

Online Income Strategies presents



How To Avoid The 3 Most Common Affiliate Mistakes

Affiliate marketing is one of the most effective and powerful ways of earning some money online.

This program gives everybody a chance to make a profit through the Internet. Since these affiliate marketing programs are easy to join, implement and pays a commission on a regular basis, more and more people are now willing in this business.

However, like all businesses, there are lots of pitfalls in the affiliate marketing business. Committing some of the most common mistakes will cost the marketers a large portion taken from the profit they are making every day. That is why it is better to avoid them than be regretful in the end.

Mistake number 1: Choosing the wrong affiliate product.

Many people want to earn from affiliate marketing as fast as possible. In their rush to be part of one, they tend to choose a bandwagon product. This is the kind of products that the program thinks is "hot". They choose the product that is in demand without actually considering if the product appeals to them. This is not a very wise move obviously.

Instead of jumping on the bandwagon, try to choose a product in which you are truly interested in. For any endeavor to succeed, you should take some time to plan and figure out your actions.

Pick a product that appeals to you. Then do some research about that product to see if they are in demand. Promoting a product you are more passionate about is easier than promoting one for the sake of the earnings only.

Mistake number 2: Joining too many affiliate programs.

Since affiliate programs are very easy to join, you might be tempted to join multiples of affiliate programs to try and maximize the earnings you will be getting. Besides you may think that there is nothing wrong and nothing to lose by being part of many affiliate programs.

True, that is a great way to have multiple sources of income. However, joining multiple programs and attempting to promote them all at the same time will prevent you from concentrating on each one of them.

The result? The maximum potential of your affiliate program is not realized and the income generated will not exactly be as huge as you were thinking initially it would. The best way to get excellent result is by joining just one program that pays a 40% commission at least.

Then give it your best effort by promoting your products enthusiastically. As soon as you see that it is already making a reasonable profit, then maybe you can now join another affiliate program.

The technique is to do it slowly but surely. There is really no need to rush into things, especially with affiliate marketing. With the way things are going, the future is looking real bright and it seems affiliate marketing will be staying for a long time too.

Mistake number 3: Not buying the product or using the service.

As an affiliate, your main purpose is to effectively and convincingly promote a product or service and to find customers. For you to achieve this purpose, you must be able to relay confidently to the customers the value and quality of that certain product and service. It is therefore difficult for you to do this when you yourself have not tried these things out. (Be sure to read about "attraction selling" and "moral authority" at the end of this report.)

Thus, you will fail to promote and recommend these products to them convincingly. You will also fail to create a desire in your customers to take action and purchase any of what you are offering.

Try the product or service personally first before you sign up as an affiliate to see if it is really delivering what it promises. If you have done so, then you are one of the credible and living testaments aware of its advantages and disadvantages. Your customers will then feel the sincerity and truthfulness in you and this will trigger them to try them out for themselves.

Many affiliate marketers makes these mistakes and are paying dearly for their actions. To not fall into the same situation they have been in, try to do everything to avoid making the same mistakes.

Time is the key. Take the time to analyze your marketing strategy and check if you are on the right track. If done properly, you will be able to maximize your affiliate marketing program and earn higher profits.

Push-Pull Marketing and the Affiliate Marketer

There are two types of affiliate marketers - those who try to "push" people into buying something and those who have the ability to "pull" people into buying. Perhaps this applies to you! :)

Many online and affiliate marketers, and to be honest I am one of them, want and need to earn money online. I have been eager to promote products and programs that I think people will want to buy. The problem with this is "disconnect."

Disconnect with the emotion of the selling process, disconnect with the face-to-face interaction, and a disconnect with the trust factor in the sales process.

When someone pushes people to buy a product, the potential customer will tend to run away. When we chase after a sale, (in order to make some money), we will find that people will shy away or run the other direction. Nobody likes a pushy salesperson!

What I am trying to learn is to "pull" customers or clients into making a decision to buy the product I'm promoting. This is known as "attraction selling." Rather than chase after a sale, I want to offer something of value, beyond just the sale, in order to solve a problem for this buyer, or to meet a need that this buyer has.

I want to develop customers that cannot wait and are very eager to buy what I am promoting. This cannot happen quickly as there is a lot of skepticism in the online space, which we all have to overcome.

One way to overcome many of these challenges is by "moral authority." What is this? This is the "ownership" part of selling.

The best people to buy from are those who are using the product or services! Truly believing that your product or service can solve a problem for someone is only one part, the other part is the "ownership" of that product, where you can say, "This product will help you, because it works for me! I know, because I am using the product now!"

This is that moral authority that comes thru your advertising verbiage and will speak directly to the emotion of the buyer. How can you get people to buy any of your products if you are not buying them yourself? Bottom line: its hypocrisy! (Ouch! Truth hurts!)

First of all, you need to find those products, that you really have a passion about, and can have ownership with, and establish your own moral authority. Then you can begin to see the results you want.

This is the best approach to Affiliate Marketing and online sales.

Hope you enjoyed this. Feel free to send any comments to:

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All for now,

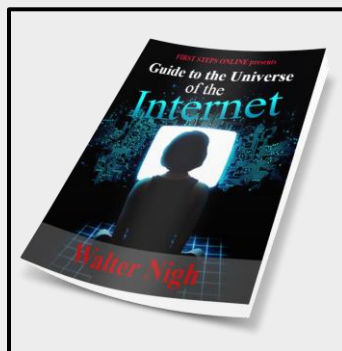


Walter Nigh

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