

Affiliate Classroom

Health 2.0,
Wikis, and
User Content

The journal of affiliate marketing and management best practices

Niche Issue
**Self Help
& Health**

**Creative Affiliate
Marketing for
Self-Help &
Health Sites**

**Pharma &
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Top 5 Affiliate Programs



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Featured Program - Web CEO

<http://webceo.com/sp/affiliates-learnmore.htm?source=affiliates>

Web CEO is a complete package of Search Engine Marketing tools employed by thousands of site owners and Web professionals worldwide. With Web CEO users have the ability to access numerous top of the line tools such as: keyword analysis, optimization advice, checking site rankings, tracking visitors, and many more.

Over 70 well-thought-out lessons are organized into six stages and reinforced by extensive video demonstrations and assessments. The best news is that both Web CEO and the SEO Training Course are available in free editions. Here is a site that deserves a chance at helping you move to the next level.

Web CEO will also get you trained and certified to efficiently use these tools. Without a doubt, they offer the most complete Search Engine Marketing Training Course on the Web.

Top 5 Programs: September 2006

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<http://thebizoppnetwork.com/signup/CD1511>

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TheBizOppNetwork has many years of affiliate management experience and have dedicated themselves to giving you a plethora of benefits such as: custom designed creatives, referral bonuses, and helpful affiliate managers. They will do whatever it takes to make sure their affiliates are successful. Go find out what they are all about!

Converseon

<http://www.converseonaffiliates.com>

Converseon is an affiliate marketing agency managing affiliate programs for top-name affiliate clients including Hilton Hotels, Mikasa, Factory Card & Party Outlet, and others. Their programs feature proactive, friendly affiliate management, superior creative, special content for affiliates including landing pages and copy, and completely free datafeeds in multiple formats.

COVER STORY

Creative Affiliate Strategies for Marketing Your Self-Help/Health Site

by Evelyn Grazini

<http://www.reawakener.com>



It seems like everywhere you turn today there is new information or another book coming out in the self-help or health area. And, it's no wonder! The first of the baby boomers are beginning to hit retirement age. These boomers are healthier and younger-looking than ever before. And they want to stay that way. Many marketers who get into the health niche base their marketing strategy towards the baby boomer group.

Baby boomers and those who want to use new methods to get ahead are fueling the Health and Self-Help markets today.

That becomes a problem when you decide to take on an affiliate product in this area. How do you compete with the big affiliates who are spending thousands per month in Pay Per Click advertising?

The answer is: Be creative!

You'll need to put some thought in to using tactics that the big marketers do not have time for, or may have just overlooked.

Lets start with creating your site. Then we'll find creative ways to market it.

When I started my health site at <http://www.ahealthstop.com/> I thought it would be easy. There are so many affiliate products in the health market. However, that is the problem. There are a LOT of products, but they focus on different segments of the market.

I suggest you check into using a Content Management System (CMS) to start your main health site. As you build your site, you'll discover a lot of areas that you might want to target. Each of these areas could have several sub-topics. (Example: The main weight loss area can be broken down into weight loss products, fitness equipment, teen weight loss, etc.). There is a bit of a learning curve with a CMS system, but you will be ahead of the crowd if you take a

The Self-Help niche is a little different. For the most part it is aimed at people who aren't completely satisfied with their current life style. They want to use new methods to get ahead, and live happier, more productive life styles.

These two markets are two of the largest groups targeted in marketing today. They might even be bigger than the "Get Rich Quick" market.

Be creative. Think about tactics that the big marketers don't have time to implement, or may have just overlooked.

little time now to learn how they are set up.

You can demo some of the more popular open source (free) CMS systems at <http://www.opensourcecms.com>. I decided to use Joomla for my site, but you'll need to decide for yourself which one will fit your needs.

Check into using a Content Management system to start your main health site. Break down the main site into sub-topics.

This doesn't mean that your other software programs, such as XSitePro are not good anymore. After you decide on your main topics, you will want to put up mini-sites for the more attractive niches.

If you have been to any type of Internet Marketing Conference, you have heard that the "money is in the tail." Which means you can find big money using keywords that appear farther down the keyword chain.

This is where your XSitePro will be beneficial again. You don't want to use a complicated CMS system to build a small site. Build the niche sites with your current software and simply link them to your main health site.

Speaking of the "money in the tail" theory, using the above strategy you can get traffic to your health or self-help site for much less in advertising costs.

As of this writing, the average cost of the term "weight loss" at Yahoo! Search Marketing is \$1.97 for the top spot; everyone in the top 10 is paying over \$1.00. For "teen weight loss" the top spot is paying 74 cents, and the third spot is paying 37 cents for their PPC advertising.

Use the 'long tail' to make money. (Many small dollar sales from thousands of customers = big income.) Your creative strategy might consist of being in the third or fourth spot. These markets have a tendency to shop around. If you're in the top spot, you might get passed by as customers shop. attention to them.

Your creative strategy might consist of being in the third or fourth spot. These markets have a tendency to shop around. If you're in the top spot, you might get passed by as customers shop. You'll need to test this for whatever market you choose. But don't think you always have to bid up to the top spot to get sales.

Here are some other creative ways to get traffic to your site(s): **Use Zeitgeist to find the top searched keywords** - Find this Google tool at: <http://www.google.com/press/zeitgeist.html> it will give you the top searches for the week. Think of a creative way to fit a few of these words into an article or blog post. You might get some accidental traffic. (**Note:** this traffic may not be as targeted as some, but they might still be interested).

One of the top words I found for one week was Beerfest (a new movie coming out, and in-line with the annual Oktoberfest type gatherings). If you wanted to be a little sneaky, you could write up an article about how you could lose weight and still go to the Beerfest, or some kind of self-help article on beer.

I found it interesting that on another site, one of the top 20 search terms was "women." That should be easy to work into either a health site or a self-help article!

Notice that I mentioned the teen market as part of the weight loss group. You can segment your markets as well as your products. Teens and baby boomers have much different needs. You may want to set up two CMS sites. One devoted to health issues for older people. One for younger people.

Celebrity Look-Alikes - Have you ever been told that you look like a celebrity? Do you know anyone who looks like a celebrity?

This is the age of video blogging and social networking (using MySpace, YouTube, etc.) If you have a great self-help or health product that would benefit from a celebrity endorsement, why not get one! Just don't say it is the actual celebrity. If you have a little money in your budget, there are a few companies that locate and market these celebrity look-alikes. Just do a Google search.

What's New in Affiliate Classroom?

Mark Widawer and Rosalind Gardner explain how they are handling the recent Google AdWords shakeup.

Brad Waller of AdJungle on instant banner rotations, split tests, limited time offers, and more with just one line of javascript.

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I know one major player in the Internet marketing business that made a ton of money marketing an affiliate product for a country music singer. He thought he looked like the singer (and he really did).

In a market as big as this, it may become necessary to give something up to get a customer. By giving a sample, you not only get a customer on your list, you also get a physical mailing address.

He dressed up like the singer, did a short video, attracted a few JV partners, added some great bonus gifts and asked people to buy TWO copies of the music CD.

People thought he was funny. They bought the CD. Both the marketer and the little-known country music singer made a lot of money with that promotion (and he didn't have to hire a look-alike)!

Incentives/Free Samples –In a market as big as this, it may become necessary to give something up to get a customer. If you're marketing a wrinkle cream, see if there is a way to give away a free sample. By giving a sample, you not only get a customer on your list, you also get a physical mailing address.

Pay Per Lead - Consider becoming an affiliate for a company that will pay you for every lead you send their way. With this option, you get paid when the customer fills out the form - not for the sale, or for the "click" as in AdSense ads. It's a profitable opportunity, and one a lot of people overlook.

Start a Blog and Sell Text Link Ads – This is a fairly new way to make money with a blog or web site. A service called [Text-Link-Ads](http://www.text-link-ads.com/) (<http://www.text-link-ads.com/>) will find people in your niche that want to buy text links on websites and blogs. The ads are designed for easy use with a WordPress blog and *look* much like AdSense Ads. However, they pay like an affiliate program. You can choose to accept or deny which ads are shown. You receive a commission from for each text link ad sold off your website. It's a good deal for both advertisers, and web site owners.

Viral Reports – Viral reports work in almost any market. If you have an eBook on a Self-Help or Health subject, write a short report covering a few items that will be learned in your book.

Then make the book brandable. More companies will agree to distribute it to their subscribers if they can

Viral reports work in almost any market. If you have an eBook on a Self-Help or Health subject, write a short report covering a few items that will be learned in your book.

COVER STORY...

brand it with their link. This is very easy to do with the PDF branding products on the market today. It could get you quick exposure.

Membership Sites – Membership sites are becoming popular in a lot of markets. They would do especially well in the health area. You could offer memberships that give monthly advice from fitness professionals on a variety of topics. Include discounted products for members.

Membership sites are popular because they build up a steady monthly income for the owners. However, they are also more labor intensive. You will need to give a lot of quality content every month to retain members.

Podcasting can be a great way to reach your customers. Many enjoy hearing or seeing much more than reading. Making one can be as easy as downloading the right software and preparing a script. If Google is in the game, you need to check it out.

Podcasting – Lastly, I thought I would mention podcasting. You will need software to create the audio (or video) MP3 files, and a microphone. But this seems to be the next big thing. How can I tell? I just did a search at Google for "podcasting" and found out that they have a beta program that will let you upload your podcast so Google users can find it.

If Google is in the game, you know you need to check it out.

I hope I have started your creative juices flowing. I am sure there are many more ways you can think of to market in this area. Don't ever give up. You will find the one thing that works for you. Then you can write an eBook and dress up like a celebrity to market it!

About the author

Evelyn Grazini is an Affiliate Classroom student and the author of "Directed Dreaming, Success From The Subconscious." Her specialty is Self-Help information, including Dreaming, Hypnosis, and Stress Relief. Her writings effectively condense volumes of professional research into one succinct resource. Find free reports at: http://www.reawakener.com/free_gifts.htm

AFFILIATES AND WEB 2.0

Health 2.0: Let Users Build Your Health Site Content

by Katalin Torok, <http://mktg.idared.net>



In previous issues we took an in-depth look at Web 2.0 as a whole, and some of the trends and techniques it encompasses. We explored simple ways affiliates can adapt these techniques for their affiliate businesses, and for existing affiliate websites. In this article, we tackle the subject from the opposite angle: the starting point is an affiliate niche, and we explore a Web 2.0 technique to build an affiliate site around that niche.

User-generated content is one of the hot buzzwords of today's Internet businesses.

Power to The User

User-generated content is one of the hot buzzwords of today's Internet businesses. It describes any kind of content that is a result of the users interacting on the site, or simply using the site.

A good example is Flickr (<http://www.flickr.com>), the photo sharing website. There all of the content - the photos, the group discussions, even the organizing scheme (tagging) is created by the community of users.

In the Web 1.0 era, website owners allowed users to add content to a website only within carefully maintained boundaries. For example, a forum might require user registration, or allow shoppers to write product reviews, which go through a review process before being published on the site.

Today, the web is overflowing with user-generated content, from blog comments, through Flickr, to blogs themselves. Entire web business models are based on letting the users loose in the company-built website and leveraging the content resulting from their writings, photos or simply their interactions with fellow users.

The central theme of the September Affiliate Classroom issue, the health and self-help niche, is a natural fit for this new interactive and user-generated web.

Competing In The Health Niche

In the health niche, people use the Internet to look for information on conditions, treatments, or medications from credible sources. In addition to that, the sharing of information is just as important an aspect of consumer behavior. Users browsing for health information are more likely to participate, be engaged, and share than surfers looking for clothing, for example.

Patients or their relatives are eager to hear from others who have experience in a given medical or health situation. They want to read about treatment experiences, tips, and reviews of health-related sites and products. Similarly, in self-help issues peer support can play a key role in the success of a self-improvement strategy.

Unfortunately, since the health niche is a very lucrative affiliate category, it is also badly infected with spamming. Anyone building a new site will have fierce competition getting you're his or her site noticed by searchers, whether you use SEO or PPC techniques. You have a much better chance of success, and a potentially higher ROI, if you place an emphasis on word-of-mouth and viral marketing techniques in marketing your site.

In addition to competition from black-hat marketers, your competition in online health information is no other than giant pharmaceuticals corporations. They back many of the informative health information sites geared towards consumers, and they have deep pockets. It is impossible for an affiliate business to compete with these giant sites solely on the basis of providing information on health issues to consumers.

Anyone building a new site will have fierce competition getting you're his or her site noticed by searchers, whether you use SEO or PPC techniques. You have a much better chance of success, and a potentially higher ROI, if you place an emphasis on viral techniques.

However, if you concentrate on well-defined niches with a real consumer demand, and create a site with a unique voice and atmosphere, you can grab a piece of the pie. Smaller competitors can always be more nimble and creative than the behemoths with layers of bureaucracy to deal with.

Building a community of users around your chosen niche will bring many benefits. In a thriving community, your users will generate quality content that the search engines will gladly index and this will help your SEO efforts. In addition, your loyal users will refer others to your site if they find it noteworthy. (For that to work you need to enable them to do that. For example install "send this page to a friend" links throughout your site.)

How do you create such a community? There are many approaches, from simply letting readers leave comments on your pages to starting a forum. Why not go a step further and let the users create your content as well?

Meet the Wiki

Wikis are one of the best examples of user-generated content in action.

A wiki is a dynamically evolving website edited not by a single person, or centralized editorial team, but by the user community. Wiki software is a specialized content management engine

that let's anyone add content or a new page to a website, and edit any existing content. But the software saves previous versions of the page to prevent accidental deletions or vandalism from ruining the existing site contents.

The most famous wiki-built site is Wikipedia (<http://www.wikipedia.com>), a user-edited, continuously evolving encyclopedia that now rivals its centuries-old paper-based counterparts both in size and in quality.

With a wiki your target audience doubles as your editorial team. Create a welcoming and honest atmosphere. Don't plaster your site full of ads.

A wiki site really takes off when users start to add content regularly. Don't aim to be the next Wikipedia. Instead, concentrate on a niche topic that is of interest to your target audience. Thanks to the free-form and decentralized editing process wikis can quickly grow into mini-encyclopedias on a certain topic.

Besides a relatively narrow focus, it is best to choose a topic that regular web users can and are willing to share information on. If your wiki is about a very complicated medical issue that no one but brain surgeons know anything about, you are less likely to succeed with a wiki approach. In this case you would be better off creating a regular information sharing website, and paying a professional for articles as a guest editor or columnist.

On the other hand, there are an endless variety of health-related and self-help topics where interested web users are eager to read and share their own patient stories, treatment reviews, or just share information on their progress.

Take a look at the thriving pregnancy-related communities, or peer-support sites related to such self-help topics as getting organized, or weight loss.

With a wiki your target audience doubles as your editorial team. Therefore, the wiki must create a welcoming and honest atmosphere. You can't plaster your site full of animated ads for dietary supplements and expect people to come in with a sense of community. Place your ads and affiliate links at carefully selected places on a wiki page, to complement the content rather than feature the ads as the content. If you are creating wiki pages to promote specific products, make sure that the content is honest and informative. Otherwise you will likely alienate at least some of your audience.

How to Create a Wiki

To create your own wiki, all you need to do is install one of the wiki software packages on your domain, and you are good to go. For a few alternatives (all of them free and open-source) see <http://www.opensourcecms.com/>. (A very useful resource where you can test-drive demo installations of the most popular open source CMS software packages, not just wikis.) For example, you can use the wiki software developed for and used by Wikipedia at <http://www.mediawiki.org/>.

After installing the wiki, configure it according to your needs. You can assign user privileges for registered and for anonymous users to retain some control on who can do what on your

More on Wikis

"Wiki" on Wikipedia

<http://en.wikipedia.org/wiki/Wiki>

Compare many wiki software products to find the perfect choice for your site at:

<http://www.wikimatrix.org/>

A few useful wikis for Internet marketers

The New PR Wiki

<http://www.thenewpr.com/wiki/pmwiki.php>

Organic SEO Wiki

<http://www.organicseo.org/>

The Design Encyclopedia

<http://www.thedesignencyclopedia.org/>

site. To start things off, you should create the basic content of the wiki, with some overview pages on your topic, and - this is very important - an "About" page that explains the purpose of the site and invites others to join in editing it. Despite the success of Wikipedia, "wiki" is not a mainstream concept just yet, so make sure the site is welcoming to all users, not just savvy wiki veterans.

Things for Health Affiliates to Consider

One more note, especially important if you are working on a wiki in the health and self-help category. These affiliate categories are prone to spamming and black-hat marketing techniques, as any blog owner who has had to cope with masses of comments and pings linking to dietary supplements and certain drugs can tell you.

Just like the comment forms and trackback functionalities on a blog, a wiki is an open space where you invite regular users to contribute. Unfortunately, it won't be only the well-meaning users who accept your invitation. Make sure you install some spam prevention measures to keep the black-hat competition out of your lovely wiki site.

Make sure you install some spam prevention measures to keep the black-hat competition out of your lovely wiki site.

The minimum you must do is a regular review of all new content. This will ensure that your wiki evolves into a useful resource site, resulting in a user base that is more open to your targeted affiliate advertising throughout the site.

About the author

Katalin Torok is an independent marketing consultant and an expert on Web 2.0 Her website and blog contains many helpful tips at: <http://mktg.idared.net>

AFFILIATES OVERSEAS

Affiliate Marketing and Online Pharmaceuticals

The Warnings Aren't Just on the Labels

by Mark Thompson, <http://trackbikes.co.uk>



Considering online pharmaceuticals? Do your homework first and proceed with caution. When it comes to affiliate programs none are more fraught with potential pitfalls than the health sector.

Legal Issues

The first, and by far the biggest, problems relate to current and proposed legislation. That is closely followed by national economic differences and the level of competition that you will encounter in the health market. By using careful research and concentrating on finding a niche target market, many of the problems you will face can be overcome in time.

The rapid expansion of online pharmacies over the past five years has meant that they are very competitive and pay quite large commissions on affiliate sales. This makes them an attractive proposition for the affiliate marketer. But before you enter into a relationship with an online pharmacy it is necessary to research and learn about the market. It is different from any other market you may have tried in the past.

When it comes to affiliate programs none are more fraught with potential pitfalls than the health sector.

The market for online prescription drugs largely exists due to the contrast in prices between the United States and Canada or Europe. The first thing that to determine is if importing prescription drugs from another country is illegal.

Within Europe (at this time) there are very few restrictions. In fact, this is how the online pharmacies within Europe make their money. They will import the prescription drugs wholesale from cheaper countries like Greece or Spain and then repackage them in new boxes and with new instructions in the required languages. These "parallel imports" have been legal for many years.

Within the US it is a different matter. By looking at the FDA website on imported drugs (<http://www.fda.gov/importeddrugs/>), and the Customs and Border Protection site (http://www.cbp.gov/xp/cgov/travel/alerts/restricted/medication_drugs.xml) we can see that...

AFFILIATES OVERSEAS...CONTINUED

"The Federal Food, Drug, and Cosmetic Act (the Act) prohibits persons from importing into the United States any prescription drug that has not been approved for sale by the United States Food and Drug Administration (FDA), or which is adulterated or misbranded within the meaning of the Act.

Moreover, in those instances where a United States manufacturer makes an FDA-approved prescription drug and sends it abroad, the Act also prohibits any person other than the original manufacturer from importing the drug back into the United States. Thus, in virtually all instances, individual citizens are prohibited from importing prescription drugs into the United States."

The FDA is quite categorical in stating that importation of prescription drugs is illegal, in most cases. However they are not taking any action at this time against citizens that import prescription drugs. They have taken action against several online pharmacies which have resulted in closure and custodial sentences.

Spam Filters

Once you find an online pharmacy to promote you will encounter a whole host of new problems. Email filters are configured to treat any emails with drug references as spam. A simple marketing email to your existing customers mentioning a special deal on Viagra or Xantax will almost certainly be labeled as spam.

By targeting European customers you will have fewer legal problems to deal with. However most European countries deal with pharmaceutical companies in different ways.

You need to find a way around this, possibly by writing the drug names differently such as V14G4RA or Vi-agr-a. Neither of these looks very professional, though. Try placing the details on a webpage or blog and sending the link and some general information in the email. Whichever method you choose, always run the emails through a spam test before sending.

Geo-Targeting

Finding where to geographically target your site is important. By far the largest market is the United States. But, as we have seen above, it is technically illegal to import prescription drugs in to the U. S. It is very unlikely that you would face any legal problems with a site promoting an online pharmacy. But, you could lose affiliate income if the pharmacy was shut down before you received your commission.

By targeting European customers you will have fewer legal problems to deal with. However most European countries deal with pharmaceutical companies in different ways and throughout Europe prices for prescription drugs are considerably cheaper, resulting in fewer potential customers.

Most European countries maintain a National Health Service where the cost of health products and prescriptions are regulated. For example, in the UK all drugs prescribed by a

doctor cost £6.40 (approx \$10) and treatment for most ailments are free.

When it comes to prescription drugs many European countries have similar schemes. As a result, a recent report concluded that compared to U.S. drug prices, the prices of 30 types of prescription drugs were 52 percent lower in Canada, 59 percent lower in France and 47 percent lower in the United Kingdom.

Lets have a brief look at how different European countries price prescription drugs.

By now you are probably thinking that the health sector is probably not worth pursuing. But there are some health related products that can provide an excellent income without the problems related to promoting prescription drugs, such as health supplements.

France

The French government allows pharmaceutical companies to sell their drugs at any price. However, if the French health service reimburses patients the cost of the drugs, then the pharmaceutical companies must agree to a much lower negotiated price. The price is based on the price in other countries and the therapeutic value of the

drug.

Germany

Germany has a health care system that is decentralized from government and is covered by in excess of 700 insurance companies. These insurance companies negotiate the price of new drugs (those patented after 1995) directly with the pharmaceutical companies. Prices of older drugs (patented before 1995) drugs are referenced against the price of drugs with a similar therapeutic value.

Italy

As with France, Italy allows companies to price their drugs as they wish. However, if they are to be used by the Italian National Health Service, then the prices must not exceed an average of the price in 12 European countries.

United Kingdom

In the UK, unlike in the rest of Europe, the government doesn't negotiate prices directly with the drug manufacturers. They do however have laws in place restricting the profits that the companies can make. Any excess profits are paid to the government.

Too Much Trouble? Maybe Not

By now you are probably thinking that the health sector is probably not worth pursuing. But there are some health related products that can provide an excellent income without the problems related to promoting prescription drugs, such as health supplements.

Health Supplements - Three Types

Health supplements come in three distinct types: Food-based supplements, (such as evening primrose oil, wheatgrass and bromelain), mineral supplements (such as calcium, magnesium and zinc), and, finally, there are vitamins. Some of the facts and figures regarding the sales and use of supplements make interesting reading.

"In 2004, 18.9 percent of Americans reported that they had taken one or more dietary supplements in the past year." – Institute of Medicine

"Retail and non-retail sales of dietary supplement products across all distribution channels in the U.S. were \$17 billion in 2000. Retail sales of dietary supplement products were approximately \$11.3 billion in 2000." – The Nutrition Business Journal, 2001

"The United States leads the world in dietary supplement usage with 100.4 million Americans using vitamin and minerals every day and 37.2 million using herbal remedies regularly." – Prevention Magazine, 2000

When looking at vitamins and supplements, it is necessary to look at Europe and the United States separately. Within the U. S. health supplements are not subject to the same rigorous testing as prescription drugs. A new supplement only needs to be reported to the FDA if it contains an ingredient which hasn't been submitted to them previously.

"Retail and non-retail sales of dietary supplement products across all distribution channels in the U.S. were \$17 billion in 2000. Retail sales of dietary supplement products were approximately \$11.3 billion in 2000." – The Nutrition Business Journal, 2001

If we look at the recent promotion of Hoodia Gordonii, which is actually a type of South African cactus, we can see that its promotion as an appetite suppressant has been widespread for the past year.

The NDI (New Dietary Ingredient) notification was submitted to the FDA in late 2004 and promotion started almost immediately. Compare this with how long a drug needs to undergo testing before it's released to the public and you'll see just how much easier it is to promote health supplements.

When promoting health supplements you will encounter far fewer problems with spam filters than you will with promoting prescription drugs. Although terms like "Hoodia" will still be picked up by anti spam software, they are generally rated lower than Viagra. That means that emails should still go through. (Although checking your spam rating before you send your email is still highly recommended.)

Beware of one issue with health supplements. A recent ruling in Europe which could have the effect of banning hundreds of vitamins and thousands of supplements from sale in Europe. The European Directive on Vitamins and Supplements was drafted in 2001 and

became law in 2002. (The law was due to come into being in August 2005 but a number of legal actions have delayed this.)

The directive is based on Napoleonic Law where everything is deemed to be illegal unless it is on an approved list. Unless a vitamin or supplement (or all the ingredients) are on an approved list it cannot be legally sold.

There is still a lot of debate in Europe regarding this law and the effects it will have on the supply of health supplements and vitamins. Until things are clarified further it is necessary to ensure that, if you promote supplements in Europe, you stick within the spirit of the law as it stands now.

If you wish to target customers within Europe it is important that you ask the company for whom you are an affiliate if their products are approved for use in Europe. If they don't know then it will be best to proceed with caution and consider if European promotion is a good idea.

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When promoting health supplements you will encounter far fewer problems with spam filters than you will with promoting prescription drugs.

Tough But Rewarding

Promoting health related products is not just as easy as signing up as an affiliate and creating a site. You need to research your market and make sure that you aren't falling foul of any laws or regulations. But, if you do your homework, there is a large potential income for affiliate marketers in the health market.

About the author

Mark Thompson spent many years working in IT consultancy in London. Following a re-evaluation of his goals and lifestyle in 2004 he sold everything he couldn't fit into the family car moved to rural Spain where he now pursues a variety of online ventures. See: <http://www.give-me-articles.com>

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