

Secrets To Starting Your Own Successful Affiliate Program

By JC Anderl

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Imagine getting all of the benefits of hiring your own sales team without any of the hassles of hiring and managing employees. Sound like a dream come true?

Welcome to the world of affiliates. That's basically what you are getting when someone signs up as your affiliate. They sell your product however they want, and you just pay them a straight commission. No headaches, no hassles. As long as you do it the right way, it can really work wonders. Read the following tips on getting your affiliate program up and running the right way.

Get your program setup

You should automate the affiliate program with a quality program such as Web Business Wizard. They can keep track of all your affiliate details for you as well as offering other important services.

If you want to manage your affiliate program yourself, you can buy some CGI scripts at www.cgi-resources.com .

More on Web Business Wizard at:
<http://www.redlionbooks.com/zlinks/webbizwiz.htm>

Pay your affiliates well

There are plenty of affiliate programs on the web, but few are worth anyone's time. I've seen programs paying out 2% on a fairly cheap product. That is a waste of time for anyone, and very few people will promote it heavily or for very long if they aren't making money. It is important to make it worth their while for an affiliate to sell your product.

I'd recommend paying out at least 20% if you can still make a decent profit on sales. Paying your affiliates well will greatly improve the odds that they stick with your program and continue to send you sales. Remember, a smaller profit on a large number of sales is better than a larger profit on few sales.

Offer a quality product or service

This tip could be extended beyond just your affiliate program. The quality of your products can make or break your business and your affiliate program along with it.

Getting your own affiliate program can really boost your sales. The sooner you get one started, the sooner you can enjoy your added profits.

Best of luck to you,

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