Can I really make money as an affiliate marketer?

This is one of the most commonly asked questions I receive from people just like you who are considering affiliate marketing as a way to make money online.

But I’m not going to be like those other snake oil salesmen who promise you that this is a sure fire way to get rich quick.

The truth is that yes, you can make money as an affiliate to create a second stream of income, but you will actually have to make an investment of your time and even money, at least in the beginning.

Affiliate marketing has been my main source of income for over the past 20 years and has enabled me to support my family sending both my children to private schools and to enjoy some of those finer things in life.

In my 20 years in affiliate marketing as both a publisher and an affiliate marketing manager I have seen a lot of products and people come and go in this industry.

Some like my good friends and associates Jerry West and “Radar” Roy Reyer have become millionaires.

However I have seen many more fail.

In fact a recent survey of participants students of a popular Internet Marketing Affiliate training program showed that 98% of the students made less than $500 during their first year in affiliate marketing.

But the 2% that were successful all shared the same two attributes: passion and commitment.
Tips For Affiliate Marketers eBook

This is why I created this free eBook for you so you can be part of that 2% who are successful by laying out a simple roadmap that you can follow which will save you time and money as you navigate through your journey in affiliate marketing.

The 5 Keys to Your Success as an Affiliate Marketer

1 – Work Smart and Play Smart

You may have heard the popular mantra work hard and play hard; please don't buy into it.

The problem with working hard that it is a sure-fire way to quickly burn out and then we try to jam in a quick release over the weekend. It's like burning the candle at both ends.

Instead, work smart and play smart.

Chances are you have a regular full time job as you're starting out in your second career in affiliate marketing, so you don't have the time to screw around.

Identify those time wasters like Facebook, twitter and reading and replying to your e-mail every 15 minutes.

Instead focus your energy on that 20% that is going to make you money.

Once you find yourself making more money as an affiliate than your regular job you may fire your boss, but please don't make the fatal mistake of thinking that this is now your time to retire and to enjoy the fruits of your success, just the opposite.

Instead bring in employees to expand your business and the many other opportunities that lay ahead. Delegate your responsibility to free up some of your time, but never let your business become stagnant.
Tips For Affiliate Marketers eBook

2 - Avoid the Scams

My first tip if you’re considering becoming an affiliate is to do your due diligence and be mindful of all the scams that are out there.

Please keep this in mind as you shop around for an offer to sell or a program to join, there are no “magic pills” so please avoid those fad eBooks that promise you $25,000 dollars per month for only 5 minutes of work a day.

If it sounds too good to be true stay away.

The only way to be successful in this industry is to create a sustainable long-term business that will grow. This requires that you stay focus, commitment and passion.

3 – Avoid Analysis Paralysis

The most debilitating condition I see with new Internet Marketers is paralysis from analysis and the fear of making mistakes.

If you find yourself staying up till 2:00 am adding 20 new domains to your portfolio of 500 domains that you never done anything with, chances are you are suffering from this condition.

Face it, we are only human and you need to realize that yes, you will screw up and make some bad business decisions.

But get over it and take action by taking the next steps

• Find a niche that you are passionate about
• Do your keyword research
• Do competitive research
• Make sure that there are affiliate programs and other publishers out there
• Mindmap your plan of action and marketing plan
• Carry a journal with you where ever you go to write down new ideas
• Develop and launch the websites, ensuring that it is SEO friendly
• Begin promoting your site
  o PPC Advertising
  o Link Building
  o Social Media
• Talk to your customers to get ideas on how to continually improve the site
4 – Avoid the Dip Factor

Another condition that afflicts many new Internet Marketers and other entrepreneurs is called the dip factor.

At one time or another we have all been there, finally reaching that one important milestone with intense emotion and excitement and that “I can do it” mentality.

The first stage of this condition typically starts taking affect right after the development and launch stage of your website as now the boring stuff like the link building, directory submissions, developing new content all comes into play.

So you start procrastinating losing the drive or the “thrill of the chase” and begin thinking of new websites that you want to launch that you figure will make you a lot more money.

“Quit in the Dip often enough and you will find yourself becoming a serial quitter, starting many things but accomplishing little. If you can’t make it through the Dip, don’t start.” – Seth Godin

5 – Diversify

You hear investors always stressing the importance of having a diversified stock portfolio. Well, the same thing applies if you’re an affiliate marketer, diversify your efforts and never put all your eggs in one basket.

A perfect example would be a person I call the “tie lady” who had the #1 website in Google for the term “men’s ties” through 2001 till November 2003.

The “tie lady” was spending her fortune faster than she was making it purchasing a luxury home in Florida and several Mercedes so when it came time in October to stock her inventory for the 2003 Christmas buying season she put everything on credit.

Then a few weeks later, November 16th 2003 Google released their “Florida Update” which knocked out the “tie ladies” website from number 1 to what was called then, the supplemental index.
Tips For Affiliate Marketers eBook

The “tie lady” may have been able to save her business and save herself from bankruptcy if she would have been more diverse in her marketing efforts by perhaps saving some money so she could have launched a PPC campaign or had another website in a different niche.

The bottom line, be diverse in your online marketing efforts, never put all your eggs in one basket.

How to Find Affiliate Programs

The first step in becoming an affiliate is to join an affiliate network and find a product that you have a passion in promoting. And here is a list of some of the top networks in the industry.

- Commission Junction
- Linkshare
- Shareasale
- Google Affiliate Network
- Pepperjam Network
- One Network Direct

The advantage of starting out using one of these top affiliate networks is that they are well managed and have a diverse inventory of products you can promote from many big name companies.

The disadvantage is that you’re not going to get any a lot of one-on-one time with your affiliate manager unless you’re what is referred to in the industry as a “super affiliate”.

Super affiliate are typically the 2% that actually make the affiliate manager the most amount of money, thus they offered the best commissions and private offers.

There are also e-Product networks that specialize in downloadable products like eBooks and Wordpress plugins rather than physical products. These networks include:

- Clickbank
- E-Junkie
- Avangate
- Plimus

There are also other private and independent affiliate relationships you can make. One example is a construction tool distribution company that I knew the owners.
We set up a private network of websites where we promote the distributors products and earn a commission of over 20%.

Promote What You Love

If you find a product or service that you have a passion for and love you will find it much easier to promote as a big part of affiliate marketing is developing content.

I enjoy my German Shepard dogs and exercise; therefore I have a number of affiliate websites promoting dog training and the Dragon Door Kettlebells.

Check out Your Competitors

Check out the competitors in your niche and check out their blogs and websites to get new ideas on what they are promoting and what is successful.

I also recommend that you try out the products that you are going to promote yourself by ordering them from the merchant's website and/or calling their office pretending to be a real customer.

Document the ordering process, how easy was it, did their merchants website answer all your questions, how easy was it to return the product.

Several of my best sites are actually FAQ's that address customer’s questions and concerns which outrank the merchant’s website.

Do You Have the Right Tools to be Successful?

Another roadblock that often gets in the away of people just like you to becoming successful as an affiliate marketer is not having the right tools or the training to use them properly.

You'll discover in your journey that many of the tools that we use in affiliate marketing are free such as the Google Keyword Tool, Google Suggest and Google Trends and that many of the paid tools offer a free 30-day trial period where you can use these tools and start making money so you can buy them later.
Are You Committed to Your Online Success?

Are you committed to becoming part of the 2% of affiliate marketers owning their own online business and living that lifestyle that you and your family have only dreamed about?

If so, take the next step by ordering our information packed 2011 Affiliate Marketing Video DVD training program.

2011 Affiliate Marketing Workshop DVD Training Series

This information packed DVD contains:

- Over 6 hours of professionally recorded and edited video from our 2011 Affiliate Marketing Workshop topics include:
  - What is affiliate marketing
  - How to set up your affiliate marketing business
  - Basic decisions in affiliate marketing
  - Models and examples for affiliates
  - Overview of the affiliate networks
  - CPA Networks
  - OfferVault
  - How to prepare for the affiliate manager interview
  - Advantages of different networks
  - Independent Networks
  - How to set up in-house network
  - Context based networks
  - Common pitfalls and what to watch out for
  - Affiliate resources
  - How to pick the right product
  - How to do keyword research
  - How to select domains
  - How to select hosting
  - E-mail responders
  - Building your website
  - Wordpress plugins
  - Wordpress themes
  - How to generate content
  - How to build traffic
  - And more...

- 78 PowerPoint slides in PDF format used in the affiliate marketing workshop
- 5 page eBook on tips for affiliate marketers
- 2 page PDF on the four things you need on your affiliate marketing website
Save Your Time and Money!

Attendees came from all across the US to this live 1-day workshop and paid $400 to attend.

But now you can save the hassle of travel and save money by ordering your own HD video DVD for only $197.00 plus shipping by using this link:

http://www.seotrainingsw.com/affiliate-marketing-training-dvd/?=AM-EB

Supplies are limited to only 100 copies, so act fast!

About the author:

Go ahead. You can search online and off all you want. You’ll be hard pressed to find many people with more Internet marketing experience and well-rounded expertise than Ginette Degner.

Ginette Knows The Internet

- One of the world’s leading Affiliate Marketing Managers
- Email Marketing
- Pay-Per-Click Campaign Management
- Search Engine Technologies and Strategizing
- Website Development

Proof of her extraordinary skills and longevity are the satisfied clients on Ginette’s “Roadmap for Success” that reads like a Who’s Who List. In the past, she as provided consulting work for Apple, Cnet, Green Mountain Coffee, Microsoft and many other successful companies of every size.

In 1993, while much of the world was relying on faxes and carrying oversized cellular telephones, Ginette was a stay-at-home mom in Las Vegas, and one of the early pioneers and visionaries using the internet.

Ginette began working online before most people ever knew to get online. In September 1993 she started as an affiliate and consultant with prominent programs such as Net Detective, Planet Ocean, WebShots, and Adnet. But her plans to earn enough money to buy groceries quickly got ruined by her continuous track record of success. Internet marketing compensation soon became Ginette’s source of income for everything – from daily expenses to tuition payments, car payments and investments for the future.

Ginette has more than 17 years of experience managing affiliate programs and consulting for merchants, networks and power affiliates. She has also done numerous interviews and contributed to several media publications both offline and online.

Ginette never calls her work a job. She enjoys it way too much.

“I learn something new every day. I still get the biggest charges out of being able to help merchants and affiliates make money while building relationships, and helping aspiring internet marketers to transform their business and transform their life.” – Ginette Degner

“Ginette taught me everything I know about affiliate marketing, and I’ve since been supporting my family as a full-time affiliate marketer since 2004. Her knowledge is gold!” – Todd Whalen<http://www.facebook.com/todd.whalen>