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## **How to Make Your Affiliate Program Profitable**

**By Raynay Valles**

### **How to Make Your Affiliate Program Profitable by Raynay Valles**

You set up an affiliate program for your website and some affiliates signed up. But now you see your affiliate sales are less than delightful.

Your first thought may be that affiliate programs don't work, but you know others sites are making them work.

How do YOU get them to work for you? Take these steps:

1. Identify your best performers.

It's the 80/20 rule here - 20 percent of your affiliates are probably producing 80 percent of your sales. Who are your high-performers?

2. Determine what they have in common.

Are they websites or ezines? How are they using your links? Which links are they using? What type of website do they have? Create a picture of the optimal affiliate.

3. Find more possible high-performers.

Search for websites and ezines with attributes similar to your high-performers. Introduce yourself and your company and invite them to become an affiliate.

4. Train your affiliates to sell at high levels.

Tell all your affiliates what you find your best affiliates are doing. If you find that a particular link is working well, share that. This is exactly what fast food franchises do. They find out what works, then tell all the franchisees.

By taking these four steps, you and your affiliates will be on your way to making more money.

## **7 Tips to Choosing a Successful Affiliate Program**

**By David McKenzie**

### **7 Tips to Choosing a Successful Affiliate Program by David McKenzie**

When selecting an affiliate program to join you need to know how to choose a successful affiliate program.

Look in the wrong place and you might find a dud but look in the right place and you might be on to a winner.

Here are 7 tips to help you choose a successful affiliate program to join:

1. Look at [associateprograms.com](http://associateprograms.com) This is the 'affiliate central' of affiliate programs. You can virtually guarantee to find a successful program here and you can choose from tons of subject areas.
2. Look at [clickbank.com](http://clickbank.com) Nearly every product they have for sale has an affiliate program. Many of them are extremely good and most pay very high commissions. (some over 50%)
3. Affiliate resource sites usually offer their best affiliate programs. As affiliate resources sites are specialists in affiliate programs you can be pretty sure of choosing a successful affiliate program from them.
4. Look for affiliate programs that are offered through any ezines you receive. Chances are the ezine owner has an affiliate program and if they have a good ezine they probably will have a good affiliate program.
5. Think of things that ALWAYS sell. Like web site design, ebooks, music and travel. Stick to proven online sellers and the affiliate program will have a much greater chance of being successful.
6. Seek out articles on affiliate programs. There are many good writers out there who have been successful with affiliate programs. Try to find articles they have written to see what has worked for them.
7. Take courses. Many sites offer free online email courses for affiliates. Take some of these courses to learn more about what it takes to be a successful affiliate.

Affiliate programs are a great way to make money but one of the secrets to affiliate success is to choose the right program in the first place. Use these 7 tips to help you succeed.

David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!

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