

# An Affiliates' Goal is to Make Money!

By David McKenzie

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Why do you join affiliate programs?

Is it because you like the product you are re-selling?

This may be part of it, but the real reason any affiliate joins an affiliate program is because they believe they can make money out of it.

When you join an affiliate program you are predominantly thinking about the money you can make through the affiliate commissions.

So with that being your primary objective then you should look at affiliate programs that give you the greatest probability of making money.

Your search should start with 'what' to re-sell.

2 of the biggest sellers online are:

1. Information products
2. Software

Information products include ebooks, newsletters, manuals, member subscription sites, email courses and countless other ways in which information is disseminated. The software you can re-sell is so broad ranging I could not possibly list them all here. There are that many software products!

I am not saying that you need to sell information products or software to be a successful affiliate.

There are hundreds of extremely successful affiliate programs selling all sorts of things that do very, very well.

But to satisfy your primary objective of making money with affiliate programs you need to focus on what sells.

That means choosing quality affiliate programs. If you have trouble finding quality affiliate programs then narrow your search to information products or software.

2 places to look for quality affiliate programs are [associateprograms.com](http://associateprograms.com) and [clickbank.com](http://clickbank.com)

To be a successful affiliate you need to concentrate on quality affiliate programs. Make it easier to make money with affiliate programs by joining the right affiliate program.

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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