

How To Choose An Affiliate Program

By Joe Bingham

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What is the most important of these two factors in choosing an affiliate program?

1. What the program can offer you.

OR

2. How you think the program will sell to others.

Ignore for a minute whatever it is the program sells, and ignore what tools, freebies, or extras it offers. Strip it all away and look at the 'attitude' of the program.

What kind of 'feel' does it have? What kind of upline support does it have? Does it sound like something that is real and going to be around? Or does it remind you of the row of shouting salesmen at a fair time carnival?

When you sign up on a program, you are putting YOUR NAME alongside the techniques, attitudes, and reputation of that program. If you are planning to sell whatever that program sells, you are also committing yourself to believe in whatever that program sells.

Now considering that, does your opinion change about some of the programs you've seen, are considering joining, or have already joined?

Often times, we look at the 'excitement' of the sales page, and think to ourselves, "Wow! That has to attract a lot of buyers! I'll bet I can get a lot of sales from this program!"

Stop and think, though, is the program attracting you sensibly, or is it just hype? Does it offer anything REAL to YOU? Is there anybody standing behind the program? If you want more information, who do you contact? Is that clear on the site? Will

they contact you? Is anybody going to be around after you buy in, or will they be too busy running to the bank with your money?

What kind of person are you? Don't you think any program you join should reflect the kind of person you are?

So what is more important? What the program has to offer you? Or how you think it will sell to others?

Once you buy into a program, you will be selling to others the same thing that you just bought. If you liked what was there, if you wanted what it offered, if you thought highly of it, chances are most others will as well.

It will be 'individuals' looking at a program on your recommendation, not just 'people' in general. Individuals pay for things, individuals who will look to you as the one who got them into it. Can you proudly say, "This is my program, check it out!" Would you say that to people visiting you in your own home?

Or would you feel better hiding behind an affiliate ID number and just throwing your ads out in cyberspace to 'people' in general?

The only opinion in the whole world that you really, truly understand is your own. Don't judge a program on how you 'think' others will react to it, judge it by what YOU see and understand.

Why? Because that is what everyone else that visits the site will be doing.

Now, look at programs with a new mindset. Ask yourself where the people offering the program are located. Ask yourself how it will all work. Are they real people offering you information, or is it just a site asking for your credit card number?

It all boils down to a choice between programs with real people offering real information and value, and programs that are merely hype selling hype.

Sure, that row of shouting carnival salesmen will take in some money, but how long are they going to be in town?

If you are seeking true residual income, stick with value that plans on being around. That's something you can identify yourself, without trying to 'think' about what will sell to others.

For a program with REAL people on a REAL Mission, and a

Team concept aimed at Making a Success of their Proudly
Owned Business, check out The M.O.M. Team sponsored by
Sharon Last at <http://momsdreamjob.com>
Written by Joe Bingham, editor of the NetPlay Newsletters.
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