Lesson 4: What is Affiliate Marketing

In the previous lesson, I gave you a more formal definition of marketing. I spoke of supply and demand and how without one component, you couldn’t make any money. I then presented you the problem where you might have identified a potentially profitable audience with a high demand, but you just didn’t have the knowledge to supply them with something they wanted.

That’s one of the beautiful things about marketing. Someone is bound to produce the supply for it, sooner or later. It’s easy for someone to sit around and mope all day about a problem that they have. It’s a lot harder to come up with a solution. Of course, if the problem is severe enough, people will start being resourceful and will create a solution.

If these people are smart and realize that their solution could be potentially profitable, they can promote it to other people who have the same problem. Of course, depending on how widespread your problem is, you could be interacting with literally thousands if not tens of thousands of people around the globe.

This isn’t necessarily a bad thing, but time is money after all. You could make the same amount of money with half the work. How? By promoting your information to affiliate marketers!

Affiliate marketers are the ones who will promote your information for you, as long as you give them a cut of the profits. If there’s anyone who fits the bill of the “problem-solving middleman”, it’s the affiliate marketer.

Notice that the initial definition of marketing still applies to Affiliate Marketing; there are still people who demand information. There is still a supply of information, just that it doesn’t belong to you. You can still connect the two parties by being an affiliate.

The best thing about Affiliate Marketing is that you can get started straight away. You don’t need your own product (which can take weeks, if not months to create). You don’t even need your own website. All you need is a brain that is in the marketing mindset. You have to be able to identify a strong demand and be able to find information (or real products) which you can supply.

I’ll wrap up this lesson here, but if you’ve been thinking ahead, then you’ll realize that you won’t be the only Internet Marketer out there. In the next lesson, you’ll learn about competition in Internet Marketing.