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AFFILIATE PROGRAMS...WHO'S REALLY MAKING THE MONEY?

By Gillian Tarawhiti

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Community Training Centre

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There will be a million and one affiliates out there who will tell you that the affiliate program they promote is going to be the best one for you.

But have you considered who is really making the money and who gains the most out of affiliate programs.

Let's take a step back and look at the AFFILIATE.

What exactly is the role of the affiliate?

* The sole purpose of the affiliate is to PROMOTE the product and/or service

What are the benefits of being an affiliate?

* Get paid a minimal commission that is regulated by the owner of the product/service

In short, As an affiliate it is your responsibility to make someone else rich whilst doing all the hard work. You take on the expenses of advertising, you are the one who usually misses out on subscribers if you haven't first made them your client before they buy the product/service you are promoting.

And all this for what??? Maybe \$20 per sale if you are really, really lucky.

You also need to remember that when you are an affiliate, YOU are not the only person promoting that very same product/service.

So what will make your offer any different to someone else who is promoting the exact same product, usually using the same sales technique, offering it at the same price.

To be in the top 5%, which is the amount of affiliates who make more than \$100.00 per month, you need to first have a really good, clean, targeted subscribers list of more than 50,000 subscribers, know exactly how to gain targeted traffic, and have a huge advertising budget.

For the other 95%, the only way you are going to make alot of money from and affiliate program is to OWN YOUR OWN.

It really isn't as hard as you might think to set up.

So in conclusion, the best AFFILIATE PROGRAM, obviously is the one you OWN.

About the Author Gillian Tarawhiti, is Founder and CEO of Community Training Centre, an Australian-based Internet Marketing firm that works with individuals and organisations© 2004 Permission is granted to reprint this article in print or on your web site so long as the paragraph above is included and contact information is provided to www.millionairerippleeffect.com.

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