

How To Continually Grow Your Affiliate Checks

Contributed by Chris Sierra
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{bot_wrgoogle}As an affiliate, all that is required of you is to simply place the merchant's ad on your website. Then after that, you virtually do nothing but wait for anyone to click on the merchant's ad and later collect your profits. Easy, right? Well, not quite often. Many affiliates earn almost nothing from their affiliate programs simply because they do nothing. Remember that affiliate marketing is but another form of marketing, and you'll definitely need to market your merchant's product for you to earn something.

Successful affiliates in any affiliate program simply don't sit there and wait for money to come. Why? Because there is no money in simply sitting and waiting. If you want to be successful in affiliate marketing and if you want to continually grow your affiliate checks, you've got to do something. Think of ways on how to promote your merchant's business and products better. Think of ways on how to induce other people to click on the link or ad provided to you by your merchant. Think of ways on how to make your affiliate sales increase!

So if you're new in affiliate marketing and you try to follow the easy go lucky pit that most unsuccessful affiliate marketers follow, then you're definitely on the wrong track. But we're not advising you to stop right there. No. Rather, we want you to take some steps to make your affiliate program work better and gain more commissions for you. How? Here are a few guidelines that may help you to continually grow your affiliate checks:

* Become an expert on your affiliate product.

You can promote your merchant's product better if you know a lot of things about it. To become an expert, the best thing you can do is purchase your merchant's product yourself. This way, you can tell your customers about your first-hand experience using the product. You can even write a testimonial or a personal endorsement ad about it. But if any condition does not permit you to purchase the product, you can at least make a thorough research about it.

* Host your own website.

Or at least have a domain name that is short and easy to remember. You certainly wouldn't expect a visitor to remember a very long and incomprehensible URL. And if that's so, you also wouldn't expect him to visit your website any time soon. That means less traffic for your page and the less chance for your affiliate ads and links to be clicked.

It is also a good idea to create a private website and offer access to it to anybody who clicks on any of your affiliate ads. Visitors usually get interested with these private websites. Private websites also gives you a venue to promote your back-end affiliate products.

* Write your own affiliate ads.

Many merchants usually wouldn't mind if you write and design your own ads for their products, for as long as you ask permission from them and present them your ad before posting it on your site. This gives you a greater advantage over a lot of other affiliates who must be advertising the same affiliate products.

* Participate in chat rooms, discussion boards, and forums related to your product.

If you use to ignore them before, then it is time for you to start focusing your attention on them. You can start your own chat or join an existing chat related to your product. You don't have to promote your affiliate product at once, but find the chance to advertise and promote it as you go along. The same would be true for message boards, discussion boards and forums.

* Create a free ezine or newsletter.

Ezines and newsletters are periodical publications whose aim is to inform a group of people about a certain subject. In your ezines and newsletters, you don't always have to promote your merchant's product for this may greatly annoy your subscribers. Rather, find a way to insert your affiliate ads and links on some portions of the letter. Also, don't forget to promote your ezine or newsletter on your website.

These are but a few guidelines on how you can increase your affiliate sales and continually grow your affiliate checks. Sure there can be a lot of other tips that out there, and if you think they would work, we won't discourage you from following them. What's important is that you be able to find a way to: attract more traffic to your site, induce your visitors to click on the ads on your site, and be able to promote your merchant's products even outside the boundary of your website. If you can do these, there's no reason for you to fail in affiliate marketing.