

How to Win With Affiliate Programs

By Simon Baxter

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There seems to be any number of appealing Affiliate programs available these days. Most of them on the surface look like they will put money in your pocket!

However, don't be fooled into thinking that Affiliate Program marketing won't cost you any thing nor require much of your time, or work on your part.

Indeed, successful selling, and most Affiliate marketing, will require an investment - dedication -and a lot of hard work!

You CAN NOT get something for NOTHING in this World!

Before you "sign-up" for any Affiliate Program, it's well worth your time to do a bit of research.

You need to find out as much as you can about the product or service you will be selling as an Affiliate, and this means BUYING it and USING it yourself!

Once you have decided on your Affiliate Programs and signed up for the ones that interest you. then comes the hard part... Succeeding with your program.

SUCCESS is totally DEPENDENT on the numbers.

The number of ads you place, the number of hits to your web site and the number of sales you make.

There is no other plan of action to take than that of mass exposure!

Some will and some won't has always been the main talking point of Network Marketing, and in many ways Affiliate Programs are just another version of Network Marketing.

And after some preparation on your part, your most important duty to the Affiliate Program is to place your offer in front of as many people as possible.

\*Unless an interested buyer sees your offer, you're not going to make any money\*

The harsh reality of this is that most people thrash around, waste time, spend hundreds of dollars, and never do make any money simply because they don't know how to get their offers to the people -without it costing them an arm and a leg...

Here is how it's done...

1. Regardless of what your Affiliate Program sells, put together the best "one to three page" web site you can come up with.

The best-selling and most-productive web site is one that "tells the visitor that you have a solution to his problems."

2. Next make it as easy as possible for the prospect who see your offer to respond. Include an option for him/her to receive more information via email and a link to the Affiliate Programs web site. Place these two option in prominent places on your web site. DO NOT make your visitor hunt for a way of finding out more, they will not bother.

3. When someone requests more information via email, either set up your autoresponder to send that information immediately or reply manually by email as soon as possible.

4. Try to lead with a FREE report, Ebook or

Software to gain the initial interest, and always request the prospects email address in exchange for the freebie.

Whatever you do, save the email addresses in your database for following up with.

4. The final stage is to market your web site. Your main aim should be to \*pull in\* as many people as possible, show them the product, service or opportunity. If they want in, let them in .. If not, forget about them and move on to the next person.

This is called prospecting and probably the hardest part to get right. We are all predisposed into taking rejection personally... "What's wrong with our program?", "Why do so many people turn our offer down?".

It is NOTHING personal - DO NOT take it personally it probably has nothing to do with the product, service or opportunity you are promoting. You were just not in the right place at the right time!

This is why it is so important for you to actually use the product or service you are promoting yourself, so that when you get these rejections, YOU WILL KNOW that your product/service IS GOOD otherwise you wouldn't be using it. If you fail to use the product or service yourself, then you can easily be influenced into chucking the program as soon as you get the rejections which we all get, in quite a large number.

**YOU MUST HAVE CONFIDENCE IN THE PRODUCT OR SERVICE YOU ARE SELLING OR YOU WILL FAIL!**

Think about it!

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Simon Baxter is an Internet Marketer and reviewer. He is a peoples man and derives great pleasure from helping people reach their goals.

His web site *Affiliates Resource Center* helps affiliates to do just that.
<http://www.netincomesite.com>
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