

# Affiliate Programs 101

By BB Lee

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Joining an affiliate program is one of the easiest ways to start an online business and generate income for your website. These revenue sharing programs are very popular on the net. And is the way many new entrepreneurs started online.

When you join an affiliate program your task is to promote the merchants services or products on your website or in your ezine.

This is easier than you might think because the merchants supply members with banners or links back to their site to promote the product. Plus they tally up your clicks or sales.

**But Beware!**

Make sure you understand all the details of the program.

Avoid MLM programs. Only the first tier group will reap rewards. Avoid any program where you recruit other affiliates. And your earnings are based on a percentage of their profits. Your profits plummet if your recruits abandon the program.

Affiliate programs pay their members a fixed amount for each sale, click through, lead, or banner impression.

Here's a simple breakdown of most payment plans:

-Pay per sale.

A commission is paid for each sale your site/ezine generates.

-Pay per click through.

You receive a payment for each valid click to the sponsors website.

-Pay per lead.

You receive a payment for each sales lead for a service or product.

-Pay per impression.

You receive a payment each time a merchants banner or link is displayed to the merchants site.

Joining an affiliate program is easy! Just be sure to select an affiliate program with appropriate services or products that match your targeted audience.

If your ezine/website attracts Rugged Out-doors motorcycle enthusiast, you certainly would not display maternity clothing or baby booties.

Or if your ezine/website attracts young teenagers, you certainly don't want to display senior citizen products like walkers or vitamins for older adults.

Always read the fine print. Make sure you understand the payment clause. Many affiliate programs will only send you payment after you've accumulated a certain sales amount. Anything from \$10.00 and up.

Affiliates might pay every other week, per month or per quarter. You will receive a payment if you reach the minimum balance in sales during that pay period. Most balances are accumulative. So, if you do not reach the minimum during one pay period it will be rolled over to your next pay period and added to any sales balances. Once again, read the fine print in the affiliate agreement when you sign up for pertinent details.

Here are a few popular affiliate programs.

Clickbank

<http://www.clickbank.com>

Commission Junction

<http://www.commissionjunction.com>

To find more affiliate programs, go to one of the search engines like:

Google

<http://www.google.com>

Type in affiliate programs. Click on the one's that interest you.

Are you a newbie and want an easy way to get into business fast? Join an affiliate program!

One Super Affiliate Rosalind Gardner shares her techniques and secrets in her newest ebook. Check it out if you want to get into business fast.

"Super Affiliate Handbook" Click Here:

<http://hop.clickbank.net/?xy123/webvista2>

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