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Failure In Affiliate Marketing

Chances are you won't succeed in affiliate marketing. Why? Because affiliate marketing is very hard work! If you started a new job tomorrow, you'd go there expecting to work hard. Why? Well your new employer would want to gain maximum profit from you, naturally. So it amuses me when people show up for their first day in affiliate marketing and don't want to work hard. They want to plug in and see those big bucks come rolling in. That's funny! If the ad copy told you that and you believed it, then I already know the end to that particular story. Sorry.

Affiliate Marketing is very hard, generating targeted traffic to your opportunity or blog is exhausting. No point sending someone interested in a sit back, spoon feed me program to your genuine opportunity. Why? Because affiliate marketing is hard work! Affiliate Marketing is like running a small business i.e if you don't invest a lot of time, energy and money, you will fail. The only difference is you'll be able to blame the program you joined. If you don't learn how to promote, no program will work for you. That is the most important line in this whole article.

If you are serious about progressing you're going to have to learn how to promote. Affiliate marketing is all about promotion. If your starting point is 0 then boy you've got a steep learning curve ahead of you. Get ready to learn about blogs, article writing, ppc campaigns, forums, free advertising, SEO, back links and Keywords. Any program that tells you you can make money without this knowledge isn't genuine. Affiliate marketing is hard work!

Writing articles in sufficient numbers to make a difference isn't easy, nor is creating a good blog and maintaining it with fresh relevant material. Ppc campaigns require an understanding of keywords otherwise you'll throw your money away. List building, forums, press releases and traffic exchanges are all labor intensive and hard work.

So given the above, are you still interested in affiliate marketing? I for one am glad I made the journey. I'm glad I made the effort to learn about techy stuff (that I used to be allergic to) blogs and all the different methods. Above all I love the results I'm getting now. I'm glad I created a valuable income stream for my big family and I'm proud I've lightened my load by effectively learning stuff I thought I was allergic to. You can follow my footsteps, but do me a favor, be realistic when have you ever made loads of money from doing nothing? That's right, never. If you're prepared to learn and work hard you'll do ok, otherwise you can go back to dreaming of all those \$\$\$\$\$.

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