

Pick a Category, Sell then Sell Again!

By David McKenzie

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Many affiliates complain that it is just too difficult to focus on fewer affiliate programs. There are just too many good ones! But it really is imperative to your success as an affiliate.

One way around this problem is to pick a theme for your affiliate programs. Your theme could be travel or music. Or your theme could be certain types of information products.

Clickbank - <http://www.clickbank.com> - is perhaps one of the largest groups selling digital information products. There are thousands of web businesses selling all sorts of products with a network of over 100,000 affiliates.

Although they only offer a single tier affiliate program for each product, the commissions are usually very high, often 50%.

But why is this so important?

What ClickBank do offer are their digital information products split by category. It allows the affiliate to focus. If you go into the shopping link from the home page you will see a number of categories.

For instance, you could click on the category Business to Business and then Education. Or you could click on the category Health and Fitness and then Diet.

When you click on each of the categories or sub-categories you can view a list of all the products being sold in that category.

You could select the top 10 in Business to Business / Education or the top 10 in Health and Fitness / Diet and join each of those 10 affiliate programs.

Here is a little tip: each product is ranked by how many sales are made so you can be sure that the top 10 in each category

are the best sellers. It is better to become an affiliate of the best sellers.

By joining 10 affiliate programs in one category you are still selling 10 different products as an affiliate but you will be far more focussed than 90% of all other affiliates. That is because you will be selling similar items.

This makes your marketing job just that bit easier. All products will be suitable to the same market so you can sell each item to your email list over a period of time. This means you can sell up to 10 times to the same list. This is much better than trying to sell golf clubs to fishermen!

Focus is one of the true keys to success with affiliate programs. One way to focus is by selecting a particular category.

Selling 10 of a similar item to the same audience is about 95% easier than selling 10 different things when it comes to affiliate programs.

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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