

Affiliate Classroom

The journal of affiliate marketing and management best practices

Affiliate Business Models



Questions to Help
You Choose

Web 2.0 Business Simplified

Become a Super Affiliate Corporation

This Issue of [Affiliate Classroom](#) Magazine Brought to You by

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Top 5 Affiliate Programs



AffiliatePrograms.com

Sponsored by AffiliatePrograms.com

Featured Program – eLearners Affiliate Program

Tracking URL: http://www.shareresults.com/local_affiliate_desc.php?mid=2266

Founded in 1999, eLearners is a comprehensive web portal that provides resources to prospective students and connects them with online learning providers. Established to respond to the explosive growth of the distance learning industry, eLearners educates prospective students and helps them to evaluate the wide variety of available learning programs. With an impressive suite of fully accredited online colleges and universities, visitors can search over 2,000 programs to find the online program tailored to their needs.

eLearners affiliates will profit from competitive payouts, performance incentives, exciting promotions and dynamic marketing tools.

Top 5 Programs: September 2007

Forex

Tracking URL: <http://www.forex-affiliate.com/main.aspx?ref=13516>

Currency trading (Forex) is the largest market on earth today. You can gain the ability to earn quite a bit of money from even just one referral via both CPA and Revenue Share. That one referral can bring thousands to your pocket. Forex is very good about providing online reliable stats, fast payments, and lots of creative materials to download so you can keep track of those important referrals. By promoting the Forex platform, you receive commissions under a hybrid CPA-Revenue Share plan – a flat fee for each trader you refer (up to \$300), plus a share of the commission from the revenue generated by each trader you refer (up to 30%). In addition, by referring other affiliates to their affiliate program via 2nd Tier, you can make up to \$25 CPA and 30% of revenue for the affiliates you refer to them.

Referback

Tracking URL: <http://www.referback.com/index.aspx?s=aff105930>

Since 1999 Referback has been the affiliate program for global gaming and entertainment supergroup Carmen Media. Through their market-leading strategy, they provide their affiliates with the most stable and experienced online gambling support structure available. Since they let you choose the commission structure that gives you the highest payout, you are able to maintain the lifestyle you want. They even give you the choice of four different commission deals to get you on the road to financial independence. You can have the ability to earn up to 35% commission on the lifetime of your customers' play, or receive \$500 CPA in four installments of \$125 and much more. This is one program that is definitely worth looking into further. Find out what they can do for you.

BrightShare Network

Tracking URL: http://www.brightshare.com/index.php?bTag=bsaff2100_6

BrightShare represents www.jackpotfactory.com. They have become one of the largest and fastest growing microgaming groups out there. Jackpot Factory has pulled out all the stops by providing dedicated live help, nonstop promotions, lifetime revenues, a tailored CPA program, and much more. Their affiliate program has helped to make their casinos the number one venue for online slots players. Brightshare affiliates enjoy up to 40% commission on six level structures for casinos and poker. The Brightshare network is a unique network that has a lot to offer.

Casino Blasters

Tracking URL: <http://adv.casinoblasters.com/index.php?affiliateprog>

The CasinoBlasters Affiliate Program allows you to gain access to one of the most generous affiliate payouts in the industry. They provide multiple options to ensure maximum profits. They have a huge revenue-share program that pays you 50% of the casino gross revenue generated by your referred players in your first month, and 36% of casino gross revenue for their entire player lifetime. They also have a high-powered CPA program, which can earn you up to \$300 for every new unique player you send over. Read more about them to see how can get started.

Ladbrokes Affiliate Program

Tracking URL: http://www.ladbrokes.com/aff_man

The Ladbrokes Affiliate Program has made it incredibly easy to join with a three-step registration process. Since the Ladbrokes brand has such a strong reputation, you will have no trouble driving business through to your site. Their current affiliates have benefited by generating extremely healthy revenues. They provide top-of-the-line affiliate support that specializes in the products that you choose to promote with them across the range of sportsbook, casino, poker, and games (incl. bingo and backgammon). New affiliates to their program also have the ability to earn up 35% revenue share and even earn income for the lifetime of their players. Ladbrokes has many opportunities to help you produce a great income. Why not find out what they are?

Until next time...

Check us out in our [Industry Watch Newsletter](http://www.affiliateprograms.com/newsletter_archive.aspx) http://www.affiliateprograms.com/newsletter_archive.aspx

In our newsletter you can find all the latest industry news, tips, and tools. Communicate with our team of experts through in-depth articles and free online resources. These resources will help you to dramatically, increase your knowledge of affiliate marketing. Here is a place where you can receive the guidance and support you need to reach your full potential.

A Great Addition to the Team: Affiliate Classroom Welcomes Rachel Honoway

by Mark Van Atta

<http://www.income-academy.com>



This past month, we at Affiliate Classroom received an early Christmas present, as affiliate marketing veteran Rachel Honoway agreed to join our team as Vice President of Marketing. Rachel's experience in affiliate marketing and interactive marketing will help AC keep up to date on new developments in the affiliate marketing arena. This in turn will enable us to continue offering the best training and products in the industry, bar none!

Rachel's career in affiliate marketing dates back to when she was still in college at Eastern Michigan University, working as an intern for KowaBunga! Technologies. Upon her graduation, she became the full-time Director of Marketing for KowaBunga! From 1997 to 2005, Rachel served a number of important roles for KowaBunga!, ranging from Vice President of Sales and Marketing, to general Vice President of the company, and, following Think Partnership's purchase of KowaBunga!, to Think's Vice President of Marketing and later its Vice President of Marketing and Client Services.

This "melding of minds" between Rachel and Affiliate Classroom has been met with tremendous enthusiasm on both sides. Anik Singal, president and CEO of Affiliate Classroom and an enthusiastic sort generally, could barely contain his enthusiasm when he said, "Adding someone with Rachel's experience and drive to our senior staff allows us to expand our capacity to create, launch, and market new products."

Rachel herself expressed similar feelings: "I'm very enthusiastic about working with Anik and the team he has built at Affiliate Classroom...I admire the approach that Anik took in entering the affiliate marketing industry, and am amazed at the amount of content and thought-leadership the company has contributed over the last few years."

With Rachel on board, expect to see many good things coming out of Affiliate Classroom in the months and (hopefully) years to come. We're now working on new materials as part of our continuing efforts to help you, our readers and students, transform into super affiliates. We firmly believe that the application of Rachel's expertise will kick up these materials to heights unknown in terms of their benefit to you.

We've been heartened, and slightly amused, by a few of the headlines making their way through the blogs in the wake of Rachel's arrival – "Rachel Honoway Goes to the Head of the Class," "Rachel Honoway Gets Tenure at Affiliate Classroom.com," etc. We know for a fact that this collaboration will be great for Affiliate Classroom, and we hope it will be great for Rachel, as well.

So, we wish Rachel Honoway a hearty "welcome aboard"! We, the greatly enhanced team at Affiliate Classroom, certainly look forward to doing great things through our collaboration, and we hope our readers and students do as well.

About the Author

Matt Van Atta is a freelance writer and copyeditor for clients in both web-based and print publishing. He has spent many years crafting the written word in both marketing communications and academia, but decided only in the past few years that working at home was better than driving to work, and that a golf course is always better than a cubicle. His definition-oriented posts for affiliate marketing newbies and others can be found on the Affiliate Classroom blog.

Five Questions to Consider When Choosing Your Affiliate Business Model

by Katalin Torok

<http://mktg.idared.net>



Choosing a business model is one of the first decisions you will make – and arguably your most important decision – after deciding to take the affiliate plunge. Here we will look at some of the questions you will want to consider when weighing your options.

Opportunities in affiliate marketing are abundant, and there are incredible success stories to be found for every model out there. This means that motivation to take a certain path is not hard to find, even if you are a complete beginner when it comes to affiliate marketing.

However, before getting too excited after hearing about the latest get blockbuster affiliate model, it pays to sit down and think through a series of questions – just as you would in starting up any other business. Starting out in affiliate marketing is just like starting up any other path of entrepreneurship (except that you can do it in your pajamas). Your first steps should be the same – creating a business plan and deciding how your business will be making money. In other words, choose a business model.

Question #1: Your Time Commitment

First and foremost, decide how much time you can dedicate to your new business. Building an affiliate site may sound easy and quick, but once you actually start out, tasks will quickly build up and multiply. Not to mention that time will be needed for regular maintenance, keeping up with news of the affiliate marketing space, communicating with your merchant partners, and so on.

Decide how much time you can realistically spend working on your new business, both now and a couple of months down the road. By thinking ahead, you can create a better plan, and do the heavy lifting in the periods when you can dedicate more hours to the new project.

Another aspect of the time issue to consider is how long you are willing to wait to realize your financial goals. Of course, the answer can be the more money, the sooner, the better. But just like in other business areas, the break-even point – where your earnings surpass your invested resources – comes at different times for different business models. “Get rich quick” schemes may promise tens of thousands of dollars within days, but most often turn out to be unrealistic. Building a serious affiliate business, on the other hand, may take years to develop, but reaping the rewards later may turn out to be more profitable in the end.

Question #2: Your Financial Goals

Work out your revenue goals for the short and long term and see if your business model fits the bill.

7 FIVE QUESTIONS CONTINUED

Within your business model, the themes and products with which you want to work and are willing to work (they're not always one and the same) also have an impact on your earnings. You can start promoting high-commission luxury goods and work for fewer but more profitable sales, or you can build volume on smaller-margin items to achieve your goals.

A similar question to consider here concerns the business area in which you get involved. Are you willing to tamper with potentially risqué business areas such as gambling or adult sites, or do you prefer to stay on the safe side? Controversial products tend to be very profitable ones, but also bring with them unique risks and pitfalls you may prefer to avoid.

Be realistic, and consider your financial goals in light of the previous question concerning time commitment. If you are only going to spend two hours a week on your business, it is unlikely that you will be cashing in a million-dollar check at the end of the year.

If you are dedicating only some of your time to your new business venture, you might consider automating at least part of your business. This way, if your other job or business suddenly takes up more of your time, your affiliate business will keep running - and hopefully, building - in the background.

Question #3: Human Resources

Are you going to work alone, or will you have help available? Do you want occasional helpers, or are you planning to build a team? Will you hire people, or sign up your family or friends to the cause? Or, are you looking to leverage the community of your users to do some of the heavy lifting in your business?

In today's age of Web 2.0 and user-generated content, the latter may seem like the perfect step to save time and money. However, for every step you take in handing over control to your users, you will also be creating a new task for yourself, because you cannot afford to outsource your business. Recruiting moderators from among the community in your forums means you won't have to check every single forum posting yourself, but you will need to supervise the moderators and deal with conflicts should they arise. Similarly, you will spend less time actually writing content once you let your users take over some of that task; but since you will need to keep a close eye on the results, you will spend more time reading and editing. Consider these before outsourcing any part of your business.

Question #4: Running on "Auto-pilot"

How much are you willing to tinker with your site manually? Or are you looking for an "automated" business? While there is no such thing as a 100% automated business, some models require more input by you, while others can be automated to a certain degree. For example, a datafeed site of cheap airfares can be programmed to update itself from merchant datafeeds on the fly, while a product review site needs constantly added new and unique content.

Whether you are working on your business part time or full time could also be a factor in deciding whether to go for a less time-intensive business model. If you are dedicating only some of your time to your new business venture, you might consider automating at least part of

your business. This way, if your other job or business suddenly takes up more of your time, your affiliate business will keep running – and hopefully, building – in the background. A neglected, unmaintained affiliate business can deteriorate, or even fall apart, much more quickly than you may think. And your competition will not be sleeping while you are out there working on different things.

Question #5: The Personal Factor

Last, but not least, how personalized do you want your business to be? How much of your own personality, style, preferences, and taste do you want to show in your affiliate business? You will need to have a unique edge to differentiate yourself from the competition, but you can do so to varying degrees. A blog with personal comments on products or a unique writing style is one example, while a price comparison engine with focus on data and numbers falls on the other end of the spectrum. In the former, your personality and style will be a selling factor; in the latter, you can remain behind the facade.

The More Eggs in Your Basket...

There are dozens of affiliate business models to choose from, from mash-ups to pay per click, from coupon sites to blogs, and everything in between. After you have considered the above questions, decide on as many as possible that fit within your plans and goals. Diversifying with multiple revenue streams, from multiple business models in the same affiliate venture, will create a more secure and likely much more profitable business. Start out with one model, but have a plan to diversify with more.

It Never Hurts to Ask Again

Finally, just because you decide upon a particular business model doesn't mean you should "set it and forget it." As with any business decision you make, you should reconsider your past choices, current standing, and future options regularly. Don't be afraid to switch to a different model if your expectations and projections aren't being met. Making the switch if things are not working according to your plans is better than working with a business model that doesn't fit your business.

Also, don't be afraid to make these "reconsiderations" even if your business model exceeds your projections. Other factors that come into play after you start up your business, such as having more (or less) time to focus on your business or more money (or less) to invest in it, may lead you to consider minor "tweaks" to your model. Such tweaks might keep your business running smoothly, or they may make it even more lucrative for you.

Regardless of what your answers to these five questions are, asking the questions the first time will provide you with a firm grounding as you set forth building your affiliate business. And continuing to ask these questions on a regular basis will help you keep that business running smoothly.

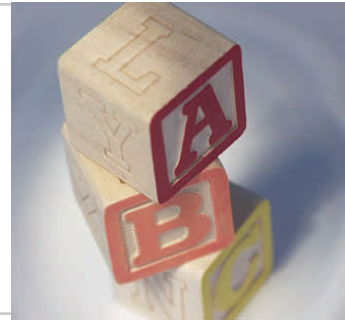
About the Author

Katalin Torok is an independent marketing consultant with a focus on Web 2.0. Her website and blog contains many helpful tips at: <http://mktg.idared.net> .

A Simple Affiliate Business Model Using Web 2.0

by Mark Thompson

<http://www.income-academy.com>



The emergence of Web 2.0 style sites over the past year or so has opened up a whole new series of ways for affiliates to promote products. We are no longer reliant on pay per click and article marketing to promote products. This article will look at a method I've been using for several months that has generated lots of traffic and increased sales to my landing pages – and all at a cost of \$0.00.

This system is built around a simple review-style landing page, which gives the visitor a broad overview of the product, highlights the main points, and contains a personal testimonial. I don't do too much pre-selling, as I promote only products that have excellent sales pages.

The Emergence of Web 2.0

Eighteen months ago, the primary method of getting traffic to a site was through article marketing and pay per click campaigns. The "Blog and Ping Method" was extensively used to help get sites indexed quickly. This involved posting links to your sites to a network of blogs. After a while it became less effective, as Google moved to stamp out the practice due to the high level of abuse.

Just over a year ago, people discovered that you could get similar results from using Web 2.0 social bookmarking sites such as del.icio.us, Reddit, and Furl. Over time, new Web 2.0 styles of sites have emerged. And now things have now moved on again, with social media sites being added into the mix.

Web 2.0 sites have been evolving over the past year, and today we have a number of distinct varieties of sites. Sites like the previously mentioned del.icio.us allow us to bookmark links that we like. Web 2.0 blogging style sites include HubPages, Squidoo, and Gather. Finally, sites like Clipmarks and Twitter allow you to post either parts of blogs or let people know what you are doing at any particular moment. You can post comments with links to Twitter from your cell phone or from instant messaging programs without ever having to log in.

It is important to monitor what is happening in the world of Web 2.0, as new sites are coming online regularly, and others change the way they operate or change their name. These sites' methods of promotion will change several times over the year, and what works well this month won't be as effective in as little as a few months. However, at that time something else will have come along and become popular. You just need to keep your finger on the pulse and monitor what's ranking well within Google.

Using Web 2.0 to Index a Landing Page on Google

Generally speaking, Google loves social media sites, and you will often find a site you create can be indexed in Google in a couple of hours and ranking well. But Google can be a cruel

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mistress; just when you think you have them figured out, they will change their algorithm, and you'll struggle to get onto the tenth page of the rankings. Please keep that in mind if you use the following method and constantly monitor the performance of the sites you create.

Here we are going to use three different types of sites to get our landing page indexed, ranking well, and hopefully receiving a flood of traffic that will increase our sales. In order to make it a little easier to follow, I have called these sites primary sites, secondary sites and ignition sites.

The Primary Sites

The primary sites are ones on which you'll create content related to your landing page and the product you are promoting. Each one of these sites will have a link back to the landing page. Primary sites include sites like HubPages, Squidoo, and Gather.

On these primary sites, create unique content or articles, but don't overdo the number of links back to your site, as many sites will penalize you for excessive promotion or linking.

I've included a short list of primary sites to help you get started.

[blogHi!](#)
[HubPages](#)
[Wetpaint](#)
[Xanga](#)

[Gather](#)
[Squidoo](#)
[WordPress](#)
[Ziki.com](#)

The Secondary Sites

The secondary sites are the social bookmarking sites, including del.icio.us, Magnolia, Simpy, and Furl. These are sites on which you will just add a bookmark that links to your primary site. Once again, don't overdo the linking – use only four or five bookmarking links for each primary site.

You will need to link each primary site to a selection of the secondary sites and rotate the sites that you use so you that don't use the same ones every time. You can save time by using a site link via Onlywire, which will automatically post the links for you.

Because so many of these secondary social bookmarking sites are available, I find it easier to create groups, with 10 sites in each. I have around five of these groups, which I call group A, B, C, etc. I've included here a small selection of these sites so you know what to look for in a Google search; a list of social bookmarking sites will provide you with many more.

[30daytags](#)
[BlogHop](#)
[BlogMarks](#)
[BlogPulse](#)
[browsr](#)

[BlinkBits](#)
[BlogLot](#)
[BlogMemes](#)
[BmAccess](#)
[Fark](#)

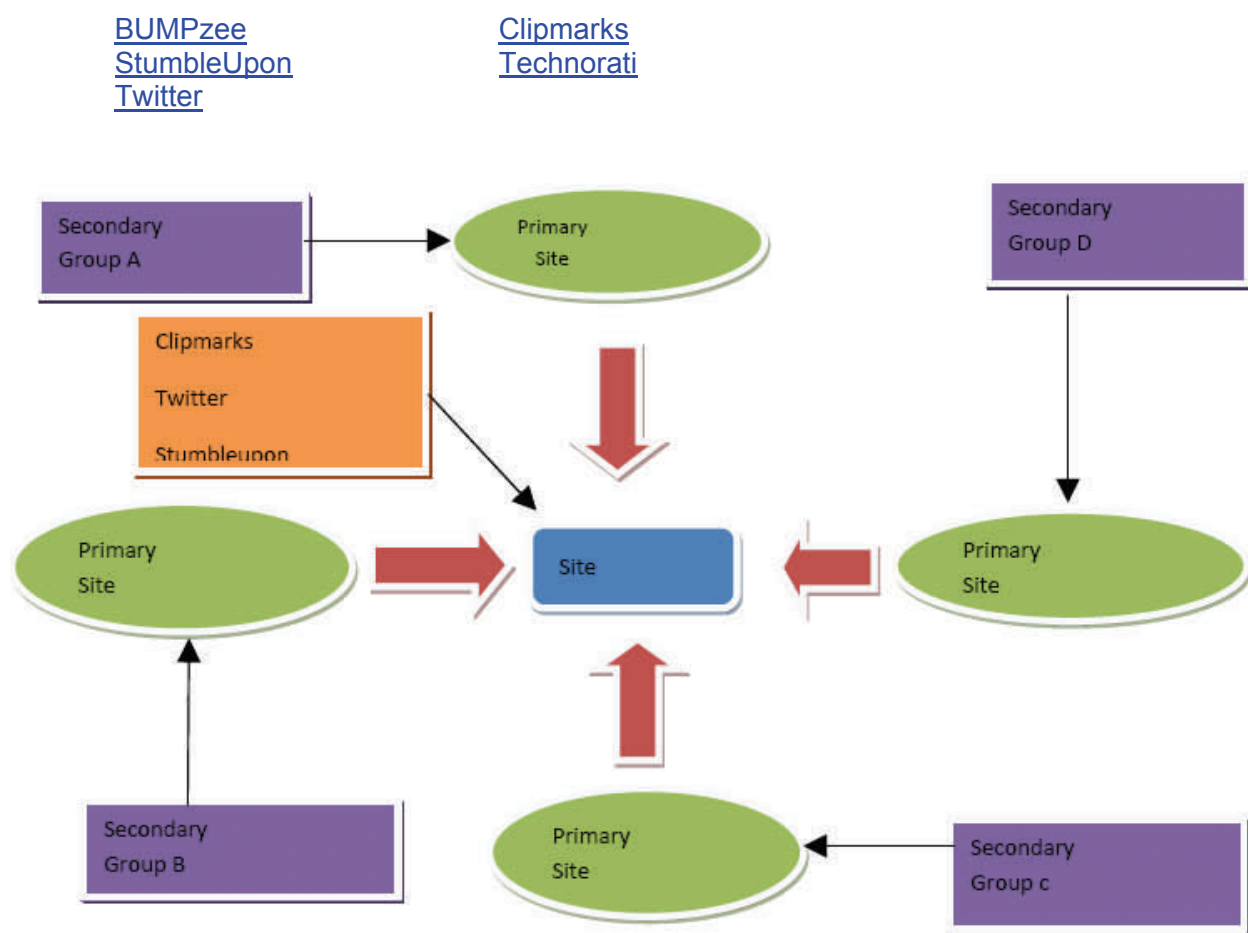
The Ignition Sites

I like to call the final category of sites ignition sites, because these sites really launch your site with a bang. These sites include ones like Clipmarks and Twitter. Over the past month or two,

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Clipmarks has been getting my site links into Google in less than three hours. By that I mean: within three hours of using Clipmarks on a brand new site, I can go to Google and do a search for my domain name, and it will appear as a link from the Clipmarks site.

I can't overemphasize how important these sites can be. Not only do they get the search engine spiders indexing your site, but they can also start to drive traffic to your site immediately after you place the link on them.



Connecting the Dots

I find it is much easier to keep track of things if I make a simple spreadsheet and create columns for primary, secondary, and ignition sites. Then it's just a matter of proceeding through the spreadsheet, either creating pages, bookmarking, or posting information.

The first thing I do is to create a minimum of four primary sites. Over time I often come back and create more sites so I might end up with 10 or 20 sites after a few months. I try to keep the content unique and the number of links small. The great thing about these types of sites is that the front page is usually PR6 (page rank #6) or higher, and over time this ensures that your profile will have a page rank of PR3 or PR4, which is great if you add a link to your site into your profile.

There is one other great reason for using these primary sites – they often rank highly in the search engines. I've frequently seen four of my sites in the top 10 of Google for a product a

12 FEATURE STORY CONTINUED

number of times. This ensures that I have a number of ways to make sales from the links. For a major product launch a few months back, six of the top 10 places in Google were sites that I had built. Needless to say, I made a good number of sales that day, and I still make several \$47 sales a week from something that took me just two hours to set up three or four months ago. And all this comes without having to resort to expensive PPC campaigns.

Once you create a primary site, use the secondary sites to bookmark it. This should only take you a few minutes after you have signed up for the services. Take one of the groups (A, B, C, etc.) that you have created and bookmark the primary site to the bookmarking sites in the list.

Now comes the fun part. Ignition sites are the sites that will really give your main site a boost. As I mentioned above, Clipmarks has placed my sites into Google in less than three hours. You should link from as many of these ignition sites to your landing page as possible. There is no better feeling than to create a site, go out to lunch, and come back to see your site listed in Google!

Continued Monitoring

These sites' performance in Google tends to change over time. So, whereas Clipmarks is the best one to use at the moment, it may not be the best one two months later. The best way to track these is to look at the Google ranking for recent IM product launches, as Internet marketers usually have their fingers on the pulse and use these methods. You can also check the performance of the sites you have used to see which ones are ranking well.

I realize that this all may sound very confusing, but in reality it's not. You can find a diagram below that hopefully makes things a lot clearer. Luckily, the whole system can be summarized in a few words. The primary sites all link back to the main site, as do the ignition sites. The secondary sites then provide links to the primary sites.

The thing I like about this method is that it costs me nothing more than just a bit of time. Of course, you can also outsource most of the work if you want, and create three or four of these networks a week.

Putting the Future to Work for You

Web 2.0 is great in part because it opens up an array of new techniques that you can use in your affiliate marketing efforts. But perhaps more importantly, as this case study shows, the technologies associated with Web 2.0 allow you to start a marketing campaign and receive same-day, if not same-hour, feedback. With just a few hours or of work and a little monitoring, you can easily put Web 2.0 to work for you – and be on your way to profitability at a faster pace than you may have previously imagined.

About the Author

Mark Thompson spent many years working in IT consultancy in London. Following a re-evaluation of his goals and lifestyle in 2004 he sold everything he couldn't fit into the family car and moved to rural Spain where he now pursues a variety of online ventures. See: <http://www.income-academy.com>

Becoming a Super Affiliate Corporation

by Kathy Jackson



Have you ever heard of a holding company? A holding company is a company, or corporation, that serves as the parent company for several other companies. All of those companies combined create one large corporation. If you have visions of becoming a super affiliate, you, too, can develop such a corporation. But in order to build your super affiliate corporation, you need to become a holding company. Here's how.

Incorporating Yourself

First, you need a business name. Because this is a “holding company,” it doesn't matter what the name of your company is. It does not have to relate to any particular niche. You can use your name or your favorite flower – anything that you want. This business and name exists for organizational and legal purposes only.

You never promote your corporation, because it does not have a particular product or service to sell. Instead, the products and services for which you are an affiliate are promoted, and these make up your company. So, again, the name of your corporation can literally be anything that you desire. For example, if your last name is Jefferson, you might call your company Jefferson Holdings, Jefferson Enterprises, or Jefferson Publishing.

Next, you need to legally set up your corporation. This is easier and cheaper than you might think that it is. You can create a Limited Liability Corporation, or LLC, by filling out a simple form, submitting it, and paying the filing fee, which costs around \$200, depending on the state in which you are incorporating.

Numerous companies that you can find online will take care of setting up your corporation for you, for an additional fee. They take all of the questions out of the process, and this is a good idea if you are leery of doing things yourself. However, it is cheaper to do it yourself.

There are two options for setting up your corporation yourself. The first is to order a “do it yourself corporation kit.” These kits will provide you with all of the paperwork and instructions for setting up a corporation in your state. These cost substantially less than hiring a company to do the work for you.

The second option is to “really” do it yourself by locating the proper forms for your state, filling them out, and getting them filed with the right state office, with the right filing fee. This, of course, is the cheapest option, as long as you know how to find the information. To find this information for your state, visit the website for your state, remembering that government websites end with the “dot-gov” domain extension. For example, the website for the State of Texas is www.texas.gov.

Once you've arrived at your state's web page, you should look for the information for the Secretary of State's office. This is where corporations are usually filed. Once you are there, look around for links that say something to the effect of “forming a corporation” or “forming an entity.” Most states make the forms available – for free – online. For others, you will need to call

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or write the Secretary of State's office. Most states will provide you with instructions for filling out and filing the forms as well.

Fulfilling the “Super Affiliate” Part

Once your corporation is formed, it needs to start earning money. Obviously, if you haven't already done so, you need to attain super affiliate status. Select products that you want to promote, and get your name out there in the Internet marketing circle.

You've probably heard about people who attain that super affiliate status. You may think that it takes years of hard work to get there, but it really doesn't. It is just a matter of doing things right.

First, develop a system. This system is one that you will use over and over again for each affiliate product that your corporation wants to promote. This is where so many affiliates fail. They sign up for a program and start promoting in a “helter skelter” fashion, without giving any thought to developing a system of techniques that actually work very well and that can be used over and over again, regardless of what product or service is being promoted.

Realize that in order to perform all of the tasks in your system, you are going to need some help. Learn to outsource some – or even most – of the work. You can hire people to do just about anything that you need to have done through freelance sites, such as Elance (www.elance.com) or Guru (www.guru.com). Submit a request for bids, and go with the bidder that you think can get the work done, for the best price.

Don't underestimate the need for freelancers. You are the president of a corporation – even if you are sitting at home in your pajamas. While you may need to do a lot of the work yourself in the beginning, while developing your own marketing system, you will eventually not have the time to do those tasks. Instead, assuming all goes well, your time will be filled talking with merchants and selecting products to add to your “line” – and of course giving direction to your “employees.”

Once your system and your outsourcing are in place, build up your name in the Internet marketing circles. Instead of just signing up for a program and promoting it, contact the merchant and let them know of your achievements in the affiliate marketing arena. Doing so could result in a higher percentage of sales – but if nothing else, you have introduced yourself.

The trick is to get your name known, and to become a wheeler and dealer – not just a silent affiliate. Simply keep using your system for making those sales, and eventually merchants start coming to you – practically begging you to sell their product or service.

Another trick that few affiliate marketers think of is to have the customers that your merchants need. Ideally, you will build huge opt-in lists in all of the niches for which you market affiliate products. Again, when you have a huge responsive list, the merchants will come knocking on your door, instead of you knocking on theirs, and you will usually get a better deal than average or regular affiliates will.

Super Affiliate + Incorporation = Greater Success

So, in the end, why couldn't you just promote affiliate programs and forego the hassle of creating a corporation? You could do it that way if you wanted to. But by forming a corporation, you are essentially letting merchants know that you are a serious businessperson. You have a professional standing. You have credibility, and you have resources that merchants need in order

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to be successful. This in turn, once you show merchants that you can make those sales, gives you a bigger advantage when it comes to getting a higher percentage of sales.

Perception is extremely underrated. In fact, perception is everything in the Internet marketing world. You hear terms like “perceived value” often. Well, you should consider your own “perceived value.” When you are incorporated, you automatically have a higher perceived value than those affiliate marketers who are not incorporated.

Think, for just a moment, about the word “incorporated.” What does that conjure up in your mind? For most people, they picture large buildings and plush offices with hundreds of employees. They do not picture a lone person sitting at home in their underwear working on the computer – only donning pants long enough to make that trip to the bank to make those large deposits. Again, it’s all about your perceived value.

So, let’s recap. In order to become a super affiliate corporation, you need to follow these steps:

1. Create your business name.
2. Find, fill out, and submit the forms to form your corporation, legally.
3. Find affiliate products that you want to promote. Think of these as the smaller companies that form your holding company.
4. Develop an effective marketing system that can be used over and over again.
5. Hire freelancers to do many of the tasks in your marketing system.

Attain super affiliate status, using your marketing system, as well as the additional methods listed above (contacting merchants, building opt-in lists).

It doesn’t take years to attain super affiliate status. Again, it’s only a matter of increasing your perceived value and developing a marketing system that works for you. In reality, if you work hard and stay focused on your goal, you can become a super affiliate corporation in two or three months – or less.

The next issue that pertains to super affiliate corporations is the money that it takes to get it all going. As you know, it really doesn’t cost that much to get into affiliate marketing. You can get into simple affiliate marketing for less than a hundred bucks. You can start building your super affiliate corporation for that same amount of money, plus the cost of incorporating, which again is around \$200, depending on the state that you are filing in.

Freelancers do cost money, but they are not needed in the beginning – when you are first developing your marketing system. In most cases, you will be doing all of the work yourself during that time – but you will start earning affiliate income during that time as well, which can then be reinvested to hire freelancers to do the work later.

It does take hard work and focus – at first. But once you are set up, and you’ve done everything that you needed to do, most of the actual work will be done by freelancers – and all you will really be doing is talking to merchants and other marketers, and assigning and collecting work from those freelancers. Then, you will have plenty of time to join the other corporate presidents on the fairway!

About the Author

Kathy Jackson is a Texas Rancher and freelance writer. She is also a contributing author for several farm and ranch publications. Internet marketing is one of Kathy’s burning interests and she is just “tickled pink” to write for AC Magazine and Anik Singal, her marketing hero. On the Affiliate Classroom Blog (<http://blog.affiliateclassroom.com/>), you will find several articles by Kathy on various aspects of affiliate marketing.



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