

Affiliates Rulebook

By Niall Grennan

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Rule 1: Investigate not how much you will make from the sale, but how much it will cost the consumer.

Rule 2: Never lie to your visitors, only recommend a product if you have a reason too.

Rule 3: Only join programs which are strongly related to your websites content.

Rule 4: Don't join affiliate programs just because of how much they pay you.

Rule 5: Don't join too many affiliate programs, concentrate on a select few.

Rule 6: See through the visitors eyes at all times, how would you react if you were the visitor.

Rule 7: Investigate the merchants website design and navigation.

Rule 8: Think of the merchant's product as if it was your own.

Tip 1: Promote your programs in search engines, ffa sites, banner exchanges, when sending emails, in your newsletter or send an article about it as a press release.

Tip 2: Write an informative article about the features of the product or service, and then add your linking code at the bottom of the article as a simple click here text link.

Tip 3: Copy some testimonials of the product or service from your merchants website and place them on your website.

Tip 4: Keep your affiliate login and statistical information, as well as the email addresses of all your merchants.

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