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# Home Truths About Affiliate Marketing

I spoke to a friend recently, a fellow affiliate marketer albeit a relatively new one who confided in me that he was tired of affiliate marketing. He complained that most of the programs he was attached to were, if not scams then at least heavily balanced in the owners favor. Having looked at them closely I could see that the founders were making more money than anyone else but aren't all owners of businesses supposed to make more than the employees?

I inquired about his marketing and advertising and it soon became clear, that it wasn't the affiliate marketing programs he was attached to (although some were a bit dodgy) it was his inability to market and promote. I told him that most online programs could be considered scams if you didn't know how to promote. This seems to be the core problem of affiliate marketing. Adverts promising you lots of money for very little effort...Um! Well if that program exists I haven't found it!

Perhaps the other myth about affiliate marketing is that you can somehow follow a step by step guide and succeed or a kind of painting by numbers approach. For sure you need a good grounding in the basics of affiliate marketing e.g. Writing articles/Press releases, PPC campaigns, Blogs, Free ads, traffic exchanges, slash/landing pages, SEO and keywords etc. If anyone thinks that they can make progress in affiliate marketing without understanding and implementing these methods, think again.

So complete your free affiliate marketing training programs, there's plenty out there. Absorb and then apply what you've learned, and this will take you where exactly? Well it will put you on par with all the other affiliate marketers who are very competitive. So a lot of effort just to ensure you're on an even playing field . success, well that's something you can't quantify. You need a multi pronged approach and then consistency is hard to achieve.

At the end of our little talk, I wasn't sure I'd had a positive effect on my colleague , who looked more fed up than before. At least he has a clearer picture now of what he needs to do to succeed. I'm sorry if I deflated some of his "get rich" dreams and I'm sorry if I deflated some of yours, but might as well begin from a realistic starting point, right? Good.

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