NAMS

Novice to Advanced Marketing System

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Getting Started with Affiliate Marketing

Making Sense of Affiliate Marketing will help you overcome the fear you may have of creating your affiliate marketing business. Our goal with this report is to easy your technological issues and help you take your online business to the next level by explaining affiliate marketing in a way that you can understand and implement immediately.

Affiliate marketing has come a long way since it was first introduced.

You no longer have to guess which affiliate program is going to produce revenue to monetize your websites and blogs.

The huge successes of Amazon.com has put affiliate marketing on the online map. Just by providing referrals for products and services that you endorse and advertise, Amazon has created a successful method of making commissions quickly and easily.

Whether you're a seasoned Internet marketer who has lightly delved into affiliate marketing or a green beginner who doesn't know a thing about affiliate marketing or where to start, this report can help you.

You'll know enough to begin your affiliate marketing strategy by the end.

This will include how to choose your affiliates based on certain considerations needed to be sure you're targeting the appropriate traffic to your blog or website.

You'll learn the basics of affiliate marketing, plus some extra ideas to help you get started the right way rather than floundering on the sidelines.

It's not difficult to get into the affiliate marketing arena if you know what you're doing. This report includes the following advice, tips and ideas to help you succeed:

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The Basics of Affiliate Marketing

You can't go very far in any new business strategy unless you know the basics. This report will provide the knowledge and tools you need to create an online presence.

To take full advantage of everything that affiliate marketing has to offer, you must know how to select the ads and promotions that you want to promote and to bring into your site or blog. This is an important part of your affiliate marketing strategy because it can either boost your credibility or hurt it.

This report provides a simple explanation of how affiliate marketing works – through an agreement with you and another website owner. There are several methods you can choose, but you need to know the advantages of each before you can make an educated decision.

There are many affiliate marketing programs available including the most popular and a few variations of the methods. You'll get a bird's eye view of each and you can then do your own research to find out more.

What It Takes to Become an Affiliate Marketer

This report will discuss paths you can take if affiliate marketing sounds like something you want to pursue. It's always better to be armed with a map of paths before you start down one you know nothing about.

You can't make affiliate marketing really work for you if you just decide to post some ads for an affiliate and hope the commissions start rolling in. First, you need to know what the most successful routes are and also keep an eye on the future and what it holds.

You'll need to know your audience, inside and out, take steps to learn affiliate marketing from experts, promote what you love and have a strategy in place about how to attract customers to your sites and those of your affiliates.

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Selecting the ads is an important part of the affiliate marketing program, and you need to select brands that blend in with your own interests and the direction you want to take your business.

Learn the Language of Affiliate Marketing

This is a guide that you'll probably want to keep beside your computer to refer to when a term or word associate with affiliate marketing stumps you – and there are many.

If you've already been in affiliate marketing for awhile, you may know what CPA (Cost Per Action) and CPC (Cost Per Click) means, but you may not yet have run into the terms such as "Above the Fold" and "Indie Program."

Beginners will find the guide a great help when you begin to set up your affiliate marketing program.

When you know the terms and nuances associated with affiliate marketing you won't as likely be put off or intimidated by learning the business. It's just one more way that you can cut the time in which your affiliate marketing strategy becomes a successful one.

You'll Have a Checklist of Affiliate Marketing Tasks

Perhaps the most helpful and important section of this report provides you with a checklist of tasks that can keep you from becoming overwhelmed at the sometimes complicated steps you must take to become an affiliate marketer.

If you already have a following on your website or blog, you're likely anxious about taking your business to the next level that includes affiliate marketing. You don't want to ruin your reputation or destroy the business you've worked so hard to create.

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Affiliate marketing isn't a get-rich-quick method of online marketing, but you'll be able to speed the process along by knowing how to select a niche, how to find an offer you'd like to promote on your site and more.

You'll also want to know more about how to target traffic to your site to get those clicks and conversions.

You'll learn some of the tricks of the trade such as the best places to post affiliate marketing links.

Finding an offer you want to promote is a bit more complicated because it needs to be based on the niche you've chosen. You'll have a quick guide to some of the best affiliate programs for beginners. They're easy to work with and learn at first.

Later, you can change, but you want to choose one first that's easy to learn and use.

Learn How to Monetize Your Blog

Many online businesses have taken their methods to the next level by adding a blog. If you already successful blog, you'll definitely want to know how to monetize it by using affiliate marketing as the next step.

When you already have a fan base, it's important that you harness the power that can bring by choosing the appropriate products or services for your affiliate marketing ads. You have a responsibility to your followers to offer them promotions that will benefit them.

You'll be able to set yourself up for affiliate marketing success when you know how to meet the needs of your audience, build trust and always try to be up-to-date in your blogs and content.

This report will offer some advice on incentives you can use to draw people to your site or blog and how to maximize the chances that visits will turn into conversions.

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The Future Looks Bright for Affiliate Marketing

If the past is any indicator of the future, affiliate marketing will be an even bigger boon to online marketers.

If you're hesitating about jumping into affiliate marketing, you need to read the information contained in this report about what the future holds.

Things are taking place behind the scenes that will have a direct impact on how online marketers do business – and, in particular in the future of affiliate marketing.

The global reach that affiliate marketing affords is just getting started. With the addition of digital marketing channels and popular retailers who will be expanding into the mobile commerce market, you need to take a close look at affiliate marketing before the technology leaves you behind.

Learn all you can now and bring your online business into the future with addition of affiliate marketing in your business strategies.

Whether you've been using affiliate marketing in your business for a while or are a beginning affiliate marketer, adding this method can mean more profit.

If you think it's too complicated, we'll give you the basic facts you need.

Break it down into knowledge you can understand without being a "techie." While affiliate marketing does require time and patience, we're here to help you succeed.

This gives you an in-depth guide about what is at your fingertips today that you can use to increase your revenue and make an online name for yourself.

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What is Affiliate Marketing?

You may have heard the term affiliate marketing and have been told that it is a great way to make money from your computer. You might still be feeling a little confused about how it works, why it works and how to get started.

Affiliate marketing refers to a marketing method where you are basically becoming an online sales person. A vendor will own or create a product that they wish to sell. Of course, it is much easier to sell when you are surrounded by sales people. So the vendor sets up something called an affiliate program. When affiliates join this program they are promising to advertise certain products in return for a commission.

Payment Methods

Commissions are normally percentage based and are paid in cash. They can also be paid as free products or you may be given coupons, discounts or even advertising space on a popular website.

There are other payment methods that you need to be aware of. The first one is referred to as 'pay per sale' which gives the affiliate a reward every time a product is sold. This is normally the percentage payment method. To earn money with this method the affiliate needs to use a special link (affiliate link) and posts this links in blog post, articles, on social sites and even on their own advertisements.

The second type of method is known as 'pay per lead' this is where the affiliate gets paid each time they refer a lead to a company. Credit card companies use this type of program a lot. They recruit affiliates to advertise for them and each time a person fills out a form and becomes a lead the affiliate gets paid. Products that offer trials will also use this method.

The third type is called 'pay per click' and affiliates are given a commission for each time one of their links is clicked upon.

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Benefits to Vendor and Affiliate

Affiliate marketing really does benefit both the vendor and the affiliate. Many times a person decides to promote a particular product because they have expertise with it. You may decide to promote woodworking because it is a hobby you enjoy. So, obviously, you have lots of experience to draw upon when it comes to writing or blogging about this topic. In turn this means that visitors to your site will connect with you, recognize your authority and be more willing to purchase items that you recommend. The vendor is more likely to see lots of sales coming through your affiliate links - a good thing.

For the affiliate, the benefits include being recognized as an authority in their niche. It also means seeing regular income and being rewarded from the vendor with free products and possibly higher commission rates. A good vendor will appreciate their top affiliates and have no issues in rewarding them.

Good affiliates can easily help a vendor improve their reputation and increase their sales. Good vendors will appreciate their top sellers and be happy to have products that are selling well. Affiliate marketing really is a win-win situation for both sides.

How Affiliate Marketing Began

Affiliate marketing first came into existence when the world experienced the introduction of the World Wide Web, the internet as we know it today. As business owners began to use the web they saw the potential it had for reaching a larger market.

The first person to take advantage of this was William J. Tobin. He was the owner of PC Flowers & Gifts. He launched his company in 1989 and started to think about how paying another company could help him earn more money. This was the birth of affiliate marketing.

William J. Tobin hired the Prodigy Network, which at that time was a company owned by IBM. The partnered together in 1989 and Tobin saw his income increase

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substantially. In 1996 Mr. Tobin decided to apply for the patent for affiliate marketing.

Today one of the most well-known affiliate companies is Amazon.com. They actually began their affiliate program back in 1996 and unveiled their associates program.

Their program works by associates linking to Amazon from their own websites and by connecting customers to them. The more purchases a customer makes the higher the paycheck is for the associate.

Amazon now offers their associates, or affiliates, tools and resources to help them increase their sales. Other affiliate programs now do the same, they help their affiliates by providing them with useful tools to help them earn more income. These tools can be tracking tools, promotional pages, articles, images and more. The owners of these affiliate programs recognize how important affiliates are to them.

Other affiliate programs have sprung up in recent years. These include ClickBank, LinkShare, ShareaSale, AdSense. Even large retailers have gotten in on the affiliate game, Wal-mart and Toys R Us are just two examples of retailers who run affiliate programs.

The trend for affiliate marketing is on the rise. This is mainly due to the increase of ecommerce stores springing up across the web. All business owners want more income and what better way than to put an affiliate program in place.

In 2006 Marketing Sherpa performed research which discovered that affiliates around the world made $6.5 Billion in commissions and rewards. This came from many different sources and business sectors. Some of the most highly rewarded sectors included the finance arena, gaming and gambling, education, publishing houses and lead generation.

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This indicates that becoming an affiliate marketer is a good business model to follow. Just ensure that you set your business up correctly and treat it as a business and not as a hobby.

The Benefits of Being an Affiliate

Just about the biggest benefit to being an affiliate marketer is that you don't have to worry about creating any products and managing them. Instead you can focus on finding the best products to promote that will net you a good commission.

But you do still have a job to do as an affiliate marketer. First you want to ensure that you are only promoting good products to your list. If you begin to promote every product under the sun, good and bad. Your list will learn to not trust your judgement.

So, it is vital that you take the time to research good products to recommend. If necessary ask the vendor for a review copy of the product, or purchase it yourself if you can.

The attraction of being an affiliate is the simplicity of the process. As we mentioned you don't have to be the one creating products all the time. Creating your own products can be costly and time consuming. It is often easier to just send traffic to an offer and reap the rewards.

As an affiliate, your job is to direct traffic to a vendor's offer. If you can do this successfully you can build a great relationship with the vendor. They will appreciate your efforts and may even reward you with a higher commission rate. They will be happy to provide you with copies of their new products for review, as they know you will bring in many sales for them.

Gaining a good relationship with vendors is important as they will often recommend you as an affiliate to other vendors. In return, this can help increase your income substantially.

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Don't forget that you also want to develop a good relationship with your customers. You have to agree that it is much easier to earn an monthly income if you know that you have lots of repeat buyers on your list. It means you actively have to go out and find fewer customers.

This relationship with your customers is built upon trust and respect. This is accomplished by only recommending products that you have researched in depth. Or products that you personally use yourself.

While you may be tempted to promote higher priced items, keep a look out for special offers and deals that benefit the people on your list. After all they are your customers and are responsible for you making money from affiliate marketing each month.

Best Practices for Affiliate Marketers

Affiliate marketing is an extremely popular way to make money on line. It is not always that easy though and it is important to know how to become a good affiliate. Use the following guidelines to help you increase your income with affiliate marketing.

1. Take the time to research and know the products that you are recommending.
2. Writing product reviews and including both the pros and cons of a product will help you earn a good reputation as an affiliate marketer.
3. Don't sent your readers or traffic directly to a vendor's site, ensure you have a way to capture their email address. Do this by sending traffic to your blog, this way you can follow up with prospective buyers.
4. Only recommend good products, preferably ones that you have used yourself. Plus try to offer products at various price points and keep a look out for special offers that will benefit your readers.

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5. Research good affiliate programs that offer a variety of products. Checkout commission rates, payout points, and their return policies and customer service response.
6. Don't be afraid to ask for higher commission rates and for a review copy of a product. As you send a vendor more sales it will be easier for you to get a better commission percentage.
7. Take the time to set up your own website or blog. This will help you brand yourself as a marketer and give you a platform to publish your reviews, information and tips on products on.
8. Don't try and set up multiple sites in various niches. You will find that you don't have the time to manage them all. It is better to start with one site and get that making an affiliate income before starting another one.
9. As you build your list and site offer your visitors free reports that provide valuable information in your niche. Inside the report you can add your affiliate links.
10. Research your product so you know the demographics of your prospective buyers. What they like, where they live, what their income and education levels are. This allows you to directly 'talk' with them on your blog. They will identify with you more easily and be more trusting to purchase from you.

Use these above best practices to form the basics of your affiliate marketing business. Remember that you want to earn the trust and respect of your readers first. Once this happens they will start to buy more regularly from you and you will get to a point where sales begin to happen on a daily basis.

Setting Yourself Up as an Affiliate Marketer

Many people approach affiliate marketing with the wrong viewpoint. Unfortunately, they think that they can promote all kinds of products and easily make thousands of dollars per month. While top affiliate marketers do actually do this, it has taken them time and effort to achieve that top-ranking status.

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The minute you start promoting products you are gaining a reputation for yourself. If people purchase a product from you that they love, all is well. What happens if you recommend products that don't work, or are never delivered? Well, first the person you recommended this product to is not going to be happy. Secondly, they will not trust your future recommendations, they will simply not purchase from your links anymore.

One of the first things you want to do is take the time to think about what type of products you want to promote as an affiliate. Do you have an interest in something particular? You may be a mountain bike enthusiast or a gardener.

Promoting products that you are knowledgeable about will benefit you in the long run. Mainly because you are most likely using these products yourself and can add your likes and dislikes about the item. As well you will enjoy writing blog posts and reviews on this topic and this will make your posts lively and engaging to read.

A good way to attract people to you is for you to set up your own blog. This way you have a platform or launch pad for your affiliate marketing career. If you do decide to promote products around one particular niche this is a great way to start.

As you post to your blog on a regular basis you simply start talking about products and items that are helpful. This way you are not flat out saying 'hey buy this' or 'buy that' all the time. You are just adding suggestions to your post in a natural way. Quite often people won't even realize that you are trying to sell them a product. Which, of course, is the best way to do this type of marketing.

If you are just starting out with affiliate marketing, try to select a certain topic or niche first. Then fill your blog with interesting and helpful tips on this topic interspersed with recommendations. Before you know it, you will be making a regular income as an affiliate.

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How to Make Money with Affiliate Links

The concept of affiliate marketing is very easy, you put up an affiliate link for people and when they purchase through it, you get paid. As with anything, there is a right and a wrong way to do this.

What is an affiliate link?

When you sign up or register for an affiliate program you are given a link. This link will track your sales, it is basically the way you will get paid. As people click through your link and make a purchase the sale gets credited to your account. When commissions are paid out you receive funds via a check or into your PayPal account.

Masking Your Link

An affiliate link will look something like this:

http://productname/?id=34598

The id portion is the part that identifies you as the affiliate. Now if you use this link as is you are leaving your link open for changes. Unfortunately, there are people who will take your link and add theirs to it. They get credited for the sale and you lose out.

There are several ways around this. You can mask or hide your affiliate link by using software. A popular one is Simple Click Tracker which actually works on your WordPress blog.

The benefit of this is that your link is effectively hidden and ensures that you will get credited for any sales. Now please be aware that some affiliate programs do not track any links that are shortened. So, look into this before doing so.

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Hyperlinks

Using a hyperlink is another way to mask your link to a certain extent. You have no doubt seen hyperlinks as words or a string of text that is clickable. When you click on that link you are taken to an affiliate offer.

Here's how to do this:

If you are doing this in Microsoft Word or inside your WordPress blog it is very easy to hyperlink text.

1. Copy your affiliate link.
2. Highlight the words in your post that you want to link to.
3. Click on the icon at the top of your dashboard that looks like a link, it often has a picture of a globe with it.
4. A pop up box will appear asking you for the URL to link to.
5. Paste in your affiliate link.
6. You have just created a hyperlink.

This is often the best way to share your affiliate links and you can usually add hyperlinks in your emails as well. If you post images on your blog don't forget to add your affiliate link to those as well.

This will give you more exposure and more possibilities for making money with your affiliate links. Enjoy!

Basic Tools for Affiliate Marketing

Let’s look at some of the basic tools you will need to be successful with affiliate marketing. Just because you are not creating your own products you are still running a business and need to treat it as such.

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Blog or Website

As a business owner, you need to have a home base to run your affiliate business from. This should be a blog or website. It is very easy and affordable to set up a WordPress site for your business. While there are free options it is recommended to buy a domain name which becomes your blog address, and use a hosting company. The total cost for these two things is around $20 and the monthly fee for hosting is $10 to $30.

Autoresponder Service

As an affiliate marketer, you do not want to waste your time sending people to the vendors' offer. Instead, the smarter practice is to direct them to the affiliate offer on your own blog. On your blog, you will have an opt in form to capture the email addresses of your visitors. This provides you with the opportunity to mail your list for days, weeks and years to come.

Now, you may ask why this is important? Most affiliate marketers will tell you that most prospective buyers do not always make a purchase the first time they click on your affiliate link.

If you send these buyers directly to the vendors site and they don't purchase, you have lost the sale. How can you connect with them again and find out why they didn't purchase? You can't.

On the other hand, if you send them to your blog and they opt-in to your list you have their contact information. You can easily send out emails to them and provide them with more information or ask why they didn't purchase.

You are collecting and building your own data base of leads for all your affiliate marketing efforts. While a person may not like one product they may happily purchase others.

Using an autoresponder service allows you to mass mail people at one time. Plus, you can schedule emails to go out while you are at work or out shopping.

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Two of the most popular autoresponder services are Aweber and GetResponse, both have introductory trials for the first month.

While there are other tools that can help your affiliate business these are the basic ones that you should start with. Then as you become an experienced affiliate you may want to use tools that create landing pages and track who clicks on your links and how often.

Where to Find Affiliate Products to Promote

Now that you have decided to become an affiliate marketer it is time to go out and find products that you can promote. You certainly have a lot of choices and today we will cover some of the top sites that offer hundreds of available products.

Some of the top niches that affiliates promote include the money-making arena such as Internet Marketing, health and fitness, and the dating niches. These are huge topics and while there is nothing wrong with promoting them, you will find that lots of other affiliates are doing the same thing.

Your best plan of action is to try and find what we call a sub-niche of one of these main ones. Let's look at the health niche as an example.

Health - this can be divided down into:

- Weight loss
- Juicing
- Diabetes
- Allergies
- Raw food
- Stress
- Anti-aging
- Pain Relief

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The list just goes on and on. You should be getting the idea of smaller niches that you can promote products to. Staying with the health niche you could focus on Anti-aging and seniors. This gives you a wide range of products that you could promote including joint pain and arthritis supplements etc.

To find actual products to promote you can use the following sites:

- Clickbank
- JV Zoo
- WarriorPlus
- Nanacast

These sites are great if you are looking for internet marketing products. If you do want to focus on health products here are a few suggestions.

- Market Health
- Sell Health
- Amazon

Commission Junction by Conversant is a huge site that lists lots of different products including health supplements, yoga, kettlebells, crafts and more. You can pretty much find an affiliate program for any topic you can think of.

Don't forget that many of the large retailers have their own affiliate programs. This includes Wal-Mart and Toys R Us amongst others. You can also search online for specific forums just use the following search string:

Niche or topic + affiliate programs

One thing to remember with many affiliate programs is that they may be country specific. This means that they may not accept affiliates if you live in a certain country. This is either because their products are not available in that country or they cannot pay foreign affiliates. Something to be aware of.

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You now have lots of options of where to find affiliate programs and products that are suitable for you to promote.

Applying for an Affiliate Program

Once you have decided that you want to become an affiliate marketer your next step is to find products to promote. This is done by joining an affiliate program. You need to apply and wait to be approved. Once you are approved you will be given a referral or affiliate link to use. This link is the tracking method that is used to track purchases and allocates payments into your account.

Let's break this down a little further:

Your first step is to find an affiliate program. Once you have decided what type of products you want to promote you can look for ones that match your selection. You may want to promote health supplements, wood working supplies and tools, baby items or promote to an age group such as seniors, children or expectant mothers.

As you begin searching for an affiliate program you will no doubt find tons that look suitable. Your next step is to narrow down your selections. Here's a few things to look for.

1. Ensure that the program accepts and pays affiliates from your country and/or state. Amazon for example does not accept affiliates from certain states across the U.S.
2. Make sure that you can accept affiliate commissions via their payment choice. Many programs use PayPal but unfortunately this is not available in all countries worldwide.
3. See if there is a minimum pay out structure in place. Certain programs require that you sell X number of products or reach a certain cash balance before being paid. Look into this and make sure you are comfortable with it.
4. You may need to have a website or blog in place in order to be accepted into the affiliate program. You may have to do this first before applying.

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5. Check the commission payment to see if it is cash based or reward based. Then look to see what the percentage or payment is. Some affiliate programs offer higher percentages than others. You need to ensure that you will be rewarded for the work you are going to be putting forth.

Once you are happy with all the terms and conditions it is time to apply to the program. Again your waiting time will vary depending upon the program. Some affiliate programs grant you immediate access while others take a couple of days.

As soon as your approval comes through log into your affiliate account and make sure you understand how everything works. Be sure to add your payment details so that you get paid.

If you have any questions always contact the vendor or their affiliate manager. Start promoting and enjoy your rewards.

Are You an Online Sales Person?

While many people balk at the thought of going house to house as a sales person, they are only too happy to become an affiliate marketer. Actually, these two occupations are more similar than you might think.

Most sales people are paid commissions on their total number of sales. This is why they actively knock on doors, to aggressively drum up more business. The more they sell the higher their take home pay will be.

An affiliate marketer also gets paid, usually a commission percentage, on sales they generate through their affiliate links. They, of course, are working online from home, so there is no physical knocking on doors.

Can you see how the two are very similar? Yet if you were to ask affiliate marketers if they would become sales people, their answer would be an astounding no!

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This may be due to having to walk or drive around all day looking for sales. Or it may be the reputation that sometimes follows salesmen around. Who hasn't experienced someone knocking on your front door in an attempt to sell you a magazine subscription or a new vacuum cleaner?

It seems that affiliate marketers are seen in a higher regard. They work from home on their computers and drive traffic (visitors) to someone else's website. This is done by using an affiliate link, which really is a fancy tracking system. When the link registers a sale, the affiliate is credited with a commission. On pay day totals are tallied up and commission payments are sent out.

Sales people will get their commission checks on a regular basis as well, this may be weekly, bi-weekly or monthly. The amount is also derived from the number of sales they made.

Both types of people have to know the products that they are selling, they must find customers and they have to do this repeatedly. The main difference is one is home based while the other includes travelling.

The appeal of affiliate marketing is that it is based upon your performance. The better you market your product, the higher your commission check will be. Ditto for the sales people!

An affiliate marketer acts as a liaison between a vendor - owner of the product or service - and the potential customers. They must connect the two and show them how they can both benefit from each other.

Are you beginning to see how the same things apply to sales people? Yet their occupation is not always held in as high regard.

Remember affiliate marketing really only began after the Web was introduced to the world. Otherwise everyone would still be regarded as salesmen!

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Affiliate Marketing Is a Dream for Many Marketers

One of the most difficult parts about all online business, especially if you're a solopreneur or a new business owner, is finding a community of people like yourself to combat the loneliness that sets it.

And often, those same entrepreneurs get confused quickly about the next steps.

Be sure to check out the MyNAMS Insiders Club to get involved with a community of like-minded people, and get the training and tools you need to successful online today.

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WHAT DO INSIDERS GET?

Weekly MASTERMIND Call - What's working

30-Day Challenges - 12 months essential topics

Insiders Facebook Group - active peer community

PLR Articles - articles, report and ecourse each month

Audio & Graphics Gallery

Micro Workshops - nearly 2 dozen training sessions

Tutorial Library - Tech tool & process tutorials

Custom Tutorials - 18 essential tools tutorials

Custom Marketing Suite Software including site builder, video management, tracking, quiz engine

And much more...

NAMS
Novice to Advanced Marketing System