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Why Most People Fail In Affiliate Marketing

Many people fail in affiliate marketing not because it is so hard to do, but because they lack the dedication and hard work that is required to be successful. One of the main reasons they fail is because they treat affiliate marketing like a hobby instead of a business. You wouldn't open a shop on Main Street, and only go to work when you felt like it. The same holds true for affiliate marketing.br /

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One of the biggest reasons for lack of success in affiliate marketing is failure to promote your business. Every step you take in affiliate marketing is focused on driving targeted traffic to your website. This is the only way that you can hope to achieve a substantial click through rate which converts to sales.br /

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One of the biggest reasons for failure is that the new affiliate marketer is not aware of the amount of work that they have to put in to drive traffic to their target websites. Although you can be very successful in affiliate marketing with little or no capital outlay, it doesn't mean that there won't be a lot of hard work to get where you want to go.br /

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Another reason for failure is not owning your own website. Not having your own website means not being able to capture the e-mail addresses of your visitors. Although you can be successful in affiliate marketing without your own website, you will never reach a sustainable income until you have your own website, squeeze page, and the ability to build a list.br /

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Many successful affiliate marketers use article marketing to drive traffic to their websites. The main idea is to drive targeted traffic to your website and get them warmed up and entice them to click through to the vendor's sales page. Don't make the mistake of trying to sell your vendor's product on your landing page. Your vendor knows his own products much better than you do, and he has probably spent a great deal of money on ad copy and the building of the sales page. If you try to sell the vendor's product on your landing page and try to also entice your visitor to click through to the vendor's page, in effect what you are doing is double selling to the visitor. Not many people will be inclined to buy if this happens.br /

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It is your responsibility as an affiliate marketer to prepare your targeted audience to buy. It is also your responsibility to put hard work into your affiliate marketing business. Following these few simple rules and utilizing a few techniques that are time proven makes the difference between pocket money and a sustainable income.br /

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For more tips and information about affiliate marketing visit our website at a

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