

How To Sell Through Other Peoples' Articles

By David McKenzie

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When you join a high quality affiliate program the affiliate program operator will provide you with many different promotional tools.

As well as traditional banners, these might include text links, ezine ads, interactive banners, buttons, sig files and others. Sometimes they will even give you their own articles.

The best thing about using THEIR articles is that you can have an affiliate link in the resource box at the end of the article.

A smart way to use the affiliate link in the resource box is to "hide" your affiliate link code.

How do you do this?

There are 2 ways to do this, the 2nd way being more advanced.

(Note: The example uses the current information from the <http://www.1sthomebasedbusiness.com> affiliate program)

These 2 examples assume that the affiliate program operator has not put your affiliate code in place.

1. Partially hidden affiliate link

```
a href="http://hop.clickbank.net/?xxxxx/brisney"  
http://www.1sthomebasedbusiness.com/a
```

For this affiliate program you would replace "xxxxx" with your own affiliate link code.

What this link will now show is <http://www.1sthomebasedbusiness.com> on your web page AND the affiliate link 'behind it'. You cannot see the affiliate link directly but place your mouse over it and it will show up.

This is a partially hidden affiliate link.

2. Fully hidden affiliate link

Here, I will put in some additional code which prevents the visitor from viewing the code when the mouse is placed over the affiliate link. Your code will now look like this:

```
a href="http://hop.clickbank.net/?xxxxx/brisney/" OnMouseOver="window.status='http://www.1sthomebasedbusiness.com'; return true" OnMouseOut="window.status="" title="http://www.1sthomebasedbusiness.com"
```

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

Now when you place the mouse over the affiliate link you cannot see the code.

Why is this so important?

Well, when your visitor is reading the article (including the resource box), it just looks neater and more professional. There is nothing worse than looking at an affiliate link! But it's still there, it's just 'underneath'.

Using other people's articles to sell products and services through affiliate programs means you are using one of the most powerful marketing tools available to affiliates.

I know. I do it and it works!!

Resource Box

David McKenzie is the author of a new e-book titled "The Facts You Should Know About Affiliate Programs"

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