

Ten Things an Affiliate Marketer Should Stay Away From



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Introduction

Within this manual, we are going to be telling you about affiliate marketers, so if you are trying to make money off the Internet by doing affiliate marketing, then you should first read all of the information that is inside this manual. Within this manual, you are going to find ten of the biggest mistakes affiliate marketers could ever make. These mistakes involve spamming, website hosts, starting out with too many affiliate marketers, promoting too many products, having too many banners on a website and much more. Many individuals make poor judgment and management choices, what you need to do is make sure you are making all of the right choices. You should turn to individuals who have been in the business for a long time and learn from them - learn how to avoid the mistakes of affiliate programs.

Ten Things You Should Never Do as An Affiliate Marketer

1. Never Use Spamming As an Option



Many affiliate marketers make mistakes that will not make them money and this is one of the deadliest mistakes in your book. Spamming someone is not going to get you anywhere. When an affiliate marketer is trying their hardest to increase the conversion rate, they turn to e-mail spamming and even blog spamming along with forum spamming to try to talk individuals into purchasing their products that they have been promoting.

You should understand that there are online readers that are able to catch what is called a sales pitch in articles, so you should avoid writing in a sales pitch all together.

Any attempt you make in affiliate marketing that involves spamming someone's e-mail, blogs and forums is only going to ruin your reputation and you do not want this.

2. Putting Poor Grammar and Punctuation

Not everyone was able to go to college to learn how to write, but we should all know how to use basic punctuation. However, if you know that you are not able to write a letter correctly because you are known for having poor grammar in the past,

then it is not recommended that you attempt even trying, at least, not until you improve your writing. You should turn to a freelance writer to get the stuff written that you need written. Whatever you do and whoever you have write for you, you should make sure you do not have any errors in your article as this can make you look bad. A tiny error in an article is fine, but not tons.

3. Keep Your Article Short and to the Point

As you are writing an article for your webpage that you are using your affiliate marketing on, you would think the more information you put in one article, the better it is going to be.

However, you should keep that article short and to the point. Writing a thousand word article is not going to help you much. Every sentence you put inside your article should say something that is valuable and interesting to the readers. Don't sit down and start writing a long article that is fictional based. When you are writing that article, you should always stick in a conversational tone - it is just fine to be one on one with your readers.

4. Make Sure You do Not Choose the Wrong Affiliate

Those individuals that join affiliate programs want to earn as much money as they possibly can as fast as they possibly can. While there is nothing wrong with trying to earn fast cash, there will be something wrong with joining the wrong affiliate group. Chances are you choose services or products

that are high in demand and you probably don't like promoting them.

In this case, what you should do is select a service that you are interested in, then think up a strategy along with a plan of actions you should take. When it comes to promoting something that you do not like, it is going to be hard to do. Promoting something that you are actually interested in will make it easier for you to promote the product or service simply because you like it.

5. Joining Too Many Affiliate Programs

It is easy for individuals to join affiliate programs and you may be sitting there wondering what type of affiliate program you use. Whatever you do, you should not choose too many affiliate programs, if you do, then you may find yourself being tangled up in a web of services and products that you are trying to promote and you will find it hard to do all at the same time because you believe this will bring you more profit. In all actually, when you put it simple, you will not be able to focus on every single one of those affiliate programs.

The best thing for you to do would be for you to choose one affiliate program and stick to it. Of course, if you are successful with that one affiliate program, then you will be able to move on to a second affiliate program to promote.

6. Not Writing Your Own Ad Copy

Chances are you are not the only affiliate marketer of the company you are "working" for. The ad of the product or service that you are promoting is going to be over the Internet from a number of different sources. There are many web site users that will distinguish this as being superfluous and most of them may not click on it simply because.

You should find yourself some time and modify the ad copy a bit in a way that is going to appeal to your target market. Whatever you do, you should writing your own ad copy because you know just what it is that you are offering - no one else will be able to tell about everything you are offering and how you are offering it.

7. Not Having a Domain Name of Your Own



Having your own domain name may cost you a little bit of money, but it is well worth it. Another big mistake anyone could possibly make as an affiliate marketer is not having a domain name of your own.

The website you are using in order to promote the products and services you have selected should be put on an actual website with a domain name you have picked out.

When you choose a free host, it is going to appear to be very unprofessional and this is something that you do not need. In fact, a website that is from a free host might just scare your targeted prospects away.

So go out, research the domains and choose your domain name. Getting a domain name is cheap and it is going to be benefiting both you and your business. It can mean a world of difference to your success rate.

8. Failure to Presale

As an affiliate marketer, this is one of the most important skills you should learn how to master. Before you send your visitors to your merchant's website, you should first warm those potential buyers up. What you will need to do is get them in the best mood possible and tell them everything they want to hear. Many individuals fail to get their visitors in the right mood and this is when they fail. They simply tell them about the product and tell them to click on the product to purchase the product, they fail to go into details. Not going into details on a product is not going to get you what you want. When you promote services and products, you will want to use all of the right words.

9. Not Purchasing and Using the Products and Services That Your are Advertising

When it comes to promoting something, if you are promoting something that you are not familiar with, then you are not able to deliver the right

type of information. Also, when you are promoting something, such as a product or service, you should be able to give your opinion of the product or service. If you do not use the product or service, then how are you supposed to give your opinion without lying? Generally, unless you are real good, people can tell when you haven't really used the product or service.

Without using the product or service, your pitch is not going to be convincing at all. In order to avoid this mistake, the best approach you could ever make would be to only promote a sales or service that you have used for yourself. You should go into promoting stuff that you have already used - this will make it a lot easier on you. When you are promoting something, many people make the mistake of adding no type of personality in it, so be sure to add some personality, even if it is just a small dash.

10. Having Too Many Advertisements on One Page

While advertising may be really fun to do, you should never put too many advertisements on one webpage. Amongst the biggest mistake an affiliate marketer could ever make, you have posting too many advertisements on one page.

When you overload a webpage with all of those advertisements, then you will be overwhelming your customers. Instead of choosing to purchase your products or services, they are going to take themselves somewhere else that has a webpage that has less advertisements on it. Admit it, you probably run from web pages that have too many

advertisements and we do not blame you. All it takes is one click of a button to escape from those ads that are up on your site, so you should clean it up a bit and always keep it as simple as you possibly can.

While you may like those banners on your webpage as they add a lot of color to them and your child may even like them, we guarantee you that those potential customers are not going to enjoy them much. Keep the banners down to the minimum, don't over do it or you may fail. If you absolutely must have a lot of products and services on your webpage, then you should at least use different pages for them and keep them categorized. Stuff that isn't categorized equals failure as well.

Now that you know all ten of the things an affiliate marketer should never do, you see that there are tons of mistakes an affiliate marketer could do. We hope you are on the road to success. Within this manual, as we told you about ten things you should not do, we told you some things you should do as an affiliate marketer.

If you have read this manual thoroughly, then there is no reason that you should fail at being an affiliate marketer. Keep in mind that you are not the only affiliate marketer out there, there are tons of other affiliate marketers on the Internet that are probably promoting the same products that you are promoting, so you should make sure yours stands out from the crowd.