

# Best Practices for Affiliate Marketers

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Affiliate marketing is an extremely popular way to make money on line. It is not always that easy though and it is important to know how to become a good affiliate. Use the following guidelines to help you increase your income with affiliate marketing.

1. Take the time to research and know the products that you are recommending.
2. Writing product reviews and including both the pros and cons of a product will help you earn a good reputation as an affiliate marketer.
3. Don't sent your readers or traffic directly to a vendor's site, ensure you have a way to capture their email address. Do this by sending traffic to your blog, this way you can follow up with prospective buyers.
4. Only recommend good products, preferably ones that you have used yourself. Plus try to offer products at various price points and keep a look out for special offers that will benefit your readers.
5. Research good affiliate programs that offer a variety of products. Checkout commission rates, payout points, and their return policies and customer service response.
6. Don't be afraid to ask for higher commission rates and for a review copy of a product. As you send a vendor more sales it will be easier for you to get a better commission percentage.
7. Take the time to set up your own website or blog. This will help you brand yourself as a marketer and give you a platform to publish your reviews, information and tips on products on.
8. Don't try and set up multiple sites in various niches. You will find that you don't have the time to manage them all. It is better to start with one site and get that making an affiliate income before starting another one.
9. As you build your list and site offer your visitors free reports that provide valuable information in your niche. Inside the report you can add your affiliate links.

10. Research your product so you know the demographics of your prospective buyers. What they like, where they live, what their income and education levels are. This allows you to directly 'talk' with them on your blog. They will identify with you more easily and be more trusting to purchase from you.

Use these above best practices to form the basics of your affiliate marketing business. Remember that you want to earn the trust and respect of your readers first. Once this happens they will start to buy more regularly from you and you will get to a point where sales begin to happen on a daily basis.