

Mike Steup's

# Affiliate Marketing Mistakes

& How to Make Sure You Avoid Them



By Mike Steup

[www.AffiliateMarketingMistakes.com](http://www.AffiliateMarketingMistakes.com)

## Affiliate Marketing Mistakes

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## Introduction

First off, let me thank you for taking the time to download and read this report. I hope you can get some good information from this, and get your Affiliate Marketing on the right track.

I'll be honest with you – it wasn't until this past year that my affiliate marketing really showed some great results. I could always sell my own products just fine, but it was always difficult to sell products from other people.

Now, I find myself finishing near the top of several high profile affiliate contests. I finished in 3<sup>rd</sup> place for Jason James' Membership Riches (behind Cody Moya and Mike Filsaime), and just recently I finished in 2<sup>nd</sup> place for Jeff Dedricks' Hidden Sales Project (behind Ewen Chia and ahead of Mike Filsaime).

I'm not telling you this to brag, I just want you to understand that I can actually do this, and I'm not just trying to teach you something that I can't personally do.

This guide is NOT going to teach you how I finished in the Top 3 of those contests – there honestly are better people to learn that from than me. But this guide will explore some of the most common mistakes affiliates make, and how you can go about avoiding these in the future.

This is a HUGE problem that many new affiliates make, and I hope that by bringing these to your attention that you can get ahead of the curve and start seeing some positive results quickly.

As I was compiling this list of mistakes, I found myself thinking back to my early days online, and all of the mistakes I made. I even found myself going back to one of my first sites and seeing how terrible it was and all of the mistakes I made : )

With all of that said, I really hope you can get something out of this guide – even if you just realize that some of the things you have been doing (or not doing) is the wrong way to approach it.

Good Luck!



*Mike Steup*

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## **Common Affiliate Marketing Mistake #1**

# **NOT Dedicating Yourself to One Before Starting Another**

In affiliate marketing you can often be drawn in by the promise of operating as an affiliate for several different sites while making money from each one of them. This is a difficult thing for anyone to do successfully when they are first beginning. Not only is it hard to learn the basics of affiliate marketing but you also need to have time to grow your business. So if you don't dedicate yourself to one program before starting another, you will not be able to fully experience the potential that affiliate marketing can offer you.

### ***Learning is Essential***

Once you have decided on an affiliate program that you would like to work with, it is essential that you take the time to learn about that specific program as well as affiliate marketing in general.

Dedicate yourself to understanding the in's and out's of your program. Learn how others have been successful with this affiliate program in the past and find out their tips for your success. Most affiliate program owners will offer a forum or other way for people to exchange marketing ideas and information to help make that affiliate program the best it can be. Don't be shy. Jump in and start reading all the posts in the forum or blog regarding the affiliate program you are interested in. Post your questions and don't feel like you can't ask something. Most likely many other people have the same question as you and will appreciate you asking it.

Learning more about the company and product you will be promoting is essential. In the real world you would not take a job to sell a product if you did not fully understand it, so you should not do so in the marketing world either. Do your research and your knowledge of the product will help you become a successful affiliate marketer.



### ***Moving on to Number Two***

Many people are in such a hurry to make money with affiliate marketing that they don't take the necessary time to really understand their first program before becoming an affiliate with another program. But if you feel you have fully researched your program and have the time to dedicate to a second line of promotions then go for it.

Managing two affiliate programs is not impossible. But you have to do the same amount of research for each program. You also want to make sure you are dedicating yourself fully to each affiliate. If you cannot offer your full attention to two programs, you may actually find that fully dedicating yourself to one program will offer you more financial return in the end.

## Common Affiliate Marketing Mistake #2

# NOT Concentrating on the Pre-Sell

Affiliates that try to sell the product to the client and tote all the product's positive and negative qualities does not truly understand the concept of an affiliate marketer. When you spend your time trying to describe every last detail of the product or answering all the questions of the client, then you are wasting your time. As an affiliate for a marketing program your job is to pre-sell the client.

You should not be offering ambiguous information that is confusing to the prospective client nor should you be offering all the little details that you think are necessary. Your job is simply to get the client interested in the product. You want them intrigued by what this product or service might be able to offer them. You want them to want to know more so they will go to your clients site and read more about it.

Your client will have all the details of the product covered so it is not your job to repeat those details. Instead concentrate on pre-selling the product to your clients. Making them want to buy it so when they get to the final purchase site they are ready to continue.

### ***Too Little***

Not offering enough information will prevent clients from continuing on to the sales page. If you cannot provide enough basic information about the product, then why would a prospective client want to click on another link that you give them?

Too little information makes you look like an amateur who does not really know about the product they are selling. You are not an amateur since you have done research about your product and understand fully what you are offering, so show your prospective clients that they can trust your research and buy the products you recommend.

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