

Direct Talk On Producing Affiliate Sales

By Joe Bingham

Direct Talk On Producing Affiliate Sales

Joe Bingham
thunderberry@msn.com

NetPlay Newsletters <http://www.netplaynewsletters.com>

While the Internet delivers a HUGE market of potential buyers, it also delivers a HUGE amount of competition for those buyers.

If you are into affiliate programs, what is it about your business that can make you stand out from all the other affiliates who are promoting the exact same site?

With the heavy competition around, promoting with a standard affiliate classified leading to a standard affiliate mirror site isn't going to cut it.

True, you could still get some sales this way, but if you're working toward building a sizeable residual income that can upgrade your lifestyle, 'some sales' isn't good enough.

You need to be more than just an affiliate, you need to be running your OWN business.

Here is THE KEY that can transform you from being just another affiliate, to a business owner.

YOUR OWN WEB SITE

Your own site:

- *increases credibility, creates your own business
- *can be listed with search engines
- *offers grouping of programs
- *offers addition of personal recommendations or testimonials
- *allows for single URL promotion
- *offers a format for repeat contact
- *gives potential for multiple program purchases
- *creates structure for better downline support

Credibility

You've heard it before, having your own domain name makes your business more credible. It gives people a focal point to see who you are and what you are involved in. You can then offer a business name that people can remember, and a place they can return to for future reference.

Search Engines

Affiliate mirror sites cannot be listed with search engines, your own site can. Offering portals to your chosen programs on your own site gives you the capability to list and promote your business through the search engines.

Grouping Of Programs

On your own site, you can group your programs together and let your site visitors choose from what you have to offer. This gives visitors more options to find exactly what they are looking for, and you the greater opportunity to make a sale.

Recommendations or Testimonials

A personal account or description of a program will mean more to people than just the basic sales copy on the affiliate site. You can even lead into benefits you feel are more important that perhaps the affiliate site does not stress enough. Also, this allows you to give people a different look at a program they may have seen before and passed on. Your opinion or testimonial of how the program has worked for you or your downline may persuade the skeptic to look harder as well.

Single URL Promotion

While you can still run individual ads for each program if you like, you can also run ads that cover a wider concept and lead people to your own site. This can also lead to respondents for an ad to one program looking into more than one while visiting.

Repeat Contact

This may be the best benefit of all. Most generally, people will respond to your ad only one time. From there, how do you maintain contact or encourage them to come back for additional visits?

At an affiliate site, there is generally only one concept and one decision to be made -- join or leave.

At your own site, you can offer groups of programs to visit, an ezine, information or humor content on the site, free ebooks, free products or promotional services, contests or giveaways, or any number of other items. In other words, your own site offers you the format to encourage REPEAT visitors, especially if you get

their contact information through an ezine subscription or product giveaway.

By retaining contact with your visitors, it makes your advertising more effective.

Potential For Multiple Purchases

With your own business, on your own site, you can build your own reputation. This definitely increases your opportunity for multiple purchases, especially with repeat contact.

Structure For Downline Support

The true power of geometric progression, and a key in making residual income, is accomplished by sponsoring a successful downline team.

With a definable business, created by having your own site, you can then offer better support for those who have joined your programs. The content you place on your site can be there not only to attract more visitors and keep them coming back, but to better educate and motivate your downline as well.

Also, it gives them a point of reference for staying in touch with you, and for keeping up with what you are doing.

All in all, having your own site provides more tools and opportunities for your business. I guarantee ALL of the BIG money makers on the Internet have their own web site.

In a competitive market, it just doesn't make sense to follow the crowd or stay with the 'typical' marketing plan for affiliate programs if you want to make more than just an occasional sale. If you are seeking true wealth through residual income, you need your own name and your own business.

You need to personalize, and create your own UNIQUE WORTH.

Want set up with Your OWN Professional site in just 3-4 days?

Including content, freebies to give away, contests for your visitors, free promotion, your own auto responders, list server, and a BONUS 5000+ Guaranteed Visitors to get you started fast? Check out <http://www.profitwebsites.com> Today! It's All There.

Written by Joe Bingham, Editor of the NetPlay Newsletters
<http://www.netplaynewsletters.com>

Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)