

Affiliate marketing

Affiliate marketing is not much different to the normal sales methods that happen away from the internet. Some people earn a living by selling other people's products, while companies employ salespeople to sell their products. The main difference is that the owner of the product does not employ the affiliate although in many cases they do support the affiliate with things like marketing materials. The affiliate is self-employed and chooses whose products he sells, but the affiliate does work at his own risk and expense. You will learn more about this in lesson ().

I can be an affiliate(salesperson) of a company like Amazon. I will then promote their products on my site and earn a commission under their terms and conditions.

I can have my own product and offer it for sale online. Part of my sales tactics would be to recruit affiliates (salespeople) to promote and sell my product on their sites subject to my terms and conditions.

Which is better?

Having my own product

Selling someone else's product

There is no one answer to cover all. Selling other people's products is a quick and dirty way to test the system, and to learn from your mistakes and observation without penalty. You might even be lucky and start to see an income. The first time you see a deposit on your PayPal statement will be one of the aha moments of your internet life. From this point forward many things become possible.

However, if you have written your own e-book on say Yoga, your site would be much more attractive with well chosen affiliates selling their products on your site. Developing a healthy diet would probably interest your readers more than dog training, so choose your affiliates carefully. If you have four or five suitable sites selling on your site, you would potentially attract more happy readers and develop a reasonable side income.

AFFILIATE MARKETING SHOULD BECOME A BIG PART OF YOUR INTERNET BUSINESS EFFORTS.