

## Affiliate Marketing

Very few PT companies have ever considered using affiliate marketing as a tool for generating revenue for their business. As an affiliate, you can sell products for another business and get commissions for each sale and in some cases the commissions can be as high as 50% and you will never need to stock inventory, process any financial transactions, or service any clients. In most cases, the efforts on your part are nominal since the process typically consists of adding a link from your website to a website in which products are being sold and then when someone purchases a product having come from your site, you will get compensated. The Affiliate Marketer is responsible for tracking the traffic from your website. Mikel Bruce with Webflexor PT Websites ([www.websitesforpt.com](http://www.websitesforpt.com)) recommends affiliate marketing to his clients as one of many tools to build credibility for their websites.

Other reasons why training businesses get involved in affiliate marketing:

- Add additional revenue streams to your business.
- If you want to offer products to your clients but don't have the time, money or effort to put together a product line.
- You can represent a wide variety of companies and/or product lines.
- Being an affiliate can give clients another reason to re-visit your website.
- You can become an additional resource for your clients.
- If you are taking the time to drive traffic to your website you can benefit in another way by (*sentence unfinished*)

When choosing companies to represent you as an affiliate, you want to take your time and make sure that you feel comfortable with their products. You want to ensure that they have an active affiliate program and are able to reliably track traffic that comes from your site. Most reputable affiliate marketers have affiliate marketing software that effectively tracks affiliate sales. Additional precautions to consider when evaluating acting as an affiliate for affiliate marketing companies are:

- Carefully read the terms and conditions of an affiliate agreement before signing on as an affiliate.
- Be wary of affiliate programs that pay less than fifty percent commission.
- It is quite normal to join most affiliate programs for free, after all you are selling their products, so be warned about those that ask for a membership charge.
- Make sure that they are able to provide regular (monthly or less) affiliate reports as well as pay affiliate checks on a monthly basis.

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Mikel Bruce  
WebFlexor PT Websites  
888-282-7818  
[www.websitesforpt.com](http://www.websitesforpt.com)