

# Rules For Joining An Affiliate Program

By Bob Brolhorst

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Many webmasters have shared frustration due to constant changes of affiliate programs that are linked on their sites. It has become very critical for net entrepreneurs to identify and select trust-worthy affiliate programs that not only generate revenue but also send commissions in time. Unfortunately, many net entrepreneurs found victimized because of some affiliate sponsors suddenly discontinue their programs or change their pay rates. By applying following rules, you would have more chances to increase your earnings and minimize your risks from participating in affiliate programs.

- 1) One of the most important factors is to determine your revenue level. Affiliate programs offer commissions from 5% to up to 50%. Which one will be the right program for you? Naturally the higher paid commissions are more attractive but if the product doesn't sell for you then maybe you need to look at another program. Before signing up with a program ask for references of others who have joined the program. If it is doing well then the owner of the business won't mind sharing that information with you.
- 2) Choose a merchant that you can trust. You must be smart and careful on choosing affiliate programs, and make sure you would get paid. It is highly recommended that you choose programs that are managed by independent affiliate solution providers such as Commission Junction, BeFree, and ClickBank. Your paychecks are sent directly by them rather than merchants themselves.
- 3) Effective presentation of your affiliate URL links is very important. It has been proven that a text link is more efficient than a banner or button placement.
- 4) Stay focused. Only sign up for programs with similar businesses as your own. Your program will be more successful if you sell like products. For example, if you operate a clothing website don't affiliate with a company

that sells garden equipment. It is wise to stay away from non-related subjects, Remember, it is more effective to select a program that not only adds a new channel of revenue to your website but also enriches your website content. The affiliate programs you join should be relevant to your services.

5) After you join a certain affiliate program, sign up for their newsletter. Most of programs send out updates if there are changes on the program or commissions. If they discontinue their program, you can quickly remove their affiliate links off your website. If an affiliate program does not offer a newsletter to their affiliates, I would suggest that you visit thier site at least monthly to be aware of any changes in the program.

6) Do not worry about directing your web traffic to your affiliated sites. The whole purpose of joining affiliate commerce is to make money. As long as money is generated for you, who cares about where your visitors go after they made their purchases through your website.

7) Try different programs and marketing methods. Find out what marketing approach is more effective. Constantly change your promotional tactics and implement only the best money-making programs. Some of the better affiliate programs will also offer printed material that they have used succesfully that will help you increase your sales

8) Know the products that you sell. A number of people signup for programs just because the commission looks attractive. If you sell some one elses product know what it can do and how it will benefit your prospective buyers. Try before you buy. Look for a gaurantee, most legitimate products will come with one. Get to know the affiliate on a personal basis if possible.

9) Calcualte your earnings on a monthly basis. If an affiliate program does not generate as much as you expected, then change your marketing approach, or even remove it from your site and find something worthy.

10) Finally, being a successful affiliate requires a lot of time and commitment. Once everything is on the right track, you will see that a healthy flow of cash earnings will pour into to your bank account.

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