

Affiliate Classroom

Volume 5 Number 1

January 2008

AffiliateClassroom.com

The journal of affiliate marketing and management best practices

Networking for Affiliates

Visit the Best
Affiliate Forums

Don't
Be a
Lonely
Affiliate!

Meet AC at
Affiliate Summit



**This Issue of Affiliate Classroom
Magazine Brought to You by
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Staff, Helen Swann Montgomery, Managing Editor

Affiliate Classroom Magazine is published monthly by Affiliate Classroom, Inc.™ Back issues are available at AffiliateClassroom.com

Article submissions should be 1250-2000 words, on one affiliate marketing subject. No general marketing articles. We reserve the right to edit all articles. Send articles or letters to editor@affiliateclassroom.com with the words AC MAGAZINE LETTER in the subject line.

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Top 5 Affiliate Programs

By the Staff of Affiliate Classroom



Featured Program

Market Health (formerly Joe Bucks) Affiliate Program

Website: <https://www.markethealth.com/>

Sign-up URL: <https://www.markethealth.com/signup.php>

Market Health was established in 1998 under the name joebucks.com. Market Health is the world's largest integrated online marketing company in the health and beauty industry. The Market Health Affiliate Network makes it possible for you to market and promote the world's leading health and beauty offers on the Internet.

Market Health affiliates will profit from twice monthly payouts with no minimums, inventive promotional programs, cutting-edge marketing tools, and generous performance incentives.

Top 5 Programs: January 2008

Herbal Supplements

Website: <http://www.herbalbiz.com/>

Affiliate Information: <http://www.markethealth.com/banner.php?sid=203>

HerbalBiz.com is a turn-key business opportunity in a thriving niche market. Today more and more people are turning to herbal supplements and herbal remedies as an alternative medicine choice. You can offer this opportunity to your customers, and for only \$50 they can have their own domain, hosting, call center, and online store. The CPA offer is a generous 50% per sale with a second-tier commission of 5%.

General Health

Website: <http://www.healthbuy.com/>

Affiliate Information: <http://www.markethealth.com/banner.php?sid=11>

Healthbuy.com offers general health products, beauty products, and skin care products that are all made from natural ingredients. People are very conscious today of the

problems associated with man-made ingredients, and there is a large and thriving market for products that are made from all-natural ingredients. There is a beginning commission offer of 50% with a second-tier offer of 5%

Weight Loss

Website: <http://www.avatrim.com/>

Affiliate Information: <http://www.markethealth.com/banner.php?sid=204>

The most often-made New Year's resolution is to lose weight. The weight control niche is one of the largest and most active niches on the Internet. Avatrim Green Tea Weight Loss Pill increases the body's metabolic rate and energy expenditure to help promote reductions in weight and body fat. This product should sell well, and there is a 50% first-tier commission offer and a 5% second-tier commission offer.

Skin Care

Website: <http://www.revitol.com>

Affiliate Information: <http://www.markethealth.com/banner.php?sid=193>

Both men and women spend millions of dollars on skin care products every day. The market is huge. Revitol offers a full line of exclusive and all-natural skin care products. Customers will find anti-aging solutions, cellulite and stretch mark treatments, acne treatments, and more. The CPA offer is Pay Per Sale. The beginning commission offer is 50% for the first tier and 5% for the second tier, with a good incentive program.

Pain Relief

Website: <http://www.eazol.com/>

Affiliate Information: <http://www.markethealth.com/banner.php?sid=71>

With all of the recent warnings about prescription pain relievers front and center in today's news reports, it is no wonder that people who suffer from joint pain are seeking all-natural products that don't carry the risk and the side effects of prescription drugs. Eazol is the only pain relief health supplement that includes a complete list of active botanicals in one easy-to-take supplement, and there is a generous first-tier commission offer of 50% with a 5% second tier offer.

Avoiding the Loneliness of the Affiliate Marketer:

A Guide to Successful Interaction

by Mark Thompson

<http://www.income-academy.com>



Being an affiliate marketer can be a lonely career choice. The many hours sitting in front of a computer screen researching products and creating sites can lead to a feeling of isolation. Some people thrive in this environment; but most of us thrive when we interact with like-minded people.

If you are gregarious by nature, you should strive to network with other affiliate marketers. In addition to the obvious social reasons, there are a number of very good business reasons why you should not isolate yourself from other affiliate marketers.

Why You Should Interact

The most important reason why you should interact with other affiliates is the mutual sharing of knowledge. This doesn't mean sharing your successful niches or all your secrets with others, but rather the sharing of general tactics and techniques. In doing so, you shouldn't limit yourself to seeking out other people's success stories. Quite often, you'll learn more from spotting people's mistakes than from reading about their successes.

The second reason why interaction is a good idea is that if you work alone, you tend to lose touch of what methods are working and which are not. If you had been using PPC marketing when the first "Google Slap" occurred, you would have struggled to find out what had happened on your own. Only through several marketers pooling their knowledge did the reasons behind the Slap and the methods of avoiding it become known.

Additionally, if you constantly give good solid advice in forums and in blogs, you will soon get your name noticed. People will trust your judgment and lend greater weight to your posts. This can later lead to people reading your blog or buying any affiliate marketing-related ebooks you produce. This can often result in a much more lucrative income than standard affiliate marketing.

Unfortunately, there are also a number of downsides to using forums. The most obvious of these is that you can easily find several hours of your workday being eaten up by regular visits to forums. Apart from the time factor, there is a lot of misinformation and complete untruths posted in forums every day. Separating the useful comments and ideas from the just-plain-useless ones can be a full-time job in itself.

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You'll soon find who you can rely on and who to avoid. Many people have their own agendas, and post comments and ideas purely to increase their own sales or affiliate commissions. Some forums are worse than others because of this, and some have even gone so far as to ban all affiliate links. I once started a sociology degree, and the first thing I learned was to also ask what the author's reason was for writing a particular article or comment. This has helped me in forums more than I care to remember!

Making the Most of Your Forum Visits

When everything is taken into account, it is definitely a good idea to spend time reading affiliate marketing–related forums, just so long as you don't find yourself spending too much time in them and you don't believe everything you read. Personally, I try to keep my time in free forums to a minimum, as I tend to find that they sometimes cloud my thinking and I like to form my own views on things.

There are two types of forums you should consider joining. The first type is the free forum. These include sites like forums.digitalpoint.com, warriorforum.com and ABestWeb.com. Free forums can sometimes be very aggressive places – egos will noticeably clash, and members will abound with strong views based on nothing but conjecture. The second type of forum is the paid forum, such as Affiliate Classroom. Paid forums tend to have fewer problems and are generally much more friendly places to be. I will now look a little closer at the forums listed above.

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Free Forums

DigitalPoint is one of the biggest webmaster-related forums on the Internet. I logged in there as I wrote this article, and there were over 2,300 people online at that moment. Eighty-five were reading the dedicated affiliate forum. DigitalPoint originally started as a search engine optimization forum, but has now branched out to cover all areas related to being a webmaster or marketer. There are some really great threads there, but there are some really quite pathetic ones. You will regularly get threads that say Clickbank/CJ/Azoogole is a scam or that they don't work. You also do tend to get a number of people who try to provoke arguments.

The second forum you should look at is the Warrior Forum (www.warriorforum.com). It would be true to say that many people have a love-hate relationship with it. It is a great place to make useful contacts and read some very interesting posts, but arguments are very frequent and the moderators seem to be very selective in choosing which posts to delete.

Over the past year or so, the quality of the forum seems to have declined as more people have joined. However, you will still find some big-name marketers posting useful content on a regular basis. Many of the next generation of “gurus” and high-earning Internet marketers are learning their trade in the Warrior Forum.

I have kept the best free forum for last. ABestWeb.com is a forum dedicated only to affiliate marketing. What makes it so strong is that many companies and networks have

their own forum areas, so you can get the facts directly from the source. Smaller than the previous two forums, the threads and members on ABestWeb tend to be friendlier and more focused on affiliate marketing. ABestWeb is well worth reading on a regular basis.

Paid Forums

My particular favorite type of forum is the paid forum such as the Affiliate Classroom Forum. The value in paid forums rests in the fact that people are more likely to share useful hints and tips because of the smaller number of members. You will also find that good-quality, useful information is forthcoming from the owners and moderators. It is in their own best interests to ensure that the members make money. Most paid forums also have additional tools and products available for their members.

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Other Interaction Venues

It would be wrong to think that forums are the only places to where you can interact with fellow marketers. Live events such as Affiliate Summit West, which takes place in Las Vegas at the end of February, are great places to network. The various Affiliate Summits which take place throughout the year bring together affiliate marketers, merchants, and affiliate networks.

The format of each summit is roughly similar. They consist of an exhibition hall where merchants and networks will have display stands, and a series of sessions dealing with all aspects of affiliate marketing. Each session lasts about an hour and has a number of expert speakers. There are also a number of opportunities to meet fellow affiliate marketers and merchants over drinks and snacks. Many people come away from live conferences with a network of contacts that can help to propel them to the next level of affiliate marketing within a short time.

The final place you should look to find affiliate marketers similar to yourself is a blog, and particularly in the blog comments. I have met several really useful contacts by reading the comments section of affiliate-related blogs and replying to other people's comments. Several of my posts to other people's blogs have resulted in long brainstorming sessions on Skype with the blog owner, which has benefited both parties.

By networking and meeting people whose goals and ambitions are similar to yours, you will increase your chances of being successful online. As we have seen, there are numerous ways of networking, and there is never any reason for you to get held up by a problem when you can just post a message to a blog or IM a friend.

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 and moved to rural Spain where he now pursues a variety of online ventures. See: <http://www.income-academy.com>

Meet Us In Vegas...Baby!!!



The staff here at Affiliate Classroom is gearing up for affiliate marketing's biggest biannual event, Affiliate Summit West. The conference will take place at the Rio All-Suite Hotel and Casino in Las Vegas in late February.

Affiliate Classroom will be there in full force. We'll be meeting and greeting affiliates, managers, networks and merchants at the "Meet Market" and at our booth in the main exhibit hall. If you're planning on being there, please stop by and talk with Andrew Ahn, Evelyn Grazini, Rachel Honoway, Helen Montgomery, and of course, Anik Singal.

If you haven't registered for the event yet, do it as soon as possible. This show is known to sell out. Use this discount code – AS2008W – and you'll receive 20% off your registration fee.

Event Details

When: February 24-26, 2007 (Sunday – Tuesday)

Where: Rio All-Suite Hotel and Casino, Las Vegas, NV

Where to find us: Meet Market Table #32 and Booth #102

Event URL:

http://affiliatesummit.com/08w_conference.php

Psssst...

We're going to be releasing a new Affiliate Manager Training and Certification course at Affiliate Summit. We're kicking it off with a full-day seminar on the 23rd at the Rio.

For more information about the course and seminar, visit:

www.accertified.com/acmag.html



The Best Affiliate Forums

by Kathy Jackson

<http://www.income-academy.com>



In the world of affiliate marketing, forums that cater to affiliates are very important. In these communities, affiliates can learn from other more experienced affiliates, and they can also find out which programs are the best, which programs have the best product offers, and how specific products are best marketed. Affiliate-specific forums are also a great way to learn about new programs, before they are flooded with other affiliates, so that you can get in on the ground floor in most cases.

This information can mean the difference between success and failure for an affiliate, and affiliate forums can be used to bring other affiliates into the programs that you are participating in, as your second or third tier. While the best forums will not allow blatant advertising, in most cases, you can actually advertise by using a signature file at the bottom of your posts.

It is important, however, that you do not make a post for the sole purpose of displaying your signature file. You need to have something of value to contribute to these communities. Blatant advertising in good forums will often get you banned, and it will most certainly ruin your reputation among other affiliate marketers.

Some affiliate programs have their own private forums for affiliates, and these are often a valuable resource because all of the members of that community are marketing the same thing. These forums are also good because it gives affiliates the opportunity to connect directly with the merchant. Unfortunately, not all programs have private forums, and you must seek help and information from other forums.

5 Star Affiliate Programs

<http://affiliate-marketing-forums.5staraffiliateprograms.com/>

The 5 Star Affiliate Programs forum is one of the best free access affiliate forums on the Internet. Here, you will find new affiliates as well as some of the top names in affiliate marketing. This is a valuable resource, and you will find information on marketing, programs, and more.

One of the highlights of the 5 Star Affiliate Programs forum is that there is a section for contests and bonuses, where merchants can announce these things. This is the place to find out about these opportunities to make additional money as an affiliate, and many merchants won't announce these opportunities in other venues. This is a great forum, with nice, helpful people, and you won't find any spam here.

AdBlaze

<http://www.adblaze.com/forum/>

The AdBlaze forum is another great resource for affiliates, but it contains information about affiliate networks more than individual affiliate programs. This is a strong community, and the members are quite helpful and informative. A nice feature of this forum is that affiliates have the option of buying, selling, and trading items and services.

While the AdBlaze forum has a large number of members – in the neighborhood of 450 – it doesn't appear to be an overly busy forum. This could be both good and bad. It is good in the sense that you won't have to fight your way through junk posts to find the information that you need, but it is bad in the sense that the information that you need may not be there at all.

ABestWeb

<http://www.abestweb.com/>

ABestWeb forums seem to be full of information, and this is a great resource for affiliates. It may be challenging at first to find the right thread, since there are so many active discussions and members. But if you spend some time exploring, you'll soon find a wealth of helpful information, as well as plenty of strong opinions on all sides of the affiliate marketing spectrum.

ABestWeb is an especially helpful place to visit during those times when the industry is dealing with changes, whether those changes are a Google update or a major event at one of the networks. The community responds immediately with analysis, ideas, and give-and-take, giving you plenty of points of view.

Once you learn to navigate the ABestWeb Forums and have found the discussions that best suit your needs, you will find it to be one of the best, in terms of both information and community participation.

Associate Programs

<http://www.associateprograms.com/discus/index.php>

You'll find this forum gives you the opportunity to connect with other affiliates and merchants. But there is a great deal more here. Topics covered in this community include making more money from affiliate programs, blogging information, marketing information, website creation, job offerings, and much more.

The Associate Programs forum is extremely active, with over 16,000 members, and more than 86,000 posts. Even though there is an overwhelming amount of information here, the forum is well organized, which makes finding the information that you need very easy.

Revenue Source

<http://www.revenuesource.com>

Another valuable forum is the Revenue Source forum. This forum combines affiliate marketing information with search engine optimization information. This is another very active community, with more than 17,000 members and greater than 73,000 posts. Revenue Source is another well organized forum.

If you are interested in placing well in organic search, you will learn a great deal here. The only drawbacks to this forum are that it sometimes feels a bit impersonal, and spammers always seem to bombard the discussion boards.

Affiliate Forum

<http://affiliateforum.com/index.php>

Affiliate Forum is a much smaller community, but seems to be very nicely laid out. The atmosphere is friendly, and the number of topics to sift through is not overwhelming. The forum includes not just topics that pertain to affiliate marketing, but also information about website development. The Affiliate Forum has over 1,200 members, and because one must be registered to even view the forum topics, there is no spam here.

Affiliates 4 U

<http://www.affiliates4u.com/forums/>

Affiliates 4 U is a forum worth investigating. This is a well designed forum, and information is easy to find, with the forum topics well-organized.

Topics covered at Affiliates 4 U include affiliate programs, affiliate marketing information, market sectors, pay-per-click information, search engine optimization information, and technical information. There are also extensive posts covering all of the affiliate networks; business information; merchant information; and even affiliate marketing information for specific geographic locations.

Affiliate Programs Forum

<http://www.affiliateprograms.com/community/forums/>

Affiliate Programs Forum is one of the oldest affiliate forums in existence. You will also find some of the best-known affiliate marketers in this community, and there is a great deal to learn from their experiences, which are freely shared. The only problem with the Affiliate Programs forum is that the categories are quite broad, and with so few categories, reading and contributing to specific threads can take some digging.

SitePoint

<http://www.sitepoint.com/forums/>

The SitePoint forums are very popular, though like many forums, the categories are not as intuitive as they could be. In spite of this, there is a strong community here, with a large amount of information. There is a very informative section on affiliate marketing, but all of the affiliate-related topics are lumped into one section, and not grouped. With over 17,000 posts in it, you'll find you will have to do some excavation work to find what you're looking for.

Affiliate Classroom

<http://www.affiliateclassroom.com>

Affiliate Classroom also has an affiliate forum. This forum, however, is available only to members of Affiliate Classroom. It is an especially newbie-friendly forum, and no question is considered too elementary.

Aside from the valuable information and networking opportunities with other affiliates, you won't have to deal with any spam. It is a well-organized forum, with several full-time moderators who make sure all member questions are answered.

Affearners

<http://www.affearners.com/forum/>

Affearners is also a good forum. There doesn't appear to be any spam at all here, and the site is well put together. There is an abundance of information, and it is easy to locate and participate in topics.

Unlike many other affiliate forums, this one also provides an area for discussion concerning gambling programs and prescription-drug affiliate programs. While the information here is valuable, the forum includes over 1,200 members, but fewer than 3,000 posts.

Webmaster World

<http://www.webmasterworld.com/home.htm>

Although it is not affiliate-specific, the forum at Webmaster World is also a valuable resource for affiliates. There is an active section for affiliates located here. The information in this section relates more to marketing than to program discussion, and while affiliates will benefit from the information here, it is actually geared more towards affiliate merchants.

Community “Rules and Regs”

Before you start participating in these communities, it is in your best interest to read the rules for the community and to make sure that you adhere to them. The members of these communities work to keep them free of spammers and scammers, and as a new member, you will need to show them that you are neither of these things. If there is a section available for introducing yourself, make sure that you take advantage of this.

Also, when making a post, make sure that you have a legitimate question, or something of value to add to the community. Before you hit the submit button, make sure that you have clearly stated your point or your question, that you have used proper grammar, and that everything is spelled correctly.

Forums really are vital to an affiliate's success. In affiliate forums, you can share information with other affiliates, and this is a great way to avoid programs that either have shoddy products, or programs that don't take care of their affiliates as promised. As an affiliate marketer, you will want to visit your favorite affiliate forums on a daily basis.

About the Author

Kathy Jackson is a Texas Rancher and freelance writer. She is also a contributing author for several farm and ranch publications. Internet marketing is one of Kathy's burning interests and she is just “tickled pink” to write for AC Magazine and Anik Singal, her marketing hero. On the Affiliate Classroom Blog (<http://blog.affiliateclassroom.com/>), you will find several articles by Kathy on various aspects of affiliate marketing.

Join us next month for an exploration of the Manager-Affiliate connection.

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