



How To Make Money with Affiliate Marketing

How To Make Money with Affiliate Marketing

Step-by-step Guide To Teach You Everything You Need To Know How To Master Affiliates Marketing For Beginners and Become an Overall Power Affiliate Overnight.

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Learning About Affiliate Marketing

Affiliate marketing has many descriptions, yet all have the same meaning. Affiliate marketing is a huge business piece on the Internet. It is a cooperative effort between merchants and an affiliate's website. For many years now, affiliate marketing has proved to be a cost-efficient, measurable method of delivering long-term results.

It has become famous for Internet sites who are trying to make some extra or additional income for their site. Every day, people get interested to affiliate marketing and want to make money out of it. But in many cases, these new affiliates do not fully understand the affiliate world and make costly mistakes. In other words, affiliate marketing has often been misunderstood.

One of the common misconceptions that are being associated about affiliate marketing is "selling", though selling is an important activity of affiliate marketing and the central function of a business operation. Another is that affiliate marketing is commonly linked with "advertising".

While the importance of advertising in marketing a certain product is not to be underestimated, the fact of the matter is, advertising like selling, is merely a part of the many functions of marketing.

In affiliate marketing, an affiliate is compensated for every visitor, subscriber and/or customer provided through his efforts. The said compensation may be made based on a certain value for each visit. The most attractive aspect of affiliate marketing from the merchant's viewpoint is that no payment is due to an affiliate until results are appreciated.

Affiliate marketing is typically being run by affiliate networks and this affiliate networks are composed of two functional bodies, the group affiliates and the group merchants. Each has their special function and role when it comes to affiliate marketing. The affiliate network acts as a third party between the merchant and the associated affiliates. The network provides the technology to deliver the merchant's campaigns and offers.

The affiliate network also collects commission fees from the merchant and then pays the affiliates which are part of the program.

The merchant is any web site owner that wants or desires to take advantage of performance based marketing. The benefits to the merchant are many. First, the merchant maintains and operates the affiliate program. If it would be extracted, the merchant needs to do their part by researching interested affiliate websites to ensure that they are a good fit for that particular website.

Finding a fit for their merchandise would be the key to more generated income. The merchant has access to markets and customers without him spending valuable time searching out. Banner ads on affiliate sites are not distracting to the site user. It might produce interest for that product and drive the consumer to the merchants' website. It is also the merchant who decides how much he is willing to pay for each sale that results from a visitor sent from an affiliate.

The affiliate or the affiliate marketer also sees a lot of benefits. The affiliate is a web site owner that promotes one or more merchants and their affiliate programs. Affiliate marketing can generate a full-time income for the affiliate. But this is not an easy task to accomplish. The affiliate needs to have a better understanding with the merchant what the commission will be, expected payment method and time involved in the contract.

The affiliate has also the responsibility to stand for the merchandise their user base would be most interested in. For example, if the site has a user base of mainly stay-at-home mothers, then on-line job openings such as surveys would be a good match for them. This group would also appreciate direct links to children's products and informational sites.

Merchandisers often provide targeted, best-seller items and personal support to their affiliate. They often offer sales promotions that will benefit the merchandiser as well as the affiliate.

Affiliate marketing is a great situation for both the marketer and the affiliate. If they would work together, they can be an advantage to both. Plus the fact that it seems to make sense, it is easy and inexpensive way to start, and you can be up and running within a few days. But there is one thing to consider, it is how to get traffic and make your offer different than all others.

The Best Advantages of Being an Affiliate Marketer

Affiliate marketing has become one of the most effective ways to advertise online. It is also one of the easiest ways for anyone with a website to make a profit online. Affiliate Marketing is an agreement between a merchant and a website owner. The website owner, or the affiliate, allows the use of their site for the promotion of the merchant's products by linking to the merchant's website. In exchange, the merchant pays a commission to the affiliate on all sales generated by the affiliate.

Every time someone clicks on the link on the affiliate website and proceeds to make a purchase, the affiliate gets a commission. The merchant will pay the affiliate only when a customer clicks on the product link and makes a purchase.

Affiliate marketing programs are described as a win-win situation for both the merchant and the affiliate because of the pay-for-performance scheme. Both the merchant and the affiliate enjoy some benefits in affiliate marketing. There are many benefits on the merchant's side. It gives the merchant a wider market in which to advertise a product or service.

Affiliate marketing will give the product or service the maximum exposure that it may not get with other traditional advertising techniques. The more affiliate sites a merchant has, the higher the traffic, which can convert to sales. Affiliate marketing is the equivalent of

having an army of sales people who will do the advertising and will only get a commission if a customer purchases.

Meanwhile, since an affiliate marketing relationship is a win-win situation, the affiliate also enjoys many benefits. Foremost among these is the easy way to make a profit. The affiliate can earn by having an ad or link to the merchant's website, which prospective customers will hopefully click and proceed to make a purchase.

As soon as the customer clicks on the ad on the affiliate's site, is redirected to the merchant's website and goes on to buy that particular product, the affiliate earns a commission. The more referrals there are the more profit for the affiliate.

Affiliate marketing is an excellent way to earn money while at home. There are virtually no production costs. The product is already developed and proven by the merchant, and all you have to do to find, as many prospects as you can that will bring in the profit for both the merchant and the affiliate.

Affiliate programs are usually free to join, so affiliates do not have to worry about start-up costs. There are thousands of products and services you can choose from. You can find affiliate programs for every product under the sun. Surely, there is a product or service out there that is relevant to your website.

In addition, there is absolutely no sales experience necessary. Most affiliate programs offer excellent support when it comes to providing marketing material. The simplicity of affiliate marketing allows you to be an affiliate marketer at the least cost and the most comfort. You can even build a successful affiliate marketing business right in the convenience of your own home.

In affiliate marketing, your responsibility is simply to find prospects for the merchant; you do not have to worry about inventory, order processing, and product shipping. These, along with customer service support are the duties of the merchant.

Because of the global reach of the internet, you can easily find thousands of prospects. You can intensify your advertising campaign by exploiting more aggressive and productive strategies such as viral marketing. By attracting more prospects, you also maximize your potential to earn.

Another benefit of an affiliate marketer is the minimal risk involved. If the product you are advertising is not making money then you can dump it and choose another. There are no long-term binding contracts tying you to products that are not making enough money.

All the same, the best benefit of being an affiliate marketer is the opportunity to increase your income; and you can make a profit even if affiliate marketing is only a sideline business.

With your own affiliate business, you can easily earn extra income, although you do have to exert effort and use your imagination to maximize your earning potential. Indeed, affiliate marketing is one of the simplest and most effective business opportunities on the web today.

Finding The Best Products to Affiliate

In order to locate products that sell online, we need to understand what people already want to buy. Finding a good choice of idea or product is always accompanied by interfacing the demand for the product in the current market and the level of competition or market share that the product will be having in the long run.

What should I sell? What products are hot selling? These are the questions most people are trying to find an answer in order for them to make the definite decision. And if we really want to know the answer to this question, our only choice is to do some research. There are all kinds of twists along the road that may lead you to think you have a high-demand idea.

We must be able to understand and satisfy the need, wants and expectations of our customers on a certain product that they're trying to buy. These three are called the basic needs or minimum requirements in a purchase. Needs are the basic reasons or the minimum requirements consumers are looking for in a product or service. They are called the qualifying or "gatekeeper" dimensions in a purchase. Wants are the determining dimensions among many choices.

Expectations, on the other hand, are values or intangibles associated with a product or service. Expectations are actually part of "wants" but they become extremely important when products or services are not differentiated.

For example, in reading a logic book, university students look for the following: Relevant logic concepts use of simple language, easy to understand and affordable prices. These similar ideas can be applied to Internet Sales as well. After all, the Internet is just another place to sell products.

The basic concept of demand is the same there as it is anywhere else, and has been all the time.

Now, the second thing that must be considered in finding "hot" products to sell are the level of competition or the market shares do your product will have. Market share or level of competition means the ratio of your brand sales versus the total market sales. While companies would naturally define its target competitors, it is actually the consumers who ultimately decide the competitive frame, or the list related products or services that consumers consider when exercising their purchasing power.

We must therefore choose the market segment where we can have a potential leadership or at least a strong challenger role. Because the overriding objective of getting into this business is not just to satisfy the needs and wants of our customers but to do so profitably better than his competition. Otherwise, our competition will end up satisfying the customers better than our own interest.

Third factor to be considered in finding hot selling products is finding out the general interest level about the product. General interest in a product helps us to gauge where our

demand and competition numbers fall into the big picture. Simply saying, if there isn't much demand for the product, and there isn't much competition, it would seem that it might not be good a good put up for sale.

But the research doesn't stop here; there is one last thing to be considered to exactly find the hot selling products that you've been looking for. We must also learn how others are advertising those products. If there are a good number of them doing so, it may mean that it's a good product to get into.

Coming to the last phase of the process is analyzing and evaluating all the information that has been collected. We have to look at all of the data we have collected on demand, competition, and advertising, and make decision as how they all balance out.

And here are several factors or aspects that must be measured: (a) not enough demand means not enough people are going to buy (b) too much competition means not enough of a profit to go around (c) too much advertising drives up the price of pay per click ads, and competition as well (d) not enough general interest, combined with low demand, means there may not be a good market even if there is competition trying to make the sales.

The In's and Out's About Affiliate Marketing

The humdrum existence of going to the office day after day doing the usual 9-5 shift is a trying task for those who have lived all their lives doing so. This is why the convenience of doing work at home under amazingly flexible working hours is a dazzling prospect to them.

Doing work at home that is as fulfilling as having a career working for a computer on the 19th floor of a skyscraper is already a possibility in these modern times. This is because the jungle-like network that is the internet has given birth to a business that has given some people practically new lives doing nothing but so.

This particular business allows people to work at home under flexible working hours. There is no boss to scream around putting pressure on everyone about the deadline at hand. There is no clutter of messy paperwork that needs to be completed the soonest possible time. Conveniences such as these are experienced by those who are into affiliate marketing, the newest way to earn money without having to go through all sorts of routine found in regular employment.

Those who have been in the business long enough can attest to the fact that it is a lucrative business indeed, one that can actually give people things that they could not possibly possess or experience under ordinary circumstances.

The business called affiliate marketing involves an affiliate's promotion of a merchant's

website. Here the website owned by the affiliate is made to advertise and market the website of the merchant through the affiliate program that they run. Whenever someone clicks on the merchant's website promoted by the one owned by the affiliate, the affiliate is given a commission. This is in recognition of his effort in helping the merchant make a sale.

The system involved in affiliate marketing seems easy, but it also takes a lot of diligence and perseverance for one to be able to penetrate it thoroughly. Those who want to get into this type of business should possess the necessary skills to be able to tread through the industry with confidence and self-assurance. Still, other factors are needed by one to be able to really break in.

Knowledge about the business at hand is very important as it dictates the actions that are to be done by people who are into it.

The leading figure in affiliate marketing is the super affiliate. He is basically an e-mail marketer who collects large databases of e-mail addresses through newsletters. Super affiliates are also those who know the business even better than affiliate managers as a result of their knowledge about the affiliate marketing industry inside out.

Those who want to be super affiliates should know that becoming a super affiliate is not easy, because it takes a lot to be able to master the marketing craft.

Becoming a super affiliate means having one's own website and autoresponder. These tools will help a lot in one's facilitation of the business. Building one's own list is another. Creating a loyal customer base and taking care of it is one secret that successful super affiliates have. Making good customer relations is also important if one wants to be a super affiliate to reckon with.

Continuing to market to the people on one's list is another must if one wants to succeed as a super affiliate. Sending out quality content in lieu of ads is an advantage as products are marketed better whenever enough information is given about them.

Building traffic to one's own site is also one of the most essential points in the affiliate marketing business. Making one's affiliate links his own business will allow him to build a strong relationship with his customers, enabling him to market to them over and over again.

The most important thing one should remember if he wants to become a super affiliate is to treat affiliate marketing as a business first and foremost. If he is capable of doing this, then he will never have to go back to the humdrum existence of working the 9-5 shift. A career as a super affiliate in the business which will change his life forever could possibly take that unexciting job's place.

Promoting Recurring Affiliate Programs and Why You Should

Are you a webmaster in need of additional income? Or are you planning to set up an online business but you still don't have any product to sell? If so, affiliate marketing may be the best solution for your problems. With affiliate marketing, you won't need to worry about the products you have to sell.

All you need to have is a website with sufficient contents that are related to the products of a certain online company offering affiliate programs. By becoming a member of the program, or by becoming an affiliate, you can start earning a certain amount of money right away!

Affiliate marketing is some sort of business relationship established between a merchant and his affiliates. In affiliate marketing, an affiliate agrees to direct some traffic to a merchant's website. If that traffic is converted into some kind of action, like a visitor purchasing a product on the merchant's website or a visitor becoming a lead for the company, the affiliate who directed the traffic will be compensated.

Compensation may take the form of either a percentage sales commission for the sales generated or a fixed fee predetermined upon the application of the affiliate on the merchant's affiliate program.

Promising a lot of benefits both for the merchants and the affiliates, affiliate marketing has become one of the most popular online marketing methods today. In fact, almost every merchant or retailer site today offers an affiliate program that any one can join into.

Most retailers would entice people to become affiliates or members of their program by promising great benefits like large commissions, lifetime commissions, click through incomes and a lot of other benefits. But would all these affiliate programs bring off the same benefits?

Most affiliate programs would pay you, as an affiliate, a one-time commission for every sale or lead you brought to the merchant's website. Commissions for this kind of affiliate programs are usually large, ranging from 15% to a high of about 60%. Other affiliate programs would pay you a fixed fee for every click through or traffic you send to the merchant's site.

Programs like this often pay a smaller fee for every click through, usually not getting any larger than half a dollar. The good thing about this kind of program, however, is that the visitor won't have to purchase anything in order for the affiliate to get compensated.

Another type of affiliate program is the residual income affiliate program. Residual affiliate programs usually pay only a small percentage of sales commission for every sale directed by the affiliate to the merchant's site.

This commission often comes only in the range of 10% to 20% sales commission. Because of this, many people ignore residual affiliate program and would rather opt for the high paying one-time commission affiliate program. Are these people making a mistake, or are they making the right decision?

We can't tell, for sure, if people are making a mistake by choosing a high paying one-time commission affiliate program. But we can definitely say that they are making a large mistake if they ignore residual affiliate programs. Residual affiliate programs would indeed pay at a lower rate, but merchants offering such kind of programs would generally pay you regular and ongoing commissions for a single affiliate initiated sale!

That means, for the same effort you made in promoting a particular affiliate program, you get paid only once in a one-time commission program, and a regular and ongoing commission for a residual program!

So, are the benefits of promoting residual affiliate programs clearer to you now? Or are they still vague? If they are still vague, then let's make them a bit clearer with this example.

Suppose there are two online merchants both offering web hosting services on their sites. The first merchant offers a one-time commission type of affiliate program that pays \$80 for every single affiliate initiated sale.

The second merchant also offers an affiliate program, but this time a residual affiliate program that pays only \$10 for every single affiliate initiated sale. As an affiliate, we may get attracted at once at what the first merchant is offering, as \$80 is definitely a lot larger than \$10. But by thinking things over before actually getting into them, one may be able to see that the second merchant is offering us more opportunity to earn a larger amount of money.

Supposed you have directed traffic to the merchant and it converted into a sale, you'll get paid once by the first merchant for the sale you have initiated. But with the second merchant, you'll get paid monthly for as long as the customer you have referred to the merchant continues to avail of the web hosting service.

That means that for the same effort of getting one customer to avail of the merchant's service, you get paid monthly in residual affiliate programs while you only get paid once in a one-time commission type of affiliate programs.

So, are residual affiliate programs worth promoting? Definitely yes, because you virtually get more money from these types of affiliate programs in the long run! And would residual affiliate programs work best for you? Probably not, probably yes. It is not really for me to tell. But with the benefits that residual affiliate marketing can provide, it would really be unwise to ignore such programs.

Using Niche Marketing and What It Is

In ecology, a niche refers to the place or position occupied by an organism or a population within an ecological community called the ecosystem. It is the term which defines the role the organism or the population plays in the general scheme of things. The niche an organism or a population holds is the one responsible for dictating the ability of the species to survive. It is the one which spells whether an organism or a population will perish or thrive.

In marketing, a niche refers to a service or a product that occupies a special area of demand. It is that small corner in the market that accounts for a certain kind of specialty concerning an unmet customer need. To be able to attract a strong, solid market, the choice of a niche product should ultimately complement the website one owns. It is through this scheme that he is able to generate a specific market for the niche product he is trying to sell.

Niches are involved in niche marketing, the process of finding market segments that are small but potentially profitable nonetheless. To maintain a profitable quantity of sales, this marketing strategy relies on increasing the loyalty of customers so that their corporate objectives will be met or surpassed. Illustrative of this is the fact that the quality of the product or service sold will generate customer satisfaction and, consequently, customer loyalty. The result is profitability garnered through a solid market base that trusts in the ability of the product or service to really deliver.

One of the great things about niche marketing is that it encourages those who indulge in it to be unique and one-of-a-kind. Here one is not forced into the lion's den and made to compete against established marketers. He is made to occupy a strong and secure position that ultimately wins him a real place in the market. Niche marketing differs from other online marketing strategies because this particular quality allows it to operate almost autonomously and without having to contend with corporate sharks that tear each other to pieces.

One of the most important things that should be thought over by those involved in this type of business is the niche business that is going to be involved in the process. It is important to consider the type of business that one is going to work on to be able to ensure himself of the success that he hopes to have. It is also important for him to know everything about the niche business at hand. Learning the tricks of the trade in is one of the things that one could do to make a niche business prosper tremendously.

Being able to reach the niche market is another consideration to make. In doing so, one should know the exact phrases that people are searching for. The use of tools can help a lot in knowing the type of keywords that should be used to make the business profitable. Targeting the right keywords does a lot in making this type of business soar.

Those who engage in niche marketing know that determining the potential of a niche before doing everything else is a must if one wants to save all the time and effort that might be wasted if he plunges into everything head on. Building a niche marketing site that proves to be profitable should be done after an unsatisfied customer demand is identified,

and marketing the site appropriately by reaching out to customers the best possible way is what niche marketers should consider if they want their business to reach skyrocketing success.

Is niche marketing needed in a world teeming with a hundred like systems designed for people to make money online? Those who know how the system works will answer in the affirmative, because niche marketing is the only system capable of filling up a gaping hole in the market by catering to the unsatisfied needs of customers - needs that are usually not given notice by those in the big league. Though niche marketing, one is able to gain a foothold in the market by being a needle in a haystack. Small and inconspicuous it may be, but its ability to sting someone so madly once it is found will render him more than surprised.

People Fail In Affiliate Marketing All The Time - Learn How To Advold This

More and More people are lured into affiliate marketing and you might be one of them. Indeed, affiliate marketing is one of the most effective means of generating a full-time income through the Internet. It's a fair deal between the merchandiser and his affiliates as both benefit from each sale materialized.

Like in other kinds of business, a great deal of the profits in affiliate marketing depends on the affiliate's advertising, promoting and selling strategies. Everyday, as affiliate marketing industry expands, competition heightens as well so an affiliate marketer must be creative enough to employ unique and effective ways to convince potential buyers to purchase or avail of the products and services offered.

Compared to traditional advertising practices, affiliate programs are more effective, risk-free and cost-efficient. But why do many people still fail in affiliate marketing? There are a lot of reasons and a lot of areas in the program to look into. The most critical aspect in the affiliate program is advertising. Many affiliate marketers fail in this aspect because they lack hard work, which is the most important thing in affiliate marketing and in all other kinds of business as well.

Although it pays to be lucky, you cannot merely rely on it. Affiliate marketing isn't as simple as directing customers to the business site. If you want to earn big, of course, you have to invest time and great amount of hard work in promoting the products. As earlier mentioned, the competition is very high and customers nowadays are very wise, too. After all, who doesn't want to get the best purchase that is, to pay less and get more in terms of quantity and quality.

Lack of preparation is also a reason why one fails in affiliate marketing, whether he is a merchandiser or an affiliate. Part of the preparation is researching. On the part of the

merchant, he has to be highly selective in choosing the right affiliate websites for his affiliate program. In order to be sure he has the best choices, he must have exhausted his means in looking for highly interested affiliates whose sites are sure fit to his products and services. The affiliate site's visitors must match his targeted customers.

On the other hand, the affiliate marketer must likewise research on the good-paying merchandisers before he signs up for an affiliate program. He must ensure that the merchants' products and services match his interests so he can give his full attention and dedication to the program.

He can get valuable information by joining affiliate forums, comparing different affiliate programs and reading articles on affiliate marketing where he can get tips from experienced affiliate marketers on how to choose the best merchants and products with high conversion rate.

The website is a very important tool in the whole affiliate program. As an affiliate marketer, you should plan how your site is going to be, from domain name to the design, the lay-out, the content, and ads. Some users are particular about what they see at first glance and thus when they find your site ugly, they won't read through the content even if your site has many things to say and offer. On the other hand, there those who want information more than anything else.

Affiliate marketers with "rich-content" web sites are usually the ones who prosper in this business because the content improves traffic to the site. Websites with high quality contents with relevant keywords and more importantly, right information about the product and not empty hyped-up advertisements allow you to earn big in affiliate marketing even when you're asleep. If you won't be able to sustain the interest of your site visitor, you won't be able to lead him to the merchants' site.

No click-through means no sale and thus, no income on your part.

Selecting a top level domain name is also crucial to the success of the affiliate program. Lots of affiliate sites don't appear in the search engine results because they are deemed by affiliate managers as personal sites.

Major search engines and directories would think of your site as transient ones and thus, they won't list it in the directory. Before you decide on the domain name, know first what you are going to promote. Many fail because their sites are not appropriately named, so even when they feature the exact products the customer is looking for, the customer might think the site is not relevant and thus, won't enter the site.

Above all, an affiliate marketer must be willing to learn more. Certainly, there are still a lot of things to learn and so an affiliate marketer must continue to educate himself so he can improve his marketing strategies. Many fail because they don't grow in the business and they are merely concerned about earning big quickly.

If you want long-term and highly satisfactory results, take time to learn the ins and outs of the business. Continue to improve your knowledge especially with the basics in affiliate marketing ranging from advertising to programming, web page development, and search engine optimization techniques. Likewise, study the needs and wants of your site users

and how different merchandisers compete with each other.

Keep on trying; don't get disappointed if your first attempts did not pay off. Thousands are attracted by the possibility of generating skyrocketing incomes through affiliate marketing and so they sign up in any affiliate program without carefully understanding every aspect of the business.

When they don't get instant results, they quit and sign up for another program and repeat the process of just copying links and referring them to others. When you sign up for an affiliate program, don't expect to get rich in an instant. Work on your advertising strategies and be patient. You'll never know how much you can get if you don't persevere.

The Most Sure Way I Know to Make a Buck Today

Now please understand that I'm flawed like everyone else. Thank God I'm forgiven 'cause I sure ain't perfect.

And the last thing I want to do is be guilty of what I'm writing about today. So, in that spirit, here's my surefire way to make a quick buck online.

If you get nothing else from this article, at least you'll have seen something real because this works almost every time.

1. Become a ClickBank affiliate. It's free.
2. Find a hot selling product on the ClickBank marketplace.
3. Use a free tool like Good Keywords (or your brain) and create a list of keywords that describe the product. Good Keywords is free at <http://www.goodkeywords.com/>
4. Create a Google AdWords campaign for a low cost keyword using your affiliate link.
5. Watch as you make some sales.
6. Repeat with other keywords and Overture too.

The total time to do this once is (realistically) about 4 hours. Doing the second and subsequent keywords is about 10 minutes. The money cost is about \$75. Most people can afford to do this.

A much better use of your \$75 than some eBook or even a membership to the Directory of Ezines if you just have to make some money right now.

Friends, the glass is more half full (bad grammar I know) now than ever before. We have SO MUCH to be thankful for.

So why ARE people so mad?

Perhaps it's the hype we see online. We all know in our heart that there is no huge success to be had in 30 days. Sure, you can make some sales, but you're not going to build a business. That takes time. Yet the gurus make it sound SO good! I think this leads to frustration.

Perhaps it's the endless offers we get in our email. It's fairly frustrating to get a zillion pieces of garbage when all you want is to see if you made any sales and all you have is 15 minutes to spare.

Perhaps it's the need we all have to feel defensive because we worry someone will rip us off. The Internet has taken the concept of over-promising and under-delivering to a new level. Some copywriters actually consider it an art form. Sad. And then there's the pull in the pit of your gut every time you give your credit card number out over the Net.

No matter what the reason, I think there is a cure. While I don't claim to have infinite knowledge of such matters, I do know that the cure begins with being grateful for what we have.

Sure, it's okay to want more, but not if the wanting makes you forget the blessings of today.

So, here's my advice to you and me. Then a word of advice to the gurus.

My Advice to You and Me

My advice to you and me is simple. Pull out a sheet of paper, grab something to write with, and make a list of what you are thankful for today.

Forget yesterday. Yesterday is a memory. Tomorrow is a dream that may never come. But you OWN today. You own right now.

And right now you can choose to be happy. You can choose to be thankful. You can choose to be grateful.

My Advice to The Gurus

I have no illusions that any guru will read this or be changed by it. But if I could line them up in a room for five minutes, here's what I would say as a reader, customer, and sometimes follower of their advice.

Be grateful for your success. Understand that the person you are speaking to in your ezine and on your website might just be on the edge. They might have just spent their last \$50 on some product that let them down and they might need some encouragement.

Pay life back ... encourage them instead of acting smug.

Or how about this? How about taking that \$200,000, \$500,000 or Million you say you make and giving something back to the people who put you where you are?

How about sending a free product to that big old honkin' list of yours that will help them pay their rent this month?

How about writing an article that tells them how you *really* make your money instead of teasing them with the promise of gain if they only buy the product you're currently hyping?

Do that, gurus, and then let's talk.

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