made, the retailer will then credit your online account with a pre-determined percentage of the sale or flat payment.

A web affiliate program is an excellent way for an online seller to increase sales, because all of the affiliates become front line salesmen for the product or service. Sharing a portion of each sale is the incentive that the retailer provides to each of his affiliate salesmen. The more affiliates an online retailer has, the more traffic they will receive to their site, and the more sales they are likely to make. Many of the most successful online sites have thousands and thousands of affiliates.

There are many web affiliate programs available for practically any sort of Web site or blog content you can imagine. One of the most widely known is the Amazon affiliate program. Amazon, the world's biggest online retailer, sells a lot more than just books. There are literally thousands of different types of items available through Amazon, and if you sign up for the Amazon web affiliate program, you can link to any of those products that are relevant to your Web site and your visitors. When someone who is reading your site sees a product that they're interested in, they simply click your Amazon web affiliate program link and they'll be instantly able to purchase that product online. If they buy, then you get a cut of the sale.

## Easy Profits Using PPC In Your Affiliate Marketing Business

PPC is one of the four basic types of Search Engines. PPC is also one of the most cost-effective ways of targeted internet advertising. According to Forbes magazine, PPC or Pay Per Click, accounts to 2 billion dollars a year and is expected to increase to around 8 billion dollars by the year 2008.

Let us take a quick look at how PPC Search Engines work.

These engines create listings and rate them based on a bid amount the website owner is willing to pay for each click from that search engine. Advertisers bid against each other to receive higher ranking for a specific keyword or phrase.

The highest bidder for a certain keyword or phrase will then have the site ranked as number 1 in the PPC Search Engines followed by the second and third highest bidder, up to the last number that have placed a bid on the same keyword or phrase. Your ads then will appear prominently on the results pages based on the dollar amount bid you will agree to pay per click.

How do you make money by using PPC into your affiliate marketing business?

Most affiliate programs only pay when a sale is made or a lead delivered after a visitor has clickthrough your site. Your earnings will not always be the same as they will be dependent on the web site content and the traffic market.

The reason why you should incorporate PPC into your affiliate marketing program is that earnings are easier to make than in any other kind of affiliate program not using PPC. This way, you will be making profit based from the clickthroughs that your visitor will make on the advertiser's site. Unlike some programs, you are not paid per sale or action.

PPC can be very resourceful of your website. With PPC Search Engines incorporated into your affiliate program, you will be able to profit from the visitor's who are not interested in your products or services. The same ones who leave your site and never comes back.

You will not only get commissions not only from those who are just searching the web and finding the products and services that they wanted but you will be able to build your site's recognition as a valuable resource. The visitors who have found what they needed from you site are likely to come back and review what you are offering more closely. Then they will eventually come back to search the web for other products.

This kind of affiliate program is also an easy way for you to generate some more additional revenues. For example, when a visitor on your site does a search in the PPC Search Engine and clicks on the advertiser bided listings, the advertisers' account will then be deducted because of that click. With this, you will be compensated 30% to 80% of the advertisers' bid amount.

PPC is not only a source of generating easy profits; it can also help you promote your own site. Most of the programs allow the commissions received to be spent for advertising with them instantly and with no minimum earning requirement. This is one of the more effective ways to exchange your raw visitors for targeted surfers who has more tendencies to purchase your products and services.

What will happen if you when you integrate PPC into your affiliate program?

PPC usually have ready-to-use affiliate tools that can be easily integrated into your website. The most common tools are search boxes, banners, text links and some 404-error pages. Most search engines utilize custom solutions and can provide you with a white-label affiliate program. This enables you, using only a few lines of code, to integrate remotely-hosted co-branded search engine

into your website.

The key benefits? Not only more money generated but also some extra money on the side. Plus a lifetime commissions once you have referred some webmaster friends to the engine.

Think about it. Where can you get all these benefits while already generating some income for your site? Knowing some of the more useful tools you can use for your affiliate program is not a waste of time. They are rather a means of earning within an earning.

Best know more about how you can use PPC search engines into your affiliate program than miss out on a great opportunity to earn more profits.

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## Email Affiliate Marketing Discover How To Make It Work For You

If you are a new affiliate marketer you have probably already realized that in order to make money you will have to not only drive as much traffic as possible to your website but also to capture your visitors contact information so that you can build a relationship with them. This is where email affiliate marketing comes in.

It might be depressing but it's true, upwards of 98% of the visitors you drive to your website aren't going to buy anything and most likely won't ever come back. That means a lot of extra work for you when it comes to getting traffic. How much better would it be if you could somehow have multiple contacts with these website visitors so that you could build trust with them and they would eventually buy from you?

When you install a simple opt in form on your website you have the ability to encourage your visitors to sign up to receive your email messages. If you use this tool properly you will be able to turn many more of these visitors into customers.

You've probably heard that it can take anywhere from 7 - 10 contacts with someone before they're comfortable enough with you to buy from you. In order to get them to open and read your emails so that you can build a relationship with them you have to always offer them something of value. you cannot just use your emails as a chance to make a sales presentation. If you do, they will opt out of your list and you will have lost them forever.

Make sure that you step outside of yourself and offer your email list something that will truly benefit them, not you. By providing them great and helpful information you are proving to them that you are not only an expert in your field but also that you can be a trusted resource who can provide them with what they need in order to accomplish whatever it is they want to accomplish.

To get them to sign up for your list you can offer them a report or a short mini course. No matter what you offer as an incentive the same rules apply: make it something of real value that will help your subscriber in some way.

There is a lot of free information floating around the internet. It isn't enough anymore to just offer someone something for free. It has got to be something unique that offers a lot of perceived value.

This same principle applies when you are preparing your follow up email messages. Whatever you include make sure it offers your subscribers useful information that isn't readily available elsewhere.

The best way to monetize your email list is to include a post script at the end of each of your messages that includes a link to a product or service that will help them further.

Most of us want to make more money and when it comes to email affiliate marketing the biggest thing you can do to increase your income is to take the time and effort to build a trusting relationship with your email list subscribers. People are always much more likely to buy from a friend that they trust than they will from a stranger.

## Essential Components For Online Affiliate Marketing

Making money with online affiliate marketing is incredibly easy to do if you have the right parts. If you want to bake a cake but didn't have all the right ingredients it isn't going to turn out right. The same is true with online affiliate marketing. It needs to be focused on the niche, providing quality content, driven with keywords, able to drive traffic, and able to convert.

Choosing the right niche is crucial for your success. You have to be able to find a good niche that has a large enough market with enough demand that you can make a decent profit. Make sure, though, that the competition isn't too thick. Do your best research on the niche and make sure that you have a legitimate shot at getting your piece of the pie. Find out what they want, find what they want, and find a way to connect them with what they want.

Make sure that you are providing the niche quality products or services. Every person you help to make a purchase is a potential future customer for you. If you provide them with good answers to their problems and are making your lists and communicating with them, they very well may be future customers of yours. Find the information they want and find the best way to communicate that information to them. The better the content you provide the more likely they are going to want to do what you tell them to do.

The best information on the best products will not sell if they aren't in places where people can see them. Search engines have certain keywords they like that relate to your product and service. Find out what those keywords are that search engines love and use them responsibly throughout your content. Do continual research as trends will change and people will type in something different tomorrow than they would have last week for the same thing. Good keywords used correctly will help bring success to your online affiliate marketing.

You have to bring in as much traffic as possible if you are going to be successful with online affiliate marketing. The best way to do this is to make use of all the social networks related to your products and use a multi-pronged approach to reach as many people as possible. Use videos, articles, blogging, audio, and other avenues to attract traffic. Don't focus on just one method.

An owner of a famous American football team gave a talk once about the 5 things that made him a successful salesperson. The first is ask for the check and he forgot what the other four are. When you are creating content, writing an article, making a video, writing a blog, or anything else make sure you tell them what you want them to do. When you get them to your site, tell them what you want them to click or buy and ask for their business. Failing to do that may just result in the failure of your online affiliate marketing efforts.

## Experience Huge Success Online With Affiliate Marketing

If you really want to see your business grow, you can do it online with affiliate marketing. The best way to sell something to a large number of people, especially if you don't have the resources to launch a giant multi-media advertising campaign, is to do it online. Not only can it help you reach a large market, it is a very cost effective means of marketing. You can do all of the marketing yourself online but the best thing that many business owners have found to see huge growth in sales is going online with affiliate marketing.

What going online with affiliate marketing does is enable you to use the talents of many experienced online marketers to market things for you. What they will do find ways to point people to your website. They know where to find the people who are most likely to buy what you are offering. Many will have websites that are focused on your niche that will either promote products like or related to yours or that are exclusively there to promote your site.

They will write or hire people to write articles that will tell people about the virtue of what you are doing and not only help build your credibility but point people in your direction. They will sometimes create short promotional videos and post them to YouTube. They will make do quite a few things that are all aimed at drawing attention to your website. They will create a marketing campaign for you and will only get paid if sales are made or if people go to your site. This largely depends on the type of agreement you have with them.

Some online with affiliate marketing campaigns will be straight commission, some will be paid per click to your website, some will be paid if the point someone who signs up on a mailing list or otherwise shows that they are genuinely interested and area a solid lead. Commission rates will vary. Some physical products that are sold on Amazon or other retailers will pay around 8-10% commission.

There are down-loadable products that have little overhead that have commission payouts of anywhere from 40-60%. This may seem like a lot but the theory is the larger number of affiliates you have marketing for you, the more sales you will get. The more money they stand to make on each sale, the more incentive they have to push your product or service and the more people you will have wanting to.

How do you find people to become affiliate marketers for you? An easy way is through places like Amazon. They have hugely popular and successful affiliate programs and are great at matching up businesses with marketers. There are also affiliate program directories that are easy to add online with affiliate marketing programs on and that are used to recruit affiliate marketers.

Going online with affiliate marketing programs to help promote your business is easy and incredibly beneficial to you as a business owner.

## Fast Spin On The CPA Affiliate Offer - Pay-per-Email Programs

Many of you have heard about CPA affiliate programs (cost per action affiliate programs) where you, as the affiliate marketer, get paid when someone completes an action. The action could be entering a zip code, email address or more detailed information. In any case, no sale is required for you to be able to make a commission. The facet of this type of marketing called pay-per-email focuses on you getting paid when you obtain someone's email address.

As with other CPA offers, there are no costs involved for your visitors in order for you to earn a commission. There is no need for them to buy and no need for you to try to sell them. And sometimes, they don't even have to click on something that takes them to another page in order for you to earn a commission. You can earn while they remain on your site. Every visitor that comes to your web site has an email address, which means that every visitor has the potential to create income for you.

There are quite a few pay per email programs that you can choose from, each with their own spin or angle. Most average between \$0.10 and \$0.25 per action. All of these programs can easily be promoted directly from your web site, usually using text links.

A really great thing about CPA affiliate pay-per-email programs is that almost any type of website, regardless of its niche or topics, can add a pay per email program to its monetization. The important concept is to match the offer with the website. Make sure you are offering things that your readers are interested in. Many of the larger pay-per-email address programs offer a huge variety of potential topics that you can try to match to your visitors.

You can also promote pay-per-email programs to your list. If you already run your own email newsletter, this is a great way to start because every person on your mail list is interested in what you have to offer.

Another strategy is to add a pay-per-email program to the confirmation page on your web site when someone subscribes to your newsletter or list. Where the page usually says "Thank you for subscribing, you will receive your first issue shortly" or something along those lines, you can add a pay-per-email program suggesting that your visitor also subscribe to the pay-per-email program offer - again, it needs to be completely relevant to what you are offering on your website.

Where do you sign up for pay per email programs? Here are just a couple of the most popular ones:

NetEzines is an Advertising.com program which is a PPC network. This company pays \$0.40 per referred subscriber to one of their 13 newsletters and offers a multi-tier program, which means that you also earn on recruiting other webmasters into the program. NetEzines allows your website visitors to remain on your page when they subscribe to one of the NetEzine newsletters and you still earn a commission.

Mailbits.com has been Top Rated by ClickQuick for a long period of time and now offers the highest commissions per email (up to \$0.50 per email address).

So if you are looking forward to being a profitable CPA affiliate, take a look at Pay Per Email programs. They are a great way to get started.

## Finding Good PPC Affiliate Marketing Programs

PPC affiliate marketing programs, while harder to find, are still very much around. Most affiliate programs have been focusing their attention on pay per action affiliate programs (pay per sale or pay per lead) but Pay per click (PPC) affiliate marketing programs are still quite capable of helping you earn a good income. PPC affiliate marketing programs can be used very effectively as part of a multi-pronged internet marketing approach to help your online business thrive.

The advantages to a PPC affiliate marketing program have to do with the general ease and speed at which they can be set up and seeing results. They are also easy to maintain. You can see commissions coming in whether the customer buys or not. PPC affiliate programs are also useful when you are targeting a general audience and you can't find a specific product or service that your visitors might be interested in. This is in comparison to pay per action affiliate programs where you need to specifically target a product to show your visitor.

The disadvantages to a PPC affiliate marketing program are that if your site is too narrowly focused on a certain niche, it may not reach the broad number of visitors that you might need to be reaching to see good commissions. Also the pay rate is a good deal smaller than pay per action affiliate programs. Your probability of getting commissions is higher because all they need to do is click but you don't see near the commission rates that you do with pay per action. Your click through rate has to be high for you to see significant results. Volume is king. There have also been problems with some affiliate programs holding off on commission payments and have canceled some site's memberships in their affiliate programs.

Trying to decide on a good PPC affiliate marketing program can be pretty challenging. There are some things that you can look for to help decide what will have the best impact on your efforts.

1) How do they count the click throughs? You may have to look hard for this information because it might be something that they gloss over. Most programs will pay you for each unique IP address in a 24 hour period. Avoid ones that are more than 48 hours.

2) How much do they pay per click? Expect to see anywhere from \$0.01-.20 per click but avoid agreements at either end of that spectrum or at least be skeptical. The low end may be too much work for too little pay and the high end may make big promises but may not have a good reputation of paying people what they are supposed to. Check their payment history.

3) What does it take to stay a member in good standing. Each program will have its own guidelines on what is or isn't acceptable practices and will say that they can cancel your site's membership at any moment if your site is possibly cheating. This is understandable but they may have caps on the amounts of click throughs and may suspect you of being less than honest if you exceed that.

Check their terms and conditions and read all the fine print. Investigate them and look for complaints. PPC affiliate marketing programs can be quite lucrative but they can also be a lot of work.

## Freelance Design tricks - How to get away with murder in the workplace

Every large design company whether it's a multi-national branding corporation or a regular down at heel tatty magazine publisher needs to fill holes in the workforce. If the canny freelance designer plays his or her cards right, he can earn a tidy sum while essentially loafing at home. Here's how...

Have a handy repotoire of excuses lined up

Everyone has heard of the line 'the dog ate it...' or 'I left it in my jeans when it went into the wash' to avoid handing in an assignment but how often do we actually use them? Some of these old well worn excuses are due for a renaissance period. A boss is far more likely to give you the benefit of the doubt when you use one of these old dogs as they will question your sanity for attempting to use such an audacious excuse. Reverse psychology. Use it to your advantage

Backstabbing - Is it so wrong?

A favourite trick to pull on another member of staff is to sow the seeds of doubt in the rest of the full-timers minds about your chosen fall guy. Office politics can play a huge role in screwing with their heads. Why not try surreptiously planting somebody elses scissors or staplers in the victims drawer and asking to borrow them. When they can't find them say you saw so and so using them earlier. Sit back and watch the tension build.

An apple a day... Being a teachers pet can sometimes work wonders when you haven't bothered to layout those pages that were given to you 3 weeks ago. Coming into the office armed with a nice rich chocolate gateau for everyone will smooth over any resentment for your tarde lackadaisacal attitude to work. Another good idea is to be the coffee gopher at regular half hour intervals. When you're gone they'll really miss you and because of the caffeine withdrawal will be snapping at one another.

Outsource and reap the rewards

Everybodies doing it so why not you? If you've landed a hefty long term design job that is a regular payer, why not bump your rates up and get somebody in India or China to knock out the work for you. Unethical? Perhaps but since when did you consider the plight of individuals in far flung places? You can explain away the discrepances in language and grammar by claiming you've been working all hours

Getting away with murder

There comes a time and place when despite your best efforts to cover your ass and blame others for your laziness and ineptitude, you are going to be found out. At this stage with disgruntled colleagues lining up to put in a bad word about you, there may be no other option left but to use the failsafe rear guard action of killing someone. This will have the effect of distracting attention from your less than honest approach to handing in graphic designs on time. It's probably best to avoid murdering the boss as questions are likely to be raised and you may find the new apointed editor will not see you as part of the new team format. No, go for one of the more replacable members of staff such as Ian the sub-editor, the resulting fracas will buy you enough time to work on some new scams at another organisation

So there you go, use these tricks as and when you feel they may benefit you. But be careful the cops

are sometimes pretty keen to clamp down on office genocide - only use this last option under extreme duress.

## Getting Out Of Debt Strategies

There are almost as many ways to get out of debt as there are for getting into debt. Effective getting out of debt strategies should always be designed to help reduce your overall balances and help you regain control of your finances.

Unfortunately, there are some companies that consider debt reduction to mean 'avoiding paying off your financial responsibilities completely'. While these types of debt relief programs have their place, they also have drawbacks and disadvantages that could make your financial situation even worse in the long run. They also don't teach you anything about managing your finances responsibly, so you're likely to end up in the same situation again in the near future.

Serious getting out of debt strategies should focus on teaching you to take responsibility for your own financial situation. After all, if you can manage to repay your debts on your own, you will have learned a valuable skill that will help to stop you getting into the same position again in future.

### Understand Your 'Why?'

If you don't have a strong reason for why you want to get out of debt, you risk losing motivation and falling back into your old habits. You might decide you're sick of making high repayments every month. You could be trying to get rid of useless debt in order to buy a home or you might simply want the freedom to not have to work so hard to keep up with debt payments. It's important to think of a strong reason that will help to keep your motivation levels high even when things get tough. Ask yourself the real reason you want to get out of debt and then look closely at why you haven't done it sooner.

### Create a Plan

Your debt reduction strategy needs to work for your financial circumstances. There's no point in creating a plan that says you'll pay \$500 a week off each of your balances if it's not realistic for your income.

Begin your plan by writing down all your current debts. You should list your balances, the amount of interest you're being charged, your repayment amount and the creditor's name.

Circle the debt that is charged the highest amount of interest.

### Balance Transfer

If your current credit allows it, see if you're eligible to transfer the balance of one or more credit cards to an account with lower interest charges. This won't help you to reduce your debt ? in fact, it may even increase it a little ? but you should find that your repayment amounts drop.

### No More Credit

If you want to reduce debt balances, then you need to stop adding more debt to them. Stop using your credit cards. Don't charge new items or purchases to credit. Don't apply for more credit. The object is to get out of debt, not add to it.

### Be Firm

Now that you should have reduced your repayment amounts a little, be firm about continuing to pay the same amount you were paying previously on the higher interest accounts.

Most getting out of debt strategies tell you to pay extra on the minimum payment, but they don't usually tell you how. By reducing your minimum repayment amount and then continuing to pay the

same amount you were paying before, you're making voluntary extra repayments onto your balances that will reduce them quickly.

Getting out of debt strategies sound so easy when you're reading them, but always remember that you need to be patient and give your plan time to work. When those balances are gone and the repayments stop for good, you'll be glad you stuck to your plan.

## Get Aggressive Pay Per Click Affiliate Program

A pay per click affiliate program can be very beneficial to a business but it can also be very draining on a businesses resources. It can build your business rapidly into a money making machine or rapidly turn it into a money pit. Which direction it takes you depends on how well you set up the pay per click affiliate program.

A PPC or pay per click affiliate program is one in which every time a link or ad is clicked the affiliate gets paid. Advertisers love it because it is simple to manage and gives them good control over the amount of money they spend on advertising. It is also easier to gauge how successful something is and monitor results.

Done correctly, a PPC or pay per click affiliate program can also reach your target market quite quickly. You have to be careful, though, because it can also burn through your advertising budget pretty quickly. Many times a click can cost anywhere from \$5-10. Enough well placed ads can get you responses but also with no budget in very little time.

Again, a pay per click affiliate program works by paying an affiliate a certain rate every time someone clicks a link on their website leading to your website. Each keyword or keyword phrase is going to have their own bid price and you have to set a budget of how much you want to pay. The more popular the keyword, the more valuable it is.

Researching keywords is incredibly important for your success. Some will think that going after the keywords that have the highest click through rate is the best way to go. You have to make sure that it is actually something that will lead the person to buying. If your keyword is misleading at all, if they are expecting something else when they get to your site, then you have just wasted money. The more targeted and specific your keyword is, the better your chances of having success with the pay per click affiliate program. Use multi-word and targeted phrases as much as possible.

You have to also be careful how you write your ad. You have very little space and you are many times restricted as to which words you can use or are very particular how your ad is phrased. Many times you will not be allowed to use superlatives such as 'lowest' and 'best' in the ad and you might not be allowed to use promotional punctuation marks such as \$ or !. Also there may be limits on capitalization as well as many other symbols that are used to try and draw attention to your ads.

Every pay per click affiliate program that you will find will have certain guidelines that you will have to follow. Be careful to read all of them. Remember to set a budget that you can live within and be responsible. Do your best to find the best keywords and pay close attention to the way that you write your ads. A pay per click affiliate program that you work carefully can bring big results quickly.

## Here's How To Avoid The 3 Most Common Affiliate Mistakes

Affiliate marketing is one of the most effective and powerful ways of earning some money online. This program gives everybody a chance to make a profit through the Internet. Since these affiliate marketing programs are easy to join, implement and pays a commission on a regular basis, more and more people are now willing in this business.

However, like all businesses, there are lots of pitfalls in the affiliate marketing business. Committing some of the most common mistakes will cost the marketers a large portion taken from the profit they are making everyday. That is why it is better to avoid them than be regretful in the end.

Mistake number 1: Choosing the wrong affiliate.

Many people want to earn from affiliate marketing as fast as possible. In their rush to be part of one, they tend to choose a bandwagon product. This is the kind of products that the program thinks is 'hot'. They choose the product that is in demand without actually considering if the product appeals to them. This is not a very wise move obviously.

Instead of jumping on the bandwagon, try to choose a product in which you are truly interested in. For any endeavor to succeed, you should take some time to plan and figure out your actions.

Pick a product that appeals to you. Then do some research about that product to see if they are in demand. Promoting a product you are more passionate about is easier than promoting one for the sake of the earnings only.

Mistake number 2: Joining too many affiliate programs.

Since affiliate programs are very easy to join, you might be tempted to join multiples of affiliate programs to try and maximize the earnings you will be getting. Besides you may think that there is nothing wrong and nothing to lose by being part of many affiliate programs.

True, that is a great way to have multiple sources of income. However, joining multiple programs and attempting to promote them all at the same time will prevent you from concentrating on each one of them.

The result? The maximum potential of your affiliate program is not realized and the income generated will not exactly be as huge as you were thinking initially it would. The best way to get excellent result is by joining just one program that pays a 40% commission at least. Then give it your best effort by promoting your products enthusiastically. As soon as you see that it is already making a reasonable profit, then maybe you can now join another affiliate program.

The technique is to do it slowly but surely. There is really no need to rush into things, especially with affiliate marketing. With the way things are going, the future is looking real bright and it seems affiliate marketing will be staying for a long time too.

Mistake number 3: Not buying the product or using the service.

As an affiliate, your main purpose is to effectively and convincingly promote a product or service and to find customers. For you to achieve this purpose, you must be able to relay to the customers that certain product and service. It is therefore difficult for you to do this when you yourself have not tried these things out. Thus, you will fail to promote and recommend them convincingly. You will also fail to create a desire in your customers to avail any of what you are offering.

Try the product or service personally first before you sign up as an affiliate to see if it is really delivering what it promises. If you have done so, then you are one of the credible and living

testaments aware of its advantages and disadvantages. Your customers will then feel the sincerity and truthfulness in you and this will trigger them to try them out for themselves.

Many affiliate marketers makes these mistakes and are paying dearly for their actions. To not fall into the same situation they have been in, try to do everything to avoid making the same mistakes.

Time is the key. Take the time to analyze your marketing strategy and check if youa re in the right track. If done properly, you will be able to maximize your affiliate marketing program and earn higher profits.

CPP\_author

## Here's Why Using Camtasia Can Increase Your Affiliate Checks

Since there are already lots of people getting into affiliate marketing, it is no wonder that the competition is getting stiff. The challenge is to try and outdo other affiliates and think of ways to be able to attain this.

There are also many tips and techniques being taught to these affiliate in order to best plan their strategy for their program to work effectively so that more earnings will be achieved.

What better way to wow your prospects and customers than to record and publish top notch, full motion and streaming screen-captured videos. Nothing like feeling your hard work getting paid by having your customers jumping up excitedly in great anticipation to buy your product right there and then.

This is Camtasia in action. It is a proven fact; giving your customers something they can actually see can explode your online sales instantly.

You do not need to have trainings and education to be able to know how this system can work for your affiliate program. Anyone can create stunning videos, from multimedia tutorials and step-by-step presentations available online. The process is like having your customers seated next to you and looking at your desktop, as you show them the things they need to see and hear. All this done step by step.

For those who does not know it yet, how does Camtasia works?

1. It can record your desktop activity in a single click. No need to have to save and compile all your files because it is recorded right there and then.
2. Can easily convert your videos into web pages. Once converted you can have your customers visiting that certain page. Videos are easier to understand and take in unlike reading texts which oftentimes is a trying thing to do.
3. Upload your pages. Publish them through blogs, RSS feed and podcasts. You may want your Camtasia videos to get around and reach out to other people that may be potential customers in the future. Nothing like being visible in many sites and pages to advertise yourself and get your message through.

There are other things you can do with your affiliate program using Camtasia. You can?

Create stunning multimedia presentations that are proven to increase sales because all the senses are engaged. This also has the tendency to reduce skepticism among hard-to-please customers.

Reduce refunds and other customer issues by demonstrating visually how to use your product and how to do it properly. Complaints will also be minimized because all the facts and the presentation are there for the customers to just see and hear about.

Promote affiliate products and services using visual presentations. This is an effective way of redirecting your viewers straight to your affiliate website after they are finished with the video. Make the most of the presentation by putting your site location in the end and make them go there directly if they want more information.

Multiple your online auction bids exponentially when you give your readers a feel of what you have to offer. Based from reports, auctions that includes pictures increases bidding percentage by 400%. Imagine how much higher it will be if it were videos.

Publish valuable infoproducts that you can sell for a much higher price. It will be all worth the price because of the full colored graphics menu and templates that you will be using.

Minimize miscommunication with your customers. Instantly showing them what you want they wanted in the first place is making them understand clearly the essence of your affiliate program. The good thing about multimedia is, nothing much can go wrong. It is there already.

These are just some of the things you can do with Camtasia that can be very helpful in your chosen affiliate program.

Note that the main purpose of using Camtasia is to boost the income that is generated from your affiliate program. Although it can be used for entertainment and enjoyment purposes, which is not really a valid reason why you choose to get all through that trouble.

Try to focus on the goal that you have set upon yourself to and achieve that with the use of the things that may be quite a lot of help in increasing your earnings.

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## How To Generate Traffic Using An Affiliate Program

An excellent and often overlooked way of getting traffic is establishing your own affiliate program.

If you've been involved with Internet marketing for any length of time, you probably are already familiar with the concept of affiliate marketing and have probably already made some commissions for yourself.

In this case, however, we're talking about joining the other side of the equation -- in other words, you're going to have affiliates promoting your products!

Many people are interested in making extra money (and possibly a full-time income) through affiliate marketing because they don't want to deal with selling their own inventory, processing credit card payments through a merchant account, or shipping products from their home or office.

With so many people looking to get started with Internet marketing by becoming affiliates, this is an excellent opportunity for you to generate more traffic and revenue for your online business!

You see, those affiliates can take care of much of the groundwork and generate traffic for you by sending people to your website through their affiliate link in exchange for commissions.

Of course, you probably already have other traffic sources, but an affiliate program can simply make you even more successful by expanding and diversifying your traffic generation methods.

An easy way to start an affiliate program is to simply join one of the popular networks that handle all of the annoying tasks like tracking and commission payments for you.

Clickbank is very popular and user-friendly when it comes to digital information products, but some Internet marketers prefer to use other affiliate networks in order to avoid commissions theft.

A few of the other affiliate networks include LinkShare, ejunkie, and Paydotcom.

You can, of course, establish your own private affiliate program if you're confident in your abilities and for some reason want to avoid the popular affiliate networks.

INSERT CALL TO ACTION HERE

## How To Avoid Getting Your AdSense Account Terminated

Google, being the undisputable leader in search engines from then until now, is placing a high importance on the quality and relevancy of its search engines. Most especially now that the company is public property. In order to keep the shareholders and users of its engines happy, the quality of the returned results are given extreme importance.

For this same reason, doing the wrong things in the AdSense and other forms of advertisements, whether intentionally or unintentionally, will result in a severe penalty, may get you banned and even have your account terminated. Nothing like a good action taken to keep wrongdoers from doing the same things over again.

So for those who are thinking of getting a career in AdSense, do not just think of the strategies you will be using to generate more earnings. Consider some things first before you actually get involved.

**Hidden texts.** Filling your advertisement page with texts too small to read, has the same color as the background and using CSS for the sole purpose of loading them with rich keywords content and copy will earn you a penalty award that is given to those who are hiding links.

**Page cloaking.** There is a common practice of using browser or bot sniffers to serve the bots of a different page other than the page your visitors will see. Loading a page with a bot that a human user will never see is a definite no-no. This is tricking them to click on something that you want but they may not want to go to.

**Multiple submissions.** Submitting multiple copies of your domain and pages is another thing to stay away from. For example, trying to submit a URL of an AdSense as two separate URLs is the same as inviting trouble and even termination. Likewise, this is a reason to avoid auto submitters for those who are receiving submissions. Better check first if your domain is submitted already on a certain search engine before you try to submit to it again. If you see it there, then move on. No point contemplating whether to try and submit there again.

**Link farms.** Be wary of who and what are you linking your AdSense to. The search engines know that you cannot control your links in. But you can certainly control what you link to. Link farming has always been a rotten apple in the eyes of search engines, especially Google. That is reason enough to try and avoid them. Having a link higher than 100 on a single page will classify you as a link farm so try and not to make them higher than that.

**Page rank for sale.** If you have been online for quite some time, you will notice that there are some sites selling their PR links or trading them with other sites. If you are doing this, expect a ban anytime in the future. It is okay to sell ads or gain the link. But doing it on direct advertisement of your page rank is a way to get on search engines bad side.

**Doorways.** This is similar to cloaking pages. The common practice of a page loaded with choice keyword ads aimed at redirecting visitors to another "user-friendly" page is a big issue among search engines. There are many SEO firms offering this kind of services. Now that you know what they actually are, try to avoid them at all costs.

**Multiple domains having the same content.** In case you are not aware of it, search engines look at domains IP's, registry dates and many others. Having multiple domains having the same exact content is not something you can hide from them. The same goes with content multiplied many times on separate pages, sub domains and forwarding multiple domains to the same content.

Many of the above techniques apply to most search engines and is not entirely for Google only. By having a mind set that you are building your AdSense together with your pages for the human users

and not for bots, you can be assured of the great things for your ads and sites.

Not to mention avoiding the wrath of the search engines and getting your AdSense and site account terminated altogether.

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## How To Become A Super Affiliate In Niche Markets

Over the past years, web hosting has grown bigger than it used to be. With more companies getting into this business and finding the many benefits it can give them, the demand for web hosting has never been higher. These seem to be the trend of today.

38 million people have put up their very first websites online this year 2005 alone. It is estimated that by 2008, the internet sales industry will top then dollar bank. And to think, majority of those sites will be offering different affiliate programs for people to choose and participate into.

This only means one thing. It is easier now to find the right web host for your application. The possibility of quality web hosting companies separating themselves from the rest of the industry is anticipated. If this is done, the unprofessional and incompetent ones will suffer.

Support will be the number one consideration for people when choosing a web host. It will be obvious that traditional advertising will become less and less effective. Most people would rather opt for the web host based on things that they see and hear. Also based on the recommendations by those who have tried them and have proved to be a successful.

This is a great opportunity for web hosting affiliates and resellers alike. There would hundreds of web hosting and programs to choose from that the difficulty in finding the right one for them is not a problem anymore.

How does one become a successful affiliate in the niche markets using web hosting?

If you think about it, everyone who needs a website needs a web hosting company to host it for them. As of now, there is really no leading hosting industry so most people choose hosts based from recommendations. Usually, they get it from the ones that have already availed of a web hosting services.

With the many hosts offering affiliate programs, there is the tendency to find the one which you think will work best for you. Think of the product you will be promoting. Pattern them to the site and see if they are catering to the same things as you are.

When you have been with one host for quite some time and seem not to be making much despite all your effort, leave that one and look for another. There is no use in trying to stick to one when you would be before off in another one. Things will only have to get better from there because you already have been in worst situations.

Try this out. If you are quite happy and satisfied with your web host, try to see if they are offering an affiliate program you can participate on. Instead of you paying them, why not make it the other way around; them paying you. The process can be as easy as putting a small ?powered by? or ?hosted by? link at the bottom of your page and you are already in an affiliate business.

Why choose paying for your for your web hosting when you do not have to? Try to get paid by letting people know you like your web host.

Always remember that when choosing a web host, choose the one that is known for its fantastic customer support. There are also many hosting affiliate programs. Residual affiliate program is also being hosted. This is the program wherein you get paid a percentage every month for a client that you refer. This can allow you to have a steady source of income. With perseverance, you can even be quite successful in this field.

There are a lot of niche markets out there just waiting for the right affiliate to penetrate to them and make that dollars dream come true. Knowing which one to get into is being confident enough of

your potentials and the good results you will be getting.

Web hosting is just one affiliate market you could try out and make some good and continuous income. Just remember that to be successful on your endeavor also means that time, effort and patience is needed.

Nobody has invented the perfect affiliate market yet. But some people do know how to make it big in this kind of market. It is just knowing your kind of market and making the earnings there.

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## How An Affiliate Lead Can Be Your Bread and Butter

Obtaining a good quality affiliate lead takes a lot of work and practice. Like anything worth having, it will take some planning, time and effort to get there. If you want to obtain a great affiliate lead, you're going to need to focus and perfect the basics. Then you expand and improve and what's working for you. These skills are the foundation of building working marketing campaigns and thus, making money.

We first go back to the very heart of being an affiliate, which is first understanding what your goals are. Your job, aside from furthering the goals of your own site, is to get people to click on that ever so lovely affiliate link or have them sign up to be on your newsletter. Once they sign up for your list or click over to the site you're promoting through your affiliate link, they are officially a lead. These leads have the potential to make you money, if you play your cards right.

In order to get your offers in front of those potential leads, you must first and foremost drive targeted traffic to your site. Attracting users to your website can prove to be difficult and time consuming if you go after the wrong niche. Choosing niches that are less competitive will make things much easier on you. You do however, have to ensure that there are enough buyers in your niche to make it worth your time. With a little practice, you'll soon be able to pick up and what works and what doesn't.

Assuming you have already picked a good niche, one of the best ways to drive traffic to your website is to optimize it for the search engines. An affiliate lead that found you through a search engine is much more likely to become a customer than a lead who found you through a social media site like Digg. Use targeted traffic and you should have no problem converting it.

Let's face it, most people first come across a website because they took a look at Google or Yahoo. The internet is a massive place that's just getting bigger and bigger and bigger every minute of every day. You probably trust Google to weed through the junk and display relevant results. The same is most likely true of your potential customers. You want to get on their good side so you can attract more traffic, which leads a good affiliate lead, and eventually money in your pocket!

Learning to optimize your site and get free search engine traffic may be the best investment you ever make for your business. You can be collecting affiliate leads on autopilot and growing your business at your own pace. Every person you add to your mailing list means a bigger reach of your marketing message. Work hard to obtain each and every targeted affiliate lead you can and treat them well. They can make you money for years, if not decades, to come.

## How To Advance Your Business Home Internet Marketing Promotion

Internet marketing is one of the newest tools that businesses are using to get ahead. Internet marketing helps you to reach as many different people as possible, allowing your company to advance, improve, and grow.

This type of marketing is marketing that you can easily handle from the comfort of your own home. Business home Internet marketing promotion is something that every website owner and business owner can handle.

There are plenty of issues to consider when thinking about home Internet marketing. This information will help you to understand how Internet marketing can advance your business, and will teach you how to approach Internet marketing for your company.

### Getting the Most out of Internet Marketing

It is important for you to get the most out of your Internet marketing endeavors. This means that you need to take the time to research what you can do with Internet marketing; this research will help you to understand what Internet marketing can do for your company.

This also means that you need to consider a full marketing campaign. Many find that they get the most out of Internet marketing when they have an entire cohesive campaign that covers multiple Internet marketing mediums.

### Finding a Professional

For many, the only way to get the most out of Internet marketing is through a professional. Professionals will help you to create the Internet marketing campaign that is going to be successful. They will help you to narrow down your target market, and will help you to communicate directly to that target market. They will also help you to develop the visual aspects of your marketing campaign and the copy (words) aspect of your campaign.

### Opening Up your Possibilities

If you want to advance your business you need to consider possibilities that you may not have considered on your own. You need to open up to the possibilities of Internet marketing, including different mediums that you may not have considered. Internet advertisements, search engine optimization, and emails are just a few of the different Internet marketing tactics that your company can benefit from.

### Enjoying the Low Cost

Luckily, Internet marketing has a low cost when compared to other forms of marketing and advertising. This low cost allows your company to get maximum exposure and efficiency for a reasonable price.

It is important for you to open up your mind to the vast world of Internet marketing. Your company may easily benefit from multiple Internet marketing techniques and venues. Take the time to understand how you can benefit from these different techniques, and how you can implement these various techniques.

Whether you attempt to handle business home Internet marketing promotion on your own or hire a professional, you should consider Internet marketing. It will give your business the chance to succeed and grow.



## How To Benefit From Money Making Forums

Money making forums are a great way to meet like-minded internet marketers, to ask and answer questions and to find out what people are looking for when it comes to making money online.

This article will provide you with just 20 forums and a brief description of each - there are literally hundreds more. . .

### Affiliate/Internet Marketing Related

1. Im4Newbies is for those of you who are just getting started in internet marketing. You can find what you are looking for here.
2. WickedFire.com revolves around internet marketing in general and generating traffic to your website
3. ClickBankSuccessForum.com. If you are selling ebooks or interested in doing so on ClickBank, this forum is a wonderful community to get involved with
4. Affiliates4u.com dicusses different ways to earn through affiliates and other means of website ad publishing.
5. ABestWeb is the biggest online affiliate forum to date. It's dedicated to everything which relates to affiliate marketing.
6. WarriorForum.com is a very popular forum that deals with internet marketing in general.
7. WhydoWork.com brings up a variety of money-making topics but its main target is people looking to make money from home through the internet.
8. AssociatePrograms.com is one of the best money making forums for affiliate marketing and earning online.
9. 5StarAffiliatePrograms.com offers extremely organized affiliate related discussions.
10. AffiliatePrograms.com discusses general affiliate marketing topics and concerns.
11. Talkgold.com covers every money making opportunity there is online from High Yield Investments (YIPs), to forex, to running a website to blogging.
12. RevenueSource.com discusses a wide variety of topics related to the different ways you can make money online.
13. GeekVillage.com has an impressive section about making money online and other related topics.
14. FreeWebSpace.net displays a nice section on internet advertising, web design and web hosting.
15. TheFreeAdForum is a place for webmasters to make money by advertising their sites and opportunities.
16. TheGreenNation.com focuses mostly on MLMs, internet investments and risky internet programs.
17. Small-Business-Forum.com is a general business related discussion forum which includes a large section dedicated to internet businesses.

18. HomeWorking.com focuses on people who (or who are trying to) make money from home on the internet.

19. DigitalPoint.com is really a webmaster community where you can learn to make money with a website.

20. GetPaidForum.com is the largest forum dedicated programs such as get paid to read, get paid to click, get paid to promote programs.

These are just some small samples of the various internet marketing topics that are covered in money making forums. Getting involved in communities like these is a way to get your questions answered and your name out there in the internet marketing world. When you participate in forums like these, make sure that you are kind and courteous and try to provide suggestions and information that will be helpful to others. Any type of overly promotional or hypey behavior can easily get you banned from these forums.

## How To Be Successful In Your Computer Home Based Business

It is the new age of the entrepreneur and many have considered starting or have already started a computer home based business. The time is right. As many employees are suffering pay cuts and job losses, previously retired men and women are looking for other sources of income to replace their lost retirement funds, and the internet economy is becoming more and more powerful, the home business trend continues to rise.

In order to succeed in your business, you need three basic things: a thorough understanding of your target market, a product/service that will appeal to this target market, and a means of getting your product/service in front of your target market. The concepts are simple enough. Achieving the concepts can be frustrating and time-consuming but you can do it with a lot of patience and the willingness to learn and to fail sometimes (or often). Many believe that the only difference between those who succeed and those who don't is persistence despite obstacles or hardships which are sure to come your way at some time or another. Expect them. Deal with them. And move past them.

How do you stay dedicated to your computer home based business? There are many factors that can keep you focused. It's extremely important that you know what you want and you have set long-term, short-term and mid-term goals to achieve your final goal. These goals may have to be shifted and adjusted along the way but you need a place to start. Keeping your goals in mind keeps you from being side-tracked or discouraged. It keeps your eyes in the future rather than the past or present.

While it's not absolutely necessary, it makes things much easier if you have a passion for what you do, your products and/or services. This can keep you going even on the worst of days. If you lack the passion, you might find your work to be tedious or boring while if you genuinely like what you do, you will not need to be pushed to work on it.

Believe in yourself is essential. It doesn't matter whether you are new to certain home business strategies or not. What is important is whether you believe you can achieve what you want to do. If you believe, you can achieve.

Make sure that you are organized. Organization saves time and keeps you on track with your goals. Time-management fits into this as well. Make sure that you have a clear plan of what you can do each day to grow your business. It might be a bit overwhelming at first but you will soon see that your plans become habits towards effective business building.

Finally, never give up. Much easier said than done. If money is your problem, work on the many activities that you can do to promote your computer home based business without spending a dime. If time is your problem, consider getting others to help you or just work on your business when you can. Remember that your persistence is what will determine your success.

## How to Check Search Engine Ranking Strategies

Your search engine ranking is the position of your website on any particular search engine (Google, Yahoo, MSN, etc). Because search engines favor the high-ranking sites, you need to check your search engine ranking continuously and find ways to improve your ranking. There are many free tools that can allow you to do this. Page ranks range from 1 to 10, with 10 being the highest (and virtually impossible to achieve). Even a rank of 1 on Google is considered high.

In order to obtain a high search engine rank, you need to employ SEO (search engine optimization) techniques. And this can take a significant amount of time and/or money depending on whether or not you do it yourself or hire someone else to do it. SEO software is also a viable option to consider.

If you've decided that you want to be the one to check your search engine ranking yourself, and to take care of the SEO for your website, you'll need to make a daily habit of performing activities that build incoming links to your website and using the right keywords. Incoming links greatly influence your page ranking. If you can get a high-ranking site to link to your website, you will bypass a great deal of your competition.

However, obtaining these links can often take quite a bit of time and patience. There are several ways to go about this. You can write to other webmasters and ask them to link to you. You can submit your site to online directories. You can do article marketing. You can use a social bookmarking strategy. The list goes on and on. But the most important concept of all is that the information you offer on your site must be valuable. It is much easier to obtain links to your site when you are offering information that your visitors (or other webmasters) find valuable.

Keyword optimizing your site is also part of the SEO strategy, although less important than incoming links. The best ways to go about using the right keywords is to use the free keyword tools offered by all of the search engines. These free keyword tools tell you exactly what people are searching for on the internet.

Check out the words that pertain to the industry and use these words on your website. If you're just starting out, go with very detailed keywords and not the general highly-searched and highly competitive ones. It's estimated that about 60% of searches online consist of two to three keywords so try to stick with phrases that fit that. Make sure you use your keyword phrases in important places on your website like titles, headings, sub-headings, etc.

Whether you manage to optimize your website on your own, with the help of a consultant or agency, or with software programs to check search engine ranking, you will see that your position continues to climb and this will bring in more traffic to your website.

## How To Choose A Home Business Computer Opportunity

Whether technology like computers is your forte or not, it is a means to make money if you have some skills to offer in specific areas. Some people are great at marketing, or at building web sites, so they sell online design and SEO services. Others are handymen, great with a toolkit and can build houses, perform expert carpentry tasks and so could setup an online business that sells their own style of furniture or offer an interior design service.

There are two paths towards a home business computer opportunity ? a home based job, or a home based business.

If you wish to work from home, in your own business, you will need to establish your skill strengths. No need to know how to create a web site as there are plenty of hosts such as Hostgator that will provide tools that can enable you to set up a site in minutes. All you need to do is draft a business plan, whom will you sell to, how will you reach them and what's the competition? Do you have an edge on the market? Can you offer something that is missing with your competitors?

So these are the first steps towards your home business computer opportunity: 1. Since you will be operating from your computer, are you updated with the use of word processors, spreadsheets and email? I suspect you are already, though if not, and you don't have Microsoft Office then download the openoffice.org set of tools. It's also a professional choice. 2. This is a home based computer opportunity and not just an office based business, you will be operating from your PC or Mac. Ensure it is reliable, been checked for spyware, and has an anti-virus program running. Don't struggle with an old pc that is problematic, invest in a new one ? you are investing in your business. 3. It is a common question in blogs ? what is the most successful business idea? The business of working online is a changing one and it is best to focus on long term plans rather than making a fast buck. A home business computer opportunity starting from home has a great chance of success due to its low start up costs.

There are plenty of home-based jobs available particularly in the freelance sector. If you have specific skills, this is a great place to find work. Sites that can help you move along are craigslist, freelancers.com, freelanceswitch.com and flexjobs.com. It may be a good start if you need capital and more flexible time to seek out work while your business is building. Be prepared to diversify right away if you don't have a specialized skill. One of the most popular choices initially is freelance writing. Many use their writing skills to increase their business exposure writing press releases, and articles containing sales copy to promote their products or services.

Common home based businesses include affiliate marketing programs, freelance writing services, design and programming, franchisee options selling products and being a reseller. Choose one that suits your long term interests carefully, this is a life changing decision and needs careful thought. Do this and you will reap the rewards. Good luck!

## How To Choose A Winning Clickbank Affiliate Program

Do you know how to choose a winning Clickbank affiliate program? If you're going to be promoting a product, it's very useful to have good solid criteria you can use to determine if the program is going to be profitable for you. Some of the key things you should look at are Gravity score, competition, the salesletter, the payout and the price. Keep reading to learn about what exactly you should look for in each area.

### Gravity Score

For beginners, it's best to promote products in the 20 to 50 gravity range. These are products that have been proven to be successful sellers, but don't have an overwhelming amount of competition. These are the products you want to shoot for.

Once you're more experienced, you can aim at the 50+ gravity range. At no point in time should you aim below 20, because most of those products just won't make you money.

### Evaluate the Salesletter

Even if the product has a good gravity, that doesn't mean it'll sell for you. Sometimes Gravity scores are elevated by vendors artificially boosting the score by selling their own products through affiliate accounts.

Take a look at the salesletter and decide for yourself whether or not you think the product will sell.

### Payout and Price

How much does the product cost and what does it pay out? As an affiliate, you should look for products that pay out at least \$20 per sale. Anything below that amount generally isn't worth your time.

Believe it or not, it's as easy to sell a high ticket item as it is to sell a low ticket item. There are products on Clickbank that go for \$97 - \$197. If you can find a product that you believe you can promote and has a gravity of over 20, it's generally a better idea to promote that product than it is to promote a \$40 product.

### Continuity

In addition to payout and price, one other thing you can look for is continuity. Continuity is basically a month by month membership program that will pay you commission every single month.

Again, it takes about as much effort to sell a product without continuity as it does to sell one with continuity. Except with continuity, you keep getting paid.

### Competition

Is there competition that's doing what you're doing? Believe it or not, you actually want some competition in your area. That usually means other people are making money doing what you're considering doing.

For example, if you plan on advertising a hypnosis product on AdWords, you want to see other advertisers selling hypnosis eBooks on AdWords. If there are no competitors, then chances are someone's tried it before and it didn't work.

That said, you don't want to go into an over saturated niche either. Too many competitors are almost as bad as no competitors.

### To Sum it Up

To sum it up, you're looking for a medium gravity, high payout product with a good salesletter and some competition. If you can match up all these factors, then you've got a very good product to start selling for money.

## How To Choose The Right Product for the Right Market

A major part of evaluating home business opportunities is determining if the product the entrepreneur wants to sell is marketable, if the market is saturated, and what a competitive asking price might be.

Even if someone wants to start a home business opportunity that is not Internet based but rather marketed in the local area, an online auction vendor or aggregator site is still a great way to determine what is out there in the industry, and what the going price is.

Rule of thumb, according to online merchant experts, is to price the item at about two thirds of what the major online auction sites are asking for the same or similar item, or 65 percent of the top bid over the past sixty days. In evaluating home business opportunities for local sales the buyer must take into consideration that the local cost of living can alter the asking price. Market research for evaluating home business opportunities in this case would weigh most heavily on other local competitors in the industry.

Some of the standard procedures an entrepreneur should do in evaluating home business opportunities are to check both the credibility and the performance of the parent firm.

Home Business opportunities should be evaluated poorly just because they don't report big dollars in revenue. A small company can be a sound home business opportunity. One advantage of working with a small firm is the accessibility to the executives in the firm, to help answer the evaluating questions about the home business opportunity it represents but to help the entrepreneur get started.

Great sources of information when evaluating home business opportunities are people you know and trust that have dealt with the company. If the small business owner doesn't have any such resource she or he should then turn to financial statements if it's a public corporation or to firms such as Hoovers for information about the stability of the firm. Local help would be the Chamber of Commerce and the Better Business Bureau.

Vendors of the firm that the entrepreneur is evaluating for home business opportunity are great resources, as they can tell you that the firm pays their bills on time and has been ordering large quantities of products for an extended period. This means sales are good. One important thing for a hopeful entrepreneur to do in evaluating the company is to ask for current and former customers and contact them for honest critiques of the firm. Evaluating home business opportunities should never rely only on the clients the firm offers. The entrepreneur should seek out others that the firm hasn't put forth as good testimonials.

## How To Create Passive Income Streams Online

How can you change this? How can you change this for your business, and make money continuously, whether or not you are working with clients. Would it improve your lifestyle and increase your profits if you could have consistent streams of income coming in from sales of your e-books and CDs, workshop bookings and commissions? These are called multiple income streams because they are in addition to your regular income stream, and they are called passive because you create many of the products once. Once you create them, you can replicate them and sell them in perpetuity.

Let's look at different income streams that a business owner like you can generate:

- Digital products. As a professional who works with customers, you already know what your customers are interested in as well as the information they are looking for.

Turn this information into a sellable product by publishing and selling it. Depending on the topic and the information, you can create digital products of various lengths.

- Audio Products can be delivered in two different formats. They can be instantly downloaded from your web site any number of popular audio formats, or you could burn them onto a CD and physically ship the product.

Either way is a great way to go since many people like to listen to information instead of reading it.

- Teleclasses. Teaching classes over the phone is a good way to demonstrate your expertise to many people at once and to offer your coaching or consulting sessions at a lower price point.

Material taught and discussed during tele-classes can be re-used to create tips booklets, special reports and audio products.

- Webinars/Workshops. Same as tele-classes, webinars/workshops can be used to teach to many people at once, instead of doing one on one sessions.

- Affiliate Programs. There are two different ways to use affiliate programs as another income stream: 1. Creating an Affiliate Program for your products, thus, sharing product products with people who refer new customers to you, and helping them create an additional income stream.

2. Recommending Other People's Products, through their affiliate program, thus creating another income stream for yourself and your business. As you can see, there are many ways for you to turn your expertise into products, and generate additional income with it. If you are just starting out, pick one or two different product types, and work on them. Then, add a few more, and you will have different income streams created in no time.

## How To Decide On An Email Auto Responder

An email auto responder is the software program that takes over as soon as one of your potential customers opts in to receive your newsletter, information or products/services. As the name hints, it will respond automatically, sending the requested information, and whatever else you tell it to. When it comes to making the purchase of an email auto responder, there are quite a few options to choose from. You could even decide not to purchase one but instead use one of the many free autoresponders available on the web.

Some free autoresponders include FreeAutoBot, SendFree, GetResponse and Responders.net. Keep in mind, however, that the free autoresponders don't offer many necessary features and they often make their money by sending out advertisements with your outgoing emails. These can be a good place to start if you are just starting to build your list but later on you will definitely want to try a more effective service.

One of the most highly reputable services on the web today is Aweber which offers a free 30 day trial. It's important to note that Aweber does require the double-opt in before you can send your list programmed emails. This basically means that your leads will opt-in once to whatever form you have on your website, blog, lead capture page, etc. and then Aweber will send out yet another "permission confirmation" to the the opt-in email address. There are pros and cons to the double opt-in. The pros are that you retain higher quality leads who are definitely interested in what you have to offer and your emails will not be considered spam. The con is that you will lose leads this way because not everyone will re-confirm. Pricing with Aweber starts at \$19/month and is based on total number of subscribers you obtain. Aweber also offers an affiliate program so you can make money when you refer others to them.

IContact offers the best starting rate at \$9.00 per month, but this only includes 250 subscribers. The price goes up from there. Depending on your viewpoint, an advantage of IContact might be that it doesn't require you to use the double opt-in feature.

Traffic Wave also offers a 30 day test drive period. This service costs \$17.95, which is fixed regardless of how many subscribers you have. The price also includes unlimited autoresponders and click track reporting. You also get unlimited ad trackers, a WYSWYG Editor, a lead generation page, several pre-built email templates and step by step tutorials to get you up and running quickly. Traffic Wave also offers a 10 tier affiliate program - you get paid commissions ten levels deep by promoting their service. Traffic Wave is also a double opt-in service.

These are just some popular choices of the many email auto responders available to you. You can also check out GetResponse (at the paid level), Oprius (another double-opt in service), and StreamSend, all of which offer free trial periods.

## How To Find Products For Affiliate Marketing

So you are wanting to find products for affiliate marketing that will get your wallet full? That is what most people are wanting to do the tough thing is knowing what to sell. There are things that may get you excited about selling or you think are just great products for some niche that you are targeting but it may not do much for you. While it is important to focus on a product that you have an interest in so you can establish some credibility easily, there are some other things that you have to pay attention to. You want to find hot products for affiliate marketing? Look around.

If you want to know what to sell, look for the things that are selling good already. It may take a bit of research to find out what things will be good to offer as products for affiliate marketing.

First, you need to be able to identify and understand the need as well as understand how best to satisfy it. The customers you are wanting to offer products for affiliate marketing to have certain expectations and needs they would like to have met. It is your job to find these out and make it available.

The needs that the consumer has is the bare minimum that they must have in the product or service. It is the cake. The icing on the cake would be the expectations that they have. It is the extras. A need would be a car. An expectation is that it would have good gas mileage. A need would be to lose weight. Being happy while doing it would be an expectation. For many, finding a program that will help them stop smoking would be a need but the expectation would be the price. The need has to be addressed fully and the expectation should be met if at all possible. That could make the difference between getting and losing a sale.

Another thing that you have to consider when looking for products for affiliate marketing is the level of competition that your particular product has in the marketplace. Look at the overall market and see if you have a legit chance of being competitive. See how your product competes with others in the niche.

When looking for good products for affiliate marketing you need to gauge the level of interest in that niche. Is it a big market? Is it a buying market? How much are they willing to spend and does your product or service fit in that range?

Also, look at the level of success that others are having selling that product/service. When you are trying to find a good product for affiliate marketing, you want to sell something that people are actually having some success with. If the level of sales are high and/or climbing, then you may have something worth putting your energies into. If sales are stagnating or tapering off, it would be worth it to look elsewhere as demand may be dropping for some reason or the marketplace has reached the peak of interest that they will have in it.

Just because you have a product that seems like it will sell incredibly well doesn't mean that it will. When wanting to break into a niche, make sure that you do good research on products for affiliate marketing so you will have success.

## How To Find The Right ClickBank Affiliate Program

Are you looking for the best ClickBank affiliate program? This one of the first challenges for new affiliate marketers - the answer is that there really isn't just one "right" program. Although you might want to start out with just one until you get the hang of it. This article will discuss some of the confusion about affiliate marketing and how to go about it properly.

Many new affiliate marketers look at hundreds of products/services all at once and try to figure out which ones are the best. In the end, they are just overwhelmed and can't make any decision at all so all of their time and effort has been wasted. Or. . .they choose one affiliate program and don't give it time before switching to another. This is also a waste of time and money.

Here are some very simple guidelines to help you find a suitable Clickbank affiliate program.

Choose which niche you want to serve and look for a product/service that would do so in Clickbank. I recommend choosing from Clickbank because it is extremely easy and popular - you can search more affiliate marketplaces later on.

Pick one program that interests you and that is doing well in terms of popularity and gravity. Study and learn everything about the product. Find reviews about the product from many different sources if possible.

Choose just one traffic-driving method to get people to this product and stick to it. Here are just a few popular methods: - Social media (i.e. MySpace.com, Facebook.com, Twitter) - PPC - Pay Per Click Advertising - Article marketing - Web 2.0 (i.e. EzineArticles, Squidoo.com, HubPages.com GoArticles, etc.) - Press releases - Blogging

If you're new, it might help to pick a product that has a built-in membership program which shows you how to market the product. It might cost you something to be a member and you can evaluate if you think the training offered will help you to make more profits or not.

Look for programs that offer: - insight into some "secret" niche markets - Specific keywords of the niche market - a product/service which can be customized to you (your name) - Website banners that can be uploaded to your website or blog - Ready-Made articles that you can change slightly and send to the various article directories - Pre-prepared PPC campaign and emails for your list.

These membership programs can save you some time and money and help you start to generate profits more quickly.

The biggest factor that will increase your success is not as much the Clickbank affiliate program that you choose as much as the consistent effort that you put forth. Make sure that you track your campaigns and give each of them enough time before deciding whether or not to move on to something else.

## How To Promote A Clickbank Affiliate Program With PPC

Pay Per Click is perhaps the most effective way to promote a Clickbank affiliate program possible. Sure, some people make money writing articles. Sure, some people make money from SEO. However, by and large the affiliates that really make money through Clickbank do it through pay per click. What are the secrets to success? Read on to find out.

### Secret #1 ? Choose a High Converting, High Paying Product

Choose a product that has at least 20 points in its Gravity score. Don't test new products, especially when you're spending money on traffic.

A lot of people are afraid of promoting products that are "over saturated." The reality is that you can break into markets even if they're "saturated."

However, as a beginner starting in the 20 - 50 Gravity range is a very good place to start. Avoid the 150+ Gravity until you get more familiar with PPC.

### Secret #2 ? Find Original Angles

Trying to bid on terms like "weight loss" is financial suicide. However, what about bidding on "Treadmills" or "Tips for Jogging"?

The idea is to try and find keywords which you can get on the first page for at under \$.20 cents a click. In less competitive markets, you'll be able to get tons of traffic through main keywords. Unfortunately, in more competitive markets you'll have to get creative.

Come up with different angles to come at it from. Look for people who're looking for the same thing your product offers, but will likely type in a different keyword.

### Secret #3 ? Meticulous Tracking

One little known secret in PPC affiliate marketing is that almost all winning campaigns start out as losing campaigns. If you spend \$100 and make back only \$60, that's actually a winner.

From there, you optimize your ads and landing pages to continually increase your CTR and conversion rates. It might cost you \$300 in the beginning, but after your initial testing you'll have a campaign that can make you hundreds of dollars a month on complete autopilot.

Every super affiliate tests their campaigns meticulously. Track everything on a keyword by keyword level. Use only one keyword per ad group. Write a unique ad for every keyword.

### Secret #4 ? Different PPC Networks

The first place to start your testing is Google AdWords. Start out your testing with Google Only. That means no content network and no partner networks.

See how your traffic converts on Google only. Then if you're profitable, expand to the partner network.

From there, mirror your campaigns over to Yahoo! Search Marketing and MSM Ad Center.

Only once you've setup these campaigns should you experiment with content network. Content network comes last, because the traffic is least targeted and tends to convert the worst.

Summing Up

If you pick a product with a good conversion rate and a good payout, find unique angles to promote it from, meticulously track and test starting with AdWords expanding out, then chances are you have a very solid chance at building a great PCC campaign.

## How to Use YouTube to Boost your Affiliate Sales

The growing online popularity of videos has opened up big doors to those who are a YouTube affiliate. Just the fact that Google bought YouTube for \$1.65 billion dollars gives you an idea how big this online video platform has become. Many have already taken advantage of this lucrative opportunity. You can see your commissions go through the roof as well if you become a YouTube affiliate.

To be a YouTube Affiliate, the first thing that you are going to need to do is to get some good screencasting software. This is done to capture the image of your computer and turns it into a video. It is also called a video screen capture. Usually this will involve a narration so work on getting your best professional sounding voice. There are a few good screen casting software programs out.

Camtasia is very good and comes highly recommended. It isn't cheap but it is well worth the price. Imovie is also very good and comes bundled with Mac computers much of the time. If you are limited in your funds then you will find The Jing Project useful because it is free. Once you find the screencasting software that best suits you then you can begin gathering the content for your video.

Your content should be simple and easy to understand. It should also give people a reason to believe that not only do you know what you are talking about but you should also give them a reason to visit your affiliate link. If you want to make money online as a YouTube affiliate, you have to know to properly bait your potential customer with just enough information to get them hungry but don't give them the whole package.

Get them wanting more and then make it so they want to follow your link to see what you have to offer. Your affiliate network should have plenty of opportunities for you and your affiliate programs will have all the information that you need.

Because YouTube is free, anyone can make an account and doing so is easy. Just follow the instructions. Once you have done that you will be able to publish your video on YouTube. Doing that isn't complicated either.

If you need some help they have a video tutorial that you will find very helpful. Once it is uploaded to YouTube it will be seen among the 100,000's of videos uploaded daily. The only difference as a YouTube affiliate is that your videos will be making you money. Affiliates using YouTube can really boost sales and help generate a higher click through rate. Done correctly it will also help convert that CTR into sales. Make it a part of your marketing mix.

Use it in conjunction with your article marketing efforts. There are many ways that Youtube can boost your affiliate marketing ventures. The only limit is your imagination.

## How YouTube Affiliate Videos Became A Marketing Weapon

Affiliate marketing has exploded across the web lately. More and more people are switching on to a revolutionary way of making money that can turn into a passive income each month. Article directories exist by the hundreds, and people are blogging like mad, and bookmarking their sites on places like digg and delicious to promote and promote again. Those whom are grasping the power of the internet to market products are also including viral videos in their marketing arsenal.

YouTube has become a forum for the new YouTube affiliate marketers launching a product or service. This is working very well for many companies ? for some extremely well. Across YouTube can be seen videos attracting thousands of views. It's a no-brainer to know what this can do for the launch of a new product like a book, or a computer game for example.

It's not just the small to medium business sector that are taking hold of this medium. Large corporations like those in the music industry are capitalizing from video marketing. YouTube has recently launched a "click-to-buy" link attached to music videos linking to Amazon. This has boosted sales considerably with an easy point n"click to the Amazon site.

For the average sole marketer realizing the power of affiliate marketing with video, there is plenty of screen capture software like Camtasia that can help a marketer launch tutorials, product demonstrations, etc. This gives YouTube affiliate marketers great power as they can redirect potential customers from their YouTube pages to a web site that converts the visit to a sale. This is huge with YouTube affiliate links occurring by the thousands helping people make lots of money.

When a customer sees a video of a product that interests them, their sheer enthusiasm becomes ignited as they view the product in action. This kind of exposure is allowing a huge growth in internet sales just linking to YouTube. Video captures moments in a way that words can struggle against due to the varied skill level of the writer. Using video to sell allows people to feel more of an urge as they get to actually see what they are seeking.

Examples are a new web site where the viewer gets to see the reasons why it is useful. Another example is a software application where video can show the product in action, and if it's a simple piece of software to use, that can be demonstrated.

Yet, web marketing is actually in its humble beginnings; merchants are being born who thought they had no sales skills and could never launch a marketing campaign. The internet and the advent of online video has changed that and allowed YouTube to grow into the viral empire we view today. For the YouTube affiliate marketer, this is a gold mine.

Offer something of value, know your buyers, and they will buy from you using YouTube affiliate links. Yes, it is ? with some work ? that simple.

## Make Money With Affiliate Programs In 3 Steps

Many people are learning how to make money online, and specifically, how to make money with affiliate programs. Affiliate marketing is one of the easiest ways to get started online because you don't need to sell your own product or service. All you have to do is sell someone else's product or service and you make a commission.

There are 3 steps to affiliate marketing. First, you need to find the product or service that you want to promote. Secondly, you need to make sure that your offer is in front of a lot of people. And lastly, you need to build a list of the people who you show the product/service to, regardless of whether they end up buying it.

Where do you find the product or service you want to promote? ClickBank is one of the most popular sites that you can use and it's also very quick and easy to get started. All you need to do is register for free and then go into the MarketPlace section. Here you can try search what you might want to promote by category or keywords. I recommend you sort your choice by "gravity" which is not the only important factor but it's a very good indicator if you're just starting out. You can get into a lot more complicated analysis of the "right" products later on. Once you choose a product, just click on hoplink, put in your clickbank NickName, and you've got your affiliate link, ready to promote.

Once you've chosen your product/service, you've come to the key of how to make money with affiliate programs. . .getting traffic to the program. You can use article directories to market your products but make sure that you concentrate on those that have high page ranks and allow affiliate links. Another option is pay-per-click (PPC) although you need to read the affiliate program's rules before you try this. Some affiliate companies do not allow the use of their name in PPC ads for example. And one of the easiest and most popular ways to make money with affiliate marketing is to place links on blogs.

The last step is a little bit more complicated and can be done after you get the hang of the first two. Basically, you'll want to make sure that you get the contact information of the people who show some interest in your product so that, even if they don't buy it now, you can still keep in contact with them and they may end up purchasing either this product or something else you sell later on. In order to do this, you'll need to create your own squeeze page which contains a contact form. You advertise this squeeze page and once someone fills in their contact information, you direct them to your affiliate link.

To make money with affiliate programs, it's recommended to not depend too heavily on one product or one site.

## Pay Per Lead Affiliate Programs Will Put Cash In Your Pocket

CPA (cost per action) or pay per lead affiliate programs are those that offer you commissions for getting potential customers' contact information. The information may be as simple as a zip code or email or may be more detailed and include personal information like a social security number.

Over the last 6 months, there has been an increasing number of pay per lead programs competing for the attention of webmasters. The obvious advantage that PPL programs offer is that visitors to your web site do not need to make any type of purchase for you to be able to earn a commission. Although shopping on the web is becoming more and more commonplace, it is still, and will probably always be, easier to give something away than to sell something.

Here are some averages of what you can get paid when people fill in the information on the offers you are promoting:

\* Art/Entertainment ? \$4.20 \* Banking/Trading ? \$41.66 \* Careers ? \$4.05 \* Credit Reporting & Repair ? \$31.33 \* Credit Cards ? \$7.18 \* Construction ? \$8.14 \* Education/Training ? \$11.83 \* Hospitality/Travel ? \$3.68 \* Insurance ? \$8.40 \* Loans/Mortgage ? \$9.85 \* Matchmaking ? \$2.48 \* Real Estate ? \$19.63 \* Technology/Telecommunications ? \$15

Keep in mind that these are the averages of what you can get paid per lead but do not include what you may spend per lead or the conversion rates of whatever it is you are promoting.

There are many pay per lead affiliate programs available to you but one of the most popular is Commission Junction.

This company has grown to become one of the largest affiliate program networks, with over 1700 merchants and growing every day. There are two reasons that Commission Junction has been able to grow so quickly.

First, it offers very competitive pricing for their merchants. Second, it continuously improves its own affiliate program to provide more benefits to affiliates.

Commission Junction also offers a variety of other benefits to affiliates. Unlike most other affiliate networks, commissions earned from all merchants are pooled together in one check, and you are paid monthly by CJ directly (not by the merchant). This way, if you sign up for many different offers within the program and each of them earn you a little bit of money, you will get paid the sum of all of these. With many other affiliate networks, you would get paid nothing until you reach the normal minimum check sizes they set (generally \$25-100 per merchant).

Commission Junction also offers a wide selection of affiliate programs that you can promote on your site. This is because they have attracted smaller merchants than some of the other pay per lead affiliate programs. Some of these smaller merchants offer highly targeted products which focus on a very narrow niche. This, of course, is very useful if your site is also very targeted, because it makes it more probable that you will find a merchant that is appropriate for your audience. Programs in CJ also range across all types of affiliate commission models besides pay per lead, including pay per click and pay per sale.

## Preventing Credit Card Fraud - Simple Strategies

With the increases in technology, it's becoming more and more difficult to find ways of preventing credit card fraud. It seems as soon as we come up with one effective method to protect our information, the crooks find a way to get around our safeguards. When you use credit cards you will always have some level of risk, but the good news is that by following some simple strategies you can greatly decrease those risks.

Here are some simple things you can do to prevent fraudulent activity:

1. Make sure you check your credit report at least yearly, and make sure you check all three reports since there can be different information on each one. If you notice something unusual contact the credit bureau immediately.
2. Shred all of your documents, particularly credit card statements and credit card offers you receive in the mail. Also, contact any companies who are sending you card offers in the mail and request that they stop sending them to you.

All it takes is one thief to grab a credit card offer out of your mailbox and activate the card and you can have a very hard time sorting it all out and getting that fraudulent activity off of your credit report.

Also, don't take your trash out at night. You may find it hard to believe but thieves will actually steal your trash bags and look through them for any type of personal information.

3. Don't carry a lot of credit cards with you, only carry the ones that you use the most often, or better yet, don't carry a card with you at all unless you are going to go shopping.
4. Don't sign your name on your credit card. That really doesn't offer you any protection since a thief can see how you sign your name and copy it. A better alternative is to sign the back of your card: 'Request ID' or something like that, then a cashier has to ask for more identification. It might be a little more time consuming but in the long run this simple step could help save your credit score and your good name.
5. Never give out your credit card number, or any personal information, to anyone on the phone unless you are the one that made the call. There is technology available that allows anyone to program any name or number they want to show up on your caller ID.

Just because your caller ID is showing the name of your local bank, it doesn't mean it's your local bank. It could just as easily be a scammer who is using the technology to make their phone number show up as the phone number of your bank. If you're ever in doubt, play it safe, end the call and call your bank back yourself.

Too many people take fraud too lightly. It seems that just because the bank or credit card company doesn't hold you responsible for fraudulent debt that people don't care. Well they should. The bank is not going to pay all those fraudulent charges themselves, even if they don't charge you for them directly, they are charging you, and all of us, by having increased fees. Preventing credit card fraud is easy to do and will benefit all of us.

## Small Business to Business Strategies and Principles

The small business niche is one of the best markets there is so your strategies should be as well. The SBA says that any business with less than 500 employees. That would mean that in the US alone there are over 15 million small businesses. Considering how small many of those are those small local businesses, there are a staggering number of needs. There are very few of those businesses who have all the tools they need to be successful. What they need is you and what you have the ability to offer.

There are some things that you have to know about small businesses before you can do well at meeting their needs. You have to realize that even though they have an independent spirit they know full well their limitations and that they need to outsource quite a bit of work. The small business owner has limited resources, such as time and money and keep a tight reign on what little they have. Each small business owner considers what they are doing to be the most valuable thing in the world. Small businesses also have a tendency to be very loyal to those who take care of them and treat them well.

There are things that you need to do when not just seeking small businesses but keeping their business when you have it. You need to respect their independent spirit and treat them with respect. Don't treat them as a target but as a very important person or business. Come to them in a spirit of cooperation. Make yourself their ally.

Time is precious to the small business owner. Learn to value theirs and they will value yours. The small business owner already puts in a lot of time as it is. Be quick and to the point with what you are trying to offer the small business in your marketing strategy. Get to the point and get out of their hair as quickly as possible. Do let it be known that you are trying to show respect for their time. No need to be secretive about that.

In the same way realize that this isn't some big corporation with tons of cash to throw around. These are small businesses just like you who may be in a lot of debt already. They aren't suckers, they are shrewd business people who protect like a pit bull what little they have. Remember this in your pricing (which is always a matter to consider in your marketing strategies) and remember it when you in communication with the small business owner. Show that you are not only aware to their limited means but show sympathy and a willingness to work out something with them.

Whatever you do, don't talk down to them. Treat them with respect and as not just your equal but as a very important entity. The strategies that you use in marketing to small businesses, if you want to be successful, have to show to them that they are the most important customers you will have which they truly are.

## So Many Affiliate Programs! Which One Do I Choose?

Ask questions first before you join an affiliate program. Do a little research about the choices of program that you intend to join into. Get some answers because they will be the deciding point of what you will be achieving later on.

Will it cost you anything to join? Most affiliate programs being offered today are absolutely free of charge. So why settle for those that charge you some dollars before joining.

When do they issue the commission checks? Every program is different. Some issue their checks once a month, every quarter, etc. Select the one that is suited to your payment time choice. Many affiliate programs are setting a minimum earned commission amount that an affiliate must meet or exceed in order for their checks to be issued.

What is the hit per sale ratio? This is the average number of hits to a banner or text link it takes to generate a sale based on all affiliate statistics. This factor is extremely important because this will tell you how much traffic you must generate before you can earn a commission from the sale.

How are referrals from an affiliate's site tracked and for how long do they remain in the system? You need to be confident on the program enough to track those people you refer from your site. This is the only way that you can credit for a sale. The period of time that those people stay in the system is also important. This is because some visitors do not buy initially but may want to return later to make the purchase. Know if you will still get credit for the sale if it is done some months from a certain day.

What are the kinds of affiliate stats available? Your choice of affiliate program should be capable of offering detailed stats. They should be available online anytime you decide to check them out. Constantly checking your individual stats is important to know how many impressions, hits and sales are already generated from your site. Impressions are the number of times the banner or text link was viewed by a visitor of your site. A hit is the one clicking on the banner or text links.

Does the affiliate program also pay for the hits and impressions besides the commissions on sales? It is important that impressions and hits are also paid, as this will add to the earnings you get from the sales commission. This is especially important if the program you are in offers low sales to be able to hit ratio.

Who is the online retailer? Find out whom you are doing business with to know if it is really a solid company. Know the products they are selling and the average amount they are achieving. The more you know about the retailer offering you the affiliate program, the easier it will be for you to know if that program is really for you and your site.

Is the affiliate a one tier or two tier program? A single tier program pays you only for the business you yourself have generated. A two tier program pays you for the business, plus it also pays you a commission on the on the sales generated by any affiliate you sponsor in your program. Some two-tier programs are even paying small fees on each new affiliate you sponsor. More like a recruitment fee.

Lastly, what is the amount of commission paid? 5% - 20% is the commission paid by most programs. .01% - .05% is the amount paid for each hit. If you find a program that also pays for impressions, the amount paid is not much at all. As you can see from the figures, you will now understand why the average sales amount and hit to sale ratio is important.

These are just some of the questions that needed answering first before you enter into an affiliate program. You should be familiar with the many important aspects that your chosen program should

have before incorporating them into your website. Try to ask your affiliate program choices these questions. These can help you select the right program for you site from among the many available.

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## Top 3 Ways To Boost Your Affiliate Commissions Overnight

The ideal world of affiliate marketing does not require having your own website, dealing with customers, refunds, product development and maintenance. This is one of the easiest ways of launching into an online business and earning more profits.

Assuming you are already into an affiliate program, what would be the next thing you would want to do? Double, or even triple, your commissions, right? How do you do that?

Here are some powerful tips on how to boost your affiliate program commissions overnight.

1. Know the best program and products to promote. Obviously, you would want to promote a program that will enable you to achieve the greatest profits in the shortest possible time.

There are several factors to consider in selecting such a program. Choose the ones that have a generous commission structure. Have products that fit in with your target audience. And that has a solid track record of paying their affiliate easily and on time. If you cannot seem to increase your investments, dump that program and keep looking for better ones.

There are thousands of affiliate programs online which gives you the reason to be picky. You may want to select the best to avoid losing your advertising dollars.

Write free reports or short ebooks to distribute from your site. There is a great possibility that you are competing with other affiliates that are promoting the same program. If you start writing short report related to the product you are promoting, you will be able to distinguish yourself from the other affiliates.

In the reports, provide some valuable information for free. If possible, add some recommendations about the products. With ebooks, you get credibility. Customers will see that in you and they will be enticed to try out what you are offering.

2. Collect and save the email addresses of those who download your free ebooks. It is a known fact that people do not make a purchase on the first solicitation. You may want to send out your message more than six times to make a sale.

This is the simple reason why you should collect the contact information of those who downloaded your reports and ebooks. You can make follow-ups on these contacts to remind them to make a purchase from you.

Get the contact information of a prospect before sending them to the vendor's website. Keep in mind that you are providing free advertisement for the product owners. You get paid only when you make a sale. If you send prospects directly to the vendors, chances are they would be lost to you forever.

But when you get their names, you can always send other marketing messages to them to be able to earn an ongoing commission instead of a one-time sale only.

Publish an online newsletter or Ezine. It is always best to recommend a product to someone you know than to sell to a stranger. This is the purpose behind publishing your own newsletter. This also allows you to develop a relationship based on trust with your subscribers.

This strategy is a delicate balance between providing useful information with a sales pitch. If you continue to write informative editorials you will be able to build a sense of reciprocity in your readers that may lead them to support you by buying your products.

3. Ask for higher than normal commission from merchants. If you are already successful with a

particular promotion, you should try and approach the merchant and negotiate a percentage commission for your sales.

If the merchant is smart, he or she will likely grant your request rather than lose a valuable asset in you. Keep in mind that you are a zero-risk investment to your merchant; so do not be shy about requesting for addition in your commissions. Just try to be reasonable about it.

Write strong pay Per Click ads. PPC search engine is the most effective means of advertising online. As an affiliate, you can make a small income just by managing PPC campaigns such as Google AdWords and Overture. Then you should try and monitor them to see which ads are more effective and which ones to dispose of.

Try out these strategies and see the difference it can make to your commission checks in the shortest of time.

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## Want To Set Up Affiliate Marketing Programs

One of the things that many who want to see an increase in sales will do is set up affiliate marketing program for their product or service. It can be a great way to build sales in a very cost effective manner. If you have a product or a service that will meet a lot of people's needs and expectations and you have researched that the market is good for it, then you will have no problem getting it going.

So what do you need to set up affiliate marketing programs? After the product or service is ready to hit the market, you need to decide on software that will handle your affiliate program. A quick search on Google will reveal several options.

You also have to decide to hire an affiliate manager that will handle the recruiting aspects as well as tracking progress, paying out commissions and maintaining relationships with the affiliates. This is something that is easily outsourced. Just make sure that as you are preparing a budget in th set up affiliate marketing program that you take into account the manager.

If the above sounds a bit complicated to you, you may want to work with an affiliate network. The better ones like ClickBank, Commission Junction, and LinkShare as well as some of the more popular ones will take care of most of the managerial aspects. They will probably have affiliates looking for products to sell and will take care of making sure that they follow guidelines, track sales, delivers the tools needed, and will also take care of paying the affiliates for you.

Another aspect to consider in set up affiliate marketing is the commissions that you will be paying out. Commissions can be anywhere from 5-6% to 50-60% depending on the nature of the product or service. Largely, the lower the overhead is, the greater the commission can be. It will be less profit per sale than if you were trying to do it all by yourself but if you have a small army of very willing and well commissioned affiliates the number of sales will be far beyond what you could ever do on your own at a very fast pace.

Another thing that will have to be considered in your set up affiliate program is tracking cookies. This is seen as a nuisance by some customers but is essential to helping reward those who send business your way. Each affiliate will have a tag number of some sort that will identify each visitor to your website as someone that they sent. This is useful for tracking sales. Not everyone will buy the first visit they make to your site. They may wait a day, a week, or sometimes even a month.

Remember that using affiliate marketers will give you much greater chances of success than if you were on your own and the better you take care of them, the better they will take care of you. If you can remember that in set up affiliate marketing you will see your product or service's sales fly high.

## Web Affiliate Program and How It Can Benefit You

Perhaps you've spent some time on the net, enough time to run into the term "web affiliate program". You may have also seen that this could make people money, significant amounts of money in fact, acting often as a passive source of income. It does of course, require maintenance, but for the most part, it can handle itself for you.

A web affiliate program or associate programs as some people would call them, is a program that takes full advantage of the internet to further create traffic and thus, income. It is a setup or an agreement between two people or businesses by which payment is given only for traffic that results in a purchase, a commission of sorts. The amount paid is usually agreed upon before hand and is usually based on the amount of traffic sent over or a similar count.

Because of cookies, the more traffic that can be sent, the more money there is to be made. Amazon's founder, Jeff Bazos, initially created a web affiliate program to get more business into the now world famous site. Affiliates made sure that Amazon got traffic " for the traffic, they got paid and Amazon made business. This set up allows for maximum exposure while at the same time allowing you to focus on the services or the products that your site may be offering.

There are a number of payment setups. While they can vary, most of them offer a pay-per setup, or payment upon an objective change. For the aforementioned Amazon.com example, it is a pay-per-sale setup. It would be unfair if Amazon had to pay everyone who went to merely look " they only pay the affiliate once a sale has been made. Some sites may not actually be in sales and instead, offer a pay per click setting. This is when the link to the main site from the affiliate site is clicked. What they do or how much they do on the site itself is irrelevant. The affiliate is simply paid for getting the person there.

Other programs include an internet based network marketing model, also known as a two-tier program. A residual program on the other hand is a more long term setup. This means that a long as a consumer sent to a site keeps purchasing or availing of services from that site the affiliate gets paid. This is a rarely offered option, but a good one if you find it.

The internet's a great place to make money if you know where to look. Luckily there are plenty of people out there looking for more exposure, more ways to make sure that people know about their product. In fact, it's easier to get into an affiliate program rather than to get advertisers to run onto your site. The payment setup the biggest reason that it's easy to get into it " after all, they don't have to pay unless they actually get some business. Now you know how a web affiliate program works and probably, how to take advantage of it for yourself as well.

## What Is A Pay Per Click Affiliate

Originally most affiliate programs were pay per click affiliate programs where webmasters got paid to send people to an affiliate link. This would be most preferable to webmasters, just to get the potential customer to the website and get paid. Most affiliate programs have begun preferring cost per action because there is more profit to be made on their end. Finding pay per click affiliate programs has been harder to do but still not an impossible task.

It is understandable why pay per action affiliate programs would be preferred by many businesses. With pay per click, there is still a risk involved. You have to make sure that the title and ad itself is written in such a way that it meets all the website's guidelines that can be pretty strict. You also have very limited space and you have to make sure that you have just the right keywords. If you happen to catch someone who isn't exactly interested in what you are offering and they click through but don't buy, you very well may have wasted that money.

They have to decide about how many click throughs convert into sales and that can be an pretty inexact science sometimes. Because of the risk and the potential cost involved and that smaller businesses may have a very limited advertising budget, they will often decide to go the much safer route and use an affiliate program in which they only pay for actual sales.

There are still pay per click affiliate programs to be found and most of them can be found in networks such as the Commission Junction. As with most affiliate programs, you will want to use networks such as that just so you can investigate what programs work and which ones do not. It will also help you keep track of clicks and payments received and will keep track of multiple sites for you.

The bulk of the pay per click affiliate programs are going to be things like online dating, casinos and other situations where they are likely to be making money off of anyone who comes to their site. If you can find a program like one of these that fits the type of site that you want to have or is something that you are comfortable with, then these pay per click affiliate programs are for you.

If you can work to get a lot of traffic to your website then pay per click affiliate programs can be incredibly profitable. Most accounts with affiliate marketing directories are free so there is very little cost involved there.

If you do decide to try a pay per click affiliate program you are going to have to work on getting a lot of traffic. The amount of money that you make per click is very small. In many cases it can be less than a dollar. In cases where there is a decent dollar amount per click (\$5-10) there may be a high demand for people wanting that one so there could be a lot of people chasing after those few dollars that is in many advertising budgets.

It will take a lot of work to have a pay per click affiliate program that becomes successful but, as with everything else in internet marketing, the more you do it, the easier it becomes.

## Which Affiliate Networks To Look Out For When Promoting

There are many horror stories about affiliate programs and networks. People have heard them over and over again, that some are even wary of joining one. The stories they may have heard are those related to illegal programs or pyramid schemes. Basically, this kind of market does not have real, worthy product.

You do not want to be associated with these schemes. It is obvious you want to be with a program that offers high quality product that you will readily endorse. The growing number of those who have joined already and are succeeding immensely is proof enough that there are reliable and quality affiliate programs out there.

Why participate in an affiliate program?

It allows you to work part-time. It gives you the opportunity to build a generous residual income. And it makes you an owner of a small business. Affiliate programs have already created lots of millionaires. They are the living testimony of how hard work; continuous prospecting, motivating and training others pay off.

If ever you are deciding to join one, you must take note that you are getting into something that is patterned to what you are capable of. This will be an assurance that you are capable of doing anything to come out successful.

How do you choose a good affiliate program to promote? Here are some tips you may want to look over before choosing one:

1. A program that you like and have interest in. One of the best ways of knowing if that is the kind of program you wish to promote is if you are interested in purchasing the product yourself. If that is the case, chances are, there are many others who are also interested in the same program and products.
2. Look for a program that is of high quality. For instance, look for one that is associated with many experts in that particular industry. This way, you are assured that of the standard of the program you will be joining into.
3. Join in the ones that offer real and viable products. How do you know this? Do some initial research. If possible, track down some of the members and customers to give you testimonial on the credibility of the program.
4. The program that is catering to a growing target market. This will ensure you that there will be more and continuous demands for your referrals. Make inquiries. There are forums and discussions you can participate in to get good and reliable feedbacks.
5. A program with a compensation plan that pays out a residual income and a payout of 30% or more would be a great choice. There are some programs offering this kind of compensation. Look closely for one. Do not waste your time with programs that do not reward substantially for your efforts.
6. Be aware of the minimum quotas that you must fulfill or sales target that is too hard to achieve. Some affiliate programs imposes pre-requisites before you get your commissions. Just be sure that you are capable of attaining their requirements.
7. Select one that has plenty of tools and resources that can help you grow the business in the shortest possible time. Not all affiliate programs have these capacities. Make use you decide on one with lots of helpful tools you can use.

8. Check out if the program has a proven system that can allow you to check your networks and compensation. Also check if they have it available online for you to check anytime and anywhere.
9. The program that is offering strong incentives for members to renew their membership each time. The affiliate program that provides continuous help and upgrades for its products have the tendency to retain its members. These things can assure the growth of your networks.
10. Be aware of the things that members are not happy about in a program. Like with the ones mentioned above, you can do your checking at discussion forums. If you know someone in that same program, there is no harm asking if there are many downsides involved.

Have a thorough and intensive knowledge about the affiliate program and network you will be promoting on.

Knowing the kind of program you are getting yourself into will make you anticipate and prevent any future problems you may encounter.

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## Why Is My Affiliate Marketing Efforts Failing

If you find yourself asking "Why are my affiliate marketing efforts not working?" you aren't alone. Anyone can make an affiliate marketing program work and become successful at it but there are several things that you need to make sure of to be able to find success.

My affiliate marketing efforts are going to need a program promoting something that I am interested in. My affiliate marketing is going to need something that is high quality catering to a growing market. My affiliate marketing efforts are also going to be well paid if they are successful.

If your affiliate marketing is going to be successful, especially if you are relatively new to affiliate marketing, you need to be promoting something that you have an interest in. It helps if you are passionate about it or at least coming with a good background in the field pertaining to the product or service. The reason is, you are going to have to find some way to connect with those who would be interested.

To be credible and effective, you are going to have to know what those interested in it are really wanting to know. If it is something you are interested in you are going to know all the right WWWWHs. You are going to know who, what, where, when, why, and how. You know the questions to ask and you know what the right answers are that are going to give them confidence. You also know how to look for what really works.

My affiliate marketing efforts are going to need to be promoting something that is a high quality product or service. First it will help you feel good about what you are doing in offering the people who have needs something that will actually help. You don't want to have people returning what they buy but you want to have them returning to you. If they see that you are going to be pointing them towards something that they can trust, they will look for your guidance more. Look for products and services that have favorable testimonials. Sharing these will help bring credibility.

The good affiliate marketing program that will help you be successful will be something that caters to a growing market. Find a wave and ride it. Just try to find a wave that isn't dissipating. Look at the things that you are most interested in and see what has the largest number of people interested in it. Look for markets that are expanding.

Also make sure that the compensation will be worth the marketing efforts. You may want to put a lot of energy and time and maybe some good money into promoting the product or service but if it doesn't pay out a good commission, it may not be worth it. Finding something that is really going to reward my affiliate marketing efforts will make me want to work harder. This will also help bring my affiliate marketing efforts more success.

## Your Basics About CPA Affiliate Programs

As you may or may not know, CPA affiliate programs are all the rage right now when it comes to marketing online. The concept behind CPA marketing is really simple, you can make money for generating leads for CPA networks.

Once you've made the decision to earn money on the internet, you've already taken the first step. The Internet is definitely the place to do that. There are many internet opportunities to choose from to make money. All you have to do is find one that you like and stick to it. Sounds simple enough, right? But this is where most people end up failing. They jump in and try to do everything and end up not doing anything. Starting with CPA affiliate programs is just one option for you. But if you stick with it, it can be the only method you will ever use to make an online income from the comfort of your home.

As mentioned earlier, the goal of CPA marketing is to get the consumer to enter in their contact details. Many times there is no purchase required. And if there is a purchase required, it is of minimal cost (usually shipping and handling to receive a free product).

As with any type of affiliate marketing, you need to draw traffic to your CPA offers. But, differing from the regular affiliate marketing, you don't need tons and tons of traffic to get conversions. Normal affiliate marketing is costly to the consumer. CPA marketing offers them something for free in exchange for contact information. Not too many people will be reluctant to offer up this type of information if they get a freebie for it. So earning is easier.

In order to get traffic to your CPA offer, you can put an ad banner or affiliate link to a website or blog, send out email blasts with the link to your list. How you draw consumers' attention to the CPA product is not that important. It really doesn't matter whether they've found the link on your site or in e-mail sent by you. The thing that matters is that they are eager to leave some personal info so that you get paid.

CPA affiliate programs are sometimes also called CPL (cost per lead) campaign programs. The commissions paid on a visitor who only enters an email address or zip code is lower than what you would get if they need to enter in some more personal information (like a social security number) or if they do need to pay a few dollars to ship a free sample to them. But it's much easier to get 30 people to enter in their name and e-mail (and you get a 1 dollar commission for each person), than to get one person to buy one product for 30 dollars.

The first step in getting started with CPA affiliate programs is to be accepted into one of the many CPA networks. After you've applied and become accepted, you just go in and start choosing the products you want to promote. If you don't have a website or blog to advertise your offers, you can easily and inexpensively hire someone to do it for you at Elance or any of the other freelance sites that offer services such as web design, SEO, and more.

## You As An Associate Affiliate Can Change Your Life Or Not

Being an associate affiliate can be extremely profitable, but it's not as easy as all the gurus make it sound. After all, you have to generate targeted traffic and make it convert in order to get paid. That means convincing people, most of them with short attention spans, to take sign up for offers or make purchases through your link.

This works out well for both parties because the producer doesn't pay you money until you give them some leads or customers. Associate affiliates use this relationship to make money without having to worry about customer service or product delivery. It sort of lowers the risk for both involved parties.

For beginners, this is a great way to start earning money. You'll also learn the ropes of internet marketing and this is vital to your long term success. Of course, your site might have its own goal, but starting off with promoting a product that is already converting and optimized you're making things a lot easier for yourself. Doing so requires a combination of factors almost all of which are under your control, which is a good thing.

Many companies will allow you to sign up for their affiliate program even if you don't have a website of your own. On the other hand, some companies require you to have a website that's closely related to their niche and you'll need to submit traffic stats to them in order to become an associate affiliate for them. After all, if you have the same topics on your sites, there's a greater likelihood of crossover from readers. If you had a soccer website, you probably wouldn't have crossover readers for a site on wheelchairs.

Another factor to know about is keywords. Keywords are the words that people put into search engines to look for a specific topic or subject. Just about anything can be a keyword phrase, but some keywords are more profitable than others. These are usually keywords which have moderate to high searches on a regular basis and a low number of competing pages. Optimize your sites for the most profitable keywords and you'll stand a greater chance of not only making sales, but securing a hands-off income stream.

Of course, being an associate affiliate isn't the be all and end all. Unless you're simply there to make money, you probably opened a website because it's something you're interested in. If you're not enjoying it anymore and you're not just in it for money, feel free to move on to more interesting prospects.

You have to be in a place that's good for you ? otherwise, you wouldn't be able to stand the grit and the everyday pressure that a website demands. If you're still interested, there's a lot of money to be made being an associate affiliate and if you go about the process correctly you can turn your efforts into residual, long term rewards.

## How To Gain Access To The Best SEO

The primary question any online business owner should have these days is; how to gain access to the best SEO company for the purpose of implementing the most efficient ways to achieve revenue generation and ensure future company growth.

Since marketing your business can often be complicated, you need to know how to gain access to the best SEO companies to assist you with your brand recognition, online visibility and advertising efficiency. T

The following identifies a few reasons many business owners choose these services:

### 1. You benefit from their knowledge

The first reason that businesses may choose to hire a professional is the fact that they just do not know enough about search engine optimization and fear they are losing customers.

By outsourcing these services, the professional knowledge provided by a SEO company will ensure that you are getting all the traffic and business that you can handle.

### 2. Using the tools that are available

The Internet has become the leading resource for marketing an online business and can also be one of the most complex resources for a business to understand and put to good use. There can be a huge learning curve if you wish to learn how to market your business on your own.

But, a good SEO company will be able to take the pressure off of you so you can do other things related to your business. You will have access to back office tools such as tracking services so you can see your back links and any changes in traffic which will help to gauge whether the company you hired is really helping you or not..

### 3. Access to marketing techniques and strategies

Anyone can put up a website but marketing that website can prove to be somewhat overwhelming at times.

Hiring a SEO company will allow you to gain access tools such as search engine optimization, link building, online advertising, and social networking simply and easily. How is that for stress free advertising?

### 4. Improving your bottom line

The final reason that many online business owners hire SEO service companies is to improve their bottom line.

Effective marketing is important and if you feel like you just are not making a big enough splash in the marketplace then maybe a look into hiring out some aspects of your overall marketing strategy should become your priority.

If you have an online business you need to enhance your online presence any way you can, legally, of course. By hiring a SEO company you will dramatically increase the traffic coming to your site, which in turn will lead to more sales of your product or service.

This, obviously, then improves your bottom line. Learning how to gain access to the best SEO company is very important if you do not know these things yourself.

Any company worth it's salt should also provide you with some support, if not training, into how to track and organize all of this new information coming in because of their efforts. No good company should ever leave you hanging.

## In a Biz op or doing Affiliate Marketing? 5 SHOCKING REASONS why you aren't getting any leads.

By Sandi Hunter

1. You are promoting a website and not a Landing Page, also known as a Squeeze page.

To generate leads you need an eye-popping landing page. It's exactly what it sounds like. You promote your landing page, people LAND on it, see your offer and provide you with their contact info so they can get more details on what you offer. Your standard website simply can't accomplish this effectively, usually websites are too busy, too generic, too "professional." In contrast a landing page SCREAMS benefit! It tells readers what they will get (SOMETHING AWESOME) but they must act now! Landing pages are FILLED with benefits, short punchy copy that gets attention. Landing pages include a limited time offer, they include a form that needs to be completed in order to get the offer. Guess what you are doing with that lead form? YES! You are generating a LEAD, and getting the follow up info you need to provide the requested material/product, then follow up, and build your house list for sending future offers to that person. Did you catch that last part about list building? I slipped that in at the end, but it is IMPORTANT. A Landing Page must ALWAYS ALWAYS give readers the option to SUBSCRIBE to your newsletter/or future offers. You've worked hard to generate that lead so do your best to offer them the chance to receive future offers or mailings from you.

2. Your promotional copy is boring.

In case you haven't noticed you've got oodles of competition out there. The web is filled with gizmos and gadgets. Your copy needs to get noticed or it will die a quick death in the email trash folder. Whether your offer is an email offer, or a landing page, or an online post, you have got to lead with a powerful headline, and follow that up with copy that keeps people reading. Most affiliate companies provide you with excellent copy or banners for promotion. Don't try to rewrite something better if that is not your strong suit, use what they provide, copy, paste send. Simplify.

3. You haven't made an offer.

If you want to get leads you MUST, MUST, MUST make an offer. Whatever your pitch is REWARD the person reading it for taking action - NOW - TODAY - in the next 24 hours! Instill excitement and a sense of urgency. You've got a great product or offer right? You don't want people clicking off any moving on to something else. You want and MUST get people to read and RESPOND to your offer. Give them reasons to do so. Don't know what to offer? Check for online products and affiliates that include Private Label and resell rights, if they do you can use those as leverage in your offers. By adding these you can convert a luke-warm offer into one that is HOT, HOT, HOT.

4. You aren't marketing in the right places to the right people.

A lot of people new to online marketing make the mistake of spending money on advertising or leads that never produce results. Taking shortcuts and buying mass leads or mass lists simply doesn't work. I am going to say that again. If you think you will generate QUALITY leads by buying mass lists, visitors, subscribers or hits, stop right now. Sorry to tell you the harsh truth, but building an online business means finding the best places to advertise that target YOUR market. Hint: Google is NOT the place to start if you have a small budget. In the business opportunity market you will want to look at Safelist marketing, Traffic Exchanges, Solo Ads, Ad Swaps, and email marketing providers like Aweber and GetResponse. Your budget for online promotion doesn't have to be huge but you will get the best results with paid ads at reputable sources. Do your homework.

5. You are so busy copy, pasting and promoting you have forgotten one of the most important rules in business.

Personality can make all the difference. Connecting with people is the key to making sales. In your zest to build your online business, don't forget to be a REAL PERSON. Include your name, email address, skype number, facebook etc on your ad copy to provide people with assurance that you are more than a promoter, you are an online business owner. Anything you can do to stand out and separate yourself from all the other offers out there helps.

## How To Pick a Legitimate Home Business Opportunity

You've seen the emails, the offers, the promises and the claims. Everyone it seems has a way to help you make money online.

But how do you know who you can trust? How do you know what system works? How do you protect yourself?

The fact is that you CAN earn money online from legitimate sources, here's what to look for when picking an online business opportunity.

### Products or Services with actual value

Many companies including large companies like Amazon and ClickBank offer what is known as an Affiliate marketing program, or sometimes called a Reseller program. This allows you to promote a company's products or services and earn a commission when a sale is made through your website link. The key in knowing what is legitimate is to be sure you are actually promoting a real product, or a digital product, or an actual service. Beware of selling anything that seems without substance, and has no real market value. An example of something suspect would be getting paid to recruit people into a program who have not paid any money to do so. All business online and off works when there is an exchange of money for a product or service. Pyramid schemes exist online and off and are an example of focus on recruitment into a program rather than the sale of an actual product. In the case of a pyramid scheme, an example is someone paying to join a program but receives no product or service of REAL value in return. In short, make sure that you are actually selling something of value.

### Customer Service and Support

Legitimate companies that sell actual products and services will support or service what they sell. In other words, good companies will have a Customer Support Department, or a Service Department or Technical Support division to assist customers who have either bought a product or intend to do so. Reputable companies offer this support in any number of ways, online chat, support forums, Twitter, Facebook, telephone support, or online support.

### Time in business

Legitimate business opportunities most trustworthy are often those that have stood the test of time. On the web it is very easy to set up a company, sell questionable products and services, then disappear into the night when the business practices come into question. When picking an online business opportunity select a company that has been around for at least a few years. Companies that continue to exist are usually those that demonstrate an interest in keeping their customers happy, are accountable, and adhere to policy and legislation that permits them to provide a product or service.

### Reputation

When picking a reputable business opportunity people will often look to review sites for feedback from others. This can offer you some interesting details about what people think about a company and how the company responds to complaints. In reading the reviews though keep an open mind knowing that no company exists without complaints against it. Good companies that you would want to associate with, are those that try to address customer complaints or resolve issues brought to their attention. People with an axe to grind will sometime post negative reviews and hide in the anonymity of that post. So be smart when reading review sites, and look for dates, patterns or themes and try to separate the intelligent comments from the less helpful and questionable ones.

Look before you leap

When you decide on which business opportunity you wish to join, be sure to take your time and read over what you are agreeing to before you sign on the dotted line or hit the submit button. Determine what your front cost is, your monthly cost (if any), your ongoing cost? What happens if you want to cancel, is there a guarantee, or is there any long term obligation or a penalty for cancelling? Find out how your sales will be tracked, how often will you be paid, for which services and how will you be paid.

In summary, here are 5 questions to ask yourself for any company you are considering for a home business opportunity.

1. How long has the company been in business? What is their reputation?
2. What is the product or service you will be selling? What is the value in the market place? There should ALWAYS be a product or service being sold.
3. What is the initial cost to get started in the business? What do you get for that amount of money? What are the ongoing costs?
4. What kind of support or service will you receive as an Affiliate Marketer or Reseller for the company to help you make sales? What kind of support or service will the people you refer receive when they make a purchase?
5. How much money are you paid by this company when you make a sale, how often, and how will your sales be tracked?

These questions and information contained within are a guideline to help you make a smart decision about an online business opportunity that is right for you.

One final bit of advise. Once you have found a company to represent be sure to be realistic about your earnings and accept some responsibility for your own success. At the end of the day, your success comes down to you, and your efforts. It won't matter what business opportunity you select if you don't take the time to learn about the program, learn how to market online, and make an honest consistent effort to build your own success.

I hope this has helped you so you can select one or more legitimate companies and you can join the growing population of people making money at home using the power of the web.

## 5 Essentials every online marketer must know. If you are a new Affiliate Marketer read this!

So you want to make some extra money online by being an Affiliate Marketer. Affiliate marketing is fun and you've got lots of choices for what you can promote PLUS lots of places to advertise at no cost or low cost. I don't have to even tell you what to market, you have so many choices. Companies want people to become an Affiliate and market their product online and pay you a commission for doing so. A great gig for anyone who wants to work from home.

Amazon may be one of the largest companies familiar to you that offers an Affiliate program. Clickbank is another very familiar name, allowing you to promote thousands of digital products and earn a commission for your efforts. It's free to get started so you can sign up for a free account and learn more about how affiliate marketing works without making an investment.

If you are new to online marketing, here are five essentials you need to know so you can maximize what you earn as an Affiliate.

1. For those serious about building an online business and who want to market a number of programs, product, services or opportunities, you will want to start with a home base for your activities. The best way to do this is by booking your own domain name. This will cost you as little as \$10 a year and establishes a permanent, reputable home for your business. If you are doing affiliate marketing on the side from your full time occupation (like so many do), it will also help your activities separate. Having your own domain name makes you and your business look more solid, accountable and professional. Your domain name can be your name, a business name, a catch-all name for your online activities that includes a few key words. You can book a domain name with any domain registrar, do a search at Google or Bing to find an option that works best for you.

2. In my role as a consultant to small and home business owners, I also recommend a system for organizing your business. A pen and paper will work initially. Over time you will come to recognize that as an online marketer time, and the saving of time, is critical to being able to market often and efficiently. You see, most websites that offer advertising require you to sign up for Membership account, and that means multiple user name and passwords at what could eventually be dozens and dozens of sites. So I recommend, a Password Manager program called Roboform. As your online business grows and you start to lose your sanity keeping track of all your user names and passwords you will come to realize the incredible organization value of a program like Roboform. It will make your logins or form filling, much faster and that means less time trying to recall or find passwords and more time for doing what makes you money - promotion.

3. If you are new to online marketing you need to understand that it is not enough to promote. You need a reliable method for tracking your ad results. In other words, if you post an ad, you want to know how many clicks you got on your ad. If you don't know what kind of hit rate you are getting you have no idea of the effectiveness of your ad, or the advertising source. These programs that allow you to do this are called Ad Tracker Software or Ad Analysis software. Most are free or very low cost. You can get started with a free Webmaster Tools account from Google. Some of the companies you advertise with may also offer you an ad tracking tool within their member area

4. I talk to many new online marketers, and they will tell me they have some amazing product that will sell itself it is so good. This is absolute nonsense. ALL products, no matter how good they are, need to be promoted to sell. If you want to make online sales you need to promote constantly. Understand that PROMOTION is what drives sales - it is so important that 80 - 90% of your time in building your online business should be devoted to promotion. I don't mean surfing, researching, or

face booking and tweeting with your friends. I mean time spent actually posting ads online at classified ad sites, forums, blogs, safelists, traffic exchanges, pay per click, joint ventures, ad swaps, and email marketing. If you want to make money online as an affiliate marketer know that constant, consistent promotion is critical. Some see this as a very boring part of being an online marketer, get over it, promotion is what you have to do to earn money.

5. Don't do this alone. Affiliate marketing can be very frustrating if you don't know what you are doing and not seeing any results for your efforts. If you are determined to make money online, then invest in yourself, take a course, download eBooks, participate in a webinar, find a coach, training program or otherwise so you can learn the best methods. My company offers online training, software, advertising and resources for people who want to learn how to earn at home. Get a free Associate membership and get on your way to learning what works so you can join the growing ranks of people working from home and benefiting from affiliate marketing.

## How To Be Successful At Internet Marketing

Are you trying to get your website out there for everyone to see? We have the best tips out there on marketing your website. Follow our helpful pointers and you will see your Internet business grow to be bigger than you ever thought possible. Read on to see how easy it is.

Your headers should contain your keywords. Search engines consider the keywords that are in the headline and sub heads to be the most important to the page. Make sure your descriptive, targeted keywords or key-phrases appear in at least one or two header tags, the more the better.

Make sure you do set up a twitter account to increase your internet marketing and presence. The platform is different than Facebook so make sure you spend some time learning how it works. It can be a great tool to share your business and interact with your customer base.

To get search engine traffic from other websites, write a guest post. Many websites welcome guest posters, and will link back to your site every time you contribute. If a website has a higher page ranking than you, getting traffic through their site can significantly increase your own page rank in a short period of time.

Offering limited-time promotions can give you impressive results in Internet marketing, just as it can through more traditional channels. One feature of special offers that makes them particularly attractive is that they drum up business from both loyal customers and new business. When you offer a special bargain everyone sits up and takes notice.

A key to successful internet marketing is to never limit yourself and believe that goals are unattainable. Success sometimes will happen by chance but more than likely it is from hard work in marketing your business. Setting a goal for having 1000 visitors a week might be excellent in the beginning of your business, but after some time do not forget to increase these goals and always work towards more.

A memorable slogan can be a powerful internet marketing asset. Slogans offer small businesses the same kind of brand recognition enjoyed by giant corporations. Good slogans are those that stick in website visitors' heads. If visitors remember nothing about an online business except its slogan, they can still find it again - and they might very well do so.

Inform your customers and potential customers that you are using a secured server for your ordering system. Reassure everyone that you are doing everything withing reason to protect their private financial and personal information. It's important that they know that you care about their online privacy and are doing everything that you can to protect them.

Provide examples of problems that people may be looking for a resolution to and very subtly, weave in a recommendation of a quality product in the content. This will make it very easy for the readers to find the product as soon as they are ready to make the purchase.

As much as you can, utilize the meta and title description tags as wisely as possible. These tags are the best way to avoid supplemental pages. Give each page its own description and title and do not repeat more than one-fourth of the title or description tag's content on other pages.

To market more successfully using the internet, you should look into every possible social network you can, as an opportunity for customers. This means facebook, twitter, youtube, myspace, as well as many others. This can almost guarantee that you will reach a large number of potential customers, in a very short amount of time. It also creates new customers through friend linking.

As you can see, there are many ways you can market and grow your Internet business. With our

proven and helpful tips, you will be well on your way to having the Internet website you have always wanted. What are you waiting for? Get out there and market your website.

## How To Run A Successful Internet Marketing Campaign

Some internet marketers have been operating their businesses since the internet first took off in the mid 1990s, and they still don't know everything there is to know about marketing. That's because we're speaking about business, and business isn't a topic you can ever perfect; it's an ongoing venture. To get started on your journey, check out this article.

A great technique to use to have a successful internet marketing advertisement is to end your advertisement with a discounted price. People tend to purchase an item that they know is cheaper than it normally was. For example, you could say things like "instead of paying \$99 it is now \$79".

Ensure that your customers will return for future purchases by only offering quality products. Talk to people who own the products already, or buy them to try on your own. A sincere recommendation will go a long way and it will keep the customers returning to make purchases in the future.

A serious marketing business should also blog. Blogging on the internet is an excellent way to make your products known to a wider audience. If you don't feel that you're a good writer, hire someone to do this for you. This will help you to build more traffic to your website.

When setting up your business for internet marketing, be sure to use slogans or logos. By doing this, you will offer an easy way for a customer to remember you. Many times, when a customer is thinking about a product but cannot remember the name, a logo or slogan will come to mind. This can be a great way to make your business memorable.

If you want your visitors to feel connected to you and your site, make sure to reward them for their participation. You can reference their comments in future blog posts or content and mention them by name, or you can include a widget on your site that highlights the people who comment most frequently. Even just responding quickly and in a friendly way to blog comments and e-mails can help visitors feel valued. Then they'll trust you more and be more likely to listen to you and take the actions you suggest.

A great internet marketing tip for people who are new to creating their own web site is to make sure that your content has plenty of adjectives that describe your business in the best light possible. Give your visitors a very positive outlook on the services you provide for them.

When you are about to purchase a domain name for your internet marketing business, you may want to consider getting a domain escrow service. Usually, domain name purchases are made through people from other countries and having a domain escrow service ensures that your transaction is secure and that you are not making any mistakes.

Enthusiasm and confidence in your product and service offering can be contagious, so bring enthusiasm to online marketing campaigns. After all, if you don't seem excited about your merchandise, why would the consumer? Use exclamation points to indicate urgency and excitement, but avoid multiple exclamation points as they compromise legitimacy and professional appearance. Use phrases like, "I can hardly wait for \_\_\_\_\_", "this exciting product will \_\_\_\_\_", and so on.

Make it very easy for people to subscribe to your site by entering their email addresses. This may not seem as popular as it was a few years back, but there are many people that still check their email daily and they like to see newsletters and information there, regularly.

You will ultimately find, as you journey into internet marketing, that marketing successfully isn't the difficult part. The difficulty comes in maintaining quality content and constantly building your brand. Advice like the kind provided in this article, will help you understand how web business works. It's up to you to make it work well.



## How To Send Email Customers Want To Read

You've probably never heard the term "email marketing" before, but more than likely you have seen it. It's everywhere! Your favorite companies have more than likely sent you a message telling you about a product. This is email marketing in its purest form. Does this sound like something you would want to use? Granting that it is, then continue reading.

Playing with fonts is fun, and you may be tempted to spice up your emails with exotic fonts. Resist that temptation! Fonts may display differently, or even be replaced by defaults, on someone else's computer. Even if an odd font does display correctly, there is no guarantee that your recipient will appreciate it the same way you do. To avoid any font-based mishaps, stick with fonts that are widespread, easy to read, and understated.

Your color scheme should be consistent and should reflect your brand. If your colors are all over the board, you will appear amateurish and your efforts may not achieve the results that you desire. You can look on sites like COLOURlovers if you need some good ideas to get you going.

One of the most important things you can do during your e-mail marketing campaign is to set your goals and re-evaluate them as necessary. Make sure you know what you want to accomplish with your e-mail marketing campaign and be willing to change some of your practices as the industry, your business, or your customer basis changes.

Take every opportunity that comes up to be festive when you send out your emails. When there is a holiday try to tailor your emails to fit the occasion. Subscribers will be very appreciative of this, and they will feel as if you are human and not a robot. Offering holiday discounts is another great idea that ties into the festive theme.

Write your message copy with benefits in mind, but not yours. Make sure your messages reflect the benefits that your content, products or services are offering your subscribers and readers. They want to know what is in it for them before they commit to the call to action, which is where your benefit happens.

When following up with your potential customers, you could follow them up by sending out an email that gives them a summary of an offer. Attach a line on the email that tells them to review this offer. The ending postscript could inform them that there are absolutely no hidden fees on the offer that you are providing them.

Email marketers would be wise from including pre-checked opt-in boxes within their emails. This will make you look untrustworthy to your readers as they may take this to be a little to forward. Also, when you let readers opt0in themselves, you create a better email list of customers that are actually interested in you and your business.

After countless times of encountering email marketing, you finally know what it is. Put simply, it's using the medium of emails to send messages either current customers or future customers for the sole purpose of marketing to them. Now that you know what it is, make use of it in your own emails!

## Great Strategies On How To Relieve Stress

Stress can sometimes be a difficult thing to manage even though a lot of people know that managing stress helps reduce health risks. Keep in mind that the more you know and apply towards living a stress free life the better chance you have at living one. Take note from tips like the ones in this article, that can help you live as stress free as possible.

A great tip that can help you fight stress is to show gratitude for what you have each and every day. Doing this daily will remind you that you're blessed and it will keep you in good spirits. You might start appreciating things you've never even thought of before.

A lot of the stress that you have as the day wears on is due to your appearance. Make sure that you look as good as you can during the day, even if this means waking up early to spend more time getting ready. Maximize your appearance to minimize your anxiety.

When you work for the greater part of your life, you may not have time to treat yourself. One of the things that you should do at least once during the week is to get a manicure or a pedicure. This will make you feel good about your body and relieve your tension.

Stretch out. As you go throughout your day, your muscles naturally tighten even if you aren't stressed. So it's a great idea to keep them loose by doing some stretches. Stretching also encourages deep abdominal breathing, which will calm you. You can do simple or complex stretches. Any stretching you can do throughout the day helps you to feel relaxed.

One basic way to eliminate stress is to get horizontal and have sex. Sex is known to release endorphins and when we are faced with long term stressful situations, we tend to forget about it and ignore our needs as human beings. Sex is one of the best all around total body relaxers, so make a date with your spouse and enjoys some stress relief.

One of the best proven ways to reduce stress is to keep a diary or journal. It has been proven through scientific research that writing about our problems, or rather to be specific acknowledging our stress and analyzing the underlying reasons for it, can help reduce stress. Scheduling time to write in your diary or journal is a great way to make sure that you do this everyday.

One way that you can attempt to manage your stress is to make a list of everything in your life that causes you anxiety or stress. This is important because after making this list, you will be able to tackle each item one by one and work to completely eliminate all the stress in your life.

With all the information you learned you should feel more positive and optimistic about what you can do to manage the stress in your life. As stated earlier in the article remember, the more you know and apply the better chances you have at living as stressed free life as possible. Keep on the lookout for new information you can apply when possible and managing stress should become a breeze before you know it.

## Learn How To Get Good At Internet Marketing

One of the worst parts about most on-location businesses is that no matter how much time and money you invest, the odds of failure are always enormous. With the internet, however, you will never run out of customers and never be in an undesirable location" - at least as long as you use these internet marketing tips.

If your website has multiple pages, check out which of those pages, visitors are viewing the most. The homepage is obviously the most important, but if visitors are visiting one page more than others, beef up that page a little bit by adding more features and links to other pages on the website.

Make sure that you do housekeeping on your website to determine if there are any links that are broken and need to be fixed. A link that does not work will frustrate your clients and may cause them to leave your site. This will hurt your sales and reduce the potential profit that you can make.

Try to avoid banner ads that look like ads. You don't want them to appear like just another ad because many people tend to ignore most ads as they find them hideous or annoying. Try designing them to look like content on your site and offering them the option to read more information about the product in the ad by clicking on it.

In order to make money in internet marketing you need to be able to motivate people to purchase your product. This is easily done by telling them positive things about it. An example would be is by telling them that their goals can be reached if they buy your product.

Encourage user interaction by creating a blog for your website. By updating your blog frequently, you will keep the reader's attention, and they will visit the site on a regular basis. If you offer RSS subscriptions, your readers will be notified whenever the blog is updated, another strategy that will keep them coming back for more.

If you are using an email to communicate with your customers, make sure that it is a professional email account. You would not like the feeling of getting an email from someone you are contacting for work from an email from a free email site. Get an email that is tied to your website.

Making a successful internet marketing strategy necessitates knowledge of the different types of venues your target customers interact on then advertising on those venues. Do some research through Google or other search engines to see where most of the conversation around your brand is taking place, then, once you have identified a few key websites, contact the administrators to reserve ad space.

Deciding how to advertise your banner depends partially on your budget and partially on where you are advertising. There are three main advertising methods; you can buy impressions, fixed placement or clicks. When you buy impressions, you usually have to start with a minimum of 5,000. Your banner then rotates on a site until it is displayed that number of times. Fixed placement usually corresponds with single-site advertising. The website displays your banner for a specified amount of time. Although the site can give you an estimate of how many impressions your banner will receive, there are no guarantees. When you buy clicks, your banner rotates on a website until the number of clicks you purchased is used. For example, if you buy 100 clicks, your banner stops circulating once it has been clicked for the 100th time.

If done correctly, internet marketing can lead to an endless array of customers stopping by your site and purchasing your products and/or using your services. For every customer to pass you over, there are a thousand more out there waiting to be drawn in by your efforts. Apply the tips above and build up your customer base.



## Learn How To Get The Most Benefits From Internet Marketing

The internet allows you to market your products or your website on a massive, global scale. But how can you best take advantage of the worldwide audience that the internet provides? Here are a few tips that will help to guide you, as you try to make the most out of internet marketing.

Have a lot of different options available for your customers to give you feedback on various aspects of your site and products. This is invaluable information that can allow you to improve on your business and you get to hear it straight from the people who are wanting to buy your product. Giving your customers what they want, is a good way to have them come back for more.

To have a website that people want to visit, see it through their eyes. What is the point of your page? Who will read it? Why will they take away from it and what will cause them to come back? Have friends and family look at drafts of your page and give you feedback.

Log in the frequency of purchases on your site to determine who buys the most from your company. This will allow you to establish who your best customers are, as you should offer them extra incentive to purchase more products. Always maximize the happiness of your most frequent clients to improve overall profit.

The more successful you are as an Internet marketer, the more competition you're going to have. Always remember that you need to be wary of start-ups. They can quickly steal your customers. You need to look ahead of you and behind you in order to always stay a step ahead of the competition.

It is imperative to track visitor data so that you can improve your business. Important data to track is inbound telephone calls to your business. All you need is a dedicated phone number for your business. This number should feature prominently on your website. Use a telephone tracking company that generates call reports. The type of data you would receive would be the caller's name, telephone number and the length of the phone call.

Every market in online business is going to have its peak season, so you need to learn to identify these seasons if you plan to be a successful internet marketer. Some seasons do well while others do little to nothing at all. Figuring out which season is best for your business can definitely be rewarding.

To consider which forms of social media might best help you market your small business, remember that, just like with marketing offline, internet marketing will be the most effective if you carefully plan your marketing campaign. Who is your target audience? Will a newsletter or emails best suit your goals, or are other forms of social media perhaps better suited?

Make sure you include your website address, email and other company information on all your business paperwork from business cards to letterheads. You want to be sure your customers can find you on the internet. If they don't know your site or email they won't know you have it available.

When you're telling a customer's story, within an internet ad, include the word testimonial. It ensures that the reader knows that this is a true tale from someone who has both bought and used your product and that they haven't been paid for their story. If a reader thinks your story is false, he or she will not buy your product or service.

The internet is a great marketing tool, but it will only be useful to you if you use it right. Thanks to the advice provided in this article, you're now armed with the knowledge to make your internet marketing a success. You'll be able to reap the rewards of your marketing in no time.

## Simple Tricks On How To Make Money In Internet Marketing

Are you trying to get your website out there for everyone to see? We have the best tips out there on marketing your website. Follow our helpful pointers and you will see your Internet business grow to be bigger than you ever thought possible. Read on to see how easy it is.

If you're using email marketing, make sure your emails can be read without the images enabled. Most users have images disabled for privacy and security reasons and if they cannot read your email without the images, they may just delete them and unsubscribe. But allowing them to read it without the images will make things easier for them.

Provide your contact information in an easily accessible area for your customers. This will not only make them feel more comfortable, but it will make dealing with problems a whole lot easier. If a customer happens to have a question or a problem, they will want to be able to contact you easily.

Inform your customers and potential customers that you are using a secured server for your ordering system. Reassure everyone that you are doing everything withing reason to protect their private financial and personal information. It's important that they know that you care about their online privacy and are doing everything that you can to protect them.

Make it easy to buy from your website. Mark all prices clearly, and specify shipping options and charges up front so the customer does not have to wonder. Show all items and charges on the final page before the customer clicks to confirm. And after the order is accepted, give a confirmation number and an estimated date for them to receive their merchandise.

Make your information simple. Readers have to be able to fully understand what you are saying before they will be able to decide if they want to buy the product you are marketing. Stay away from unfamiliar words and complicated explanations, and use easy to read text. This will increase the potential for a sale.

Creating a site map is very helpful for both search engines and visitors. It will help to find all of your pages, especially if you have a larger site. There are free tools that will help you create XML sitemaps, which are used by the major search engines to index webpages accurately.

Marketing your product online takes skill and innovation, so make sure you are always prepared when you have a flash of brilliance. Updating your site with fresh, interesting articles and ideas is the best way to stay on top, so always keep a pen and paper on hand for those moments of inspiration, which seem to come at the most inopportune times, such as when you're on the verge of falling asleep. If you have your pen and paper handy at all times, simply write down your idea, and fall asleep to the sweet dream of how many buyers are going to flock to your website when they see your updated postings.

As an internet marketer with a website, you need to make sure that you're not annoying people with your ads. If you're using an ad server that has a pop-up, you can really drive people away. Having to wait 10 seconds to click the X when visiting a page is just pointless, so go with text or banner ads only and avoid those pop-ups.

As you can see, there are many ways you can market and grow your Internet business. With our proven and helpful tips, you will be well on your way to having the Internet website you have always wanted. What are you waiting for? Get out there and market your website.

## Affiliate Marketing Tips You Shouldn't Pass Up On

Many people enter into affiliate marketing with a great deal of enthusiasm, but lose steam when they don't instantly get results. Like many things, proper affiliate marketing takes time and hard work. In this article, you'll learn where you should be putting your effort in, and how you can get the results you've been hoping for.

Do not get lazy once you have things going well. Take the time to look into new products and trends. Check for updates with your affiliate programs and find out if they have any new tools and ads that will increase the visual appeal to your site and make it more tempting to click on.

If you're using multiple traffic sources to promote products, you need to make sure they all lead back to the same location. Although it sounds like common sense, you'd be surprised at just how many people are posting articles and e-zines that link to various other articles. The idea, one would guess, is to switch up the SEO results. But this is ultimately bad for traffic.

Recycle the emails that have made you the most money about once per year. This will ensure that new subscribers see that content, and should lead you to even more sales and commission. Old subscribers probably won't remember having received it the first time and might click through again for more sales.

Tier 2 commissions are a way to get more money out of your affiliate marketing deals. An affiliate partner pays you tier 2 money when you recruit another website owner into working with the partner. This can be a more challenging and profitable goal for the experienced marketer. Remember to investigate your partners' tier 2 benefits beforehand, and concentrate on the ones with the most potential profit.

Advertising your affiliate business as a legitimate business is a great way to get traffic and the best part is that it's the truth. Especially if you're selling electronics or other high-end products, you are a legitimate business if you're an affiliate. So take advantage of business listings to list your site.

For more affiliate sales, don't neglect 'cost per action' programs. In addition to making money when your visitors buy something, you can also get paid - when your visitors do things like downloading game software or filling out a form. 'Cost per action' or CPA programs usually pay less money, but it's worth it. Because it is easier to get people to perform these actions than to get them to buy something!

A great tip for affiliate marketing is to pre-sell any offers that you would like your site visitors to purchase. Simply adding a link to your page is not going to generate all that much money. Rather, take the time and explain why your visitors should click on the links.

You can set up your affiliate marketing account through each company that you would like. Each company will have their own criteria for allowing you to be an affiliate, but most just appreciate the free publicity. Just make sure that the company you choose has products that you want to endorse.

Find out if the affiliate program that you are considering, offers test products to you so that you can write an honest review about the product on your site. Many affiliate programs will provide you with this service and it will really increase the honesty that you can use when providing information about the products you are promoting.

Don't give up on affiliate marketing before you really get started. While you may not be impressed by your affiliate marketing profits right now, that may change once you start applying this article's advice. If you stick with affiliate marketing and do the right things, you can achieve some great things.



## Smart Debt Consolidation Strategies That Can Help

What is debt consolidation anyway? Is it a way to miraculously fix all of my financial problems? How can I use it in the smartest way possible? For answers to questions just like these, continue reading this article. It has all of the tips and tricks you've been looking for.

Don't fall victim to companies claiming to cut your monthly payments in half with just one phone call. It is understandable that you want a quick solution to your problems, however, you can just be making your situation worse. Sit down and consider the different debt consolidation options that are available to you and decide on the pros and cons.

If you think you have a debt consolidation company that you want to work with, make sure you look them up on the Better Business Bureau. You should be able to see consumer reviews, which will help you determine if you really want to do business with them or not. Even doing a simple search online for the company's name may bring up some helpful information.

Don't look at debt consolidation as a horrible thing that you are doing alone. This is a real common situation. Millions of people have been exactly where you are right now, and they've survived. Know that going in. It's nothing to get worked up about. Channel that potential anxiety into the right action steps to move forward.

Before going with any specific debt consolidation company, check their records with the Better Business Bureau. There are a lot of sketchy "opportunities" in the debt consolidation business. It's easy to go down the wrong path if you aren't careful. The BBB and its reports can help you weed out the bad from the good.

When it comes to debt consolidation, try renegotiating with your creditors. They might require that you incur no extra debt while you try to pay off what you already owe. They're not under obligation to agree to renegotiation, but it can be to their advantage, too. Being a bit flexible can boost their chances of eventually collecting all of the debt.

A lot of debt consolidation specialists offer home equity loans but do not present these products as such. If you are using your home as a collateral for a loan, you are applying for a home equity loan. This is not a good option unless you are confident about paying this loan back on time.

Make sure to discuss your plans for debt consolidation with your spouse before entering into a program. You need to be on the same financial page as your partner in order to truly reduce your debt and improve your financial situation. If you don't take the time to discuss things, your spouse could end up continuing to rack up debt, hurting your financial situation in the long run.

If we have answered your questions, we hope you can go forward and use debt consolidation to fix your problems. If we have not, continue reading articles just like this one to find out all you can. The more you know, the better able you will be to decide if debt consolidation is for you.

## Strategies For Success In A Home Business

Many people are interested in learning how they can become their own boss. Most people aren't sure where to start in their journey to start their own business. This article contains tips that can help you get started with your home business and start working for yourself, in no time at all.

Designate a room or an area of a room as your "office" for your home business. It can be a whole room or just a part of another room. Having your own office space will assure all of your business materials are in one spot, and it will help you to be more efficient.

Make sure your web page has the capability to host an e-store. Customers like the convenience of being able to purchase an item over the internet; sometimes it is refreshing to be able to quickly get what you need without interacting with anyone. You will also be able to sell your product to people who would not have a chance to order it otherwise.

Arrange to have a toll free 800 number associated with your home business. Taking this step allows you to keep your personal information private. If your business is successful, having an 800 number also leaves your home number free to take calls from your friends and family, who might have difficulty getting through otherwise.

Before you start your home business, it is very important to have a solid understanding of what you want to do, be able to visualize how you are going to do it, and know what resources you will need to make it happen. The answers to these should not just be in your head but also on paper. Write a business plan! It will not only clarify what you are getting into but also point out where you might be lacking.

Invest in a toll-free number for your home business. An 800 number makes your business look larger, established and professional to customers. It also gives you a way to separate business calls from personal calls so you can "turn off" your business at the end of the day and make time for family.

The name you select for your home business is critically important and will play a large role in determining whether your business succeeds or fails. Your business's name must make sense and be easy for consumers to remember. When deciding on a business name it is also a good idea to find out if the domain name is available. Ideally, your domain name should be the same as your business name.

Manage your time and priorities to allow the main operations to be completed efficiently and properly. This may sound to be obvious, but there are many that fail to realize time and priority management as such an essential practice. Managing time and priorities ensures that you give your main operations the best focus and most efficient care possible.

Most people are interested in starting their own home business and becoming their own boss. However they are not quite sure, how or where they should start. After reading this article, you should have a better idea of how to get started with your own home business and becoming your own boss.

## Affiliate Marketing Tips You Shouldn't Pass Up On

Many people enter into affiliate marketing with a great deal of enthusiasm, but lose steam when they don't instantly get results. Like many things, proper affiliate marketing takes time and hard work. In this article, you'll learn where you should be putting your effort in, and how you can get the results you've been hoping for.

Do not get lazy once you have things going well. Take the time to look into new products and trends. Check for updates with your affiliate programs and find out if they have any new tools and ads that will increase the visual appeal to your site and make it more tempting to click on.

If you're using multiple traffic sources to promote products, you need to make sure they all lead back to the same location. Although it sounds like common sense, you'd be surprised at just how many people are posting articles and e-zines that link to various other articles. The idea, one would guess, is to switch up the SEO results. But this is ultimately bad for traffic.

Recycle the emails that have made you the most money about once per year. This will ensure that new subscribers see that content, and should lead you to even more sales and commission. Old subscribers probably won't remember having received it the first time and might click through again for more sales.

Tier 2 commissions are a way to get more money out of your affiliate marketing deals. An affiliate partner pays you tier 2 money when you recruit another website owner into working with the partner. This can be a more challenging and profitable goal for the experienced marketer. Remember to investigate your partners' tier 2 benefits beforehand, and concentrate on the ones with the most potential profit.

Advertising your affiliate business as a legitimate business is a great way to get traffic and the best part is that it's the truth. Especially if you're selling electronics or other high-end products, you are a legitimate business if you're an affiliate. So take advantage of business listings to list your site.

For more affiliate sales, don't neglect 'cost per action' programs. In addition to making money when your visitors buy something, you can also get paid - when your visitors do things like downloading game software or filling out a form. 'Cost per action' or CPA programs usually pay less money, but it's worth it. Because it is easier to get people to perform these actions than to get them to buy something!

A great tip for affiliate marketing is to pre-sell any offers that you would like your site visitors to purchase. Simply adding a link to your page is not going to generate all that much money. Rather, take the time and explain why your visitors should click on the links.

You can set up your affiliate marketing account through each company that you would like. Each company will have their own criteria for allowing you to be an affiliate, but most just appreciate the free publicity. Just make sure that the company you choose has products that you want to endorse.

Find out if the affiliate program that you are considering, offers test products to you so that you can write an honest review about the product on your site. Many affiliate programs will provide you with this service and it will really increase the honesty that you can use when providing information about the products you are promoting.

Don't give up on affiliate marketing before you really get started. While you may not be impressed by your affiliate marketing profits right now, that may change once you start applying this article's advice. If you stick with affiliate marketing and do the right things, you can achieve some great things.



## Destroy Rival Affiliates With These Creative Affiliate Marketing Ideas

Affiliate marketing can be an important part of your online presence. You need to do all of your research so that you don't wind up losing a ton of money or even losing customers and traffic to your website. There are some tips listed below to help you begin doing this properly.

Keep your website free of affiliate clutter! Include a maximum of three ad graphics on a page, and 3-5 links within the content itself. You need to focus on the quality of affiliate links to attract customers to buy, and NOT the quantity as it will overwhelm readers and drive them away.

Do your homework and don't get scammed. Do plenty of research into potential affiliate marketing programs before deciding on one. Realize that any program that wants you to pay to become an affiliate or demands that you purchase their product first are not legitimate. There are plenty of honest affiliate marketing programs out there, but there are just as many bad ones.

Make sure that you are helping your readers with your affiliate ads. Instead of looking like someone who wants to cash in on a sale using a list to get people to click on affiliate links, try be detailed with a review and then plugging the link into that. Put in some effort to get them to click on your ads.

In affiliate marketing, patience is important. Don't be discouraged if your site isn't making your business money yet, affiliate marketing revenue grows over time. One long time customer can help to grow your revenue, as well as refer other people to your site. Keep producing content and be patient until your work begins to pay off.

When you are building up your email list, give people lots of free information. Everyone is reluctant to give out their email address up front in exchange for information, even if it's free. Give them a bunch up front, and because if you only use high-quality information, they will WANT to sign up on your email list.

If you plan on using affiliate programs to make a living or even to just boost your income, be sure to analyze your expectations. Affiliate programs can earn decent profits, but very few get wealthy this way. If you devote part-time working hours to it, expect to make a couple hundred dollars a month; if you work full-time at affiliate programs, you could make around \$30,000 to \$40,000 annually. But hey! - that's not bad you know!

Create a mini-site. A typical mini-site has just one page which is essentially a sales pitch culminating in an order. This page concentrates exclusively on getting your customer to make the purchase. There are no other distractions, no external links to other resources, and no unnecessary graphics. It's quick to set up, and you get good conversion rates.

Pay attention to the look of your site and make sure it portrays the image you want it to. If you have a very feminine site with lots of pink and pictures of cats and you are trying to sell power tools, something is not adding up right. Build your site for your customer, not for you.

Make sure that when you are on the forums promoting your product that you do not spam. This will just irritate potential customers. They will not only refrain from purchasing your product but could spread negative information that could ruin your operation. Always contribute fascinating and pertinent comments on forums.

Affiliate marketing can be very rewarding, but it can also be a lot of work. Regardless, if you know what to do and how to market smarter, you can make bigger profits. So, do yourself a favor by doing your research and applying the above tips to your affiliate marketing.



## Generate Competitive Affiliate Marketing Campaigns With These Suggestions

The business of affiliate marketing doesn't only deal with one type of marketing. You will not always be earning a single commission from a single sell. Pay attention to this article and learn some of the finer points of becoming an affiliate, so that you can better succeed in this highly competitive marketplace.

If you plan to have reviews of several products at your site then consider putting them all on one page. Why? Well, quite obviously, it gives all of your visitors a chance to see your other offerings should he not be interested in the one you directed him to.

When writing copy for affiliate marketing advertising, make it easy for your reader to draw out the information they want. Avoid complicated terms or technical jargon, keep your paragraphs short, and use bullet points whenever possible. Readers are more likely to scan your review quickly and make a decision than they are to read through a lengthy article.

If you are experiencing great success with the affiliate marketing programs you have joined, be sure to contact your partner vendors and inquire about leveraging your rewards. Your partners appreciate the business you bring them, and once you have proven your capabilities you are entitled to ask them about earning greater profits.

Creating eBooks or viral reports is a great way to build up a strong base as an affiliate marketer. The more information you're willing to offer on any product or service, the more legitimate you will appear in the eyes of a potential customer. As long as you're willing to invest the time here, you can get great results.

To increase the success of your affiliate marketing, hold out for a product with a generous commission, somewhere between 20 to 50 percent of the profit after sale. Companies who offer such commissions understand the importance of the new customers that you will refer to them, and will pay you accordingly.

Be a specialist. Find something you love and create your website or blog around it. You are not the only person interested in such a thing. Link up to relevant affiliates, from sites you would like to buy from. Doing this will ensure that your customers match your base, and will increase your sales.

When choosing a topic for your affiliate marketing-driven website, pick something that appeals to the broadest audience. For example, everyone asks "how do I" or "how can I" all the time, so a website offering articles with advice on completing a variety of projects will reach the broadest audience. You can also specify that it's home repairs, upgrades or organic recipes for food and cleaning supplies, to catch an audience more specific to the affiliate marketing links you may be using.

You will need to know your target audience when putting affiliate marketing material on your site. Know why they are coming to your website and what it is that they are looking for there. If you don't capture their interest quickly, they will leave the site without participating in anything.

Make sure that you are ready to commit time and resources to your affiliate marketing program. Success will not come overnight. You need to be in the mindset that success will probably come slowly at first, and that only through hard work and dedication will your business reach the level of success that you want.

As you've just learned throughout this article, a lot of the tips and tactics of affiliate marketing are very easy to comprehend and are the same bits of wisdom regular business people have been using

for decades. The difference, of course, is how you put this information into action. It's not enough to know; you have to show.

## How To Run A Successful Affiliate Marketing Program

Have you ever thought of promoting an affiliate product that you didn't really believe in? This isn't the worst thing you could do, but it sure makes it harder for you to convince others about why they should buy it from you. Increase your chances of earning big by choosing to promote products that are the best fit for you using these tips.

Focus on the sell through, not just the number of clicks. Remember affiliate marketing is not about the number of page views, it's about the number of people who follow through and buy. Just bringing someone to a page won't make you any money so make sure the customer has a reason to want to buy what you are offering.

The link between marketing companies and consumers is called affiliate marketing. Special attention must be made by the marketing company to try to attract the right customer. They must be diligent to place their ads on websites that are relevant to what they are selling. Without the right customers, there are no sales which lead to no income.

You should take advantage of the connections you already have to help build your affiliate market. If you work through your contacts from real life and from other projects, you are dealing with people who already trust you. Trust is a huge leg up in getting people to sign up for your service.

Do a podcast for affiliate questions and concerns. By having an internet radio show, not only do you position yourself as an authority, you can also address all your affiliates at once and give them the same information on how to achieve success. Even better, your affiliates can share your podcast with others, giving you a new set of leads.

Keep a notebook full of affiliate strategies that have worked for you in the past and use them in your current affiliate promotions. Wording, link placement, graphics, link density and style of advertising can all be replicated in a variety of combinations to help your sales continue to be strong.

The key to making big-time money as an affiliate marketer is to find a profitable niche with very little competition. If you do not choose a niche product, and try to market something more mainstream, you will be facing so much competition that it will be extremely difficult to make large profits.

Instead of jumping in with hundreds of affiliates, start your website with a small number. Try to stay with one to three affiliates to start. Starting smaller will make it easier for you to manage your time and keep better records of your sales and your clicks.

Use the keywords from your website's Search Engine Optimization on Twitter, too. Include them in the first thirty words of your description, as well as in the Tweets you post. Also include your URL in your biography to get another backlink to your website, driving people who enjoy your Twitter feed to read more on your website.

Every affiliate marketer should keep track of any advertisements made by their affiliate programs. If there is a particularly special deal running, it might be a good idea to post it on your page, as this will surely generate more clicks for you. This will insure that you get a piece of the higher traffic that the program will be receiving.

When in doubt, just think about what is important or useful to you. Chances are, if you really have a need for a specific product, someone else out there does too. Let your sincerity shine through in your affiliate marketing campaigns and your customers will buy from you because they trust you and believe in you.



## Master Internet Marketing Strategies With These Top Tips

Internet marketing is no easy feat. There are an overwhelming number of opportunities for you to post ads, reach out to potential customers and send out your marketing slogans. However, how to start off and keep organized throughout the process, is easier than you might think. Take a look at the tips offered in this article and you will find yourself on the way to your internet marketing goals in no time.

Effective internet marketing involves including information that is geared for all of your readers. Some people are very knowledgeable about the product you are selling, and others may have just come across it recently. Include basic information about the product using simple terms and then add complicated technical information. This will help you increase sales by providing a little something for everyone.

While it is true that a lot of Internet marketers are able to advertise their sites and products without spending money at all, this is something that is incredibly rare. Blog businesses hosted on free sites that make 50k a year are pretty much dying off. You will need to invest some money, if only for a legitimate website and some keyword campaigns.

Successful internet marketing depends upon your products being easily and readily available. If your products are easy to order, you will have increased sales. So try to look at things from a customer's viewpoint, even going as far as to buy some of your own products. This way you will know if there are any issues with the ordering process. If you come across any difficulties, don't hesitate to fix them.

Err on the side of caution if you are unsure of what font or style to choose for your website. Not everyone will have perfect sight, especially the older visitors to your page, so use a font that is clear, large and legible if you want to improve the overall experience of your visitors.

Use videos to advertise your website. Online videos are the latest craze in internet marketing. Many sites use online video sharing sites to link videos about their website to the site itself. It is among the latest, cutting edge methods of marketing today. If expense is a concern, there are plenty of low-budget options available.

It's well known that writing articles with unique content is an effective online marketing technique. However, knowing how to format those articles to make them appealing to potential buyers is another matter. Studies have shown that people tend to skim online articles. So how can you use this information to your advantage? Write articles with bulleted lists, emphasize key words or phrases by capitalizing or underlining them or by using bold or italicized letters, use subheadings and keep your paragraphs short and to the point.

If you don't have the full skill set needed to start with Internet Marketing you shouldn't fret. Internet marketing is great because there is a lot of hands on experience available. The best way to start is simply to start. Find a very basic domain name and see what you can do to improve it.

It is important to make the internet marketing experience for your customer as pleasant as possible by providing a website that doesn't look cheap. If you can't afford a professional website design, consider taking a low cost course at a local county college and spruce up your site with the tips that you learn.

No matter what you're changing about your business, whether it's a big change or a simple change of page layout, make sure you tell your customers about it. Keep them informed on everything that's happening with your business. This is easy to do with mass mailers, so there's no excuse not to do it.

Avoid spam, deceitful tricks, and scams. Doing business this way can be tempting at times, especially when the internet feels so anonymous, but they are not worth the potential loss. Tactics such as these might bring a short-term money gain, but they will ruin your reputation and could potentially destroy the business you have worked so hard to create.

While internet marketing can seem overwhelming, the advice in this article promises to keep your strategies focused and yielding significant results. Concentrate your efforts in the best way possible and maximize the time you put forth into generating online marketing techniques. The tips listed above ensure a way to get started on your online marketing goals, simply and effectively.

## Successful Affiliate Marketing What You Need To Know

Learning and earning, go hand-in-hand. If you take the time to learn the things that you need to know to succeed in affiliate marketing, you are sure to start earning. The advice that is included in this article is meant to help you learn to succeed in your business.

The best affiliates know when to back out even if they have been successful with a campaign, company or an approach. Sometimes a product will start to get a bad reputation or the company will start to deteriorate. You won't want to hang around for the fallout. There's no shame in the cut-and-run approach as it may just help you save your own brand.

You should try to have focus groups with site visitors and customers when using affiliate marketing. A focus group should happen at least once a year. With a focus group, you will be able to see your audience's reaction to your services or products. You may also get some great new ideas from the members of your focus group.

Another way to make your affiliate advertising venture a success is to put information and support into the product that you are referring. If you simply put ads up your visitors will probably not follow through with a purchase. If you give a review of a product or suggest a product, then you might get more hits.

Keep track of your affiliate program results. Successful affiliate sales come from watching what works and what doesn't. Most affiliate programs include some type of tracking function that helps you see which links are working well and which ones need to be tweaked. Vary page positions, see what products sell where, which wording helps links perform better, and use it to plan your future affiliate program strategies.

Offer a bonus product or service to customers who buy through your affiliate link. This way they will be more inclined to buy through you and not someone else. This will also encourage them to use your program in the future to purchase items because they will receive something in return.

Pick a layout for your site that matches the image you want to portray. You want to make sure the style of your site matches the items that are on it. You don't want to throw viewers off by having a site that looks nothing related to the types of products that are available on it.

If you are just beginning with affiliate marketing, you should start with something you know a lot about. This may not bring you the most profits, but it will be easiest for you to build a site. You will be able to add your own opinions and personal touches to the site if you know about the subject.

A great affiliate marketing tip is to include reviews of products you wouldn't recommend to your customers. Including reviews of products you wouldn't recommend can be a great way to gain the trust of your customers. You'll be providing them with information that they have a right to know.

A good tip for every affiliate marketer is to be honest with their visitors and disclose all your affiliations. Readers understand affiliate ads when they see them so there is not point in not explaining them. They will appreciate your honesty and will be more likely to purchase products they find enticing.

Hopefully, you have learned the things that will help you earn in your affiliate marketing business. Surely, this information is going to help you in one way or another, as long as you take the time to apply it to the plan that you have made up for your affiliate marketing business.

## Improve Your Bottom Line With Successful Facebook Marketing Strategies

If you have a Facebook account, you are probably already aware of how many people use this social media site daily. But, what you may not be aware of is that Facebook is a wonderful tool a person or business can use for marketing. In this article, you will be given the best Facebook marketing tips around to help you get started.

If you're having trouble gaining followers, you can offer a sweepstakes in return for their "Like". Just place the sweepstakes in a tab on your company's page and have them fill it out with their email address, specifying that only those who Like your page will be eligible for the contest.

Any content published online should be linked to your Facebook page. Set up your blog so that new posts are automatically linked on Facebook. You might even link a Twitter account to the Facebook page and make sure tweets appear on it too.

Think of Facebook as a dialogue. A lot of people when they begin Facebook marketing, talk AT their audience. You need to talk WITH your audience. Feel like you are having a conversation with them, not like you are announcing things to them. Remember, Facebook is a social medium. You need to be social.

A fun and easy way to get followers on your Facebook business page is to create a contest. Loyal followers will share their contest entry with their own followers and spread the word quickly. The prize doesn't have to be anything big, a sample product or small cash reward can be enough to spread the word.

Post regularly on your Facebook page. Don't just create your business page, make several posts the first day, and then stop posting for several months. Not keeping your page updated frequently shows your audience that you don't care that much. If you need this Facebook page for your business, then stick to some kind of posting schedule.

Never rely on anyone else's advice as to when the best time for updating your page is. While a non-profit may find people are more charitable on the weekend, that doesn't mean your customers aren't actually checking out your page at work. Do your own research to figure out when you should be posting.

Do not build any apps on Facebook that require more than three or four steps to get started. The more complicated something is, the less likely people are to want to deal with it. If someone can use one of your apps right away, they will be more likely to sign up.

Talk density helps you figure out how many people are mentioning you or your products on the social media platform. You want your talk density to be around 15 percent or more, as that would mean that you are getting plenty of attention. If it is lower than that, consider changing things up or adjusting your marketing strategy.

Make sure that you don't allow your page to become a ghost town. If you don't have anything to post, go to your page and reply to some of your users' comments. This will give people the idea that you actually care about them as individuals and their loyalty is important to you.

Post about your milestones on Facebook. You could for instance let your subscribers know about your sales volume, the launching of new products or the anniversary of your most popular products. This is a good way to draw attention to certain products while creating a positive image for your brand.

In conclusion, as a Facebook user, you already know that millions of people use this site. But, before today, you may not have known that it has become a common method of marketing. By properly using the above advice, you can get started on using Facebook marketing to your advantage.

## **Interview with George Kosch: How does Worldprofit help people in OTHER opportunities and affiliate programs build their online business?**

I sat down today for an interview with George Kosch, co-founder and Technical Director at Worldprofit Inc.

George Kosch is one of those refreshingly down-to-earth techies that doesn't speak above your head. He's a gifted programmer and for the last twenty years has been the technical visionary that has created the platform for all Worldprofit products and services. Worldprofit provides training, support and unique proprietary software to help people work and profit from home using the power of the internet.

Question: George, Worldprofit offers a Reseller program called a Dealership, that allows people to earn income by promoting your company's services but how can Worldprofit help those who have their own programs, affiliates and business opportunities already?

Says George: "Some people come to Worldprofit looking to make money online and have nothing to sell, so we provide hundreds of recommended trusted products and services that can be sold and delivered online. Others come to Worldprofit and they're already involved in any number of online affiliate programs. They have something to sell, they just don't have any idea how to do that. Or they have tried and not had any success or earnings to show for it.

So first we teach people how to promote. Online marketing is new to most people. Most have no idea where to start, what to promote, where to promote and what you have to do to get results.

We offer an online training program, called our Home Business Bootcamp. We have something for newbies and for advanced marketers in our 75 lesson plan that allows Members to progress at their own pace and learn as they earn.

In our online training, we teach marketing fundamentals including:

landing pages lead capture list building strategies SEO techniques Blogging Article Marketing E-book creation Promotion and Advertising Prospect management Newsletters Ad Tracking Web Stats Offer Building Free versus paid advertising how to recognize bogus advertising sources how to recognize legitimate advertising sources Social Networking

George went on to say.

"We also teach our Members how to use the tools and resources included in our membership along with our self-developed strategies to promote any and all their online businesses.

The model for promoting online is the same no matter what you are promoting. We like to say we teach our Members how to ride a bike by teaching them the Worldprofit system, once learned they can then ride any bike, and apply the marketing principles to build any online business.

One of the advantages we have at Worldprofit is that after being around for twenty years, we have formed many partnerships and also developed complimentary sites and services that benefit our Members. This permits us enormous leverage for making offers, buying advertising, traffic and doing exchanges which our Members can tap into exclusively and use for promoting ANY online business, product or service."

Question: George, what makes Worldprofit different?

"We are a 100% hands-on company. We teach people how to market using tools, and strategies that we ourselves use consistently, or have developed and tested ourselves. As a programmer and as a marketer myself, I have my finger on the pulse of the industry. I can spot trends, identify needs, and build exactly what our members need. We recognize that there are lots of peddlers out there making promises who don't stand behind what they sell. At Worldprofit we support the products and services we offer with our stand-out support team, 365 days of the year. This is unheard of in our industry and is what makes Worldprofit an industry leader. We continually update our Home Business Bootcamp training lessons, we include video training tutorials, and we have LIVE weekly interactive training so our Members are never left without support or help as required. Our Worldprofit Live Business Center holds the record for longest continual webcast, operating 24 hours a day. There are tons of software products out there, the difference we offer is that we are here to help people when they need it. It's not the software or latest gadget that is going to help you build your successful online business, it's training, and support offered by real people in the industry working along side of you. That's what we do at Worldprofit, we work daily with our Members. We are connected and reliant on our Members just as much as they are to us.

Question: George, I understand the company just celebrated it's 19th birthday, what to you see is the future for Worldprofit for the next 20 years?

"Online business opportunities have exploded in recent years, and that has meant our sales at Worldprofit have grown 10 fold. We have now surpassed 1.5 million free members and are on our way shortly to 2 million members. People like the idea of working from home, and the web has introduced unlimited earning opportunities, something for everyone. At Worldprofit we offer our own Reseller program but we have very much evolved into a training company in the last ten years especially, as people appreciate that affiliate marketing as a legitimate way to make extra money. As more people participate in online earning programs they all need one thing - help in promoting whatever business they choose. That's where we pride ourselves, in doing the research and development to put into the hands of our Members, exactly what they need to build a successful online business - no matter what that business or affiliate program. Technology is always changing, there is no standing still in this industry. We must always be working hard to keep our members happy and appreciative of the value we offer at Worldprofit and we plan to keep doing just that."

Thank you George for your time today.

## Resource

About the Author Sandi Hunter is the Director of Website Development at Worldprofit Inc. Worldprofit provides a number of services for the small and home-based business community including hosting, design, webconferencing, traffic, advertising, SEO, safelists, traffic exchanges, training and resources. This year Worldprofit marks their 17th year in business.

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