

## Affiliate Program Promotion 101 - Article Writing

If you are an affiliate marketer, or if you hope to become one, there is a marketing technique that is very popular, very effective, and very free. Writing an article for affiliate programs is one of the most effective forms of free advertising that you can use today. If you've never considered writing an article for affiliate programs now is the time, and here is the way to do it.

First, you don't want to use your affiliate links when writing an article for affiliate programs. In most cases, it is just too long and too obvious. You are better off using a shorter URL if possible, and if that isn't possible, you will need to use a link that directs the reader to your own website - with a short URL - and then make sure that there is a link from the page they will arrive at to the affiliate product or service. In all cases, avoid using the affiliate link in the article.

Once you've determined which product or products you will promote in your article, and which URL you will be directing the reader to, it is time to get down to the business of writing an article for affiliate programs. What you need to realize is that other affiliates of the same products and services may also write articles, and yours needs to be quite unique. Therefore, writing an article that just describes the product or service really won't do.

Before starting your article, really think about the product or service that you are promoting. What can you say about it that no other affiliate will say? Can you describe new ways to use the product or service? Can you write about using specific features? What about benefits? If you can't think of anything unique to say, you will do well to head in a different direction.

Can you combine more than one affiliate product or service in one article? For instance, if you were writing an article to promote several health products that women are interested in, such as a hair care product, nail products, and skin care products, you might write an article about how to give yourself a spa treatment at home - and work those products into the text of the how-to article.

Articles are typically about 350 words long. This is about one page using a twelve point font. That is not a lot of space to fill, so do not allow it to overwhelm you. It is also important to note that you are not trying to produce award winning journalism. Many people never begin an article simply because they think that it is much harder than it actually is. In fact, it the hardest part of writing an article is determining what you will write about.

If you are still having trouble coming up with something to write about when you are writing an article for affiliate programs, visit the websites of the affiliate programs and look for ideas there. Read articles that other affiliates have written if you can locate them. Read articles that were written about similar products or services. Just remember you are doing this to get ideas. You still want your article to be as different from other articles as possible.

It does take thought to get started, but your efforts will be well worth it in the end. Your article can be submitted to article banks and delivered via email to ezine publishers as well. Other people will visit the article banks to find content for their newsletters and websites, and if you are providing a link to your own website, your link popularity will rise, which will boost your ratings in the search engines as well. You should consider a service like <http://www.Article-Marketer.com> for submitting your articles to as many places as possible, too. The more places you submit to, the more your article (and affiliate links!) will be seen.

Source: <http://www.articlecircle.com>

### About the Author

Jason is a successful Internet Marketer, and posts regularly on <http://www.AdventuresInIM.com>. Take a minute right now to sign up for his newsletter at <http://www.JasonDeVelvis.com> for more great information like you read in this article!