

Affiliate Marketing: Are the odds against you?

By David Fountain

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I was doing my everyday research this morning, which usually starts with submitting a request to my Internet Service Provider's Search Engine. As I scrolled down to the bottom of the page, I happened to glance at the total search results for "Affiliate Programs."

Wow. (1 - 10 of 1726760)

Say it out loud, "One through ten out of One-Million, Seven-Hundred, twenty-six thousand, Seven-Hundred and sixty."

That is more than a few truckloads.

I read and write ads, webpages, sales copy, testimony, articles, Frequently Asked Questions, and Terms of Service documents everyday. I am a professional network marketer. It is what I do. If I don't, I lose income. Let me speak from experience here, once you lose income, its all downhill from there! hehe

Just about every company is very quick to tell you how they have Thousands, if not Millions of Affiliates working for them and thousands are signing up everyday under them, so you better act fast to get in at the top.

ACT FAST? What they mean is DON'T THINK. (That's another article!)

Get your calculator.

Every Company has to have at least 2 Affiliates. That is 3,453,520 people. If it has just one, then it's not an affiliate program. He is called an owner.

We now need to find an average of the number of affiliates in all the programs combined. Lets pick a very modest number for the top company. Let's say they have 1,000 members. So the average number of people in all companies is 500.

Simply multiply the number of people by 500. You get 1,726,760,000 people involved in affiliate programs. HEY, That's almost 2 Billion!

Nice BIG number.

Oh yeah, I almost forgot. Go here and see how many people are in the United States right now: <http://www.census.gov/cgi-bin/popclock>
Go ahead, I will wait.

The number was 287,565,230 when this article was written.

See my point? Even if we take into account that different people are signed up for, or own, more than one program, and have a couple of different websites, STILL, what do you think your odds are of your tiny email list is going to place an affiliate in your downline month after month unless you have connections and a powerful company behind you?

I wrote this article in an effort to help you look at things from a different point of view.

As always, a last tip: THINK before you CLICK!

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