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If Content Is King. Then The
WOW Content Club is the Kingdom
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Your Full Spectrum Content Provider!

AFFILIATE PROGRAMS
The Simple Selling Solution

Plan To Succeed Online

Take The Guess Work Out of Starting & Building a Successful Business Online!

"Small opportunities are often the beginnings of great enterprises."
Demosthenes

Affiliate Programs - The Simple Selling Solution

The quickest way to expand your product line and start making money online is to promote someone else's products for a share of their profits.

Affiliate programs are also a great solution if you just want to make a few extra bucks in your spare time, or you don't have much time to devote to an online business, or you just want to test the waters of internet marketing without getting your feet too wet!

With affiliate programs you don't have to worry about:

- collecting the money
- packaging the product
- shipping the product
- providing customer service

...or anything else for that matter. You just promote and collect your money when a sale is made.

How do Affiliate Programs Work?

It's very easy and most programs nowadays are free to join. Once you find a product or service you'd like to promote or pre-sell, you simply sign up for the program by filling out a simple form. (Most sites will have a sign up link for their affiliate program on their home page, if they offer one).

After you've signed up, you will be assigned a special URL that tracks all the visitors you send to the affiliate site... and, of course, all the sales that your referrals generate.

All you have to do is post a link (your affiliate URL), a banner or a short recommendation on your website, or advertise the product or service in your newsletter or ezine... and when someone clicks on your link, goes to the site and makes a purchase, you earn a percentage of the profits.

Sound easy enough? It is.

However, a lot of your success with affiliate programs will depend on the quality of the opportunities you pick. *Not all programs are created equal!* There are actually three types of affiliate models:

1. **Pay per sale:** You only get paid if the customer you refer actually makes a purchase at your affiliate's site. This is how the majority of affiliate programs operate.
2. **Pay per lead:** You act as a lead generator and get paid a small fee for simply referring customers, regardless of whether they purchase or just sign up for a sample or free trial of your affiliate site's product or service.
3. **Pay per click:** You get paid anytime someone clicks on your affiliate link or banner. Generally, the more clicks you get, the higher rate per click you'll be paid.

Since all these programs generally base their commissions on their conversion rate - how many referrals actually turn into customers, it follows that pay per lead and pay per click programs pay you much less than pay per sale - so this is definitely a factor to consider in making your program selection.

Affiliate sponsors pay the most when they are only paying for performance or when a sale is made. Most offer somewhere in the neighborhood of 15% to 50% of product sales to their affiliates. This can really add up if the product or service you're promoting is a pricey or popular one.

In the pay per sale affiliate category, there are actually three sub-categories of program types.

1. **Single tier programs:** With these programs you receive a one time commission payment whenever someone you refer to the affiliate site makes a purchase.
2. **Two-tier Programs:** If someone you refer to these programs winds up signing up as an affiliate themselves, you earn a small percentage on every sale they make in addition to the commission you earn when your direct referral results in a sale. The more sub-affiliates that sign up under you, the more your commission checks mount up.
3. **Residual Income Programs:** While the sub-affiliate income you earn from the two-tier model could be considered residual, in the strictest sense, residual income programs are ones that continue to pay you ongoing commissions for the lifetime of the customer you originally refer. This means that once someone has made a purchase through one of your links, if they ever return and make another purchase from that vendor, you'll receive a commission.

Broadly speaking, affiliate programs that pay residual commissions fall into three sub-categories:

- Those that sell more than one product
- Those that offer some kind of monthly service.
- Those that offer a combination of both of the above.

Which Affiliate Programs are Best?

Here are the factors, in descending order of importance, that affiliate expert, Allan Gardyne ([Associate Programs.com](http://AssociatePrograms.com)) looks for in selecting affiliate programs:

- Great products
- High commissions
- High conversion rate - the affiliate site is designed to sell!
- Real-time stats & top-notch tracking
- Lifetime commissions
- Residual income
- Two-tier commission structure
- Multiple products - more opportunities for sales!
- An easily identifiable market, with a proven need for the products
- Lots of expert guidance for affiliates, including a viral marketing tool

Several other qualities you might want to consider are:

- Type of tracking - Does the affiliate sponsor set cookies?
- Integrity or reputation of the company - Is it well known & respected? How's the brand recognition?
- Stability of the company and the program - Is the company financially sound? Are they prompt in notifying you of and sending out commission payments?
- Synergy with your website and product line - Trying to be "everything to everybody" is a sure way to confuse your site visitors and send them packing. If you "over-commercialize your website by offering products and services that have no natural tie-in to your primary business, you stand to lose your credibility as well as your customers.

Of course, it goes without saying that you want to pick products and services that you feel comfortable recommending to your friends and family. Products and services that you have, in fact, purchased and used yourself.

You can't effectively pre-sell something you know little or nothing about. Personal recommendations outsell any other form of affiliate promotion so, if you can't write one based on your own experience, you will be hamstringing your efforts from the get-go.

Since you will have to put forth the same amount of promotional effort to generate leads for all three types of programs, it makes the most sense to sign on with companies that make the best use of the leads you supply.

Programs that provide residual commissions enable you to get the most from the traffic you refer. They remove the need for you to constantly find new customers in order to sustain your affiliate income. More importantly, they continue to provide you a residual income for the lifetime of your customer. So, if you're looking to get the most bang for your affiliate buck, two-tier, residual programs are the way to go.

This is not to say, however, that you should steer clear of single-tier programs. If they offer a high quality product or service that is directly in line with the theme of your site or your area of interest, by all means add them to your affiliate roster.

SIDEBAR: If you're even thinking of joining an affiliate program, Ken Evoy's [Affiliate Masters Course](#) is an absolute MUST READ! This remarkable course teaches you everything you need to know about building a profitable affiliate business from the ground up. It's also EXCELLENT for those of you thinking about selling your professional services online or for those of you who want to build and refer targeted traffic to your own primary sales site. The information in this course is ESSENTIAL for anyone looking to make their living online, and the best thing about it is... it's totally and unconditionally FREE! Just [click here](#) to download your free e-book now.

Promoting Affiliate Programs

Once you've selected and joined your programs, you need to start promoting them. There are several ways to go about this.

To begin with I should make it clear that your income from any affiliate program is directly proportional to the targeted traffic you are able to generate, so naturally it's far easier to make money if you already have a web site and an opt-in e-mail list.

If you don't have either, you need to give some thought to your options.

You could go the quick and easy route. Many affiliate programs will give you your own affiliate site to promote but... the site you'll be given will be identical to thousands of others on the Web, so you won't have any distinguishing identity. Beyond this, search engines don't list duplicate affiliate sites.

You're better off creating your own distinctive site with your own distinctive domain name, which you can go ahead and register with the search engines. This is especially true if you plan on signing up for several programs. It's far more economical and efficient to promote one site (your own) rather than trying to do right by several.

Think of your affiliate marketing website as your own unique product. What can you do to lend it quality and make it stand out from the rest?

Affiliate Mini-Sites vs. Theme-Based Content Sites

If you do decide to create your own site (this really isn't an option if you want to get the most out of affiliate marketing), one decision you'll have to make right off the bat is whether to create an affiliate mini-site or a theme-based content site.

A **mini-site** is a one or two page affiliate site comprised entirely of powerful sales copy that drives visitors through to a merchant partner's site.

A **theme-based content site** is comprised of content-rich web pages designed specifically to attain high rankings with search engines, while effectively pre-selling your visitors to the merchants you represent.

Let's take a minute to examine each of these alternatives.

A mini-site is, of course, far easier to create. You can whip one up in a day or two and be off and running generating referrals. If you've been marketing online for a while and know what you're doing, mini-sites might be the way to go.

But if you're new to online marketing - take heed!

Because of their minimal content, most of which is sales oriented, mini-sites don't score well with search engines. Nor do they stand much of a chance of getting listed in human reviewed directories. So, the only way you can be assured of getting traffic to a mini-site is to pay for it.

If you have the bucks to shell out - and you have above average copy-writing skills, you'll probably do all right. But, there is another factor to consider.

Because they are comprised primarily of sales copy, mini-sites do nothing to enhance your reputation or establish your credibility.

One of the key factors in generating online sales is building customer trust. If you aim to conduct business online over the long haul, one of your primary goals should be to begin establishing a name for yourself and your business right up front. Mini-sites will not help you do this. Nobody buys from a nobody!

A theme-based content site, on the other hand, might take a bit of research (easy to do online) if you're not already an expert on your topic of choice, but your efforts will pay off big time in establishing your credibility and "know how" through the content you create. Because you come off as informed and knowledgeable (as opposed to pushy and pompous) your site visitors are likely to give more credence to your merchant recommendations.

In addition, because they provide lots of valuable information, theme-based sites are readily listed by content-hungry search engines and human powered directories, so if you go this route you won't have to pay so much for other forms of advertising.

Another problem with a mini-site is that you can pre-sell only one product per site, so you have only a 50/50 shot of making the sale (again assuming you have above average copywriting skills). A theme-based content site, on the other hand, allows you to integrate any number of affiliate links into your copy, so you up the odds of scoring a referral considerably!

With a theme-based site, pre-selling is not an all or nothing proposition. The more content you have, the more links you can include, the more chances you have of making a sale. If you include enough articles and information, your visitors are going to keep coming back and sooner or later something they read is going to hit the right button, propelling them on to your merchant partner's site.

***TIP:** If you opt to go with a theme-based content site, you must look into Ken Evoy's innovative and powerful [SiteBuild-It!](#) tool. He's whittled internet marketing down to a science and has incorporated everything he can think of to assure the successful building of income through content into this remarkable resource. [Take a look.](#)*

Creating A Sustainable Revenue Stream

Probably one of the most difficult challenges surrounding affiliate marketing (or any online marketing for that matter) is the creation of sustainable revenue streams. The key to creating sustainable revenue is to focus your efforts on supporting the buying process in any way you can.

One of the best ways of doing this is to add lots of valuable supporting content to your site - personal recommendations, product/service reviews, unique offers such as coupons or savings codes, community features such as discussion forums or postcards - anything to hold your visitors' interest and give them some incentive to return.

Most marketers will tell you that it often takes at least seven contacts with a prospect to make a sale. When you are planning your affiliate site think about how you are going to make your site stand out and get your visitors to keep coming back.

Some factors you might want to consider are:

- the theme of your site - make sure you target a wide enough market
- the presentation - the look & feel of your site
- the amount of quality content you provide
- creative ways to keep your visitors involved & interested
- high quality standards in the products or services you represent
- the [finesse] with which you conduct your pre-selling efforts
- the outstanding support you provide your visitors/customers

If you don't offer your site visitors something of value, you, as the affiliate, are merely another cog in the wheel, an extra step in the shopping process. But, if you take the time to create a site worth returning to, a place worthy of a bookmark even, you considerably up your odds of generating repeat visits.

And every repeat visitor ups your odds of making a sale or several sales, depending upon how many affiliate products you offer. Remember, it's far easier and cheaper to drum up repeat business than it is to continually forage for new.

So, if you're smart - and you want to get the most out of your affiliate marketing - you'll pick premium products and build a content rich web site around them - one that's well worth revisiting.

***TIP:** If you're really smart you'll come up with a way to collect your prospects' names and email addresses first, before pointing them toward your affiliate links. This way you'll be able to stay in touch with them and remind them of the great programs you have to offer. Because as we all know, the real money isn't in the first sale - it's in the follow-up sales!*

Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise (wo)man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to **accept our free gift** of our **Affiliate Program Solution Portfolio**.

Click the link below to download this mighty pdf publication right now for FREE!



[The Affiliate Program Solution](#)

Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, *PDF Perpetual Profit Portfolios*, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

[Power Affiliate Marketing](#) by Jo Jo Han Mok, Ewen Chia and Alex Tan

Are You Willing To Follow 3 Simple Steps To Rake In Fat Affiliate Commissions? Steps so simple even an eight year old child could follow them, but yet so profound that only the rare few have grasped them! If so, then you might be interested to know that recently, a top-secret internet marketing experiment was conducted... with unbelievable results... And you can be privy to those results with the mere click of your mouse. That is, if you would like to become one of the top-earning affiliates in any program you chose.

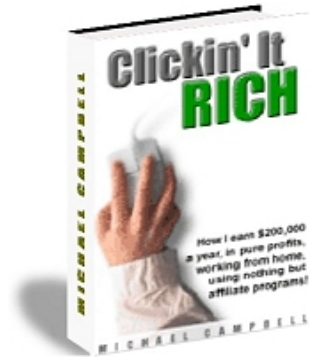
Finally, 3 super affiliates who have managed to totally obliterate their competition, show you how they **really** do it: **You'll be able to get all the methods that, when applied, will skyrocket your income as an affiliate.** I've been an affiliate marketing for years, and I was blown away by what I learned from [this course](#). I'm serious when I say that it reveals some of the most **powerful** secrets ever written (or spoken) about affiliate marketing. Listen, I'm as hardcore as you can get as a skeptic, but **this website provides a free 40 minute video** that you can watch that really PROVES that this is indeed the 'real deal'.



[Clickin' It Rich](#) by Michael Campbell

In this popular book, Michael shows you exactly **how he generates over \$200,000/year in affiliate income**. He'll show you how to sit on your butt, use your computer, join affiliate programs, work at your own pace and take the pay checks to the bank. You don't need any physical inventory, you don't need to handle any products, you don't need merchant accounts, you don't need the hassles of owning the store, you don't even need clients. You can start today in your spare time, it's recession proof, it's easy... all you need is this book.

[Clickin' It Rich](#) also comes with an hour long bonus audio interview. You'll hear, step-by-step, how to quit your day job and set up a home business, using affiliate revenue strategies alone. You can start in your spare time and - depending on how much effort you put in - watch your affiliate income outgrow your day job in no time flat.



[Discover the Proven formula for making 100,000+ with Affiliate Programs!](#)

Here's **your** chance to *eavesdrop* in on a **live, roundtable discussion with today's top affiliate marketers**, get inside their heads, and listen as they *mix-it-up* and reveal all their *short cuts, proven tactics, success stories and guarded secrets*, so **you** too can start to generate *jumbo-size* affiliate checks!" So, what's the secret? It all boils down to using a proven affiliate marketing system that works. And avoiding all those useless tactics that don't work, zap your limited time and cost you **big** money -- possibly even your house if you are not careful (Frank Garon can tell you all about this!).



Just who are these experts: John Reese, Stephen Pierce, Jimmy D. Brown, Matt Gill & Kevin Wilke (Brains Behind NitroMarketing) Jason Potash and Frank Garon. Each of these guys are generating at least **six figures a year** with affiliate programs. In fact, many of the participating panel members in this roundtable web cast receive affiliate checks each month that total over \$20,000! Great affiliate marketers are not born, they are taught. And NOW you can learn the proven techniques to becoming a super affiliate in this informative [no holds barred webcast](#). And who better to learn them from than the very TOP affiliate marketers in the business!

[The Super Affiliate Handbook](#) by Rosalind Gardner

Read the amazing true story of **how one woman, with no previous business experience, earns 400,000+ per year ... selling other people's stuff online!** In her down-to-earth, sincere and often humorous style, Rosalind Gardner guides you through the entire process of building an affiliate marketing business on the 'Net. In 270+ pages you'll learn how to pick the best programs, negotiate a commission raise and save time, money and effort on everything from affiliate software to web hosting. To learn exactly how she does it, I HIGHLY RECOMMEND that you read this book. It has gotten HIGH PRAISE from everyone who has.



"My advice to you, if you're involved with affiliate programs, at any level, **get this ebook**. Even if you only get even one tenth of what I got out of it, it will boost your websites to levels unknown. Not later, now. Start reading it right away, before you make one more move, you'll be glad you did." -- Michael Campbell, President & CEO Dynamic Media Corporation, Author of ['Revenge of the Mininet'](#)

CBMall.com

If you're looking for a complete, can't lose business "business-in-a-box" this is just about as good as it gets. The CB in CBmall stands for ClickBank. The mall sells 1,997 of the top-selling, most popular products in the ClickBank marketplace. These are the best of the best - the Top 5% of over 40,000 products. They got there because they convert browsers into buyers. And they are all available in one place - your very own [CBMall!](http://CBMall.com)



Whereas most affiliate programs offer you one way to make money - you send them traffic, and they close the sale (hopefully) - [CBmall](http://CBmall.com) actually has **10 different ways to make you money** (you can read about them by [clicking here](#)).

This is one powerful, well thought out revenue engine. Pure, simple, money making automation - You make 100% of all commissions your mall generates. Not only do you get 1,997 top of the line products to sell, but you get a complete website all set up for you with the products already organized by categories, with a built in search engine to boot. So you can advertise your entire storefront or narrow your marketing down to specific niches, and target them by directing them to specific pages on your site featuring all the best-selling products that they would specifically be interested in.

And here's the best part. CBmall does virtually all the work. ClickBank handles all the credit card processing. All you need to do is drive some traffic. Newsletters and eCourses take over from there and the mall does the rest. I could go on, but a better idea is to sign up for an eCourse called: [10 Powerful Ways CBmall Makes You Money](#). This course details the power and sophistication behind CBmall. Understand this, and you'll see why CBmall represents a new trend in affiliate programs. Terry Dean actually called CBmall, "the perfect second stream of income". Pretty high praise. Look at it this way. You could buy an eBook and read about how others make money, or acquire a [CBmall](http://CBmall.com) and start making money yourself! Seems like a pretty simple choice, if you ask me.

[Affiliates Alert](#) by Maayan Marzan



Get the Jump on Your Competitors. Learn about new killer affiliate products before anyone else.

Just imagine how your earnings would swell if you had access to secret information that only very few super affiliates have discovered, secret information that enables them to hit a cold market hard with a hot new product and dominate it, making a killing before average affiliates are even aware that a new product has even been released! If only you could do this, you could share in their triumphs and rake in the profits as well.

Well, guess what? There is a product that will allow you to access this secret info right now. It's called [Affiliates Alert](#) and here's what it will do for you...

- Find new affiliate products for you, those that have just been released.
- Find un or underexposed products, those that are already in the market, but that don't have many affiliates and don't sell many copies.
- Find overexposed products. You don't want to waste your time and money in promoting them.
- Find all the products with a specific keyword and/or from a certain category or niche, and let you have one single list of all these products (without working too hard to find them!)
- Show you the affiliate margin, the percent you would earn from every sale... and much more...

And you want to know the really amazing thing about this secret software? [You can get it](#) absolutely FREE!

This report is brought to you by **The WOW Corp. Series of Sites**

WOW: Where Vision and Value go hand in hand with Information and Opportunity!



The WOW Experience. Food for Thought and Profit!

"If You Can Find A Better Deal on Any Product We Offer Anywhere on the 'Net We Will Gladly Purchase The Product For You!" <http://www.the-wow-experience.com>



The WOW Content Club. Your Full Spectrum Content Provider.

If Content Is King, The WOW Content Club is the Kingdom You have been Searching For.
We Take Up Where Others Leave Off! <http://www.wow-content-club.com>



The-WOW-Empire.com. Premium Profit-share Niche Properties.

Look for this Logo on Quality Niche Information sites all across the Internet.
Now You Can Own Your Own Virtual Niche Real Estate Empire Instantly and Effortlessly.
To get your piece of the action, visit us today! <http://www.the-wow-empire.com>