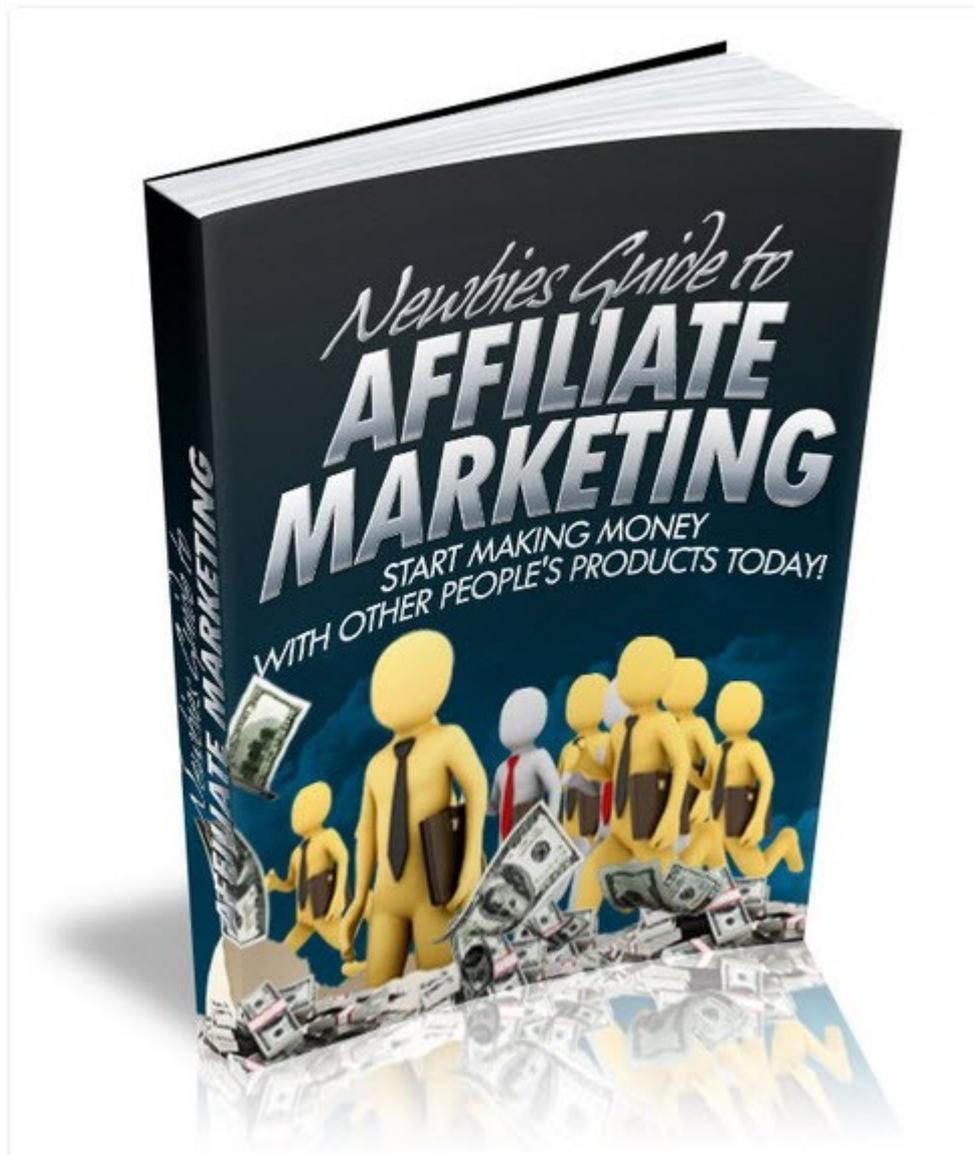


Newbie's Guide to Affiliate Marketing



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Newbie's Guide to Affiliate Marketing

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Introduction

Affiliate Marketing is plain and simply a method of marketing where you can earn a commission or fee for promoting other peoples products or services.

You, the Affiliate agree to promote those products and or services via your webpage, your blog, your email campaigns or what ever method is allowed, and any sales you make will earn you the Affiliate a set fee / commission or an agreed percentage payment.

Affiliate Marketing if done right can be very lucrative, many people earn a good living just by promoting other peoples products.

As an Affiliate Marketer, you don't have to worry about creating your own product and you won't have to deal with customers or customer support issues.

Your main skill set needed to become an Affiliate Marketer is some basic internet marketing knowledge and more importantly "***the desire to succeed***"

There are lots of different ways to become successful at Affiliate Marketing and there are lots of different programs, merchants and vendors out there who are more than willing to pay you their Affiliate a decent percentage of commission over to you for promoting their products.

With most affiliate programs the typical commission you can earn is between 30% and in some cases 100% although averaged out, 50% is a more realistic baseline. There are lots of affiliate programs out there, and the majority of them are absolutely free of charge to join.

Affiliate Marketing can, when done right, be very worthwhile.

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How does Affiliate Marketing Work?

When you join an affiliate marketing program, you are either given a unique identifying number or name or you choose your own unique identifier. No two people in the same program have the same number or name. Your link is specific to you and you alone.

The program operator then uses this unique identifier to track all the leads / visitors you send to their site. When one of these leads / visitors purchases "You" are credited with the sale and allocated the percentage commission for that sale. 95% of affiliate programs have reliable tracking systems in place.

When you send a visitor to the program owners' website, that visitor is "logged" as having been sent to the site via your unique affiliate link, even if they don't purchase on the first visit, there is a chance that when they return at a later date to purchase, you can still get credited for the sale, this is because most programs use "cookies" to store information about their visitors, as long the visitor you originally sent hasn't picked another cookie up or deleted/cleared their cookies on their computer you are still credited with the sale for that visitor.

In case you've ever wondered, that's the reason why these big name marketers always tell you how to delete your cookies before you go to order something that they are promoting. They do this for two reasons. One they want to ensure that they get credited for the sale and two, that you get their bonuses they are offering.

All programs work differently and it's a good idea to try and find out what system your program owner is using. For example, with Clickbank® it is always the last cookie that gets the sale allocated to their account. With others, it can be the first cookie or a cookie that is for a set period of time.

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Understanding Your chosen Program

All vendors will have guidelines that you must adhere to, make sure you read and understand them. It is no use further down the line saying you weren't aware of their terms and conditions, most affiliate programs have a box that you tick to say you have read understood etc, all vendors will refuse to pay and will **not** pay affiliates who do not adhere to their terms.

What are the program vendor's terms and conditions for payment?
Is there a minimum amount you have to earn in commission before they will pay you out? Is this amount achievable?

Is there a minimum criterion you have to meet in order to get paid?
For example, Clickbank® has a strict Customer Distribution Requirement that you must meet before you get your first payout.

Is there a need for you to have your own PayPal account? Any vendor using the Rapid Action Profits scripts will not be able to pay you your 100% commission if you do not have a Premier or Business account verified at PayPal.

How will your vendor pay you? Do you need a bank account? Do you need a PayPal Account? Will they direct debit payment to you? How much are they going to charge you to receive your commission? **Yes, that's right!** They charge YOU to receive Your Money.

We will discuss various programs in more depth on the next few pages. There is not one that is perfect, but there are some that

really are better than others. 😊

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Different Affiliate Programs

ClickBank®



Clickbank® has been around as a digital market place for over 10 years, it is a well established program with a wealth of products in its market place for you to choose from. It cost nothing to sign up to Clickbank® and create an account as an affiliate.



On the top menu bar click the link that says Sign Up. Fill in all the details and agree to their terms and conditions.

A screenshot of the ClickBank Sign Up Form. The form is titled "ClickBank Signup Form" and includes a language dropdown menu set to "English". The form contains several sections of input fields: "Where shall we send your checks?" with fields for Country (UNITED STATES), Payee Name, Street / PO Box, Suite or Apt #, City, State (ALABAMA), and Zip / Post Code; "How can we contact you?" with fields for first and last name, email address, email confirmation, preferred language (English), phone number, and website address; and "Select an account nickname for your new account" with a field for Account Nickname. There is a checkbox for "Check here to receive targeted, account specific promotions from ClickBank via email:". Below the form is a "Client Contract" section with a scrollable area containing the terms and conditions. At the bottom, there is a checkbox for "I have read and agree to the terms and conditions." and a "Submit" button.

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One part of their form asks you to select an account nickname this has to be a combination of 5-10 letters and digits.

Select an account nickname for your new account

Account Nickname ≠ (5-10 letters & digits):*

Choose something that you will easily remember, this nickname is the key to logging into your Clickbank® account.

Once you have your account up and running, you can then go to their marketplace and check out all the products they have available for you to promote.

Clickbank® Offers reliable tracking and their useful reporting section allows you to view lots of information about your account.

Weekly Sales Snapshot

Week Ending	Gross Sales
2010-09-15 (current week)	\$0.00
2010-09-08	\$3.93
2010-09-01	\$0.00
2010-08-25	\$0.00
2010-08-18	\$0.00

Daily Sales Snapshot

Mon	Sep	13	\$0.00	
Sun	Sep	12	\$0.00	
Sat	Sep	11	\$0.00	
Fri	Sep	10	\$0.00	
Thu	Sep	09	\$0.00	
Wed	Sep	08	\$0.00	
Tue	Sep	07	\$0.00	
Mon	Sep	06	\$0.00	
Sun	Sep	05	\$3.93	
Sat	Sep	04	\$0.00	
Fri	Sep	03	\$0.00	
Thu	Sep	02	\$0.00	
Wed	Sep	01	\$0.00	
Tue	Aug	31	\$0.00	
Mon	Aug	30	\$0.00	

You can drill down as much as you'd like. With this account, you can see there has been just the one sale in the whole two week period.

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This was on Sunday 05th September – we can drill down and get to the sale to find out more information about it. In the weekly sales report, click on the week the sale was made. 2010-09-08 a new window opens up and will show the details of all transactions made in that week.

One item found.

Actions	Date	Time	Receipt	TID	Pmt	Currency	Txn Type	Item
	2010-09-05	07:53	<u>WQP*****</u>	WAR	PYPL	GBP	Sale-RB	4

One item found. Export options: CSV

‡ To view a list of country codes, please [click here](#).

Here you can see the date and time the transaction took place. The receipt number is asterisked because this is an affiliate sale. The TID is one that I set to track this particular product. (More on that later) The Pmt shows me that the purchaser paid via their PayPal account, they paid in GBP and it is a recurring monthly payment (Sale-RB)

Amount	Vendor	Affiliate	CC#	St.	Last Name	First Name
\$3.93			GB			

The next section of the screen shows the amount of commission earned, it would also give you the nickname of the vendor and the affiliate associated with the sale which country the customer came from and what their real last name and first name were, (I've edited those details out for privacy reasons)

Clickbank® has an excellent search dashboard for you to use.

Transaction Search

Search Criteria

Receipt: <input type="text"/> <input type="button" value="Go"/>	Preset: <input type="text" value="Select a date range"/>	Last Name: <input type="text"/>	Results/Page: <input type="text" value="100"/>
	Start: <input type="text" value="2010-09-01"/> <input type="button" value="select"/>	Email: <input type="text"/>	Vendor: <input type="text"/>
	End: <input type="text" value="2010-09-07"/> <input type="button" value="select"/>	Item: <input type="text"/>	Affiliate: <input type="text"/>

Credits (all) Sale Bonus Debits (all) Refund Chargeback Bounced Charges

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English

Marketplace
Choose from thousands of great products to promote

Find Products:  [Advanced Search](#)
[Search Help](#)

Introducing SocialPromote! Share products you like with your Facebook friends & earn affiliate commissions. [More Details](#)

Clickbank® has literally thousands of products for you to promote a recent addition is the ability to “Social Promote” so you can even earn commissions on recommending products to your Facebook friends. To use this feature make sure you log into your ClickBank account, before you create your hoplink.

Creating Your Hoplinks to promote Products

Once you have selected your products you want to promote then you have to make your hoplink – remember this is your unique identifier to the system.

Let’s say my Niche is the Pet niche, so I have gone to the marketplace, selected the category “Home and Garden” a sub category of this section is called “Animal Care and Pets” that’s the section I want to look at.



Results [Marketplace Help](#)

Displaying results 1-10 out of 381 (pg. 1 of 39)

Results per page: 10

Home & Garden : Animal Care & Pets

Clickbank informs me there are 381 products listed and to choose from in this section of their marketplace. We need to drill down even further to find our product to promote.



Home & Garden : Animal Care & Pets

Narrow Results by:
Product Type | Language | Billing Type

Sort results by:
Popularity Low to High
 High to Low

Here we can sort the products according to our requirements.

We are looking for a product that is popular, has a reasonable

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payout amount and has a high gravity score. The gravity score tells us that other affiliates are successfully promoting this product too.

Ideally, we are looking for a product that already has some affiliate tools we can use to promote it, unfortunately not a lot of them do.



The screenshot shows a product listing for "How To Build A Chicken Coop". The product description includes "Building A Chicken Coop Plans - Proven Long Record Of Great Conversions - 75% Payout - Free Affiliates Tools Here:" and a URL: "http://www.buildingachickencoop.com/affiliates.htm". The average price per sale is listed as \$19.99, and the gravity score is 59.44. The category is "Home & Garden : Animal Care & Pets". There is a "Promote" button and a "Vendor Spotlight" link. At the bottom, there are social media icons and a "Like" button with a count of 52.

The product above meets the criteria we are looking for. The payout is just under \$20, and it has a reasonable gravity score of 59.44 there are also some good affiliate tools provided for you to promote it. The link to the affiliate page is wrong, but you can access the tools from their site quite easily.

Their affiliate tools page is located here

<http://www.buildingachickencoop.com/affiliates.html>

We are going to promote this product, we click the promote button and a new screen opens us like this one. If you are logged into your Clickbank account, your nickname will already be showing in the top box. The second box is for any tracking ID you want to add.



The screenshot shows a form titled "Affiliate Program: Promote Products for 'CHICKCOOP'". The form includes a language dropdown menu set to "English". Below the title, there is a message: "You can earn 75% for each paying customer you refer to this product. For details please enter your account nickname and tracking ID (if you have one):". There are two input fields: "Account Nickname:" and "Tracking ID (Optional):". A green "Create" button is located below the input fields. At the bottom of the form, there is a link: "No account nickname? Click [HERE](#) to sign up first. It's free!". A "Close Window" button is located at the bottom right of the form.

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Adding a tracking ID is useful to remind you of where you are promoting the product and which actual product it is. For this example we are going to choose a tracking ID that identifies the product so we input "plans" as the tracking ID. Next hit the create button and your new encrypted link is created for you with the TID.

Affiliate Program: HopLink for 'CHICKCOOP' Close

ClickBank pays you 75% when you sell CHICKCOOP's product. To refer a customer send them to this domain name:

<http://1110b9u-gmxj4mebqan8sd-a64.hop.clickbank.net/?tid=PLANS>

Copy the following HopLink HTML code and add it to your web page:

```
<a href="http://1110b9u-gmxj4mebqan8sd-a64.hop.clickbank.net/?tid=PLANS" target="_top">Click Here!</a>
```

WARNING: Due to the possibility of transcription errors, we recommend copying the HopLink from this page instead of typing it manually. To copy the HopLink, click on the text of the HopLink and either right click and select copy or hit Ctrl-C.

This HopLink has been encrypted by HopLink Shield. It represents an encrypted version of the traditional HopLink format of <http://affiliate.vendor.hop.clickbank.net>.

Close Window

Copy and paste the links to a text file on your computer make sure to save the file for future reference. I have all my affiliate links saved in a file on the desktop and it's simply called "Affiliate Links"

Now we have our unique ID we are going to use this to promote the product. Let's see how to knit it together.

From the affiliate page, go and select an image to use and add it to your webpage or blog. The banner one is nice and clean and the right size.



Leaderboard 728 X 90 - Image Above Shrunk To Fit

We need to save this image to our computer, so right click on it and choose "save as".

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The next step is to upload the image to our hosting space / website. Place the picture into your images folder inside your public_html folder. We have named the image chickens3.jpg.

To add the image complete with the affiliate link, we have added the following text to a text widget in our wordpress theme. The theme we are using allows for one leader board style add to be added to the top of all the pages/posts. By adding the code there, our advert and affiliate link will be shown on all the sites pages.

Here is the code the first line `` is our affiliate link and the second line `` tells the page where to look for the image to display to the visitor.

```
<a href="http://1110b9u-gmxj4mebqan8sd-a64.hop.clickbank.net/?tid=PLANS" target="_top">
```

```
</a>
```

When anyone clicks on that image they are taken to the sales page for the product and take along with it our affiliate ID, so we can get credited for the sale. The bottom of the ClickBank order form will show [affiliate= your clickbank ID. Your Tracking ID.

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[affiliate = js33ukms.plans]

When anyone orders the product having come from our site, we get credited with the sale and earn the 75% commission promised.

If there is a refund requested, their system automatically takes care of that and deducts any awarded commissions from your account.

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All clicks are recorded and tracked by Clickbank and all payments to the vendor and the affiliate are processed by Clickbank. You do not need a PayPal account to be a Clickbank affiliate however you do need a regular checking account. You have to meet their strict Customer Distribution Requirement before they will pay out your first commission check.

PaySpree



<http://payspree.com> Free to sign up to as an affiliate, their products compensations rates range from 50% to 100% commissions.

Payspree charges a small fee from every sale. The fee is payable by either the vendor or the affiliate dependant upon who the sale was credited to. Fees are paid to the program operator on a monthly basis at the start of each month. Payspree currently has 274 products listed in its marketplace.

Payspree does not work the same way as Clickbank by sharing each individual sale it works by sharing the sales between the vendor and the affiliate. Unless you are promoting a 100% commission product, the first sale you make, always goes to the product vendor.

Here's how sales will be paid out at each level.

Sale #	50%	60%	75%	100%
1	Vendor	Vendor	Vendor	Affiliate
2	Affiliate	Affiliate	Affiliate	Affiliate
3	Vendor	Affiliate	Affiliate	Affiliate
4	Affiliate	Vendor	Affiliate	Affiliate
5	∞	Affiliate	∞	∞
6		Affiliate		

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Affiliates are responsible for refunding any sales that are credited to their account and subsequently requested to be refunded. If you do not refund a sale when a refund is requested your account can be disabled. Payspree provides tracking and reporting statistics similar to Clickbank.

All payments to both the vendor and the affiliate are allocated through the Payspree system automatically. You have to have a PayPal account in order to use Payspree.

A typical affiliate link for a Payspree product will look like this
<http://payspree.com/786/Username>

Payspree's products are growing and it can be worthwhile taking a look at their market place to see if there is a product or two that you could add to your site and promote as an affiliate.

Paydotcom



<http://Paydotcom.com> is another market place style of system and has a large number of categories and products for you to choose from.

To sign up as an affiliate is free, vendors are allowed to pay your commissions either by cheque or by PayPal, the majority pay using PayPal, some will pay via pay people online, which unfortunately eats even further into your affiliate payout.

All vendors are responsible for paying their own affiliates via whichever method they choose.

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Paydotcom currently has thousands of products listed in its marketplace. You can browse for products to promote using their online search system; this system is very similar to the one at Clickbank you can search by categories, subcategories or just by a single keyword.

Unlike Clickbank where your affiliate sales are grouped into the one affiliate account and each vendors sales contribute to the one account, with Paydotcom, like Payspree, each sale you make is treated individually and your commissions are paid individually, Payspree does however pay these commissions directly into your PayPal account.

Paydotcom provides tracking and sales statistics in the form of Raw Clicks, Unique clicks, sales, refunds and conversion rates.



The screenshot shows the 'Affiliate sales' section of a Paydotcom dashboard. It features a red 'DOT' logo and a blue header 'Affiliate sales:'. Below the header is a link 'View All My Affiliate Sales In Last 30 Days'. The main content is a table with columns for 'Product Name:', 'Today:', 'Yesterday:', 'Last 7 days:', and 'Last 30 days:'. The table contains two rows of data. The first row is for 'Totals: for all products below' and the second row is for a specific product with a 'Unit price: \$27.00'. Each cell in the table displays 'Aff Sales: \$0' or 'Aff Sales: \$12' and includes a 'See details...' link.

Product Name:	Today:	Yesterday:	Last 7 days:	Last 30 days:
Totals: for all products below	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$12 See details...
Unit price: \$27.00	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$0 See details...	Aff Sales: \$12.00 See details...

Some Paydotcom vendors will provide you with affiliate tools to use such as Banners, ready made emails, blog posts, etc,

To promote any product from Paydotcom, you create your link from inside your account for the product you want to promote.

A typical affiliate link for a Paydotcom product will look like this.

<http://paydotcom.net/r/87756/AccountName/26107650/>

Any vendor using the Paydotcom system has a right to refuse to accept you as their affiliate.

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Rap Bank



To sign up to Rapbank as an affiliate again it's Free simply hit the Join now link and create your account.

Rapbank is another marketplace where sellers list their digital products for you to promote. Rapbank is a little complicated and does not quite work the same as Clickbank, Payspree or Paydotcom, it's somewhere in between all three. The free account set up is sufficient for anyone who is just looking at becoming an affiliate for any product listed at Rapbank.

Statistics for your account will show you how many sales you have made, how many clicks have been made and how much commission you have made from promoting each product.

This is what a typical affiliate link looks like for a Rapbank product.
<http://rapbank.com/go/1846/112/make-money-blogging.html>

You can promote whole categories from the Rapbank Marketplace
<http://112.rapbank.com/products/category/affiliate-marketing/>
or just the whole marketplace itself by just using
<http://112.rapbank.com/products/>

as you can probably tell from these links, our account ID at Rapbank is 112

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Rapbank was created as a place where all Rapid Action Profits script owners could get together and list their items for sale. The benefit to the affiliates is that you have a place to go to find these instant paying commission products this is a lot easier than having to search through Google for sites "powered by Rapid Action Profits".

When you promote a product through Rapbank, Rapbank does not pay you, the vendor of the product pays you automatically through the use of their script, since all Rap Bank listed product owners use the same script as their sales, affiliate and marketing system, the commissions are paid the same way the Payspree system works.

If you have been paid for a sale and then subsequently the purchaser requests a refund, you as the Affiliate must honour that refund. All Rapid Action Profits script users have a right to refuse to have you as their Affiliate and can ban your account from within their dashboard.



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E-Junkie



E-junkie sells both digital and tangible goods and currently reports to have 8500 active merchants.

E-junkie does not have a marketplace separated into categories or subcategories, and it can be really difficult to find your niche related products to promote.

With E-junkie each merchant is responsible for their own affiliate scheme and define their own terms and conditions, i.e. what commission percentage they will pay, how often they will pay you, what currency they will pay you in and the level of commissions you have to meet before payment is made to you.

As an affiliate promoting a vendors product at e-junkie you do get access to the basic statistics of how many sales you have made for that particular vendor, there is no reporting of clicks through your affiliate links.

Click2sell



Click2sell currently lists over 871 products in their marketplace; you can search through the marketplace by category or sub category, you can see the popularity, or % of sales made by affiliates etc.

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Marketplace search

Search

Category

Sort by

Results per page

- Rank
- \$ per Sale
- Commission %
- Conversion %
- % of Sales made by affiliates**
- Popularity

Signing up for an affiliate account is free, click2sell pay commissions three weeks after the month end and you can select to be paid either via PayPal or MoneyBookers and in a choice of currency.

Click2sell provide reasonable at a glance statistics for you to search through. As this is a newly opened account, there is nothing to see, but the picture on the next page will give you an idea of their reporting capability.

Current Time: Friday, September 17, 2010 04:15:00 AM Select statistics period Today

	Visitors [?]	Sales	Conversions [?]	Refunds	Income [?]	Refunded money	Commissions Fees [?]	Profit
My own	0	0	0.00%	0	0.00	0.00	0.00	0.00
Affiliates	0	0	0.00%	0	0.00	0.00	0.00	0.00
Total	0	0	0.00%	0	0.00	0.00	0.00	0.00
0.00 GBP								

When you are looking at which products to promote through their marketplace you can click on more info and get detailed information regarding both the seller and the product.

Product Details

Merchant Name:	Ebiz Depot (contact)
Merchant Pays Via:	PayPal 
Merchant Rank:	0.0%
Product Price:	29.99 USD
Earn %:	50.00%
Earn USD:	15.00 USD
Date Added:	22-04-2009

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You also get to see detailed product information how it converts, what the refund rate is like how popular it is and where the sales are made. As you can see from this screen shot, this product is mainly sold through affiliates; and the refund rate is 8%

Product Statistics

[?]	Conversion %:	0.62%
[?]	Refund %:	8.00%
[?]	Affiliate Sales %:	91.00%
[?]	Popularity:	2.18%

[Create affiliate link](#)

With click2sell, you have the option to create your affiliate link that will go straight to the vendors' sales page, or you can create your own promotional page for the vendors' product and create your affiliate link so that it goes directly to the products checkout page.

The whole click2sell system is very similar to Clickbank, with one exception; the vendors have to pay the affiliates through the system, as an affiliate you are not paid by click2sell directly. Click2sell do state that they ban vendors from using their system if they do not pay the affiliates their rightful commission.

As you can see there are a lot of digital market places to choose your products to promote from, and they are all different in the way they operate their systems, methods, reporting, tracking and payments, you may even find the same product listed at different marketplaces with different commissions being offered. Take your time to look around and find the best deals before you begin your promotions.

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A lot of internet marketers prefer to run their own in house programs too. If you find a product that you really like and want to promote it, have a look at the bottom of the main sales page look for the words "Affiliates" or "Associates" sometimes even "Partners"

If when you visit the page the affiliate program is not visible use Google to see if they do have a program you could join.

These two web sites contain a list of an enormous number of affiliate programs that are available to join.

<http://www.associateprograms.com/>

and

<http://www.top-affiliate.com/>

Other Affiliate Methods

Network Style Affiliate Programs

There are several affiliate program networks on the Internet where you can find a wide range of merchants in different categories. Remember that although these programs are all on the same site, they are independently owned and operated by each merchant; the network just brings the merchants together in one place for the affiliate to find.

The affiliate signs up to the network, the merchant signs up to the network and the network manages both the affiliates and the merchants.

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Examples of networks are:

Commission Junction: <http://www.cj.com>.

Commission Junction is one of the leading affiliate program networks with over 2,000 merchant programs to choose from.

Maxbounty <http://www.maxbounty.com>

ShareaSale <http://www.shareasale.com>

If you decide to join one of the networks, always make sure to read their terms and conditions. Comply with their rules and all should be fine. As with other types of affiliate programs, your commission is not paid by the network, but by the individual merchants/advertisers signed up to the network. For example MaxBounty state this in their terms and conditions. "Commissions will only be earned on Actions reported by the advertiser, and only after MaxBounty receives full payment from the Advertiser. MaxBounty is under no obligation to pay Affiliates for Actions which are not paid by the Advertiser"

CPA stands for "Cost Per Action", and compared to standard affiliate marketing, when you promote CPA offers, you can actually make money without having to generate a single sale.

This is the most appealing part of CPA because it gives even the newest of marketers the opportunity to generate an income. When you send the visitor to the clients page and they complete the required action, you get paid for the visitor having done whatever was required of them, be it simply submitting their email address or telephone number into a form, or filling out a simple short survey online. If you were responsible for sending the visitor, you get rewarded for it.

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CPA networks operate as a "middleman" connecting publishers and advertisers together, they co-ordinate the placement of offers from these publishers and advertisers with you the affiliate marketer. The CPA network takes a fee; or percentage of the offered price and pass the remainder of the fee onto you the affiliate marketer.

Once you have been accepted into their network you are given a unique affiliate link to promote the offer from.

Unless you have a high volume of traffic to your site, or are willing to pay to send traffic to your site, it may take you a long time to get paid by a CPA network. The minimum payout threshold on most CPA networks is generally \$50.00, so if you are receiving \$0.50 per email address submitted and only have 5 visitors a week, it could take you a long while to hit that minimum payout threshold.

There are other networks that will pay per view of their banner ads etc; again you need a high traffic site to earn money from these methods.

Different Commission Structures

Pay Per Sale: One of the most common forms of affiliate marketing incentive is called Pay Per Sale (PPS). This is where the visitor clicks a link and makes a purchase. Your reward is a percentage commission for that sale.

You can make the most money from this type of affiliate marketing program on items that are considered "high ticket" items, i.e., sophisticated software like Adobe (Macromedia) Dreamweaver that retails for \$899, a 10% commission of this sale is \$89, a 25% commission of this sale is \$224.75.

It is important it is to pay attention to the amount of the commission percentage being offered.

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If they were only offering a 2% commission on this same \$899 item you would only earn \$17.98.

If there is a guarantee period offered with the product sold, you will lose your commission altogether if the purchaser returns the product and requests a refund.

Pay Per Lead: (PPL) These type of programs are extremely popular. With this type of program, you are paid for every enquiry that comes from your site to the advertiser's site, provided the visitor meets the criteria required by the advertiser. For example, the visitor may have to be within a certain age group or have a certain income level.

Because no purchase is involved, the chances are higher that the visitor will be "converted" from being a website visitor to a prospective customer when they complete the required action of entering their contact information on the lead form on the advertiser's site.

Commissions for these kind of programs are not as generous as pay per sale affiliate programs.

Pay Per Action: (PPA) In this type of affiliate marketing program, the advertiser pays you when your referred visitor decides to download a trial version of their software or report.

Companies that offer electronic goods and services, such as publishers, computer and software companies dominate this particular market. Sometimes, campaigns for pay per action are often used in combination with pay per sale. The "try before you buy" option entices the visitor to download the product for a set trial period.

You are not guaranteed with this method of promotion that the visitor will eventually purchase the product, as having tried it, they

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might not like it, or they may just be content with using the trial version without upgrading to the Pro version.

Pay Per Click: (PPC) This method is commonly used by "contextual Ad" companies, Kontera™ being the most widely known one. When a visitor hovers over a word their advert box pops up with a link to a relevant product. This is one of the easiest affiliate marketing programs to promote, as the content is already there on your website or blog.

Commissions for this type of program can be very small, some as little as \$0.02c per click, payouts can take a long time to achieve when using this kind of advertising / affiliate method of promotion. The busier your site, the more chance you have of making money with this kind of affiliate promotion.

Most of the methods mentioned above require you to have a fully functioning and already indexed web site or blog.

Promoting Your Chosen Product

It is important that you have your own domain name and hosted site, whether this is a blog or an html site doesn't really matter, you will not be considered a viable affiliate to any network if you do not have and own your own web presence.

Do not be tempted to cut corners and use a free blogger account or free hosted space, most of these companies, do not allow any kind of affiliate promotion to be run from these kinds of sites.

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If you are serious about earning money as an affiliate marketer you really need to invest the few dollars required to have your own domain name and hosting account. It doesn't matter if your source this from the cheapest domain registrar and the cheapest hosting provider, but you **must** be in control of your own site. Imagine the heart break of waking up one morning and finding that your free host has deleted all your hard work, just simply **do not** let yourself be at the mercy of others.

With the plethora of templates available to work with, hosting your own wordpress blog is the quickest and easiest way to set up a web presence. If you have no idea how to set a blog up, there are lots of people on <http://www.fiverr.com> who will do this for you. Here is a link to a free download on how to set up your blog on your own hosting account <http://www.24hourwordpressguru.com>

Try and stay away from ready made templates provided by some affiliate programs, this is where the vendor provides you with your own affiliate page. What you really need is for your site to be unique, not a clone of the original. If possible stay away from flashing and rotating banners too.

The products you choose to promote should compliment your sites Niche / theme. For example it is no use promoting get rich on the internet type products on the site <http://www.chickenrearing.com> anything to be promoted on that site needs to be related to, Yes, you guessed it keeping or rearing chickens, or any other breed of fowl.

We have started to monetize the site with the Clickbank product and an affiliate program that will pay 8% commission per sale on any product bought from the vendors' site. For now that is all we are going to use, we do not want the site to look like one big

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advert, we want the site to be built into an authority site, so that when the surfer is looking for information on Chickens, they will be directed to the site by the search engines.

Building your site into an authority site takes time and a lot of dedicated hard work. Try to discipline yourself to add at least one article / post per day or every other day, use as many targeted keywords in your articles / posts as you can, but don't be tempted here to use too many.

Keep your content fresh and up to date and on topic for your niche. If you have used a product you are promoting, write an in depth review on it. Say why you like it or don't like it, list it's positive and negatives etc. by doing this, you are pre-qualifying for visitor and when they leave your site for more information, they'll spend their time looking for the buy button, not reading the sales page in great depth.

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Do's and Don'ts

Do's

- Do make sure you save your affiliate links to a text file on your computer.
- Do make sure you save any graphics to your computer and upload to your webhosting space.
- Do make sure that your images show up on your website.
- Do make sure that the images are clickable and go to the right site when they are clicked on.
- Do check that your affiliate link goes to your affiliate account use the tracking statistics provided by the program you are using.
- Do make sure you can accept payments in the currency offered by the Vendor / Network.
- Do check that any CPA offers you are promoting are still current; sometimes campaigns are halted or replaced by newer ones.
- Do join affiliate marketing forums, ask questions, interact and learn from other affiliate marketers.
- Do make sure that you understand any terms and conditions placed upon you the affiliate by the network you are promoting. Don't mix programs if you are not allowed to.
- Do keep your website current, and up to date with fresh content.
- Do periodically test your order links to ensure that any vendors' product you are promoting through Clickbank is still using Clickbank as their affiliate program.
- Do periodically test your links to products you are promoting and are listed on PayDotCom, PaySpree or RapBank to ensure they are still live and in business.
- Do work hard to drive traffic to your site. If you have time, write articles on your chosen Niche / topic and submit these to the popular article directories.
- Do join in discussion forums related to your niche / site theme, use the signature file to link back to your site.

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Don'ts

- Don't expect to earn a fortune overnight, it just doesn't happen. Anyone who tells you otherwise is lying.
- Don't break the rules of any agreements you have signed with the networks or other affiliate program managers.
- Don't spam anyone with unsolicited email messages.
- Don't forget to place a notice on your site and a warning in your email communications so you comply with the FTC guidelines.
- Don't keep promoting a product or service if you are not making commissions / sales, or if the vendor has made changes to the program.
- Don't forget to make use of any marketing materials the program vendor may have provided. Banners, Graphics, email messages or text ads. Remember though to stay away from any duplicate content, rewrite the emails, re word the adverts so they are unique to you and your site.
- Don't load your site with lots of flashing, rotating, blinking banners that make it look like a firework display!
- Don't give up, if you are rejected by one network, try another.

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