

4 Steps To Affiliate Success And The Real Deal!

By Anthony Farrell

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What makes a Netpreneur Successful? Is it new products, or services he introduces? Did they just happen to stumble on an unthought of idea? Where they in the right place at the right time?

It is true that the above applies in some cases, but only in a very small percentage of cases. So, if that's correct in what I'm saying, then how are the remainder successful?

Successful Netpreneurs borrow ideas from others, then add their own unique approach which makes the borrowed idea look more attractive. Old ideas can be improved upon.

For example...

Cars have been around for a long time now. When they first came out they were very basic and barely got you from A to B. Now look at cars these days, they can get you from A to B without breaking down so much. They are faster than ever before! So, what's different from the cars of old to the cars of today?

Not a lot, in so far as that the concept itself, except that technology has progressed at a tremendous rate and the packaging has changed. But, the idea remains the same. Do you follow what I'm trying to say here? A borrowed idea dressed up to offer a better, or improved package.

The same thing applies to Affiliate Programs. You can sell whatever products everyone else has sold. But unless you change the way you sell it, or improve it somehow, you won't sell a lot of the product. But if you either improve the product or service, or you can make it a more attractive offer, then you are doing what successful entrepreneurs are doing... offering the same idea, but in a different, or more improved way.

Why Affiliate Programs?

Affiliate Programs are the easiest, fastest and least expensive way to earn online. When you combine existing ideas with your own unique approach, there is no reason why you can't earn a lot of money with Affiliate Programs. So, let's take a look at some simple strategies that will help you make the most with Affiliate Programs...

Step 1: Generate More Traffic.

You need to get more people to visit your web site. This can be achieved by promoting more, submit articles, publish newsletters, create joint ventures, etc.

Step 2: Increase Conversion Rates.

Offer incentives to those who buy through your affiliate link. For example... free ebooks, software, courses, etc. People love gifts.

Step 3: Increase Your Profits Per Sale.

You could raise the price of your product or service. Or you could raise your commission per sale, especially if you can pull in good sales for the program you are promoting. Just ask the program owner or manager. You could also get more affiliates into your program or joint venture with more potential partners (this is extremely powerful).

Step 4: Sell More To Existing Customers.

This is the main one. Get the same customer to consume more products or services. This means more commission for you. This is the Real Affiliate Strategy! It is easier to sell to an existing customer than it is to find new customers... and it's cheaper too. Once you have a customer, keep in regular contact with them. Don't keep selling to them, otherwise they'll feel used and walk away. Get them to subscribe to your newsletter. This could be a bonus for them buying your product or service. If you don't have a newsletter, send articles to them every now and again. Make sure the information you send is relevant to them. They'll begin to trust you more and more, over time. Then, when you advertise, you will get guaranteed buyers of your product or service. Best of all, it will cost you nothing to advertise to them again!

The key strategy is Step 4, as this incorporates all the other strategies. Now this brings us to the Real Deal...

Recurring Income!

This is derived from existing customers. The difference here is that when you sell a product, you make a one time profit. With a recurring income you make a monthly profit from existing customers who pay a monthly fee for your product or service. This keeps going for as long as a person remains a paying customer.

Which do you prefer... a one time profit or a continuous income from a customer for a one time effort?

I know which I'd go for!

The bottom line is to focus on affiliate programs that offer monthly commissions. Work once and get paid for as long as that customer stays a member of your program. To do this it's best to sell a product to a person and then follow up with them afterwards. A person will more likely pay for a product than join a program where they have to pay a monthly fee. Use the steps above to help you get your new customer to join your monthly program. This is the Real Deal.

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