



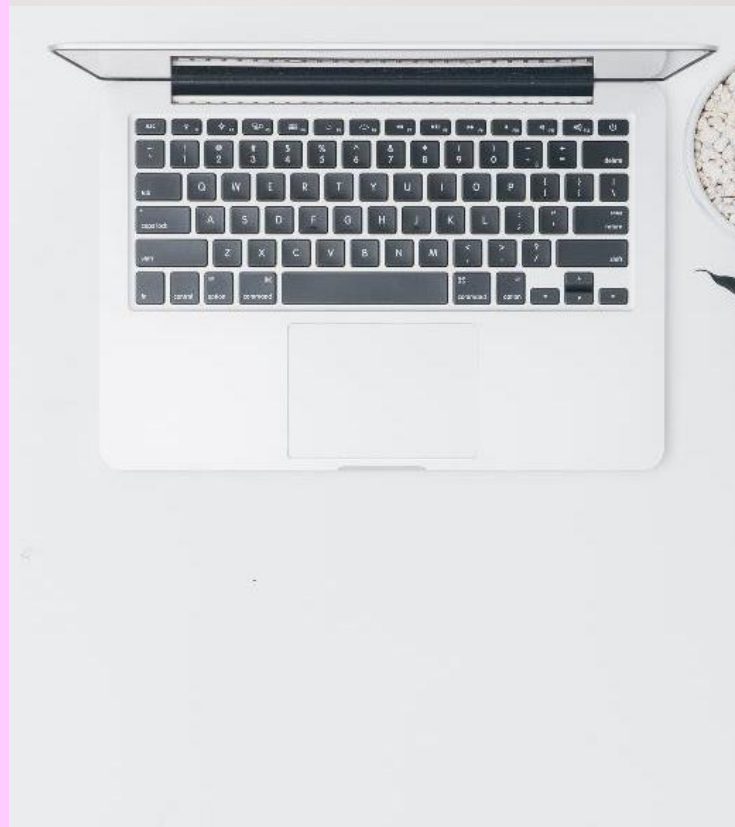
BASICS OF AFFILIATE MARKETING

One of the easiest, and potentially most lucrative type of online business is affiliate marketing. If you learn the tricks of the trade and are willing to invest some time to implement what you learn, you can leverage the automation and sheer volume of the internet to make virtually as much money as you want. To help you get started, I've compiled a brief overview of the basics.

The first thing you really have to remember (and I can't stress this enough!) is that even though affiliate marketing is not a difficult online business, that does not mean that you won't need to learn new skills...in fact you will. It also does not mean that you won't have to invest any time in your business. One of the most common mistakes people make is that they don't treat their business as a business. Instead they do a little work here and a little work there, and then wonder why they're don't see any results. Don't fall into that trap. Work on your online business consistently and you can be very rich.

1. The first step is to understand that to become an affiliate, you need to sign up with a company that offers an affiliate program. Signing up is free. Most companies will give you a replicated website that will be identical to all the other affiliate websites, the only difference will be your special code in the URL. That will identify you and whenever someone makes a purchase from your site you'll get a commission.

2. Next you will need to know a little bit about internet marketing . This is the process where you drive traffic to your website. There are many ways you can do this, both paid and free. Generally the free methods will take a little longer, but since they are free you don't have to worry about





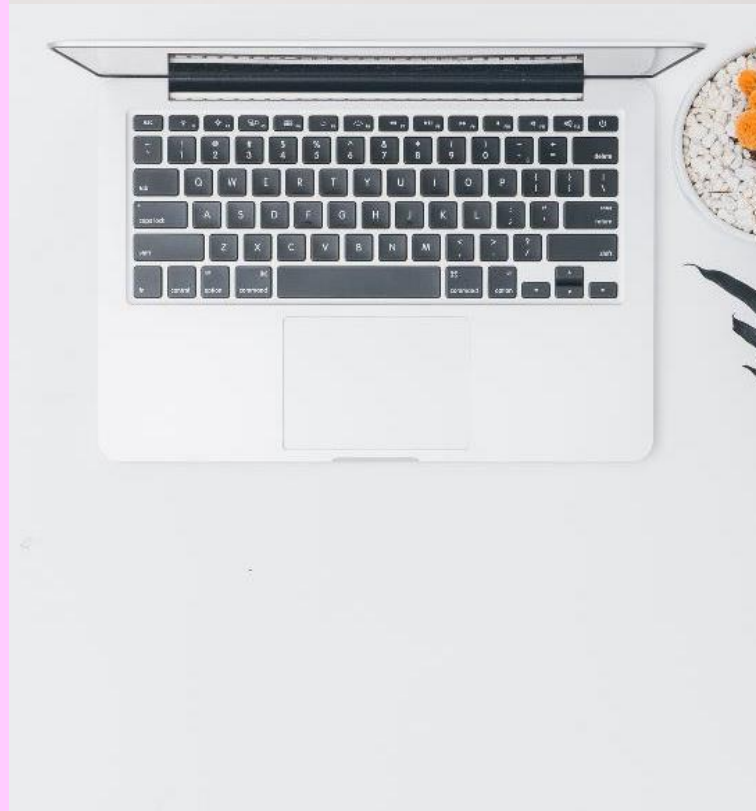
making any mistakes while you are learning how to do them. The paid methods for driving traffic will usually get traffic more quickly but only after you've mastered the techniques which can take quite a bit of time. Since you have to pay while you are learning, it will also take quite a bit of money. You will definitely have more money going out than coming in at the beginning when you use this method.

3. Convert as many of your visitors into paying customers as you can.

There are many ways to do this, from copywriting, SEO and using an autoresponder. Don't worry if none of this makes sense, there are plenty of places online where you can learn these skills. For right now though, you will want to use an autoresponder

service. This is a fully automated system that will allow you to pre-program a series of emails. You can add as many emails as you want and you can choose how often they go out. When someone opts into your list (this just means they sign up and give you permission to send them emails) the whole emails series will be sent out automatically. For example if you have 10 emails loaded into your autoresponder and that you've got it set up to send out one email every day for 10 days. When someone signs up they will immediately receive the first email. Then every day they will receive another one until they've gotten all the way through the series.

When you write your emails make sure that you include



valuable information. Don't make your emails just one sales pitch after another. Instead help them by giving them information that they can use, related to your website topic of course.

I've barely scratched the surface with this article, there's just so much more to it. Just remember that affiliate marketing is easy, don't let the jargon throw you off. It won't take you any time to learn all you need to know to be making a lot of money.

