

Affiliate products

Becoming an affiliate of someone else's product is incredibly easy and can be incredibly profitable. You're simply acting as a salesperson for a product that someone else created and you'll use your website to help sell this product. The product creator pays you, the affiliate, a commission for each sale you make, and in turn, you won't be in charge of any of the overhead or service related to creating, delivering, or servicing the product once you make the sale.

Many large and well-known companies have affiliate programs and will pay you a percentage of the sales made from any visitor you send to their site. In addition, many *info marketers* have created individual products for sale on the Internet and will allow you to earn commissions on the sales as well. These *info products* are incredibly popular on the Internet and because of this and the potential profits that can be made quite easily, they will be the focus of most of our discussion throughout this book.

One of the easiest places online to find all of the affiliate programs you may ever need is www.clickbank.com. Click bank offers you the ability to sign up for free and become an affiliate of thousands of products. Simply choose one of these products and build your website and marketing efforts around it.

Click bank offers tutorials on how to get started and support can often be obtained through the creators of the product as well. Once you sign up for a program you will be allowed to use a myriad of graphics and advertising materials to help you achieve your sales goals.

Now that you've got the goods, it's time to set up shop

Once you've decided on a particular product to sell, it's time to begin building your storefront. In this case, of course, your storefront will be your website. The first and one of the most important subjects we're going to talk about in creating your website choosing a domain name.

Picking and buying your domain name

There is no rule that says the first step of creating your website should be choosing your domain name but the name of your url will be used throughout your marketing and on your website so it makes sense to go ahead and take care of this one now. Just to clarify, your url is your actual website address such as www.yourwebsite.com. In this case, *yourwebsite* would be your domain name.

Choosing your domain name is important and the simpler and more specific you make it to what your website is about, the better. If your website is about learning how to play tennis better, then www.learntoplaytennisbetter.com would make a pretty good website address.

The shorter you can make it the better. Most really short domain names are pretty much gone these days but if you can find one that fits, it might make for a great choice. Here is a quick breakdown of some tips that can help you choose a good domain name for your online business.

The best analogy I can give to the relationship between hosting and your website is hosting is like a piece of land, and a website is like a home that you put on it. Your website needs a place to live on the Internet and that's exactly what hosting services provide. They help to ensure that your website is online and visible to everyone on the Internet 24 hours a day.

There are several things to look for when choosing a hosting service and only one of those is price. Because of competition in the marketplace, the price of hosting has gone down dramatically over the years while the amount of services they provide has gone up. The key thing you want to be concerned with is the quality and level of service you receive from these hosting companies

It's unfortunate to think about, but the fact is problems can and probably will arise with your website at some point in time. It's comforting to know that the hosting company you've secured will be there when you need them. This should include a variety of ways to communicate with them including of course e-mail and phone.

If the hosting company you work with only provides e-mail service, this could lessen their effectiveness in times of trouble. In addition, make sure to note their hours of service because unlike a bricks and mortar store, your website will be available to customers 24 hours a day seven days a week; you want your host to be available for you as well.

Your hosting account is where you will upload the graphics of your website to then be sent to go live on the Internet. The process of doing this is called FTP, or file transfer protocol. The process is incredibly

credit card processors do. For more information on how these work we suggest you visit each of the websites below:

Merchant Account- www.1shoppingcart.com

Online payment processing- www.Paypal.com

Okay, we've chosen a product, picked a hosting service, designed our website including specific elements needed to help make it profitable so were pretty much done, right? Well, almost. If you stopped here, you would probably never make a dime. The reason why is that no one knows you exist. The next step in our journey to making money online is to attract visitors to your website.

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