

# Issue 25

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## Your own affiliate program

Why should you think about having your own affiliate program? Because it will accelerate your sales and get you more exposure... for a very small investment of money... and time.

How can you easily set up your own affiliate program?

There are several ways you can set it up

- A click-through program... whereby anyone who clicks-through on the link of your own affiliate program, is paid a referral fee or click through fee. It works like this: If one of your affiliates displays your banner, text link, or button and someone clicks through that link, then you pay your associate a small fee (usually between \$0.05 to \$1.00 depending on your product and the margins of your own affiliate program).
- A pay-per lead program. Here the affiliates are paid for each "lead" they send to your own affiliate program. The associate can post a form at his site for you, or display a banner, text link or button to your site, and for anyone who fills out the form and submits it, or clicks over the banner, text link or button to your site, you pay your own affiliate program's referral fee to the affiliate associate for that lead.

What kind of forms should you use...

Anyone, it can be a request for more information about a product, an offer of a free trial, an offer of some free information or software program, anything. And regardless of what the visitor is asked to do... your affiliates are paid for each lead they send to your own affiliate program.

- A revenue sharing program. This is by far the most popular type of Affiliate Program. Basically you offer your associates a portion of the profits on everything that is sold in your own affiliate program.

No doubt the Revenue Sharing Program is the best affiliate program's option. If your own affiliate program is setup with this option... you are guaranteed to make money because you only pay for sales which are generated.

Suppose you set up your own affiliate program as a click through program and that program brings in 40,000 visitors... even with that level of traffic, nothing guarantees you any sales!

You can pay tons of money in click throughs but if your visitors aren't adequately targeted, your visitor to sale conversion might result in so bad that you could end up not making any money in your own affiliate program sales

It is also possible that someone that has the right software, cheats you with a click-through or pay-per lead program, automatically generating clicks through and generate for them a referral fee, when no real human being has actually visiting your own affiliate program's site.

But if you set up your bet affiliate program as a revenue sharing program... you are guaranteed a profit, because you only pay to your affiliates when your product or service is sold.

So suppose you attract the same 40,000 visitors and don't make any sales... this will be telling you that you have a very serious problem with your sales copy or your website, or that you have targeted the wrong market... but at least you are not going to have to pay to your affiliates for the visitors they have sent to your own affiliate program...

Having your own affiliate program has its drawback and it is the cost of installing the software to keep track of all your associates, traffic, and sales generated. And there are a few other minor expenses, like training your affiliates, answer their questions via e-mail, and sending them their checks in a timely manner.

You can receive hundred of e-mail A DAY! with problems like:

"My web site takes too much time to open"

"I have a virus message what can I do?"

"My banner isn't working"

"I forgot my ID#."

"I lost my password."

"Please change my e-mail address."

"Please change the beneficiary of my checks."

"I didn't get my check" ...

and so on. Some will be valid questions and many won't.

There are many people that join affiliate programs, do nothing and start complaining that they aren't earning any money with this business opportunity. They won't link to your own affiliate program's site, nor send you any prospects, nor generate any sales... But will expect to earn money from your own affiliate program. So you must be ready to answer very reasonable questions and some silly ones...

And as you get bigger and bigger you will receive more and more mails... But hopefully by that point you will be making enough money to hire someone to take care of them.

## ● WHERE CAN YOU FIND AFFILIATES FOR your own affiliate program?

The first and obvious answer is that in order to get affiliates for your own affiliate program you need to promote your business.

But I found an unbelievable software called "Affiliate Finder" that will help you find the super affiliates in your industry!

Plus, you will be able to locate your competitors super affiliates in one Click of a button. It comes with two breakthrough software and an ebook that will show you how simple it is to recruit the super affiliates in your industry.

This process is very, very easy to replicate and most importantly extremely profitable. You can read more about it [HERE](#)

## ● HOW CAN YOU KEEP TRACK OF YOUR AFFILIATES AND SALES?

There are three ways of keeping track of affiliates and sales.

- Setting up "mirror" pages
- Hiring an Associate Program service
- Purchase your own associate managing software.

### ● SETTING UP A MIRROR PAGE

You have to set up a separate page... or a separate site, for each affiliate of your best affiliate program. There is almost no cost involved in this option, although is a VERY time consuming way of doing things.

Here's how it works...

Suppose you have a web site called [www.goodbusiness.com](http://www.goodbusiness.com) for your own affiliate program. You'd set up a page for your 1st affiliate called <http://www.goodbusiness.com/info1.html>. Then, as you get more associates you'd add pages... i.e. [www.goodbusiness.com/info2.html](http://www.goodbusiness.com/info2.html) and [.../info3.html](http://www.goodbusiness.com/info3.html) [.../info4.html](http://www.goodbusiness.com/info4.html) and so on.

All those pages will be identical, with the only difference between.../info1.html .../info2.html .../info3.html etc. that they have a different tracking number. Affiliate number 535 of your own affiliate program will have the web page [www.goodbusiness.com/info535.html](http://www.goodbusiness.com/info535.html) so that when you get an order, a hidden code in the order form prints the code. This hidden code will allow you to manually track and give your affiliate credit for the sale.

This is a good option if you only have a few people... but has MANY drawbacks.

- First of all you can only sell one product. If you have multiple products at your own affiliate program, or multiple pages, that will cause you nothing but havoc.
- It's very difficult to update. Suppose you 150 affiliates (it's very easy to get 100+ associates in a matter of 30 days)... If you decide to change something like the price, or want to change the sales copy, or I want to add in a graphic, or whatever; you will have to do it 150 times manually.
- You can't tell anyone of your affiliates how much they've earned till the end of every month when you "manually" calculate it (which with 150 affiliates might take you a couple of days).
- You can't tell anyone how many visitors they are getting or how many sales they are generating... there is no way of tracking it on this type of system.

This is a pretty primitive way of handling your own affiliate program, and most people will not sign up with you can't report to them in real-time, all the time, about how they are doing with sales. Some Affiliate Program directories won't even list your own affiliate program's site on their list if you do not have real time tracking software.

So what is the benefit of this method?

It is really cheap for those who have no money and lots of time on their hands... You will only need time and some HTML knowledge. But I guess that if you choose this option is better than not having your own affiliate program.

## ● **HIRING AN ASSOCIATE PROGRAM SERVICE**

There are some places where you will be able to hire an associate program service for your own affiliate program, the best of them are the following:









## [Click Bank](#)

## Affiliate Tracking Network

## [CLICK BANK:](#)

ClickBank is the online billing solution used by thousands of web businesses that deliver unique products and services over the Internet itself (via web pages, files, or e-mail).

Simply place our special "sales link" at your web site, and ClickBank will:





-  Enable real-time sales of your digital goods or services.
-  Provide international fraud screening by ccScan®.
-  Handle all customer billing, billing inquiries, and bank inquiries.
-  Process all of your sales volume. They have no sales caps.
-  Connect your web site to our network of over 100,000 affiliate sites.
-  Provide you and your affiliates with real-time sales reporting.
-  Send you and your affiliates a paycheck twice each month.
-  They process Visa, Mastercard, American Express, Discover, Eurocard, and Visa-Debit, MasterCard-Debit, and Novus cards.

ClickBank has a one-time \$49.95 activation fee, and a \$1 + 7.5% fee per sale. They have no monthly fees.

Read more about [your own affiliate program's Click Bank account](#)

## [AFFILIATE TRACKING NETWORK:](#)

They provide companies with the tools and technology to successfully administer your own affiliate program on the Internet. They offer various options on starting your own affiliate program.

-  You can either buy or lease their software.
-  If you prefer they will even administer your own affiliate program for you (that includes mailing the affiliate checks).
-  You will have the best resources available at your disposal, to ensure your own affiliate program will be a success
-  They have two packages, the Basic (\$29.95 a month) or the Basic Plus (\$49.95 a month).

They even have a two-tier recurring commission schedule for affiliates.

That means that if you join their affiliate program and then someone else joins through you, you will earn commissions. You can [Read more here](#)

## PURCHASING your own affiliate program'S SOFTWARE

The following are the best three options I found on affiliate/associate software for your own affiliate program .



[ProTrack](#)



[AssocTrac](#)



[CyberTrakker](#)

The three of them are really good.

Written by Dr. Roberto A. Bonomi

Author of "[How to Sell on The Web](#)" and "[Success Is Easy!](#)"

## FREE CONTENT FOR YOUR WEBSITE OR EZINE

Would you like to have some fresh and free content to include in your web site or e-zine?

You can reprint Dr. Bonomi's articles on your web site or in your e-zine as long as:

- a) The article is printed in its full form with no changes.
- b) You send us a quick e-mail to: [newsletter@easy-home-business.com](mailto:newsletter@easy-home-business.com) telling us where you'll be publishing it.
- c) You include the following text at the end of the article:

**ABOUT THE AUTHOR:** Dr. Roberto A. Bonomi is the owner of the successful [www.easy-home-business.com](http://www.easy-home-business.com) site and the incredible "How to Sell on The Web" e-book

If you are looking for the best information to drive traffic to your website and make more sales, then I highly recommend you to visit <http://www.easy-home-business.com>

Easy Home Business' site is in the first 10 places of every important search engine that you can look at!

This guy really knows what he's talking about!

## VISIT OUR NEWSLETTER ARCHIVES

Our newsletter archives contain every issue that we have published. If you missed one number or would like to read it in HTML format, you can do it here:

<http://newsletter.easy-home-business.com/issues/index.html>

If you are looking for free to use content for your web site or ezine, you will find it here: <http://newsletter.easy-home-business.com/articles/free-articles.html>

## SEND US YOUR SUGGESTIONS

We would love to hear what you think about the Easy Home Business' Newsletter. And if you have any suggestions for upcoming issues please send them too!

Just e-mail the editor at: [newsletter@easy-home-business.com](mailto:newsletter@easy-home-business.com)

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