



Article published on June 17th 2012 | [Internet Business](#)

Affiliate Marketing is one of the best ways to make money from home and affiliate programs provide anyone with internet access a chance to make a living on the internet. Affiliate programs are usually free or very cheap to join, easy to get started and typically pay commissions on a regular basis, so more and more people are turning to them as a means to start a home based business. However, there are a few mistakes affiliate marketers tend to make that hurts their business tremendously.

Avoiding some of these common mistakes made by affiliate marketers should quickly and easily improve your chances of making sales and increase your affiliate commissions. Here are five of the top mistakes made by affiliate marketers:

Not researching the affiliate program before your start promoting it. It really is amazing just how many affiliates grab the first affiliate program that comes their way or sign up simply because it has a high commission rate or promote it just because every other marketer is promoting it. If the program does not compliment the overall theme of your site, you will find it difficult to convince your visitors and subscribers to purchase the product. Why would they want it if it does not have anything to do with the area you are targeting?

Not using your signature file correctly Many affiliates add a signature file to all of their out-going email messages and forum posts but they do not do it correctly. Twenty lines of text full of affiliate links to a bunch of different products is not considered a good signature file! In fact, it can very easily be considered spam. Try keeping your signature file under five lines with an attention grabbing or intriguing first line and overdo it on the links.

Not writing your own ad copy There's nothing worse than seeing the exact same advertisement all over the internet or in email messages from ten different marketers. How much perceived value will your message have when it arrives and the reader is seeing it for the tenth time? Take the time to tweak the ad to suit your target audience and subscribers before sending it out. Personalize it to make the ad your own so it doesn't even seem like an advertisement anymore.

Not paying for your own domain name and hosting account Even novice internet users can tell a free hosted site when they see one. It's very unprofessional and suggests to your visitors that you haven't made any money online and probably don't know what you're doing. If you haven't even taken the small step towards setting up your business properly then how can your visitors trust you? Less than \$10 a year for a domain name at GoDaddy.com and maybe \$5 per month for a small hosting account won't break your bank account. In fact, it will probably help to add to your account in the long run.

Not capturing your leads before you send them on to the affiliate product site If you spend your time and money marketing to get someone to click on one of your affiliate links then they leave the product site without purchasing, what have you gained? Nothing! You have just lost the time and money it took to get that one click-through in the first place. Set up a squeeze page so you can capture your lead's email address before you send them on to the product site.

That way if they don't buy you can follow up with them later and try again (and again and again and again). This can be priceless!

Now that you know these five affiliate mistakes to avoid you should be able to make more sales and increase your affiliate commissions by a significant amount. So get out there and become the super

affiliate marketer you always knew you could be!

Article Source:

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Article Keywords:

internet marketing advertising, niche marketing

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