

Super affiliates take it upon themselves to become a leader instead of a follower. They aren't satisfied following the crowd. They want to be the ones selling to the crowd instead. They achieve this by offering an unusual bonus others don't have. Or perhaps while others are sending generic sales letters to their mailing list, the super affiliate will take it upon themselves to create a quiz or a contest to spice things up. Super affiliates are always on the lookout for new and innovative ways to surpass the creativity of their competitors.

Many affiliate marketers fail because they have a lack of experience where direct sales are concerned. However, the super affiliate will learn the hard lessons others tend to shy away from. They take the time to learn about their products, becoming experts in their field. Most of all, they keep aiming for profitability. Simple traffic and visitor counts aren't good enough; there has to be a return on their investment of time, effort and money.

An important part of becoming a super affiliate is turning a customer into a repeat customer. Super affiliates are aware that their best and most willing prospects for any backend products, new products and recommendations are those people who have previously purchased from them. They are also those who require the least amount of marketing costs to promote a product to.

Profit, profit, profit... super affiliates are hard-headed about profits! They split-test, then carefully consider WHY one ad performs better than another. And, they try to duplicate the results. They analyze their traffic, stats, and user purchase patterns. They're diligent about knowing their visitor to sales ratio on a daily basis. And they're highly concerned with ROI.

If you want to say goodbye to the ranks of affiliate marketer, learn to love the numbers like the super affiliates do. Successful affiliates have a simple business model: they replicate their success. Once they find the equation that works, they tweak it slightly, test, evaluate, and repeat. Consistent effort tends to yield consistent results, especially where specific types of marketing (like SEO) take time.

Working a plan all comes down to discipline. Organization, tracking, and daily project management are a way of life for super-affiliates. That same plan may require you to discontinue certain products, or cut your losses on another. The key to being a super affiliate is to never give up; any setback you encounter is just another learning experience which will help you achieve a stronger, more successful affiliate marketing career.

How affiliates make money

There are many different avenues affiliate marketers can take in order to see their profits roll in. Here you'll find information on some of those which are not usually explained from the standpoint of beginner affiliate marketing strategies.

Video Broadcasts

Can you think of a better way to wow any prospective and current customers better than to provide them with your newly published, top-notch videos? Think of how excited they will be when they realize you are offering them full motion screen captures, demonstrating your hard work. This will definitely get them motivated to jump right in and purchase your product on the spot! It's been proven time and again that by giving your customers something they can actually see in action can explode your sales almost instantly.

Let's take Camtasia for example. With no need for long training and education sessions to be able to use this system, it can be a profit-pulling addition to your affiliate marketing strategy line. This allows you to create stunning video sessions, from multimedia tutorials to step-by-step presentations which you can make available online. For your customers, it will seem like they are sitting right beside you as you show them exactly what they need to see and hear, step by step.

With all of your customer's senses engaged, stunning multimedia presentations are proven to increase sales. Skepticism is normally reduced, and complaints are minimized as a result of every fact and detail being included in the presentation. It's easy to conclude the video with your site location for viewers to be redirected for more information.

Publish value of informational productions are far higher than those which contain only text material. The ability to minimize any miscommunications is brilliant. You are instantly showing them what it was they wanted to know in the first place, giving them understanding and clarity of the entire essence of your affiliate program.

Press Releases

If you happen to have an upcoming event, or even newsworthy information related to your site's primary topic, you may want to consider announcements in the form of press releases. An example would be creating a survey amongst your present visitors and customers. Ask them if they have had any successes or downfalls with a particular line of products which they have purchased from you.

Write up a report on your findings, and then create a press release! If this is well written, you could easily find yourself with a dramatic rise in sales. It's also a great way to provide exposure for your affiliate business, at the same time as it provides exposure to the products you're promoting.

Blogging

Blogs are wonderful business tools for so many reasons. This is the perfect way to reach out to your existing, as well as potential core audience on a regular basis. Your blog can also have a more personal touch to it, allowing your readers to feel like you are addressing them personally.

Blogs are also an easy way to set up individual spaces for each of your affiliate products. Just as you would have individual websites, the same applies for blogs and your affiliate items. You are less likely to see any rise in profit margins if your blog is promoting a different item every second post.

When it comes to search engines, they are quite attracted to blogs due to the constant change in information. Fresh content means better indexing on a search rating, thereby giving your particular blog potential for more visitors. More visitors, of course, mean the potential for more money. Can you picture yourself climbing the ranks yet?

The problem many people encounter with this aspect is they start out strong, blogging regularly and obtain a great number of followers. Then, suddenly it appears the writing well runs dry. If you stop posting your regular content on your blog, you're probably going to lose some of your clientele. One of the keys to your successful affiliate marketing ventures is to ensure you keep the lines of communication open. At this point in time, those lines are directly connected to your blog.

RSS Feeds

RSS is a means by which blogs can broadcast their content to a number of services and individuals easily and quickly. Your blogging software will probably be able to handle the creation process for your RSS feed automatically. However, having an RSS feed won't do much good for your traffic statistics if nobody reads it. Therefore you must share your RSS feed with others, usually in the form of ping. Another option for this is to submit your feed to any of the numerous RSS aggregators.

One important point when using RSS feeds is to not forget to update. Make sure you remember to either ping using a mass-ping service or to manually alert RSS aggregators about your feed every time you update. Otherwise, you are losing some of the potential value of the feed.

Make your feed itself a moneymaker! Some bloggers who are particularly interested in making their blog pay may want to consider using their RSS feed as a vehicle for advertising.

Choosing Affiliate Networks

While there are many horror stories about affiliate programs and networks floating around, there are ways to choose a good program to promote. The following steps will help guide you in making your decision, while steering clear of those which may not be completely legal in their practices.

Find a program you yourself have an interest in. Chances are there are many others interested in the same program or products as well.

Programs of high quality are normally a good choice. Look for those associated with several experts in that industry.

If the program is offering real, viable products they are a better choice. The way you can determine if this is the case is by completing some initial research. When possible, try to contact some of the members and customers for testimonials on the credibility of the program.

Choose a program which is catering to a growing target market. By doing this, you are ensuring there will be continuous demands for referrals. Make as many inquiries as possible. Check out forums and discussion boards in order to receive reliable feedback.

Look for programs with residual income compensation plans. Those with a payout of 30% or more are fantastic choices. Programs offering drastically low rewards aren't worth the time and effort you will need to put into your promotions.

Good choices also include those which provide you with plenty of tools and resources to assist you with the growth of your business in the shortest time possible. Not all affiliate programs are willing or able to provide you with the tools you need to succeed.

Any affiliate program which provides continuous help and upgrades, as well as strong incentives for its members have a tendency to keep them. These types of actions can assure the growth of your own network.

Having a strong knowledge of the affiliate network you are planning to join is your best action towards anticipating and preventing any potential issues you may encounter.

Houston...We Have a Problem

Just as with any other aspect of life, there are sometimes issues or problems you can get hit with unexpectedly. Some of these can be avoided, and some you just have to learn to deal with, and keep on going. Let's take a look at a few potential issues you could encounter during your affiliate marketing journey.

Content theft is something which can happen to even the most experienced super affiliate. You could be surfing around the internet, and suddenly stumble upon one of your articles or ads, yet there is no link to your site or mention of your name anywhere to be found. You haven't even heard of this person before!

Search the site for contact information for either the owner or webmaster where this has happened. You can ask them to please either include your URL or kindly remove your content from their site. Most times this will be sufficient enough to have something done.

Receiving rejection or termination letters from affiliate managers can be quite the shock. To best avoid any rejection letters, it's best to make sure you have completely read and

understood any terms and conditions set out by the affiliate program you are considering. By ensuring you comply with all of their requirements beforehand gives you a better chance at avoiding that rejection in the first place.

When it comes to termination letters however, the scenario is a bit different. It's important to ensure you're ready to dedicate the time and effort needed to best promote your affiliate programs. Before starting the application process for your affiliations, it's important to be as close to "ready to roll" as possible. This will give you the added bonus of being prepared to start almost the minute you receive your acceptance information.

The idea of companies paying salespeople commissions for selling their products has been around since time untold. When the Internet came along, it was only a matter of time before someone thought to devise a way to take the practice online. There is some debate about who pioneered the concept of affiliate marketing, but webmasters of adult websites were among the first to put it into practice in the mid-1990s.

Affiliate marketing has come a long way since then. It has expanded to every field in online sales. It has evolved into a practice with all sorts of nuances and techniques. It has made a lot of people a lot of money, and a whole lot more people a little money. According to Marketing Sherpa, in 2011, affiliates worldwide earned an estimated \$9.5 billion dollars in commissions.

Those who are new to affiliate marketing often have high expectations. They hear the stories of affiliates who are making six figures a year just by promoting other people's products, and they get stars in their eyes. They eagerly sign up for lots and lots of programs, and they start counting the money in their minds. Unfortunately, many of them barely make enough to cover their website hosting, much less a profit.

Maybe you're one of those who became disillusioned after months of barely-existent profits. Or maybe you've made some money, but you haven't achieved the success that you had hoped for. Either way, it's important to realize that you – yes, YOU – can make a steady income with affiliate marketing. You don't have to be some kind of guru to make it work. You just have to be determined and ready to do what it takes to succeed.