

# Affiliates Should Give First and Sell Second

By David McKenzie

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As an affiliate your primary goal is to make a commission on the sale of a product you are re-selling.

However, it is important to know the best method to getting this result. For the affiliate the best method may be different than for the direct seller.

As a direct seller, selling up front without getting to know your visitor is a viable option. It does work, however it relies heavily on a well-crafted sales letter.

For an affiliate, there is another way to 'get the sale' and it involves getting to know your visitor before they buy through you.

With this method you develop your web site to be as content rich as possible. Articles, newsletter archives, tips and advice.

Then visitors visit your site to read the valuable content, not to buy from you.

However, what actually happens is that these visitors come back again and again to read your content.

Eventually after coming back to your site a few times they feel like they know and trust you. When they feel like this they will end up buying what you are offering.

Throughout your web site you could be selling different affiliate products and it is these products that your returning visitors will buy.

How do I know if this works?

Well, I have set up a web site in just this manner and over

the years it has produced countless affiliate product sales.

They come for the content but you end up getting the sale!

Resource Box

David McKenzie is offering a Free Email Course

"5 Tips to Being Successful with Affiliate Programs"

== <http://www.1sthomebasedbusiness.com>

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