



Picking The Right Affiliate Program Matters¹

by

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A simple Google search on the Web on "right affiliate programs" turns up 16,900,000 entries. With so many affiliate programs to choose, you are certainly going to have a tough time picking the right one that you want. If you make the wrong choice you are going to waste a lot of your time, effort and money. Picking the right affiliate program will truly give you independence and financial freedom. Here are five tips for you to start an Internet business with the right affiliate program.

1. Choose A Reputable Company

Your company should have a good track record of financial successes. How much profits did it made in on-line sales in the last 3 years? You need to really spend time to get to know the company - it's mission, vision and business set-up. Take a very close look at their compensation plan. Are they fair and realistic? Are they reliable and prompt in their payments? Are they honest? If you say yes to these questions you will find your [right affiliate program](#).

2. Good Training and Follow-up Support

Many of the companies leave you high and dry after you have gone through some form of training. You are often left to compete with other more experienced Internet marketers. Research shows that 90% of people lack the confidence to start a business, while only 10% will practice their learning after their training. A right affiliate program provides you with a proper [training course](#) geared towards learning to develop life-long skills. It should also have a resource center where you can visit anytime to get more self-development materials, marketing methods, marketing aids, management tools for your accounts, and other inputs that can help your business. A right affiliate program has easy access to the company. An urgent inquiry to the company should have a helpful reply within 24 hours while less important questions should be answered within three days. Communication between you and the company must be speedy and efficient. A good program also has frequent contact with you by providing a regular newsletter, up-to-date news, new developments in products or services, latest training materials, and up-line support. A silent partner is not the right affiliate program for you.

3. No Hidden Cost

Many companies attract prospective affiliates with all kinds of special offers and bonuses, only to offer some expensive proprietary products or programs that you must invest to do the business effectively. A right affiliate program has no hidden costs and no obligation to buy anything. All business affairs are accountable and transparent.

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2. Alvin Chung is the owner of [ChungSite.com](http://www.ChungSite.com) a website dedicated to helping newbies to Internet marketing achieve success. Alvin is also an affiliate of Strong Future International and operates a site at [SFISuccess](#) that teaches new team members to get started with free resources from the Internet.



4. Simple Marketing Strategies

Most new affiliates to Internet marketing have no business training, and some may even be apprehensive about how to use the computer. If you are a newbie, you will want an affiliate program that offers different levels of marketing strategies for different levels of affiliates starting from beginners to advanced marketers. It should help you pick up simple, step-by-step and yet profitable marketing methods quickly and easily. A good program takes the extra effort to source free tools, resources and marketing platforms on the Internet and make them freely available for you to use. It should make on-line marketing affordable and practical for you.

5. Marketing Campaign Should Be Flexible

You wouldn't want to spend long hours on getting ready your promotional materials and doing your marketing campaign every day. A right affiliate program should be flexible and should take an hour a day to achieve the level of success you have set for yourself. Once the business is all set up and running smoothly, it should be adaptable to be put on autopilot so that you only need to spend about 30 minutes a day to do your Internet business.

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