

## [Web Marketing Plan - 5 Steps To Becoming A Moneymaking Affiliate](#)

When deciding to become an affiliate marketer, there are many things one must take into consideration. This isn't a career that should be taken lightly. In fact, many affiliates make many mistakes without a solid web marketing plan that cost them time and money.

There are five not to be missed steps which must be part of your preparations for any web marketing plan. If you're not ready, you take the risk of not making money in affiliate marketing; hardly why you wanted to get into this in the first place. First, look into the program before you sign up. No matter what commission they are paying, or who is pitching this program think about whether it will mesh well with the content of your site. An affiliate program which is not relevant to the audience you are aiming for with your site will not make much, if any money for you.

Don't rely on recycled ad copy. Write your own. People will tune out at receiving the same pitches again and again from different sources. You want to capture and retain their attention, which you can do by making sure that your copy is geared towards your target market and most importantly, different from everyone else's ads. People are faced with a lot of advertisements each and every day. Make yours stand out from the rest and you will see some results. Write, refine and continually revise your ad copy; this is what the pros do.

The thing that many affiliates do that really helps their marketing is to have a signature file on their email messages. However, this can be detrimental to your business if you use it incorrectly. The main way this can be used in a bad way is by having many lines full of links. This really is considered spamming, and you will not get good results from this. Typically, you should only have about 5 lines, and no more. To grab the attention of the reader, your first line should be striking to their interest. Think of your target market and what they are looking for which is a very crucial part of your web marketing plan.

Next, get your own website. Why? I'm sure you've paid a visit to a website at some point which was hosted by hotmail, yahoo or some other free provider. It doesn't look so professional, does it? It's not that expensive to buy your own domain name and web hosting service, but the advantage you'll gain in terms of appearance is great. If you're using a free account, people are likely to think you are not making any money and be less interested in what you have to say.

Capture those leads before they are off to the affiliate's website. You have a lot to gain by getting an email address as a means to remain in communication with leads. Once they leave your page, you can't know if they are going to buy the affiliate's product or not - or why or why not. This makes all of your target marketing efforts a bit less worthwhile, yes? If you have a way to communicate with leads, you can turn a no into a yes over time and serve as a kind of customer support for those who have made purchases - and you'll have these leads on file for any other web marketing venture you choose to embark upon.

International affiliate marketing can be a great way to make money, but many people fail to go about it in a way that will bring them success. If you follow these simple steps given above, you'll be able to take your online marketing plan much farther than those who do not prepare properly.

A final word for beginning affiliate marketers: Stay away from the biggest, most popular affiliate programs when you start. You can do much better in a niche market as a beginning marketer.

### About the Author

Please visit [Web Marketing Plan](#) to discover more techniques to build traffic to your sites. [Trisha Frauenhofer](#) is an online marketing pro who loves sharing her most powerful online secrets

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