

# Why Most Affiliate Marketers Fail

By Steven M. Strowder

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You've seen it before. Join my affiliate program, and earn thousands every month by selling my outstanding products. So, you join the program, place a banner on your web page and wait for the cash to roll in. After a month you still haven't sold one item. The products are useless. That has to be why nobody has purchased anything from my site.

How many times have you seen or heard this scenario? It's probably happened to many of you. I know it's happened to me on several occasions. It took a while, but I finally figured out what I was doing wrong. First, I had no idea how to market a program. Secondly, I was trying to do so many things that I wasn't doing anything right. The problem is not the affiliate program. It's you. That's right, I said it. I don't care if you sell the best computer software ever created, if no one is aware that you exist, how can you expect to sell anything. You must have a marketing strategy for your affiliate business to profit. Here is what you must do.

What is it that we look for in an affiliate program. We want superior products, a web site that sells, excellent compensation, traffic building tools, and a two-tier commission plan. These things are essential to your success. But, traffic is what brings people to your site. How to you build traffic? Start by building a single web page that lists the features of your product. Provide a few links to your affiliate site, and maybe a free trial site or ebook. Next, you want to submit this one page to all of the major search engines. Do this every

6 to 8 weeks, and you will see results. The search engines are the most important aspect of building traffic. They have the potential to drive more traffic then any other method.

I am a big believer in pay per click search engines. For as little as \$50 a month, you can build the amount of traffic to your site very quickly. Now that this method of advertisement is so popular, several of them will now register your site with the top search engines and directories if you rank high enough. The other method I recommend is ezine advertisement. It can be a very cost effective way to drive traffic. I suggest you download this FREE affiliate masters training ebook at <http://freetrial.sitesell.com/vision2012.html>. This book is filled with valuable information to help get your affiliate business on the way. If you want to learn how to build a great site and really drive traffic, download Ken Envoy's Make My Site Sell. <http://myss.sitesell.com/vision2012.html>.

I hope this article has been useful. If you have any questions or need more information, feel free to

contact me.

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Steven M. Strowder is the editor of the Online Business Builder -a Newsletter that helps aspiring online business owners to build their business fast and profit by using affiliate programs and creating their own information products. To subscribe

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