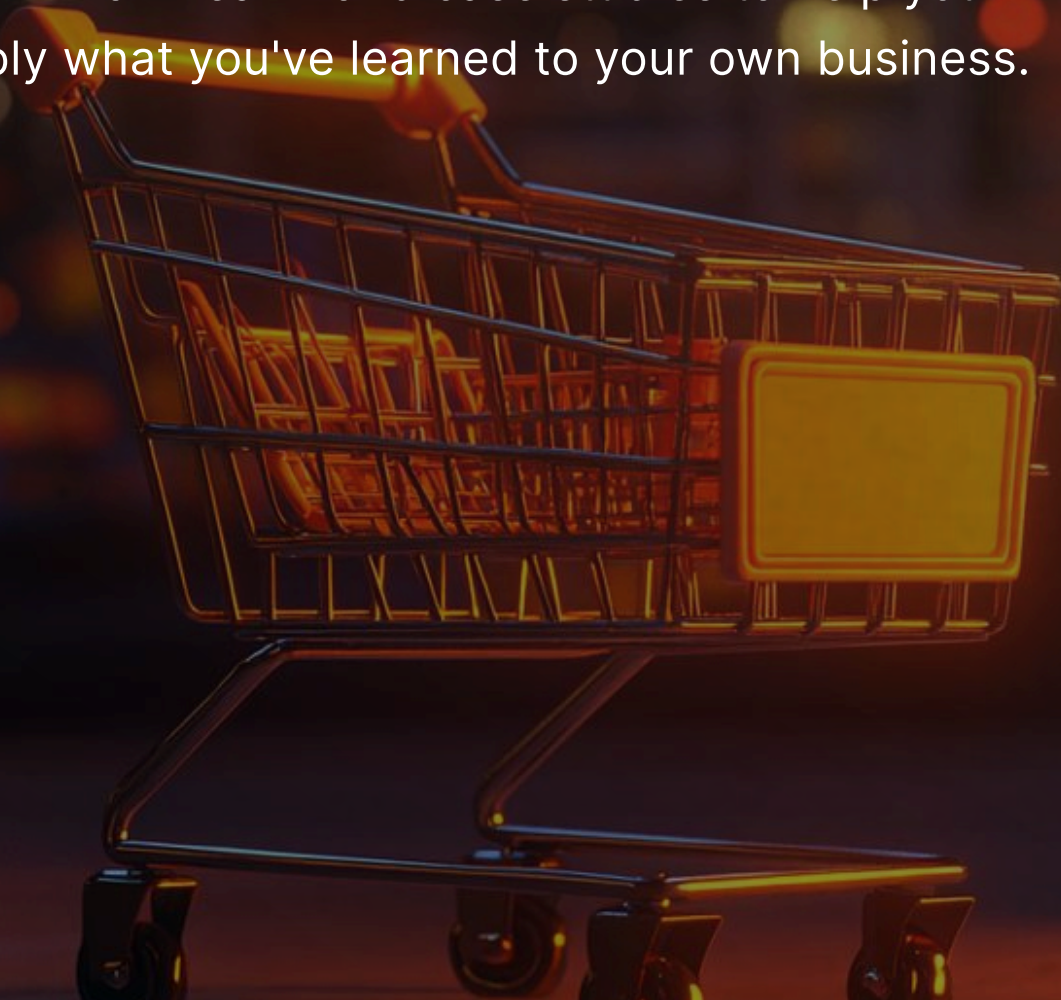


AMAZON ASSOCIATE INFLUENCE

Learn from real-world case studies to help you apply what you've learned to your own business.



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INTRODUCTION

Introduction

Amazon.com , one of the most trusted names online, has an affiliate program.

An affiliate program is a program in which you are rewarded with commission when you send a person to a site and they buy a product.

So, for example you have a site about charcoal grills, your visitor clicks through your link to Amazon and buys a grill.

You will make 4% of the price of the grill as a commission. Not only will you make a commission on the grill but also anything else the customer happens to buy that day.

Amazon can be very lucrative if you know how to use the affiliate program to your advantage. You have to find good products to promote, do your keyword research well and create content that gets the click. You must create a useful site for the searcher, you can't just copy Amazon product descriptions and expect to have a high converting site.

Comparing and rating products is a good strategy for an Amazon niche review blog. Keeping your topics tightly focused makes for better SEO. Build one site about grills, another on cat toys, for example.

The more tightly focused your products for each site, the better rankings and conversions you will see.

Amazon gives you all the information you need to succeed as an affiliate marketer for their products. They have millions of products, you can literally spend your whole life building niche blogs to promote Amazon products and never run out of things to sell.

Starting Out On Amazon

The first reason that Amazon is such a great way to get started earning massive amounts of money online is that they have more products to promote than any

other Web site. In fact, Amazon itself claims that it has the "Largest Selection on Earth".

This means that no matter what niche someone wants to exploit or whatever interests someone may have, they will undoubtedly be able to find some great products on Amazon to promote. This huge selection is great for another reason: Since there are so many products on Amazon, there is very little competition for many of them.

The first person to write an article about a particular product might be the only person on the Internet who is promoting it, even though it is a hot seller on Amazon. This is hardly ever the case on other affiliate networks.

Another reason that Amazon is so great for promoting products is that new products are listed nearly every day. It is easy to become the only person who is promoting a product that has just been released, and it is just as simple to rank at the top of the major search engines like Google, Bing and Yahoo for searches for that product.

One of the most powerful affiliate marketing tips for ranking high on the search engines and earning lots of commissions is to look ahead for the products that will be released within the next month and to begin promoting them ahead of time.

Another great aspect of affiliate marketing with Amazon that many people overlook is that the conversion rate can be ridiculously high. It is usually quite common to experience a conversion rate of above 10% for many of the products on Amazon.

On other affiliate networks selling obscure products, you are lucky if you can get a 1% conversion rate. This tremendous conversion rate more than makes up for the lower commission percentage that many people love to complain about.

Finally, one last reason that selling on Amazon is so powerful is that people will purchase products that were never even promoted in the first place! Someone might be promoting ski jackets, and when the Web site visitor clicks through to Amazon he might remember that he wants to purchase a new laptop computer.

This is the secret that most people who deride Amazon do not understand.

Although making money hand over fist with Amazon is pretty straightforward and

easy, there are quite a few methods that are proven to work every single time. Without knowing these affiliate marketing tips, trying to achieve a passive income with Amazon could be extremely frustrating.

However, if someone does know all the simple methods and techniques, then they can easily get up to making 3 figures a day with Amazon within a couple months.

CHAPTER 1

STARTING OUT AS AN AMAZON AFFILIATE MARKETER

Chapter 1: Starting Out As An Amazon Affiliate Marketer

As the Internet and computing technology progressed, everything from mails to marketing is already online.

E-commerce and marketing is the most serious thing on the Internet, the most popular mode of income and advertisement on the net is affiliate marketing. And in 1996, Amazon Affiliate Marketing came into being known as "Amazon Associates."

Affiliate marketing evolved from the e-commerce business and became a very important part of the business plan for many different web commercial sites, wherein it is the sharing of profit via referrals.

Affiliate marketing with Amazon can be very profitable, reliable and a trustworthy partner in one's site.

The Amazon affiliate marketing program is one of the biggest in the e- industry, it is also one of the most trusted brands out of the many affiliate programs, highly-reviewed by clients, and is reliable when it comes to paying out to their affiliates, not like the usual scamming affiliate programs that tend to just use unsuspecting website developers and bloggers.

If you are a beginner, affiliate marketing may seem as complex as coding a website but Amazon offers Affiliate Marketing plans and other resources that will help and guide beginners in the affiliate marketing steps and processes, and after learning the basics, your marketing strategy will be another step you need to develop.

Signing up to the Amazon program may be a very profitable first step as this will increase the site traffic and site visitors.

Tips on being successful at the Amazon affiliate marketing include:

Content-rich sites: having sites that are really content-rich, reader- friendly, highly-educated, and informative tend to gather more visitors, and can easily lure

out potential buyers, or plain clickers that are looking for something, and that automatically generates online traffic.

Appealing Designs: attractive designs give a sense of legitimacy to your site and can convince one's visitors to click on links and other affiliate programs thus generate easier revenues.

SEO link building strategy: getting your website to the top of search engine listings, this can give you a higher probability of gathering surfers and potential buyers.

Advertise: sign-up advertisements for your website to gain more exposure.

There are also many benefits of the Amazon Marketing Program, just like the following:

Value added resources: they can be added to your site to gain exposure and popularity from the web-surfing public.

Passive Income: added feature of the affiliate program, wherein after gaining 15% commission on one successful referral, if he/she decides to buy more, the affiliate will again get a commission on the proceeding purchase.

Helpful Knowledge Base: can answer most frequently asked questions, and some troubleshooting that one can apply on his site.

Good Tracking: can track all traffic in the network, and can help generate revenues accurately, so no penny goes to waste.

If you are still unsure about the Amazon Marketing program details, one should consult with an expert on the topic, read more reviews or try affiliate marketing with Amazon first-hand, thus giving a first-hand experience with the program. Remember there's nothing wrong with trying.

Now... Start Making Money

There is loads of hype about methods of making money with Amazon affiliate programs and it seems to be the topic of many conversations these days. Amazon is one of the leading affiliate websites known to many.

Since Amazon is world-renowned and is one of the most trusted shopping destinations on the web, many people are tempted to join their affiliate programs. To make money with Amazon affiliate programs or being an affiliate marketer can be a rewarding decision and is also one of the most powerful ways to earn money as an online entrepreneur.

The Amazon Associates Program gives entrepreneurs the chance to make money with Amazon at a very low cost with minimal effort. If you are one of those entrepreneurs who has been looking for one of the best ways to make money online, without fake raffled emails and scams, this is one of the best choices you can make.

But how can you really make money with Amazon affiliate programs? Here are some ideas and tips that will give you a better understanding of the process.

First and foremost, you should of course be a member of the Amazon program. You can do this by signing up on their website. As a general rule of thumb, you need to be a member before you can make money.

Amazon uses this membership to determine whether you are referring the products offered on the Amazon website on your website. This membership is also used to pay the Amazon affiliates. The Amazon Associates Program works best for bloggers.

You simply write about a certain product from Amazon's website and refer your readers to the main page, which is of course from Amazon. This is one of the easiest ways to make money with Amazon.

But before you start blogging and dream of making lots of money by being an Amazon affiliate marketer, there are some factors that you need to consider.

The most important thing that you need to take note of is your audience, specifically, your readers. As an Amazon affiliate marketer, you will be recommending Amazon's products to your readers.

To be an effective Amazon affiliate marketer, you need to put yourself in your audience's shoes and think of what products your readers are looking for and if they really need it. To really make money with Amazon affiliate programs you need to be honest and original.

Remember, you are going to refer to a product that can be found on the Amazon website and once your readers are convinced about your referral then they are more likely going to buy the products advertised.

Hence, the more honest and genuine your referrals are, the more readers will buy the products you recommend and in return the more money you will make.

Another consideration you need to take note of when making money as an Amazon affiliate marketer is you need to refer to quality products. Quality is what most customers are looking for when they browse for a certain product. Everybody looks for "great-find" products.

As long as you refer your customers to products and companies with top quality standards, chances are that more products will be purchased. In addition, the position and how you put your links on your website will also determine your success rate with the Amazon affiliate programs.

The position of your advertisement is something that you need to give attention to as it is where your readers will be directed to the products that they might be buying from Amazon. The traffic your site receives is also an important factor when it comes to making money with the affiliate programs.

Think of it this way, the more the audience that sees your well-organized affiliate links, the higher the possibility that they will purchase the products from your recommended links.

Now that you have an idea on how you can make money with Amazon, it is time for you to take action and get started with affiliate marketing. Just remember, the more effective referrals you have, the more money you will earn from being an affiliate marketer.

Making Money as an Amazon Associate

I'm going to talk to you about a very different and, potentially, even more promising way to make money on Amazon. I'll explain how Amazon Associates works and look at whether or not it is as good as it sounds.

With this way of making money on Amazon you don't need to see or touch a

single product. In fact, you don't even need to have a product. You don't need to do any selling either. Amazon sees all that for you. It's a method that, with time and effort, could make you even more money than selling something on Amazon - from a lot less work than a conventional product stocking, buying-and selling operation involves.

It's all possible thanks to Amazon's very clever and comprehensive affiliate program that is known in Amazon-speak as Amazon Associates.

Of course, you're probably saying, affiliate programs are nothing new. And you'd be quite right.

But Amazon Associates isn't just any old affiliate program. It's a program that is tried and tested, highly professional, relatively easy to get started in, and on top of all that free to join.

Not only that, but it allows you to hitch a ride on the back of the famous, highly-respected brand that is Amazon. That's why if you're new to affiliate schemes or have tried others before and been disappointed by the results, Amazon Associates could be well worth a closer look.

What is an affiliate scheme?

You probably know what an affiliate program (or scheme) is, but in case you don't I'll briefly cover what they are here. Essentially, an affiliate scheme is an arrangement which allows one Internet marketer (you in this case) the opportunity to promote the products and services being sold by another and get paid a commission (or referral fee as it is sometimes known) for doing it. It's a very simple idea and it is proven to work.

Amazon's affiliate program is a very advanced and sophisticated yet user-friendly affiliate scheme. When you sign up for Amazon's Associates program you don't need any products of your own. Instead, you introduce or refer potential buyers to Amazon's huge and ready-made range of products.

More about exactly how that works shortly. If they then buy something, Amazon pays you a commission on the sale.

Put in very simple terms what is happening is that Amazon is paying you for

finding and sending them potential customers. It's basically a classic Pay Per Action or PPA arrangement.

You can be an affiliate for all kinds of companies of course. But one of the advantages of being an Amazon affiliate is that people already know and trust the Amazon brand. So, it is (or should be) much more likely that those you refer to will buy - and buy more - than other unknown or run-of-the-mill affiliate schemes.

How does Amazon work with affiliates?

Amazon calls their affiliate scheme Amazon Associates. Actually, that is a bit misleading. When you join you're not really an associate of Amazon. You're an affiliate pure and simple. The Amazon affiliates program is one of the oldest on the Internet. In fact, Amazon pioneered this method of marketing when the Internet was still in its infancy.

It works like this:

1. You set up a website and generate traffic for it.
2. You sign up for the Amazon Associates program.

Once approved by Amazon you have access to a range of tools and techniques which allow you to refer visitors to your site to any or all of Amazon's portfolio of products.

3. You choose the products you want to promote. You then create affiliate links on your site which point to Amazon. If a visitor to your site clicks on one of the approved affiliate links and goes to Amazon and buys something within a certain time period you get a commission on the selling price.

The pros and cons of Amazon Associates

Pro. You don't need products or services to sell. You don't need to spend time developing, creating or manufacturing them.

Pro. You don't need to store, handle or ship products. Amazon does that for you.

Pro. You don't need to handle payments. Amazon does that for you too.

Pro. You don't need to provide customer back-up/support. The product supplier does that for you.

Now, I said affiliate schemes are basically simple. And essentially, they are. But there are one or two drawbacks you need to know about before you start.

Con. There can be stiff competition. Because affiliate schemes are simple to get into there can be competition from other people doing much the same thing as you. Lots of people are already Amazon affiliates, so there's already a fair bit of competition to tackle.

Con. There's no product exclusivity. Anyone else can sell the same products and services as you. And you can't control the price... at least not with Amazon.

You'll need to choose a good niche and work hard to persuade customers to buy through you - more about all this later.

Con. It's not an entirely hands-off business - despite the claims made by some people promoting affiliate schemes. You'll still need a website (in most cases). You'll need to spend time and money generating traffic for it. That can be tricky when you're new to the whole thing.

Con. Affiliate program commissions can be quite small. A matter of pence per sale in some cases. You need to generate a good volume of referrals to earn a good income. (Amazon promised up to 10% but frankly you'd be safer to bank on 5%.)

CHAPTER 2

BECOMING A SUCCESSFUL AFFILIATE MARKETER

Chapter 2: Becoming a Successful Affiliate Marketer

Online marketing has offered tremendous ways of generating income for many individuals around the world.

One such way is through Amazon affiliate marketing - a program that pays commissions for every product sale directed by your efforts. If you are like others who are thinking of how some people earned big bucks through this program.

Here are some methods that other people utilize to earn a substantial amount of money from affiliate programs for Amazon.

1. Social Media Marketing

According to surveys, almost all computer-literate persons maintain one or more social networking accounts. Just imagine how many people are bound to see your Amazon links with every posting you are to make. This is exclusive of the posts that your friends are about to make to re-share your post. Social media is such a huge marketing niche that you should explore. Memberships are commonly free. Grab the opportunity of reaching thousands of potential buyers with just a single post.

2. Article Writing

Never underestimate the power of a well-written article to promote a specific product. With numerous free posting article websites, you can populate a single article to as many copies as you want. You can also spin the articles and make it entirely different from other copies.

These articles can either be directed to your website, to your blog or to Amazon itself. Just don't forget to always create links bearing your affiliate ID.

3. Banner Advertising

Many people are attracted to visual ads. This is due to the combined messages depicted by the texts and graphics that are harmoniously embedded with each

other.

The Amazon affiliate program provides its own banners that you can use on your blogs, social media accounts and business websites. If you want, you can make our own banners and link them to Amazon with your corresponding affiliate ID.

4. *Email Marketing*

Dating back to the days when internet marketing was just beginning to boom, email is one of the most common forms of advertising efforts used by different companies. Cloning the purpose of converting contacts into potential buyers, you can regularly send emails to everyone in your list to promote products on Amazon. It will be useful to create attention-grabbing emails.

Several examples include emails containing top products for moms, the best tools for dads, the best gifts for your partner, the hottest portable gadgets, the most inspiring books, the cheapest sex toys, so on and so forth. With this, you are providing your contacts the best products they possibly want to buy. You might just be lucky to convert some of them as buyers who'll bring commissions right into your Amazon account.

These affiliate marketing methods are just four of the most widely used strategies by people who have made their own success stories marketing products for Amazon.

There are other strategies that can possibly help you earn money. Just remember that because these methods are successful in making other persons earn big bucks, the same will be exactly replicated for your case. There are methods that will work best for you while others will not.

Surviving the Long Haul

Every affiliate marketer is always looking for the successful market that gives the biggest paycheck. Sometimes they think it is a magic formula that is readily available for them. Actually, it is more complicated than that. It is just good marketing practices that have been proven over years of hard work and dedication.

There are tactics that have worked before with online marketing and are

continuing to work in the online affiliate marketing world of today. With these top three marketing tips, you will be able to increase your sales and survive in affiliate marketing online.

What are these three tactics?

1. Using unique web pages to promote each separate product you are marketing. Do not lump all of it together just to save some money on web hosting. It is best to have a site focusing on each and every product and nothing more.

Always include product reviews on the website so visitors will have an initial understanding on what the product can do to those who buys them.

Also include testimonials from users who have already tried the product. Be sure that these customers are more than willing to allow you to use their names and photos on the site of the specific product you are marketing.

You can also write articles highlighting the uses of the product and include them on the website as an additional page. Make the pages attractive, compelling and include calls to act on the information.

Each headline should attract the readers to try and read more, even contact you. Highlight your special points. This will help your readers to learn what the page is about and will want to find out more.

2. Offer free reports to your readers. If possible, position them at the very top side of your page so they simply cannot be missed. Try to create autoresponder messages that will be mailed to those who input their personal information into your sign-up box. According to research, a sale is closed usually on the seventh contact with a prospect.

Only two things can possibly happen with the web page alone: closed sale or the prospect leaving the page and never returning again. By placing useful information into their inboxes at a certain specified period, you will remind them of the product they thought they wanted later and will find out that the sale is closed. Be sure that the content is directed toward specific reasons to buy the product. Do not make it sound like a sales pitch.

Focus on important points like how your product can make life and things

easier and more enjoyable. Include compelling subject lines in the email.

As much as possible, avoid using the word “free” because there are still older spam filters that dumps those kinds of contents into the junk before even anyone reading them first. Convince those who signed up for your free reports that they will be missing something big if they do not avail of your products and services.

3. Get the kind of traffic that is targeted to your product. Just think, if the person who visited your website has no interest whatsoever in what you are offering, they will be among those who move on and never come back.

Write articles for publication in e-zines and e-reports. This way you can locate publications that are focusing on your target customers and what you have put up might just grab their interest.

Try to write a minimum of 2 articles per week, with at least 300-600 words in length. By continuously writing and maintaining these articles you can generate as many as 100 targeted readers to your site in a day.

Always remember that only 1 out of 100 people are likely to buy your product or get your services. If you can generate as much as 1,000 targeted hits for your website in a day, that means you can make 10 sales based on the average statistic.

The tactics given above do not really sound very difficult to do, if you think about it. It just requires a little time and an action plan on your part.

Try to use these tips for several affiliate marketing programs. You can end up maintaining a good source of income and surviving in this business that not all marketers can do.

Besides, think of the huge paychecks you will be receiving.

Unlimited Opportunities

One of the favorite affiliate marketing programs among seasoned internet marketers is Amazon.com. Once a clearing house for books and magazines, Amazon has expanded to include just about anything you can imagine.

Become an Amazon affiliate and sell any one, any one group, or ALL of their items and earn a commission on every single sale.

Granted, the Amazon commissions are much lower than those you would receive from ClickBank. But your customers have much more to choose from, too. And once they follow your affiliate link to the Amazon website, you'll get commission on anything they buy - no matter what it is.

Consider this - you could set up an affiliate site selling an eBook from ClickBank and earn \$17 commission every time you sell that book. Or, you could set up an affiliate site selling a book from Amazon and earn \$4 commission - ON THE BOOK.

You could also earn commission on the new printer they decide to buy while they're at Amazon, and the new laptop for their child who's going off to college, and the new TV they're buying for the den, and. While your Amazon commissions may be smaller per sale, they add up a lot more quickly than those Clickbank commissions.

And let's say your visitor wants to think about that ClickBank ebook. If they forget to bookmark your site and they have to do a search for that product when they're ready to buy it, they might end up following someone else's affiliate link to ClickBank and you won't get the sale.

However, if they've put the Amazon item into their shopping cart, you'll still be paid commission on it even if they wait 90 days to buy it.

One of the best reasons to become an Amazon affiliate is because of the trust and authority that Amazon has in the eyes of the buyer. Most internet shoppers have no idea who Clickbank or Commission Junction are. They also don't know the vendor.

But they do recognize the Amazon name and they trust Amazon to provide a safe, secure, and guaranteed transaction. Sometimes that Amazon name is all it takes and you've got a sale.

CHAPTER 3

AMAZON AFFILIATE BLOGGING

Chapter 3: Amazon Affiliate Blogging

The trend of blogging has grown immensely in recent years.

Every blog resource has become a gold-mine for search engines and the targeted traffic they bring. It has been widely observed that internet marketers prefer going for affiliate programs than contextual Ad networks like AdSense, which are also quite effective, as a passive way of earning money from a blog.

Few Common reasons are:

- Since it does not rely solely on impressions and clicks, the earning potential is much higher.
- Blogs offer much better integration with your niche.
- Earnings do not solely rely on a blog's popularity, Page Rank or number of readers.
- Scope of massive variety.
- Features of the Ideal Affiliate Blog.
- Unique, innovative, relevant content should be used that is good for both search engines and readers.
- The blog should have a powerful niche relating to the affiliate program in question.
- The blog must be authentic and informative.
- Avoid running a heavy number of ads. It gives the impression of profit over value.
- Create an up-to-date blog that talks about the latest trends surrounding

your niche.

- Your blog should gain invisibility. Do not let your customer know the real purpose of selling a product or service.
- It should have seamless flow that includes other product or market trends relevantly.
- Your blog must have a theme, opinion and personality.

Since blogs present so much of a natural advantage when it comes to building a consistent consumer base for affiliate programs, the option of affiliate blogging seems to work well in the domain of Internet Marketing.

One has to do thorough research, have extensive knowledge of the program and have faith in the products they are endorsing. Blogs are another way to make money online.

Tips on Successful Affiliate Blogging

Discover some basic tips on how to run a successful blog on the internet today. Know how to make money online with affiliate blogging.

Blogs generally known as weblogs are the fastest, most competitive technology of this generation. You don't have to be computer savvy in order to build, run and grow online blogs into one of the most competitive tools on the internet.

With the growing competition today, you need to find ways on how to make your blog known and drive traffic to it. Marketers must have firsthand experience on how blogs look by browsing different blogs on the internet. Your experience and feedback will help you understand how your blog should look like to become known and competitive.

Here are some tips on how to build, run and have a successful blog:

- The blog URL should be pointing to the niche market you are promoting. For example, if you wanted to promote and sell cat clothes from your blog, your URL should say what you are promoting. Doing it this way will make you visible in search engines. Choose a URL that is fit to the product you

are promoting. This is the basis on how you are seen online or being researched by search engine visitors.

- The next step is to customize your own blog to become unique and interesting to its viewer. If you are competing with other blogs out there and want to make money online, you have to properly plan how it should look to attract more visitors' every day. Use different blog software to accomplish this task.
- Another important element for affiliate blogging is keyword research. There are different tools available on how to research the best keyword for your blog. Use keywords that people use in search engines or your blogs will be invisible to them. Use different keyword phrases in your blog to reach out to people out there. Not everyone uses the same keywords as others do. Some use the term "cat clothes" while others may use "Kitten clothes, pet clothes, cute clothes for pet cats, etc." Remember using the right keyword phrase will drive more traffic into your blogs.
- Use SEO (search engine optimization) services on your blogs. SEO is responsible for the optimization of the entire blog and driving traffic towards it as well as having a better ranking in search engines. The higher your rank in search engine results the better is the outcome of your income.
- Exchange links with other blogs who have the same concept as you but not in direct competition with you to exchange links with. This exchange can help your blog a great deal especially if you are partnered with high ranking sites.
- Several online entrepreneurs did not realize that having a different title tag in the HTML code of each page can make a difference. Do not repeat titles. If you have used "cat clothes" on the first page refrain from using this title again or Google may think that you are spamming that keyword and results in punishing your blog URL.
- If you have the right keyword phrases, then write contents on the products or services you are promoting. Use the keywords several times on the content to make your blogs easy to index and easier to find in search engines.
- The last tip is to frequently update your blog. Use the ping tools to ping it;

this will alert all blog directories that you have added new content to your blog. This also brings more traffic and income.

These tips are used by thousands of affiliate marketers in the business but if you are unfamiliar with the marketing strategies the tips are useful to get you started. Don't forget to update your blogs regularly with new and relevant information to keep readers coming back for more.

CHAPTER 4

HAVING AN AMAZON AFFILIATE STORE

Chapter 4: Having an Amazon Affiliate Store

Have you ever wondered what Amazon Affiliate websites are?

There are many websites and blogs out there that advertise Amazon products. This is something anyone who has a functioning site can do.

All you have to do is add links and banners provided by Amazon to your page! These links are used by sellers to promote their items or their website through other websites.

People who take part in the group of Amazon Affiliate websites are entitled to up to 15% of all purchases made by those who click links from their website.

Your next question might be: How does all this work? It's very simple to do and can be accomplished in a couple of minutes! This type of marketing is commonly used in web business and rewards the affiliate's efforts in marketing.

The website offers a number of options on how to do this; you can add product links, banners and site stripes. These tools are pre-created by Amazon and are made easy for blog and website owners to embed in their pages. This type of web marketing used by the group of Amazon Affiliate websites is very common and effective.

The advertising methods used by this website are very similar to regular advertising methods. This helps Amazon get visitors to purchase their items through other people's websites. This is a fun and creative method to earn money; the more visitors you have, the higher the chance they will click on a link to Amazon through your website!

Product links are used by a number of Amazon Affiliate websites. This is when a certain product is advertised on a website or blog which is available for purchase from Amazon.com. Building this link is very simple and can be done through Amazon's Product Link Tools.

These links are fully customizable and can be made to match the look and design

of your own website. You can change the text as well as the image that appears on your site or blog. You are entitled to rewards for any revenue that is made through the link you place on your website.

The most common type of advertising used by a lot of Amazon Affiliate websites are banners. The website offers a wide range of trendy graphic banners to be placed on your website.

You can choose from many different styles and colors which feature products and promotions. Referrals through these banners can earn you up to 15% of sales from visitors of your own website or blog.

These banners can sit on the top, bottom, right or left side of your website!

There are many ways to have fun with links and banners when part of the group of Amazon Affiliate websites. You can customize these tools to fit your own style preferences and also bring a livelier look to your own website. If you want to increase your traffic and earn a bit of cash, join this program today and add a fully customizable link or banner to your own website today!

Amazon Store Advantages

Being the owner of Amazon affiliate stores is a very fruitful move as those who have an Amazon store of their own are entitled to lots of benefits monetarily. In this article, we will primarily be highlighting the positive aspects of owning an Amazon store.

1. A site having a high demand: It was during the 1990s that the foundation of Amazon Corporation was dug into the ground and upon the establishment, Amazon gained immense popularity in the last decade and has emerged to be one of the most revered online shopping sites.

Now Amazon boasts of a fully global active network having more than 600 million visitors. The associate network of Amazon affiliate stores has a wide network that has already reached the 1 million mark and is increasing at a massive rate. So being an associate of one of the leading global companies can be highly profitable. This is the primary benefit of Amazon affiliate stores.

2. Fully integrated reporting system: This is a feature that helps an associate to maintain record of the clicks that their Amazon store has received and also helps them to monitor the topography of the click. So, this assists a lot in keeping an eye on the affiliate websites linked to an Amazon store and helps to maintain them. This is one field where Amazon takes the lead from other competitors like Bay as eBay has very strict regulations for reporting.
3. A program affiliated internationally: Amazon is a Corporation that is based all across the world and this online store program is also affiliated globally. Amazon associate program is something that has a very wide network base with millions of members.

The associate base of Amazon is increasing day by day but there is one thing that is usually holding them back. Not all of the departments of Amazon are allowed to pull products while putting the web interface service to use.

4. Well-structured and organized commissions: It is a provision that those who are operating Amazon affiliate stores will be entitled to some percentage of the sales that they make. A tier system has been developed by Amazon that decides the percentage commissions that an associate is entitled to. The percentage range falls somewhere between 5-9%. This is justifiable to all those associates who have their Amazon affiliate stores. With Impressive features as mentioned above it is not surprising that Amazon affiliate stores have seen huge success.

Reasons To Build a Amazon Store

If you are looking into getting an Amazon affiliate store added to your website, you should firstly ask yourself if you really do need it? Even though these Amazon stores can be a time saver, they may not necessarily be what you need in your niche. This chapter will address the reasons for why an Amazon store would benefit you.

Save Time - Adding an Amazon affiliate store is very easy. All the step-by-step information can be found within the Amazon Associates area. If you find this is still not straight-forward enough then you can always look for videos on websites such as YouTube which show you exactly how the process works. A great alternative way to learn if you are more of a visual learner.

Payment arrangements - When you become part of the Amazon associates program you are granted access to all of its e-commerce facilities, tools and other resources. This is a huge advantage if you do not want to dedicate numerous hours either hiring someone to do a shopping store for you, or if you have the skills, doing it yourself. With an Amazon Affiliate store the process is pretty much plug and play.

Brand recognition - Unlike trying to promote products that may not be known by your visitors, Amazon has built its reputation and brand of being a trusted service. It is this trust that will make your Amazon stores much more effective than if you were trying to promote a dog training book by 'Joe Blog'. Think about it, if you had both options available to you, which one would you trust more?

Multiple purchase opportunities - The Amazon affiliate program provides a great incentive. When a visitor clicks on one of your links and is directed to the Amazon website a cookie is stored within their computer which is used to identify that visitor as your referral. Sure, that is good and all, but what is even better is that if your same referral decides to purchase ten more products, then you earn commissions on those products as well.

This is a fantastic feature that Amazon integrates within their affiliate program and definitely something that should be strongly considered for your online Amazon store.

These reasons will help you make your decision to add an Amazon affiliate store to your website or not. It will come down to what you believe will be a better user experience and provide your visitors with exactly what they need. By doing this you will be able to run a successful campaign that will bring you recurring sales.

CHAPTER 5

AMAZON AFFILIATE MARKETING TIPS

Chapter 5: Amazon Affiliate Marketing Tips

The first thing I recommend is to choose a topic or category of items that you will promote on your site.

Amazon is the largest marketplace in the world, so you can simply browse their site to get some ideas. Then you will want to start a WordPress site where you can start blogging and adding as much relevant content, tips, and other information as possible.

Then add a widget that shows the pictures and details of the products related to your topic.

Furthermore, here are some tips I highly recommend:

1. Follow trends

This is one of the most important things if you want to sell more from the start and your store or your blog isn't quite popular yet. Follow trends and promote trending products and products related to trending topics. You will get more traffic, more clicks and more potential buyers if you promote trending products that people want at the moment! Be among the first and offer the best solutions to problems.

I recommend you to use Google Trends and Google Insight for Search to explore the trending topics. With Google Insight for Search you can get the picture on what the most people are searching for at the moment and reduce this info by only selecting the stats for Product Search.

This will tell you which products to promote and what's the hottest one at the moment. With some SEO and good promotion, you can really make a lot of sales promoting popular stuff. Try it!

2. Promote Best Selling products

Just like the trending products, best selling products should also be your goal if you want to increase the number of your sales. Find out what people are buying the most on Amazon and promote some of these products yourself.

You can explore the Bestselling products, Most Wished products, Most Gifted products etc. Check out Amazon Best Sellers, choose your category and find out what are the best selling products in your field of interest.

3. Use Widgets and Banners

Add some widgets and banners to your blog or website and promote some Amazon products. You can get a lot of different widgets and banners in your Amazon Associates account and simply add them to your blog. Add them to your sidebar, posts or add them to the specific posts that cover the related products.

I will write more about banners and widgets for those using Amazon Associates in the future. But for now, let me just say that product links and product banners work best! Also consider Amazon Search widget and Carousel widget. More about them in the coming posts.

4. HubPages

HubPages are two great writing communities that allow you to make money online with writing and affiliate marketing. They're both AdSense revenue sharing sites, but beside AdSense you can also make money selling and promoting Amazon products with your Amazon Associates ID.

You can use these two sites for promoting your main articles on your own blog or you can create unique content on HubPages for specific products and sell them there. What is so great about them is that they're well established websites with a lot of users and traffic.

You'll certainly get more attention and potential buyers there than on your blog if you're at the beginning of your blogging path.

Be helpful, create and write good descriptions of the products you're promoting. You'll get links from other members and traffic in sales will come next. I really recommend you to try HubPages to increase your earnings with Amazon Associates. I find them really useful and great and I really increased my sales and earnings with the help of these two sites.

5. Choose your Niche

The last but not the list are niches. With a lot of competition out there you can't

expect to rank high in search engines if you're promoting and selling stuff like books, computers, toys or music. Instead of choosing major topics try to dig deeper and choose more specific topics and products.

Instead of selling computers, they sell Laptop Computers -> Acer Laptops. Then go further and sell just the Acer AS5253-BZ684 15.6-Inch Laptop. This will lower your competition, improve your rankings and increase your potential sales.

Choose the niche that is popular and sells nice but don't forget to put some you in it! If you don't like bikes then don't try to promote them!

If you don't like Harry Potter then don't write about your favorite Harry Potter books and recommend them to others. People will eventually see how passionate you about the products are you're promoting so promote what you really experience, love and recommend. If you love the product you can write some good recommendations and detailed descriptions.

If you can write good recommendations then people will start to trust you because they'll see that you know what you're talking about. And when you gain trust, you can make sales. Write for people and not for money!

Knowing the Advantages of the Amazon Affiliate Program

What most do not know is that aside from offering online shopping, Amazon can also help people earn money through its Amazon affiliate program.

When someone refers another person to Amazon and that person buys a product, the person who referred him or her will get paid by Amazon, about 4-15% of the sales. There are a lot of advantages to this and it can be a great business opportunity.

Even if one starts with a little investment, a person can access and sell thousands of products. Once done with some preliminaries, the person will still be making money even when away, offline, or asleep.

There are many reasons and advantages on why the Amazon affiliate program is a good choice for amateur entrepreneurs and business experts alike. First and

foremost, Amazon is known to be a trusted brand worldwide, and its popularity has even surpassed that of other similar sites. Also, as a trusted brand, many people are guaranteed to spend a lot of money on it.

Since many are willing to spend loads of money on Amazon, people tend to buy not just one item but even more than that. This means that the commissions earned are not just from sending or referring products to others, but also from anything a person buys within 24 hours from sending the referral. This suggests that the more referrals you send, the more chances of them buying more products, thus more money earned.

Also, about commissions, Amazon has a volume scale system that describes that the more items a person sells every month, the higher the commission he or she gets. Also, affiliates of Amazon are paid in many different ways, so getting the money can be done in different ways. You can even have the option of receiving products instead of money.

What makes Amazon an ideal choice is that during the holidays, or any kind of special celebration, sales always tend to soar during these times as many people will be buying.

There are other options aside from that of Amazon, but they don't offer more advantages than Amazon and customers and affiliates alike are assured of a sterling reputation and of their trust.

So, whether this is a good personal option is all up to the affiliate marketer's personal needs, but otherwise, the Amazon affiliate program is one of the best there is.

CHAPTER 6

HOT TOPICS TO PROMOTE

Chapter 6: Hot Topics To Promote

When you're looking for an affiliate, somewhere to post your Amazon Links and AdSense, the advice you'll get from any given sector might be different, but...

We've found 7 specific hot topics that rock our world financially. And you can build your business from anywhere.

You just need a computer, a website, and a way to send email, do social media, and write. Yeah... Writing is a key component of most any affiliate market, but you can do this.

Camping and Survival Gear

No matter who is sitting in the oval office, campers, hunters, and survivalists are always looking for great ways to survive the coming apocalypse. Yeah, it will arrive eventually, whether it's by way of natural disaster or some man-made BOOM. The truth is, we all need to know how to survive without technology. Even if it's nothing more than a book to read when the computer's down.

Golf Gear and Sports Equipment

You'd think since every man in the white house is addicted to his par count, golf gear would have outsold its lifespan. Nope. It's still one of the hottest topics on the internet. And that site about golf shoes?

Yeah, it is my highest hitter. Specialize in a given topic and you'll have this one at the bank!

House Flipping and Remodel Tips or Equipment

You might go to Lowes, or Home Depot for supplies, but that equipment purchases online from Amazon.com with directions from a great website?

You bet your Uncle John's hammer they'll take your advice over the fix it biscuit they find at the local hardware store, especially if you include pictures and details about why you'd recommend the Black & Decker over Stanley.

Mommy Tips and Child Care

Toys. Kids clothing. Furniture. Accessories. Child Care ideas. Helpful tips for raising children, and anything 'mommy' related will kick off a big stir online, and there are so many relevant forums to market your site from.

IDEAS are everywhere. You don't have to write about everything that happens in your house, there are plenty of inspiring stories to share.

How to ANYTHING

If you know how to... write about it. Find affiliate products and links. Share them on your site. And talk about it to your friends.

Dogs and Pets

It's worth it to pay for dog grooming articles, to post on my Pet Affiliate Site, because people spend thousands of dollars each year on their pets.

Books & Videos

Of course, whatever suits your fancy, find a topic and build a site where you can share your link.

CHAPTER 7

EMAIL MARKETING AS AN AMAZON AFFILIATE

Chapter 7: Email Marketing As An Amazon Affiliate

Email marketing would have to be one of the best ways to make money online as an affiliate marketer.

You can harness affiliate email marketing to boost your profits and make way more profits than the typical internet marketer.

Choose the perfect affiliate program to promote via affiliate email marketing. This may sound obvious, but a good affiliate program, with banners, sample emails, and high converting sales letters indicate that they have a decent affiliate program you can promote via affiliate email marketing.

The best ones actually train you how to promote their products, but these programs are one in a million.

Create an opt in page to collect names and email addresses for affiliate email marketing- In order to really practice affiliate email marketing, you have to collect customer's email addresses.

This is commonly done by creating an opt-in page that consists of an enticing headline, a couple "teaser bullets" that get their curiosity up and encourages them to enter their info. You also need a "call to action" which, in this case, is a simple name and email you can use to market to the prospect with affiliate email marketing.

All of this info needs to go into an autoresponder service such as Aweber or GetResponse that'll automate the affiliate email marketing process.

Write emails that promote your affiliate product. You'll then want to write a series of 7 autoresponder emails that promote your affiliate product via affiliate email marketing.

You can do these two ways: by writing a long email that promotes your product with a direct link to the affiliate page or writing a short email that links to a blog post that promotes the product. The latter will allow you to evade spam filters that

can scuttle your affiliate email marketing efforts and leave you with an empty bank account.

A special note on email frequency: we recommend sending out an email every 2-3 days during your affiliate email marketing campaign.

Emailing your opt-in list may elicit spam complaints by prospects that aren't used to getting frequent emails. Emailing less often might allow the prospect to forget about you. An email every 2-3 days will give you a good baseline to start with your affiliate email marketing campaign--- until you can test and track to see what frequency garners the highest response.

It is a common saying that "the money is on the list." This is especially the case for affiliate email marketing as it is if you were marketing your own product. So, follow these general guidelines to get the highest response from your most valuable possession in internet marketing: your affiliate email marketing list.

Building a Mailing List Is Important

You need a presence online, it's a must and nearly every affiliate email marketing Tom, Dick and Harry is pushing for a blog. Big mistake if you want to see your income grow fast. Start with a simple squeeze page that has a benefit-based headline, bullet points about the benefits and an opt-in box from your very favorite auto responder.

I could tell you that you don't need an auto responder but I'd be lying. If you're not prepared to invest in an auto responder, do you really want this? How committed are you?

The squeeze page obviously promotes your email list so how do you persuade readers to opt-in. Well ideally you want to create or buy some PLR material you can give to the subscriber.

Failing that you could try for a 5-day mini-course or similar. Simply create 5 very short articles that you can copy into your autoresponder and use to entice the opt-in.

Next you need to know how and what to promote as your first affiliate email marketing product. The best way to start promoting isn't through your email list,

it's on your thank you and download page. So many people miss this opportunity and use the basic default thank you pages.

Create a simple thank you page with some nice headlines that grab the subscriber's attention and promote the click. Now you have him or her on your list and on their way to your affiliate promotion.

How do you choose the affiliate product to promote? You have two options, both very good and very different. Every product creator works with this logic: low price entry product, middle priced product then high-ticket item. As an affiliate it's easy to replicate, you simply find a nice, low priced, high converting product and get some money for building your list.

Now with your follow up emails you can start to pre-sell and promote higher ticket items that really boost your income and push you to full-time and a very comfortable affiliate email marketing expert.

That's it, to summarize, a simple squeeze page, opt-in, thank you page with affiliate promotion, email with download page link, download page with affiliate promotion and now follow up with email messages forever with information and new relevant affiliate recommendations.

This is exactly what the biggest guns in the industry do and have perfected to an art. Find super profitable niches to put this to practice, invade and start earning money with very quickly [the click here](#).

CONCLUSION

Conclusion

If you are going to make money through the Amazon affiliate program then firstly keep in mind that it is a long-term investment in which you invest your persistent effort and precious time.

After maintaining heavy traffic and placing hundreds of links towards Amazon marketplace in your posts you will be able to start making a handsome amount from this money-making opportunity.

Remember that it is not necessary to overcrowd every post with several affiliate links to Amazon; rather you can place links in 5-7 posts per week to build a great total at the end of a year. In this way you will have a substantial number of gateways opening towards the Amazon market without disturbing the natural flow and quality of your posts.

Learn from Your Mistakes, Don't Repeat Them

If you are already using the Amazon affiliate program and committing mistakes again and again then don't worry because it is a part of every activity we do but the wrong thing is to repeat those mistakes in future. That is why whenever you commit a mistake in this program try avoiding it in future to secure your earning level from these minor shocks.

Use Widgets to Promote Products

Though it is said that contextual links are the best way to promote products without disclosing to readers that your link is an affiliate link, another important way for product advertisement is using a widget which is easily available at Amazon.

A lot of bloggers have improved their earning from Amazon affiliate programs by using these widgets so you can also do this.

Apply eStore Technology

Amazon also offers eStore technology to its affiliates to open their mini online store to promote their products. So, if you are interested to open a store then try using eStore technology to add convenience and perfection in your advertisement business.

Promote Quality Product Only

Remember that quality always has an edge over quantity. If you are among those people who want to make money at any cost then you can apply any technique but if you want to build long term online reputation in online marketplace then promote only quality products.

This will not only increase your credibility in the eyes of your customers but they will like your blog again and again whenever they need a quality product.

Improve your Understanding about Amazon Affiliate Program

Some bloggers think that their duty ends by placing affiliate links in their posts but it is not a reality. After you become a part of the Amazon affiliate program you must keep on understanding the ways which could improve this online business venture more and more rather than just putting affiliate links all around your blog posts only.

Join Local Amazon Store if Available

Some bloggers say that they are not making good money from the Amazon affiliate program as they are getting traffic outside the US which has little to do with Amazon marketplace because Amazon doesn't provide a worldwide shipment facility.

It is true to some extent but remember that some countries like Australia are included in Amazon shipment facility to which it offers sending small products. So, look at whether your country also has its own Amazon store, if yes then join that local store to cater to the local audience.

Ensure Relevancy between Product and Blog Title

One of the major reasons why people do not succeed in making money with Amazon affiliate programs is that there exists no relevance between the title of their blog and the type of product they are promoting. Therefore, you must understand this point to avoid this mistake in your case.

Learn Online Marketing Strategies from Amazon it self

Amazon not only gives you money making opportunities but also can become a great source of learning regarding online marketing. You can visit it again and again to see how it is attracting buyers and which marketing strategies it is using

etc. to improve your business gradually.

Search for Products Offering Discount or Bonus

Products which offer discounts or bonuses could also become a way to earn more from Amazon affiliate programs so find them and promote them to improve your earning.

So, these were some important tips which help you a lot to increase the number of dollars earned monthly from the affiliate program of Amazon.

Try applying these useful tips according to the topic of your blog, targeted audience and changing trends in online marketing and enjoy extra money making with Amazon affiliate program.