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Residual Affiliate Program - Pros and Cons of Residual Income

In affiliate marketing an affiliate "generates" some traffic to a merchant's website. When the traffic is converted into some kind of action, the affiliate gets compensated. Now we are coming to the point, because compensations can be different.

Compensation can be in the form of: large commissions, lifetime commissions, click through incomes and other benefits. Most affiliate programs pay affiliates a one-time commission for every sale or lead. Commissions for this kind of affiliate programs are usually large (15% to 60%). Another version is a fixed fee for every click through or traffic you send to the merchant's site. Programs like this often pay a smaller fee for every click through, usually not getting any larger than half a dollar, but there is an advantage for this scheme - the visitor won't have to purchase anything in order for the affiliate to get compensated.

One of the best types of affiliate programs is the residual income affiliate program. They pay a small percentage of sales commission for every sale (10% to 20% commissions). But you are making a large mistake if you ignore residual affiliate programs. Residual affiliate programs would indeed pay at a lower rate, but merchants offering such kind of programs would generally pay you regular and ongoing commissions for a single affiliate sale. This means one sale pay you off every month!

Now you see that residual affiliate programs are truly worth promoting! This is not about big money within a short period of time, but in the long term this is a real profit stream for your affiliate business.

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