

Affiliate Marketing:

The Fast, Easy and Inexpensive Way to Start an Internet Business

by FMD services, Inc.

It is strongly recommended that you view this document while online so you can take advantage of the special links and free products offered to you.

What is Affiliate Marketing and How Does it Work?

Affiliate marketing is a **Partnership** with an online merchant to sell their products and/or services in exchange for financial compensation. Your affiliate link is coded with a special ID which is unique to you. When a sale is made through your special link, the merchant credits that sale to you. There are usually two different types of compensation to choose from; a percentage or a flat fee. You will have to check the prices of the services or products that you are selling for the merchant to help decide which type of compensation. Obviously, selling a product or service that people want will be easier and therefore you will be able to make more sales.

10 Reasons to Become an Affiliate Marketer

There are HUGE benefits to promoting affiliate programs with your own home-based Internet business...

1. Choose From Thousands of Products and Services - What isn't sold online? There are thousands and thousands of affiliate programs selling every product under the sun. That makes it easy to find products related to your current or planned web site. Remember, selecting products that you like may make it more enjoyable and therefore productive.

2. Low Cost Set-Up - Compared with building a brick and mortar store, starting a home-based Internet business is relatively cheap. You probably already have a desk, Internet-connected computer and word-processing software, which is all the equipment you may need. A good attitude to have is that you are going to go into this with as much time as you can and after you get set-up and automated then you can cut back on the amount of hours you put into it.

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3. **No Employees** - The largest expense of most businesses is employee salaries. Although there might be times when you need or want someone to work for you as an affiliate, it's doubtful you'll ever have to worry about hiring full or part-time employees. Additionally, your sub-affiliates just might be a good way to automate a part of your business. You never have to worry about ongoing employee-related benefits and deductions.
4. **High Income Potential** - If you have a job, your salary or hourly wage is probably pre-determined. Maybe there's not much, other than working overtime, that you can do to increase your income. With your own affiliate business on the Internet your income potential is limited only by your desire, effort and imagination.
5. **No Sales Experience Needed** - When I started my affiliate business, I had absolutely no sales experience. That wasn't a problem, however. The companies I affiliated with provided excellent marketing material. Using their Ads, I was able to get my first affiliate site up in less than a day.
6. **Make Money While You Sleep** - What other business allows you as a sole proprietor to keep your doors open and keep making money even when you take breaks or after you go home for the night? With a paypal account, joining the affiliate programs I've provided links to, and a little work (from home or wherever you want), you will be making money 24/7.
7. **Minimal Risk** - The product you chose isn't making money? Dump it. Take down your links and promote another! It's that easy. There are no long-term contracts binding you to products that don't sell.
8. **No Inventory to Carry** - Even if you live in a small one-bedroom apartment, as an affiliate you can sell large items without storage concerns.
9. **No Order-Processing** - Forget the problems associated with collecting and storing names, addresses, credit card numbers, etc. The merchant does all that!
10. **No Product Shipping** - The cost and hassle to prepare and ship products to customers worldwide could be staggering. Affiliates never have to worry about packaging supplies or postal rates.

How Much Will it Cost to Start?

Unlike building a new business in your home town, and finding the financial resources to get it up and running, the things you'll need to start a business on the Internet are CHEAP. Here's a list of the **basic tools** you'll need to become an affiliate marketer.

- Desk
- Chair
- Computer
- Internet Connection
- Email
- Text Editor
- [E-book writer](#)
- [Paypal account](#)

You probably already have all those things, right? Even if you don't have the desk and chair, you can always throw the laptop on your bed and work from there.

6 Steps to Quick-Start Your Affiliate Business

In this section I discuss the 6 steps you should take to quickly, easily and

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inexpensively get started in your affiliate marketing business.

➤ ***Quickly & Easily find High Demand Topics***

The topic you choose should both interest you and have high consumer demand. There are several sites where you can search to find what the most popular search terms are with the search engines and you will then know what most surfers are looking for. As I consider any term that receives 50,000 or more searches in a month a subject with good demand and potentially viable, that term looks like it might just be a winning topic for an affiliate web site.

➤ ***Find High-Profit Potential Products & Services***

Once you've determined that your topic is in high demand, you need to find out now is whether there are merchants selling related products and services online, AND how much commission they pay. For that, I go first to Commission Junction. Commission Junction is an 'affiliate network' that puts merchants and affiliates together. They refer to merchants as 'advertisers' and the affiliates are called 'publishers'.

To see all the merchants with products and services at Commission Junction, you'll need to set up a **free account**. To do that, select the following link and go to [Commission Junction](#), then click on 'Solutions' near the top right hand portion of the page, then go to the left side of the Solutions page and click on 'CJ Marketplace'. At the very bottom of that page and you'll find a link for the application process. Where it asks you to supply a URL, just enter yahoo.com or geocities.com if you don't already have a web site. Once your account is set up and you've logged into the Commission Junction interface, click on 'Get Links', and select 'Advertisers' in the drop-down box beside the word 'Search' near the top of the page. Next, type in the word of the term that interest you.

In choosing merchants, you want to select those with the **highest EPC ratings and commissions**.

What is an EPC Rating?

3-month EPC: 3-month EPC (earnings per 100 clicks) shows how well an advertiser converts Web site visitors into commissions, over a three-month period.

7-day EPC: 7-day EPC (earnings per 100 clicks) shows the average commissions paid to publishers for every 100 clicks, over the past seven days. Use this number to see the most recent EPC trend for advertisers.

You can find even MORE merchants at the following affiliate networks:

Linkshare

<http://linkshare.com>

Clickbank

<http://clickbank.com>

□ **Satellite Dish Affiliate**

<http://www.vmcsatellite.com>

➤ ***Cheap Sources of Site Content***

Because we want to leave the selling job up to the merchant, an affiliate's job is to 'pre-sell' their merchants' products. To pre-sell, you need **site content**. Content consists of articles and endorsements that explains how your visitors problems can

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be solved by using the products you promote. How the products they buy will make their lives better or more enjoyable. In most cases, webmasters write their own endorsements for the products they promote. However, if you aren't inclined to write product endorsements, you can:

- Find Free Content
- Use Merchants' Ad
- Pay for Content

Another way to get free content is to use what the merchant makes available to their affiliates. They know their products better than anybody and usually create good ads, information, and articles that you can use.

➤ ***The Fastest Way to Build Your Website***

There are 3 steps to quickly build your website. They are:

1. Register a Domain

If you want to register a domain name, which I recommend, it is relatively cheap. There are numerous places to register a name [including here](#). Just remember, select a good name that people will easily remember.

2. Domain Hosting

You can find FREE website hosting and domain hosting. However, you will have to use a part of their name in with the name you select. Such as: <http://fmdtraffic.tripod.com> Here tripod is the site that provides the free hosting. They usually have sponsors on your website. But, since you will have sponsors of your own, and they target specific sponsors to your website content, the sponsors are not that big a deal. For a FREE website with hosting follow this link to www.bravenet.com

3. Buy Template

[Domain registration](#) is painless, and CHEAP. You can even find FREE website hosting that have templates and you just fill in the blanks. If you have some knowledge of html and script writing then maybe it's best to create your website from scratch. That way you can make the layout just as you want it.

4. Affiliate's Website

A good example of creating a website, and the fastest way, is to join <http://www.vmc satellite.com>. Once you are there and create an account they have websites already created. You just use their special link and it will take any of your customers to a website already put together for you.

➤ ***Sign-Up for Affiliate Programs***

If you haven't already done so, go back to Commission Junction or the affiliate network site where you found products you want to promote and sign up for the merchants' affiliate programs. Select merchants that you are familiar with or enjoy. It is easier to sell or promote products and services that you like. Follow this link to get back to Commission Junction, or to get back to [Linkshare](#), or to get back to clickbank or to [satellite dish network](#).

➤ ***Get Oodles of Traffic Today!***

There are various ways to generate traffic for your site. The first way we will discuss is traffic surfing sites where you generate points, or credits for surfing the web during your normal course of surfing. You generate credits and then you trade them for website traffic by their members. There are a couple different traffic generating sites that I use.

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- <http://www.trafficswarm.com>
- www.auto-surf.biz
- www.LotsMoreHits.com

You can also use Pay Per Click's (PPC's) to drive traffic to your website. It is a great way to drive traffic and make money if you have the money to invest in the advertisements. The primary benefit of PPC's is that you can drive targeted traffic to your site quickly, instead of waiting months for the search engines to list your site... if they ever do.

Just a few of these include:

- Google.com
- Overture.com
- Enhance Interactive
- Findwhat.com
- Kanoodle.com

Pay-per-clicks allow you to bid on terms or keywords that are relevant to your site. You should be able to find and bid on HUNDREDS, if not thousands, of terms in any category you choose. The more keywords you list your site under, the more exposure your site will get. I HIGHLY recommend that you use PPC's to advertise your site. I get returns of 2, 3, 4, and sometimes even FIVE dollars for every dollar I spend advertising my site.

How Much Money Can You Make?

The answer to this question depends in large part on how much you want to make. If you work hard you will make some good money. Just remember, this is a job. You work the hours just like you were working for someone else. Eventually you will have a complete system set-up that is automated, working for you 24/7, leaving you more time to do what you want to do.

About the Author

Mark Stacy has been building websites, creating marketing programs, and building software for years. I first went to school for computers in 1985. I continue to research, learn and study any information I can find. I feel that I can go to school for 25 years and still not know everything there is to know about computers, the internet, and online marketing.

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