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Niche Affiliate Marketing

In these tough economic times, many people are out of work or fearful for their jobs. For these people, niche affiliate marketing just might be the answer.br /

There was a piece on National Public Radio several weeks ago about unemployment services, and it took a closer look at the human side of the job crisis through short interviews with several people who had come to an unemployment benefits seminar at the unemployment office on the specific day that the public radio broadcast team happened to be there. They interviewed people from varied backgrounds and job histories, but one person that stuck in my mind was a woman who said that she had been laid off from her job in Internet Marketing.br /

For some reason, I felt worse for this woman than I did for the rest of the interviewees, because in her role as an employee of some major dot com corporation, she had come so much closer than most people ever will to the realization that she could make a living with internet websites - and yet she was still on the unemployment line!br /

For the rest of us, though, it doesn't have to be that way. By virtue of the fact that you have sought out information, either through a search engine query or by clicking a link, that has led you to this article, you have shown that you are interested in the kind of information that will eventually let you write your own ticket in life - if it hasn't already.br /

Niche affiliate marketing has many benefits as a way of making money, which is why it is the vehicle of choice for many, many people who choose the internet as their vehicle of choice for starting their own business.br /

One of those benefits is that you can start with a relatively low capital outlay. My suggestion is always to begin with investing at least twenty dollars, and spending that on a domain name and hosting. This starts you off out of the gate with a professional web presence and a frame of mind that is good - you are a business owner, you are a webmaster. However, if you are starting your business from a serious deficit, even that outlay of cash is not strictly necessary. You can start with a subdomain on a free webhost or a blog on a commercial-friendly free blog host such as Blogger.br /

Another benefit is that the prerequisite skills required are relatively minimal. You should be able to read and write well enough to understand and be understood, but it doesn't have to be Pulitzer quality material. And, while it's also beneficial to have a general basic understanding of computers, even that can be learned as you go.br /

Lastly, unlike opening a brick and mortar store, you can start working on it in your spare time while working your regular job. And, unlike selling products at home shows or multi-level marketing, you are not required to pitch people - or even talk to them, for that matter!br /

As with any venture, it will require time and patience, and a lot of trial and error, testing and tracking before it becomes profitable. But, if you put in the time and are diligent, niche affiliate marketing can become incredibly profitable.br /

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