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# Affiliate Programs - How To Get Approved

It can be frustrating when a new affiliate marketer can't market or view their own product. There are so many barriers, preventing them from receiving commissions or payouts at all. Denied access to a website because they don't have a traffic history is a vicious cycle. It's a never-ending battle, but one that can be won.

There are some things that can be done to answer this dilemma, and relax in the knowledge of realizing you are not alone in this. Clarify your understanding of what an affiliate marketer is and what a publisher does.

People did not realize the difference early on between affiliate and publishers - in fact, the earliest affiliate marketers were thought of as publishers. They published articles about certain things like their hobbies, the news, etc. They had a traffic history the advertisers were comfortable with, so they purchased space from them.

Affiliate Marketing has evolved since then, but many advertisers still expect the same standards when they accept new affiliates. They will expect you to already have good relevant content on your website which matches their offers. This makes sense for those new affiliates who are fairly sure about the field you want to get into, but somewhat confusing to newbies. There are some things you can do to become more professional in the eyes of a potential advertiser and jazz up your website at the same time.

Post articles on your site. There are a lot of free article feeds from article directories, but make sure you leave the resource boxes intact and give proper credit to the author. Post relevant videos about your website from Youtube and other sites. They have an "embed code" so cutting and pasting is easy.

Post testimonials about a specific product or service. Use your own or whatever you see others posting online. Lastly, and this is important - see whether the offer is available outside of Commission Junction.

Sometimes an advertiser is partnered with several networks. You can be rejected in one but approved in another if it is a different network.

Hopefully, these tips will get you started. Always list your privacy policy, contact information and other important stats on your website.

The real truth about [Ben Moskel](#). Get the facts about [Ben Moskel](#).

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