

Published based on [How I Got Into Affiliate Marketing](#)

How I Got Into Affiliate Marketing

My story started over four years ago, when, like many of you, I had a "career". I spent twenty-five (yes 25!) years working for a fortune 500 company in New York City, with the expectations that I would retire when I was ready (perhaps at 35 years!). I would retire on my terms and go quietly off into the sunset and collect my pension, 401K, Social Security, etc.

But, on a fateful day in November of 2005, I was called to a meeting with senior management, expecting to receive my 25th anniversary corporate gift-which indecently was a grandfather clock. Instead of receiving my clock---I had my clock "cleaned" and was told that my job was being eliminated, effective December 31st. To make matters worse, I had to lay off over 50 of my staff, as well! Talk about a shocker! Here I am, having just turned 50 years old and now unemployed plus having to do the dirty work of laying off my staff members. It was a very long train ride home that day.

Fortunately, I was offered a severance package that would tide me over until I could find my next opportunity, which luckily for me, was immediate (but at a 50% pay cut). But my next "opportunity" lasted only for three years, when I was summoned (again) by the company's owner, who told me that they were taking on a new managing partner, changing the business name and working model and that my job was being eliminated, effective at years end. Now, I'm 53 years old, having to face unemployment (AGAIN!)...this time, with a very small severance package.

The next round of my attempts at employment weren't as kind as the previous. The economy was tanking, financial institutions were collapsing, mortgage problems, real estate "blues", etc., etc. You get the picture. What were my next steps or options?

It seemed that everyone that I talked to said: "Why not re-invent yourself?" "Become a teacher, sell real estate, go back to school, etc., etc." This all sounded great, BUT how do you support a family, pay your mortgage and continue to live a somewhat comfortable lifestyle while re-inventing yourself? I'm still searching for that answer. I'm sure that you are, as well.

Knowing that I had to do something to get myself back into the mainstream, I contacted my network of friends, family, etc. with the hope that they could assist me and help get me back into the working world. Unfortunately, many of my network friends and colleagues were in the same predicament as I was in. Not surprisingly, some were even worse off. I got a lot of "definite-maybes" and "don't call us, we'll call you" responses, as I went from interview to interview. I reworked my resume several times and started linking-in to Linked-In, Facebook, networking associations and anyplace where they would accept me. The response (if I got one) was the same...nada.

I finally contacted and reconnected with a friend from one of my previous jobs who ironically was involved in a new business venture in a new niche market (which at the time, I didn't know what a niche market was). He had just set up an MLM program and was looking for people to help promote his products. Just the mention of MLM had me shuttering but I was willing to listen to his proposition. Considering the fact that he was my friend, I knew that he had the best intentions for me and that he was credible, so I enlisted into the MLM program. The program had an impressive launch by some MLM pros that he hired to run this new part of his business. Unfortunately, this went nowhere fast and was dissolved within three months. Obviously, I made no \$\$\$\$ with this program BUT it did propel my friend to make some changes with his business plan.

Instead of an MLM plan, he created an affiliate program (another new concept to me) and would market his company this way. I had never heard of an affiliate marketing program or plan, so of course I thought that this was just another glorified MLM program, disguised and spun with new lingo and terms. The more I got to study and review the affiliate concept, I started to realize that there was true opportunity here, if I could learn to properly market his or anyone else's products. He set up the website, the links, the advertising banners, videos, photos, etc. All I had to do was find effective methods to promote his products. If a sale was made through my affiliate link, I would receive a commission. He would handle the sales process, delivery, customer service, etc.

If this could be done on a consistent basis, there was some serious money to be made--without ever dealing directly with customers, or owning or stocking products! This seemed too good to be true. I thought that there

must be a catch somewhere. Again, I was at a distinct disadvantage, plus to my embarrassment, I didn't know much about internet marketing, links, banners, Google Ads and ways to sell products on-line.

Going back to my research, I found out that thousands of affiliate programs were looking for folks just like me to help them sell their products. Some were tangible products while others were information based.....usually focusing on those niche markets that I discussed before (which I began to understand more about). All I needed now was to find niche products and figure out better ways to convince potential customers that they should buy them from me (my affiliate link). I also quickly learned that there were niches within niches and so on. This was actually starting to be fun. In theory, I could provide a valuable service to potentially thousands of customers from my computer and get paid well for it!

On paper, everything looks easy. In theory, everything should work according to plan but in reality, not so. To be successful in affiliate marketing, it takes organization, persistence and a willingness to be creative and consistent with your efforts. There are many people calling themselves affiliate marketers but all they are doing is what I call "slut" marketing. They will take any program, build a link page and hope that the customer "bites" and purchases. Chances are they may make a sale now and then but not enough to be prolific or sustain success.

I knew that if I were to be a successful affiliate marketer, I needed a true plan that would take me step by step through the whole process. I also wanted to learn and be guided from someone who is currently successful in their affiliate endeavors. They also had to be accessible and willing to work one on one, if need be so. Did such a program exist? And if it did, what was the cost, since I did not have an open checkbook?

Thankfully, through my exhaustive research and trial and ERROR, I found such a program. Program is probably not the right word to describe this because it is almost like a second family...a true network of people committed to become successful internet marketers.....and with also a willingness to work with "newbies" to ensure their success.

Looking to find the best affiliate marketing program on line? , Then visit [Ian Martin](#) as he shares his success and advice.

You can also find this article published on [How I Got Into Affiliate Marketing](#), and on the tag pages [affiliate marketing](#), [Affiliate Programs](#), [affiliate success](#), [business opportunitis from home](#), [home based business](#), [make money from home](#), [make money on line](#), [On-Line BUiness](#), [On-Line Marketing](#), [wealthy affiliate](#).