

12 Magic Keys To Bank Big Affiliate Checks



Things Every Affiliate Wants **(And Must Look For)**
Before Signing Up To An Affiliate Program!

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Introducing Affiliate Marketing...

So, you've heard that **AFFILIATE MARKETING** is a great way to start making money online - and are eager to jump aboard, promote stuff and cash checks.

WAIT!

Not all affiliate programs are good, not all products are easy to sell, and there are a few other things you may want to think through before starting - so that you **MAXIMIZE** every minute you spend and every penny you invest in affiliate marketing.

Here are 12 magic keys to help you **BANK BIG CHECKS** as an Affiliate Marketer.

Affiliate Magic Key #1

Good Affiliate Commission Per Sale



As an affiliate, you send prospects to a vendor's sales page through your unique referral link. If the prospect buys, you get paid a share of the profit.

So, the bigger your affiliate commission per sale, the more money you'll make for referring that prospect!

Now, it is often easier to make more sales of a low ticket item (see how popular \$7 ebooks often are). But as an affiliate marketer, if you refer

prospects to such a page, the best you can earn is \$7 - even if you're paid 100% commissions!

Look for quality products with reasonable affiliate pay-outs to get the most impact. For ebooks, this would be around \$20 per sale in commissions. For expensive programs, you could make upto \$100 - though you'll often work harder to sell them. For live events, seminars and coaching programs, your affiliate commissions could run into hundreds (even thousands) per sale.

Affiliate Magic Key #2

Good Tracking and Credit for Sales



There are any number of affiliate software that powers the programs run by merchants. Some are hosted services like the ones used by Commission Junction or Clickbank. Others are installed (local or remote) on the merchant's own site.

As an affiliate marketer, you must make sure your referrals are correctly tracked, and that you'll be credited for any sales you refer.

Take the time to study terms like *'cookies'*, *'tracking methods'* and *'first/last referrer'* to understand how you will get credit for prospects you send through your promotions.

And whenever you start out with a new affiliate program, test small. Look at your referral statistics often, and see if the program is tracking all your referrals correctly.

Once you're convinced everything is fine, scale things up.

Affiliate Magic Key #3

Reliable and Prompt Payments



This may come as a shock to new affiliates, but sometimes affiliates don't get paid!

It may happen because of unethical vendors, incorrect tracking, or technical problems. As an affiliate marketer, that's bad news - for you!

Carefully look at issues like how you will be paid, when, and under what conditions. Some programs have minimum thresholds that are too high. Others have withholding periods to guard against refunds. A few will pay only via PayPal or other proprietary systems.

If you're still in doubt, see if you can find other affiliates who have worked with the merchant, and find out if they have been paid regularly and reliably. In the end, it is your time, effort and money that's on the line

- and it is your responsibility to research this BEFORE signing up for an affiliate program.

This is also one more reason Clickbank is very attractive to affiliates. All payments are processed by this third-party (and not the individual vendors), and Clickbank will cut you a check every 2 weeks, on schedule.

Affiliate Magic Key #4

Range of Products to Sell



While it is not essential, having a range of products you can sell as an affiliate is always attractive.

Some vendors only have a single product or service. When you promote them and sell through your affiliate link, you get paid - once.

Once you refer a buyer to a vendor, and they buy on your recommendation, you should be able to easily sell them more products from the same vendor - as long as that initial sale was satisfactory.

This is why, even as an affiliate marketer, you should work on building your own contact database (name, email address, and if possible, other details like mailing address and phone/fax number).

You can go back to the same prospects who bought once, and promote other related products as an affiliate - and bank bigger checks, easily.

Affiliate Magic Key #5

Way to Get Recurring Payments



Just as being an affiliate for a vendor with a range of related products will help you bank bigger checks, you can try to get paid repeatedly - for the same sale!

There are some things you can promote as an affiliate marketer which provide recurring commission payments.

Some examples are:

- Membership sites with periodic rebilling
- Subscription products like newsletters
- Services like web hosting, email autoresponders, shopping carts

Keep in mind that, for the same effort that it takes to close a sale through your affiliate referrals, you can get paid many times if you pick programs that provide recurring commissions.

Affiliate Magic Key #6

Niche with Profit Potential - and Many Prospects



All other things being the same, a niche with more prospects will be more profitable to you as an affiliate marketer.

And that's why niche research matters even to affiliates!

You can certainly make a good affiliate income from selling to a small niche, but there's a limit to how big you can grow - and more risk from competing affiliates entering the same niche.

When you look for a niche with a range of different vendors selling multiple products or services, serving a large audience of buyers, you are building the foundation for an affiliate marketing enterprise that can scale and grow bigger, earning you a large revenue as you build and expand.

Affiliate Magic Key #7

Quality Products that Don't Get Refunded



Product creators and affiliate marketers alike hate one thing above all else - REFUNDS (or returns).

Yet, in a digital marketplace that has global reach, it is practically guaranteed that you will have refunds on any popular product or service - because it is impossible to please everyone.

As an affiliate, though, you get paid only on products that are **NOT** returned. So this metric becomes critically important.

Many affiliate programs (like Clickbank) provide data on refund rates, that will help you decide if a product is of high enough quality to promote.

Another way you can find out is by buying the product and testing it yourself. An added benefit of doing this is your affiliate review will be more authentic as you have tried it out personally.

Affiliate Magic Key #8

Compelling Sales Page with High Conversion



As an affiliate marketer, you will be sending traffic to a vendor's sales page - and paying for that traffic, either by spending money, or investing time and effort into generating visitors.

Once your referred prospects hit the sales page, you get paid for the ones that buy.

So, a compelling sales page which converts more visitors into buyers will put more cash in your pocket as an affiliate!

Before promoting a product or service, look at the sales page yourself. Does it make you want to buy? Are there any 'sales leaks' (distractions that may stop a sale)? Are all the order buttons pointing to the same payment processor? *(for instance, if a product you promote through Clickbank has a direct link on the sales page to PayPal or Google Checkout or any other processor for payments, you won't get credit for your referral!)*

Look for data and statistics on sales conversion - Clickbank provides this information to affiliates in the marketplace listing.

Affiliate Magic Key #9

Recognizable Brand or Business Owner



It is always easier to close a sale when trust exists in the mind of a buyer. And in every niche and market, there are specific people and brands that are more trusted and respected as leaders and experts.

While there is nothing wrong about promoting other products, your aim as an affiliate marketer should be to convert as many visitors into buyers as possible - and anything that may improve sales conversion directly

contributes to helping you bank big affiliate checks.

That's the reason why the market leaders in any niche have hundreds, if not thousands of affiliates promoting their products, when others who aren't yet well-known in that circle have few or none.

Affiliate marketers know they can sell these products more easily just because of the brand or name.

Affiliate Magic Key #10

Access to Affiliate Tools



If you're a busy affiliate marketer, or even if you're just getting started and testing the waters, chances are you are involved in promoting **MULTIPLE** products.

So, it is helpful to have a set of ready-made tools available to promote any program.

Given a choice between two products, one with an affiliate toolbox with banners, email copy, headlines, text links, PPC ads and more, you are more likely to

promote it than the other one.

Another angle to consider is that a merchant who makes these tools available for affiliates is obviously more likely to support you in promoting his or her products than another one who lets you fend for yourself.

In the long run, being an affiliate for a friendly merchant is more fun - and fulfilling too.

Affiliate Magic Key #11

Affiliate Training and Coaching



Taking this concept of support for affiliates by a merchant further, some even provide affiliate training!

And for an eager crowd of beginners in affiliate marketing, this can make a big difference in how many sales you refer - and how effective you will be as an affiliate.

Now, most affiliate training is basic, and will focus on helping you sell more of that particular vendor's products.

But as an affiliate, that's valuable too. The more effective you become at selling, the bigger your affiliate check.

And in time, as you gain more experience, you can use this to sell more of other products too. *It's like getting paid to learn!*

Affiliate Magic Key #12

Professional Attitude to Business



I've left this to the end because it is not as important as the others - yet you may want to consider it as an affiliate marketer.

Over 15 years that I've been in the online marketing niche, I have seen thousands of vendors come and go. Very few have stayed around for so long - and without exception, they were people with a professional attitude and approach towards business.

All are people who respect clients, value affiliates and are courteous and professional in all communication and behavior.

Why does this matter to you as an affiliate marketer? Well, if you invest in generating a lot of traffic, and your profit comes from selling products as an affiliate, you want those products to be available for a long time.

And when you promote a short-lived program, you'll end up wasting time having to update your broken links, not to mention scrambling to replace it with another product (which may or may not sell as well).

In Conclusion...

I hope this short guide has helped you with picking the best affiliate marketing choices to bank big checks.

If you would like to check out one that provides most (if not all) of these '12 Magic Keys to Bank Big Affiliate Checks', [click here to learn more](#) about the InfoProfitz Affiliate Program.

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