



4 Affiliate Marketing Secrets For Increased Profits

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Affiliate marketing promises great rewards without the time and hard work of creating your own product and sales site. This idea entices many people to join affiliate programs. But, is it really that easy to make a living as an affiliate marketer?

When you sign up for an affiliate program, many times you are given various banners and ads that you can place on your website along with your unique link code. After you place these ads on your site, you simply sit back and wait for your visitors to click on your ads and make a purchase. It sounds so simple and easy, but the reality is that if that is all you do, you probably will not make very much money, if any at all.

As an affiliate, you need to take a proactive role and treat the product that you are promoting as if it was your own. Affiliate marketing needs to be treated as just another form of marketing with many possibilities for promotion. For you to earn the 'big bucks' as an affiliate marketer, you will really need to get out there and market your merchant's product to the very best of your ability.

Try to think of different ways to promote your merchant's products. Figure out and test different ads and banners to see which get the most click through. You should be constantly brainstorming and educating yourself with new ways to increase your affiliate sales. There are tons of great resources out there for learning how to promote affiliate programs.

Many new affiliate marketers try to follow the "easy" route to affiliate success. If this is what you are looking for, then you're in the wrong business. If you are looking for an easy, get-rich-quick scheme then you need to start looking somewhere else. But, if you've decided that affiliate marketing has potential and are willing to put some effort into your success, then I've got a few tips for you to help you get started.

SECRET #1: Be an expert in the field for the affiliate product you are promoting.

It's very difficult to try to promote a product that you know nothing about. Make sure you choose products that you are interested in and knowledgeable about. This is helpful because you will need to communicate with your potential customers about the product and you need to sound like you know what you're talking about.

Another great way to market the product is to write a review or testimonial about the product, leaving your affiliate link at the end of the review. You don't want your review to sound like a sales letter. Talk about all the great ways that the product helped you. You also want to be honest in your review so if there is anything you didn't like about the product you might want to mention that as well.

SECRET #2: Set up your own website.

Creating your own website gives you a great place to talk about the products your promoting. This is a great place to include your product reviews and so forth. You'll also want to set up your own newsletter or ezine on your website. This is very important because without it many of your visitors will come to your website and never return. If you capture their name and email address, you can send them information and promotions urging them to re-visit your site. It's a lot more cost efficient to work on getting repeat visitors than it is to get new visitors, so keep that in mind.

SECRET #3: Don't be afraid to come up with your own ads.

Most affiliate programs that you join will have ads and banners available for you to use. Many times the ads are great, but you will want to customize them. Other times the ads aren't that great and you will just want to come up with your own. There's nothing wrong with this and in fact I encourage it. You want your ads to have a personal touch. This personal touch comes through to people and can help increase your sales and your profits.

SECRET #4: Get involved in online communities.

Get out there and participate in all the forums and message boards that are available. A great way to find new forums is to do a simple search on your favorite search engine. When you participate in the forums, never outright advertise the product that you want to promote, this is considered SPAM. Simply include a link to your website in your signature. Then start participating in the various discussions. Not only will people see your link and visit your website, but you will develop new relationships with people interested in the topic that you are promoting.

There are many other ways that you can increase your affiliate sales and increase your profits online. The important thing is that you act and start doing something. Once you get going, you will create the momentum that you need to help push you forward. By following the secrets above and continuing to study and learn about how to successfully promote affiliate programs, you will become successful. If you want it bad enough, there's absolutely no reason that you cannot be successful. So, get out there and get started, your affiliate checks are waiting for you!

Jason Cooper is a professional Internet Marketer and shares many of his affiliate secrets and techniques in The Automatic Affiliate Weapon Newsletter.

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