

# 8 Reasons to Promote Affiliate Programs

By Richard Baker

## 8 Reasons to Promote Affiliate Programs

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If you have or intend to build a website, you should consider affiliate programs as a source of income from your website.

You should only adopt affiliate programs that are consistent with the theme of your website. Currently, there are thousands of affiliate programs available offering a variety of products and services. You name it and there are probably dozens of affiliate programs out there catering for it.

Why should you join affiliate programs?

1. No R&D. With an affiliate program you do not require your own product. You simply, sign up to the affiliate program and place links on your website. You don't require to undertake a long and costly research and development program. All you need to do is research the affiliate programs themselves.

2. No stock required. The merchant whose affiliate program that you are promoting holds the stock. You hold nothing.

3. Cost Savings. As you don't have your own product and you don't need to hold stock, your costs are reduced. The biggest savings come in staff costs, rent, customer support and insurance etc.

4. Lower risk and diversification. By combining different affiliate programs will create multiple streams of income. You can also diversify and spread your risk. If you do indeed have your own product or in fact, your own offline business, affiliate programs you can also promote affiliate programs, giving your customers more choice and you less risk.

5. Flexibility. If you wish to change your product offering (i.e. affiliate links), you can simply replace your links. It's quick and easy.

6. Focus on marketing. As you are free of most of the headache of having your own product, you can concentrate 100% on marketing and procuring traffic to your website...this is the lifeblood of any successful web site.

7. Simple Payment. When you provide your own products or services you need to bill, handle checks and cash and even follow up payment i.e. credit control. With affiliate programs you receive a regular payment from the merchant.

8. Certainty. When you provide your own products and service you run the risk of it failing. Affiliate programs promote products and services in demand. If you have a well visited website you are almost certain to earn commission.

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Resource Box

Richard Baker is author of <http://www.affiliatepreselling.com>  
Common sense articles on exploding your affiliate income

To contact us, drop an email <mailto:info@affiliatepreselling.com>

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