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Five Surefire Reasons To Fail At Affiliate Marketing

While many people are successful with a [Internet home business](#) the fact is that the failure rate for most people entering affiliate marketing remains extremely high. It is often reported that only around 5% will actually succeed and the vast majority will actually lose money.

To begin with people define success different ways. One person may be happy with only earning a few hundred dollars a month to help pay bills. Others are looking for a full time income from the Internet and expect nothing less. There are also some who consider their Internet home business a hobby, working at it for more enjoyment than anything else and if they make a little money all the better.

Regardless of their income these [affiliate marketers](#) are all successful. They are achieving what they set out to do with their home business and are usually happy with their version of success. They are happy because they set a goal and made sure they worked to reach it.

For those who do not succeed they usually follow the same path of mistakes that 95% of affiliate marketers make. So what are the failure strategies of the eight out of 10 who do not succeed?

1. They do not set up a separate website. Using the replicated website is not a good strategy for success unless you drive massive amounts of traffic to it. Many who start affiliate marketing believe that a website is not needed. They fail to realize that when they signed up as an affiliate they in all likelihood were visiting a website that looked nothing like the replicated site offered by the affiliate marketing company.

2. They do not capture names and email addresses for future follow up. This is known as building an email marketing list and is the cornerstone of success for many top affiliate marketers. If you want to ensure your failure do not build a list.

3. They jump around from one product to the next never making money on any. Because it's free to join an affiliate program it's tempting to think that the program is what is keeping you from succeeding.

In reality most affiliate programs offer a chance to make a sizable income. If you would focus on making money with one product before taking on another you avoid failure.

4. They never generate meaningful traffic. If you do not get enough visitors to your website you will never make any sales. Generating traffic is one of the most difficult aspects of a Internet home business and one of the most neglected. They believe that once a website is built traffic will just magically appear without any work.

5. They don't promote themselves. People are generally leery of purchasing from the Internet and will purchase from someone they trust and are familiar with. By failing to properly promote themselves in articles, forums, and blog posts these people are setting themselves up for failure.

These were just a few of the reasons why people fail at affiliate marketing. If you truly want to succeed with a Internet home business then avoid them and you will be on the path to success.

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