

7 Reasons Why Affiliate Marketing Does Not Work



(And How to Fix Them!)

Create Results 4 Life

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Actually, Affiliate Marketing Does Work!

Before we dive into why affiliate marketing is not working for so many of you, I want to touch on the fact that it DOES, indeed, work!

What exactly IS affiliate marketing. Simply put, it is promoting someone else's products or services and receiving a commission when someone makes a purchase. You don't have to worry about inventory, collecting payments, shipping or even customer service.

I've had the privilege of speaking with numerous six and seven figure affiliate marketing professionals, and it's absolutely possible to have incredible success, even if you have little experience or you're brand new to the industry.

So, the question becomes, why isn't affiliate marketing working for everyone?

1) **Lack of a Plan**

There's a saying, "Failing to plan is planning to fail." That is true of any business or venture.

Many people sign up and have no idea what to do next. Worse, yet, many times after an affiliate signs up for a program, the person who brought them there disappears!

Many will just try to drive traffic to a landing page with no idea how to follow up or convert a lead into a sale.

Here's how to fix it:

Align yourself with a program or mentor that has a “copy and paste” business model. You can simply duplicate what is already working while you learn the basics of affiliate marketing. Once you learn the skills needed, you can expand into other platforms, or even create and market your own products and keep 100% of the profits.

2) **Low Quality Affiliate Products**

Your success relies on the quality of the products you promote. If you need to convince a prospect that your product will do what they expect, you are fighting an uphill battle. Sales is about finding someone’s problem, and offering a solution. If your prospect doubts that you can deliver, they will not be willing to buy from you.

Remember, you must deliver more in value than you are asking for in cash. Make sure that what you offer, solves a problem that a lot of people have and show that you have a solution.

Here’s how to fix it:

Avoid “me too” products that people can find at their local store. Potions and lotions, “buy the products you’re already using from yourself!”, and low cost courses that offer nothing unless you pay for the upgrade have one thing in common. They offer no added value.

Choose a company and a product that offers something a lot of people need, that is easy to access, easy to use and that a lot of people can afford. And if it’s a business opportunity, offer them a clear path to follow.

3) **Limited Commission Rates**

There is a wide range of product pricing and commissions in affiliate marketing. A lot of people have heard of the Amazon Associates

Program. You can sign up as an affiliate for free and promote almost any product offered through Amazon. You get a unique link for the product, send traffic to that link, and if they purchase it, you get a commission.

The average commission rates through the Amazon Associate Program range from 4% to 20% on average. The average purchase on Amazon is around \$78. At the highest rate, you would earn \$15.60 on the average sale. You have to get a lot of sales to make a substantial income. That means you have to learn to drive a lot of traffic to your link.

Outside of Amazon, the average commission rates for most affiliate programs is between 5 – 30%

Here's how to fix it:

Find a company with a product or products that offer a good value at a good price and offer a higher commission. Before you jump into any kind of program, thoroughly look at their compensation plan and make sure you understand it.

There are sites like ClickBank that have a wide range of products across a lot of business niches. Their commission rates vary but some are relatively high. The caution here is, like Amazon, you get a link and you still have to figure out how to drive interested traffic to those links.

You still need to acquire the skills it takes to find and drive interested prospects to those links.

The primary company and products we promote offer an 80% commission rate and most of the products are subscription based with recurring monthly incomes. This allows you to build a substantial, passive income which grows from month to month. In addition, the company has extensive training videos on how to use and market their services, including email and social media marketing. This is a great way to learn the basics very quickly. Our team takes it a step further

and offers free training to accelerate your business growth. To learn more, contact the person who sent you the link for this report.

4) **Affiliate Marketing Competition**

Surprise! There is actually very little competition!

Affiliate marketing is growing and gaining in popularity each year. There is no shortage of people out there offering programs and courses. Let's look at a simple statistic. About 45% of new, traditional, businesses fail within their first 5 years. The top reasons for failure are a lack of capital, poor management, faulty business model and poor marketing.

Affiliate marketing has substantially less costs but the other areas are still critical for an online business to be a success. If you don't have the skillsets for these things, you will likely give up before you succeed.

That's why most online marketers fail. They don't learn the skillsets, they don't have the right mentorship (or worse yet, don't listen to their mentors), they get frustrated and quit before they see any success.

Here's how to fix it:

Commit to yourself to get these 3 things

- 1- Toolset
- 2- Skillset
- 3- Mindset

The Toolset is the apps and platforms you need to actually DO affiliate marketing. This can include tools to create your sales funnels and other pages, email autoresponder to send out information to guide your prospects to making an informed decision, apps for sharing information on social media (critical to establishing your credibility), and even AI to help with content creation.

The Skillset is learning how to build YOUR BRAND online so that people will want to do business with you. Learning the importance of each area of the business so you can integrate them as you build your business.

The Mindset is perhaps the most important of the 3. Without the proper mindset, quitting is so easy. Every little disappointment or setback leads you closer to giving up. You need to clearly understand your motivation for doing an online business. When your “WHY” is strong enough, nothing will prevent you from working toward your goals.

Remember the 4 reasons so many traditional businesses fail? We can't help you with the capital to get started. Only you can decide how much you're willing to invest in an online business. You could start with as little as \$25 but most people will start with a little more for faster results. The choice is yours.

When it comes to the management, business model and marketing aspects of it, find a company or mentor that can offer those to help you succeed. If you want to learn more about how we can help you with that, contact the person who sent you the link for this report.

5) **Lack of Traffic**

As an affiliate, your income depends on promoting products and services to an online audience and earning commissions from the resulting sales. It truly is a numbers game. Without a steady and consistent amount of traffic or a loyal social following, it can be difficult to generate the number of clicks and conversions needed to earn great commissions.

Conversion rates, the number of people who visit your landing page who turn into actual customers, range from about 2% to 11.5%, depending on the quality of the pages and offers. With a good amount of traffic, you can make some great sales.

The challenge is where do you find that traffic?

Here's how to fix it:

Work with a company or mentor that teaches you how to get both free and paid traffic. Free traffic is going to be through branding yourself on social media (Facebook, YouTube, Instagram, TikTok or X (formerly Twitter)). Warning: This will likely be outside side of the comfort zone for most people. Like most things, it gets easier as you do it.

Paid traffic can be from a number of sources, including Facebook or Google ads, solo ads, email marketing, pay-per-click programs, etc.

Understand that if you elect to go exclusively with free traffic, you can still be successful. It will just take more time and effort. The preferred way is a combination of paid and free traffic, if that fits within your budget. Your mentor should be able to help you weigh the pros and cons of both.

6) Family and Friends

Really??? YES!!!

We live in a society where our education system teaches us to be employees. To put security and lack of risk first and foremost. Think about it... we are told to go to school, get good grades, go to college, get a degree so you can get a job so you can work for 40 years, then retire and enjoy your life! WHEW... I'm exhausted just thinking about it!

Most of our friends and family were brought up with the same beliefs. And in the past, a person could raise a family, buy a home, take vacations and retire somewhat comfortably. But let's look at how things have changed over the last 20 years or so...

Companies have replaced pension plans, usually funded entirely by the company, with 401/k plans, requiring the employee to contribute and the

company providing a matching contribution. Publicly traded companies announce massive layoffs and their stock prices go UP benefitting the shareholders at the expense of the employee.

Retirement age used to be 65. Now politicians are suggesting we work into our 70's! Full Social Security benefits for many are now at age 67 and for younger people, it's even later. Plus, those same politicians call that "entitlement" and talk about cutting benefits.

Yet with all that going on, when many people tell their friends and family that they're starting their own business, either a traditional business or online, their friends and family will warn them that it's a bad idea. "So many businesses go broke"... "Online businesses are a scam"... "Nobody makes any money doing that". To be fair, they think they're trying to save you from making a mistake.

The funny thing is, they have no clue what they're talking about! Most of them have never even considered having their own business

Here's a suggestion. Never take criticism from someone you wouldn't go to for advise!

Here's how to fix it:

DON'T TELL THEM! The great thing about online marketing is that you can do it without the naysayers and doubters even knowing about it. Now to be clear, I'm not suggesting you do this without your spouse knowing! They may even be interested in working with you. Just don't tell the rest. Here's why.

Nothing will kill a person's belief in themselves than being told by the people they love most that they will fail. Once you allow those closest to you to make you doubt yourself, you will likely quit before you see real success. Even the people who are succeeding at online marketing have to deal with negativity from friends and family. Of course, once you've replaced your full-time income, it's easier to let the negativity just roll on by.

Keep your focus on your business and your own personal development. Results speak louder than words!

7) **Lack of Commitment and Consistency**

Success in ANY business requires commitment and consistency. Sometimes, that can be the biggest challenge. Doubts can creep in. Interruptions can keep you from getting the things done that you had planned. Distractions can pull you away because they may give you momentary satisfaction instead of doing what may feel like a grind. You may set goals for certain results within a certain time period and when you don't hit those goals, you might feel defeated. Work, family and friends may be making demands of your time and you feel you have nothing left.

Here's how to fix it:

When you feel you have nothing left, give it one more degree of effort.

At 211 degrees, water is hot. At 212 degrees, it boils! Boiling water becomes steam and steam can power a locomotive!

If you give it just a little more effort, consistently, you will see results. It might come slowly, but even small steps are progress. Allow those small steps to build momentum.

Talk with your mentor and others in the industry who have faced the same challenges. Find inspiration in other people's solutions. Learn from the mistakes and lessons of other people borrow their energy and enthusiasm. Focus on times you have given something your all and achieved a goal and tap into that energy. Remember, when you align yourself with the right people, you don't have to go it alone.

Thank you for taking the time to read this report

I hope that you've found this informative and useful. Affiliate marketing is one of the most cost effective and profitable businesses to start.

Watch your email for more information to help you determine if an affiliate marketing business is a good fit for you.

In closing... thank you for taking the time to learn more about how to be successful in affiliate marketing. For many, it can be a life changing opportunity. I know of no better way to create time and money freedom.

The next step is up to you!

Let's make it a great day!

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