

"Learning About The Affiliate Program"

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Introduction

Having no product and wanting to make money on the internet with your web site or newsletter, you need to join an affiliate market place. It's a company that has set up a program where you sell products like Ebooks, software, hard goods, etc. for other companies. When you make a sale for your affiliate from your affiliate link, you will get a commission.

There are four basic types of affiliate programs:

1. Per-Click Programs

PPC programs will pay you a certain amount of money for every click-through that you generate (google adsense). Typical pay per-click payouts are \$0.01 to \$0.30. This is the amount of money you're paid. It is usually lower than other types of affiliate programs because click-throughs are the easiest to generate.

2. Per-Lead Programs

This program you get paid for "sign-ups" that you generate. A "sign-ups" could be an email address, but may be more info such as phone number, mailing address, or demographic info. Because leads are more difficult to generate than clicks, your compensation is higher, from \$0.10 to \$5.00 or more per lead.

3. Per-Sale Programs

The most popular affiliate programs are "commission" programs. These programs pay you a percentage of the sales. Percentages can be from 40% to 75% or more for each sale to affiliates. Obviously, sales are more difficult to generate than click-throughs or leads, so compensation is higher.

4. Products with Reprint or Resale Rights

Now, we're getting into the good stuff :-) The big money lies in owning your own product that allows you to keep 100% of the profits, or purchasing Reprint Rights to other people's products! Again you get to keep 100% of the profits.

There are basically 2 types of resale rights:

1. The simple Basic Resale Rights"

You receive the right to sell the Ebook for a set price to other people.

2. "Master Resale Rights"

You receive the right to sell the Ebook for a set price and to also sell the "Resale Rights" to other people. Which means the buyer has the right to resell the product. Most of the time the resale rights are included in the sales price but sometimes you can make hundreds and even thousands of dollars selling the resale rights alone.

Here's why owning reprint rights is the best way to make profit on line:

- You'll own an instant, ready-to-sell product without any effort on your part!
- You'll keep 100% of the profits, as if it were your own creation.
No need to pay any royalties to the author ever!

However, before you buy reprint rights, check if the product meets the following criteria:

- Is it an In-Demand product?

There should be a market for the product. Don't buy rights to a product that you know is going to be difficult to sell.

- Does the product offer a Minimum Price Limit?

Select a product where the publisher or developer sets a minimum selling price. Most sincere marketers will sell the product at the recommended selling price, but some don't and this makes your job of selling much more difficult, sometimes forcing you to lower your price as well!

- Is your product exclusive?

How many reprint licenses have been sold for the product? Is the owner allowing everyone who buys a license to sell the product with reprint rights as well? If yes, be careful. The market can become saturated in a very short period of time, as everyone is now selling reprint rights to the product !

- Does the product offer a rapid Return On Investment? (ROI)

Selling products on the Internet is a work of continuous labor.

Don't think that signing up for a few affiliate programs, and placing a couple of banners or buttons on your web site, will make you wealthy. You will never make a living on line by allowing people to **send ecards** from your web site, at \$0.05 per click -unless you have a web site that receives 100,000 hits per day :-)

Because there are thousands of people promoting the same products on the internet it is important that you be different than your competitors.

There's much more involved in affiliate marketing, because... there are thousands of people all over the Internet promoting the very same product. So, the most important thing is to be **different** than your competitors!

TIP: Need tips from the pro's? **"The Affiliate Master Course"** contains the best information on succeeding as an affiliate...at any price. This course focuses 100% on helping you, the affiliate, succeed. Get your FREE copy [by clicking here](#). Here are some examples to use that will make you stand out from the crowd:

Write your own ads or recommendation.

Check first if this allowed in the affiliate agreement. People who already trust you will believe you. If you have used a product, tell your readers what you got out of it, and how it can help them to improve their life or business. Give away a Free Report or Ebook, containing your affiliate links.

Create an attention grabbing sales page (landing page)

Selling products with success on line is MORE than just creating a sales letter, and hoping for your prospects to grab their wallet and spend their hard earned money with you. That's only the beginning! You need to make your offer special, time sensitive, and exclusive, so your visitors will buy your products instantly!

Here are some tips:

- Write your sales page as you're speaking to a friend. Write like you are writing to him or her personally. Too often, sales letters are written as if they were going to be read to an audience rather than one person.

- Use an illustration. People love a good story that brings a clear message. It creates interest in the readers mind.

- Use bullets to stress the benefits of your product or service.

- Write a headline on your website sales letter that instantly captures the attention of the visitor. Your headline should be in bold print, and make a promise. Offer the guarantee that the reader will be rewarded with finding out how the promise will work for them.

- Lead the prospect further into your sales letter by expanding on the subject of your headline.

- The body of your copy should continue on with benefit after benefit towards the reader and how it's going to help them solve a problem. Sum up different benefits that will appeal to different readers.

- Outline every benefit, and go into deeper detail about how your product will solve their problem or help them to improve their life.

- After the body, give them a call to action. If the goal of your sales letter is to have them visit your website, then say, "Click here now for an Amazing Discount!" Tell them specifically what you want them to do and they'll do it.

- Close your sales letter with a strong P.S. that outlines the benefits they're going to receive and repeat your guarantee, telling there's no risk for them to order now. Everybody will read your P.S. that's grabbed by your headline. And make sure to give the customer a link to click in the P.S. in case the mood strikes them.

Ok, now you search for a product or an ebook that offers an affiliate program on the Internet, a product that your list members may find interesting too...

You sign up for the affiliate program, and send out a review in your email – or

your own recommendation of the product, to your Opt-In list.

You will place your own affiliate link in or below the article, pointing to the landing page for the book... where they can read the benefits of your product.

Offer more than your competition.

Give a little more like a free Bonus gifts when people place an order from your site! And make sure it is something of value.

TIP: It can be a program you've purchased or acquired with [Reprint Right](#) , other [Information Product](#) or [Public Domain](#). Just make it something the reader will find useful.

How To Set Up Your Own Affiliate Program with Clickbank

What is Clickbank?

ClickBank is the Internet's leading retailer of **digital products**.

It is the Internet's largest digital marketplace, where thousands of the web's most popular products are sold every day. Whether you're looking to buy, sell, or promote digital products, ClickBank is for you. ClickBank is now used by more than 10,000 Internet businesses and 100,000 affiliates to deliver products, such as ebooks and software, instantly over the Internet.

Sellers (Publishers, Vendors)

Sellers can sell their products through ClickBank by simply setting up an account, which is simple and fast to do. They can also leverage over 100,000 of ClickBank's affiliates to find customers for their digital products and thereby multiply their profits.

ClickBank will process the order, deliver the product instantly to the customer, and automatically pays the seller and the affiliate.

Affiliates

Signing up, as a ClickBank affiliate is free and fast. Anyone can sign up as a ClickBank affiliate and start to promote over 10,000 products and earn commissions as high as 75%. Affiliates can also make money by referring others (Sellers and Affiliates) to ClickBank. ClickBank has a fast & accurate tracking system and a dependable payment service.

Clickbank also offers an excellent 2-tier program. Refer new merchants, and they will pay you 10 cents every time a link sale is made through your referral and they will pay 5 cents for sub-associate sales, as well as \$10 per activated merchant and \$5 for sub-associate sales.

You can open a **FREE** Clickbank account and become an affiliate for hundreds of products in minutes. No set up fee involved, this is free to join!

But if you're thinking about selling your own products, or setting up your own affiliate program, [you need to get your own account](#)

Another great market place is [PayDotCom](#)

Conclusion

The Internet changes so quickly. You've have to be up-to-date and on top of everything in order to succeed with your online business.

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Happy Marketing

June Hollister

[Online Business Course](#)