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Affiliate Network - Signing Up Is Only The First Step

Now that you have heard about the benefits of belonging to an affiliate network, you are ready to join. Not so fast. Before you become involved in anything, much less affiliate marketing, it is important that you are knowledgeable about what you are becoming a part of. While many affiliates earn hundreds or even thousands of dollars daily, they did not get to that point without education, planning, and action. These are three strategies that you are going to need to implement if you hope to have success with your affiliate network. Below, we are going to discuss some things that you should keep in mind as you proceed.

1. Some of the best advice that I can give you at the outset, is that you actually believe the offer which you are promoting. When you believe in the offer that you are promoting, you can fully understand why someone else would want to spend money on it. Thus, you become more confident and zealous in your promotional efforts. If you cannot fully understand why someone would pay money for the offer which you are promoting, this will likely show in your marketing efforts, and hinder your sales.
2. Every single business owner must be patient. It does not matter whether you are dealing with an affiliate network business, or a brick and mortar business. In both instances, it takes time and effort to build a client base. This is another reason why it is essential that you have faith in the offers which you promote. If you have faith that there is a market for your offers, you will be more likely to continue with your efforts, and continue to garner customers.
3. It is important that you focus one specific niche market when you begin with an affiliate network. However, you should not choose just any market. Rather, it is important that you either choose to operate in a market in which you are experienced, or have a high degree of interest in learning more about. Why this is so important, is because you want to eventually become the expert in your niche. It helps to have in depth knowledge about your niche so that you can demonstrate your knowledge to your market. Once you become branded as a leader in your niche, people will be able to see that you are a trusted resource. Hence, when you recommend that they purchase a particular product or service, they are more likely to take notice.
4. Always remind yourself that your education is perpetual. The new way of doing things will eventually become the old way as your niche market evolves. While I suggest that you do what works for you, it is important that you continually look for ways to improve your process. With this being said, education is often the most overlooked aspect of affiliate network marketing.

One thing that you should be especially aware of is the fact that just because someone appears to be earning a great deal of money with an affiliate network, does not mean that they are doing things in the correct manner. For example, I am always mystified when I hear someone excited about the fact that they were able to produce \$17,000 in revenue after spending \$8,500 to send traffic to their affiliate page via pay per click. Yes, I can see that this individual was able to turn a profit of \$8,500. However, they are using what I refer to as the, "Hi and Bye Method". This is a method by which an affiliate marketer spends a heap of money on advertising, but only sells to the impulse buyers who are ready to purchase on the spot. Can you spot the problem here? Affiliates who use the Hi and Bye Method do nothing to give themselves the opportunity to market to visitors in the future who are not ready to purchase on the spot. Furthermore, they are doing nothing to build a customer base with their existing customers. As an affiliate, you must give visitors and customers the incentive to provide you with their email address so that they can become a part of your customer base. It can be something as simple as a free report which must be delivered via email. Once you have the email address, you can market to those individuals for years to come.

As you can see, this is a lot to know prior to jumping in to affiliate network marketing with both feet. Sure, certain methods work just fine. However, just fine should not be good enough. You want to give yourself the best chance for success, which is why your ongoing education is essential.

Become a member of an [Affiliate Network](#) is a great step, however, you need to become educated as well. Prior to promoting any [Affiliate Programs](#), make sure that you know who your customers are.

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