

Amazon Affiliate Marketing

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Earning More with Amazon Affiliate Marketing

Becoming a Successful Amazon Affiliate Marketer

Amazon Affiliate Marketing

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Affiliate marketing with the Amazon Associates program is probably what most people think about when they think about earning money with Amazon. The program itself has become quite famous. It was actually one of the first online affiliate marketing programs – it was launched in 1996!

As an Amazon associate, you can advertise the products that Amazon.com sells and earn a referral fee when someone buys from your referral. You can also earn from some of the Amazon subsidiaries. This opens up the door to an astonishing number of product types.

How will you refer these products and earn? Basically, you will create a website or blog that you will promote Amazon products on. Amazon will give you a special link that's coded specifically to you. It has a tracking code. When customers click through your link and go on to buy products from Amazon (within 24 hours from the time they clicked on your link), you will earn. And you don't just earn on the product you promoted—you earn on everything they buy from Amazon within that 24 hour period.

Go to this link and check out Amazon's information on their Associates program, because it gives you a good overview:

<https://affiliate-program.Amazon.com/welcome>

That information you'll find there will answer a lot of the questions that you have – especially if you're totally new to Amazon Associates.

Officially Getting Started with Amazon Affiliate Marketing

The Amazon Associates program is 100% free to join. Note that you will need a website in order to join. However, if funds are tight and/or you don't actually have your own website yet, then the way a lot of people get around this is by setting up a small blogger.com blog, or a blog on wordpress.com, and putting a minimal amount of content on it. You should create content that's related to what you'll want to promote as an affiliate for Amazon, in order to get accepted.

Make sure you go through Amazon's guidelines in that link I gave you above- they do update them from time to time. Remember – Amazon wants people to be able to make money through their program, so don't become intimidated by any part of this process.

Amazon Associates Tools and How-To's

There are lots of different ways you can link to Amazon products from your blog or website so you can earn. Amazon will actually give you links, banners, images, and even allow you to use the content that appears on their product pages, as long as you are using your affiliate link along with the images you have used. This really makes it easy for you to create attractive product-promotion articles, blog posts, and so on.

Here's a link where you can access different tools you can use to promote Amazon products as an affiliate:

<https://affiliate-program.Amazon.com/welcome/topic/tools>

Some of the tools they give you include text and product links. When you're signed into your Amazon Associates account, you'll notice that you now have a site stripe that appears when you actually browse the general Amazon.com page. So, when you browse, it's so easy to then grab your affiliate links. This is pretty genius of Amazon and I think you'll like how this works.

There's also a product links tool and this allows you to build custom text links, or text and image links. You can also build links that only include the image. You'll want to use different types of links or images depending on your niche and what tends to convert best with your customers. You'll place these on your blog, on your product reviews, and so on.

When you use Amazon's tools, your affiliate link (tracking code) will be automatically built in. So, you don't have to worry about anything except for grabbing your link. You'll paste the link on your site, drive traffic to your site, get people excited to buy products on Amazon, and get paid.

Note that you'll probably end up promoting different niches and different groups of products as an Amazon affiliate. This can get confusing if you only have one affiliate tag in your account- Amazon realizes this and solves that problem for you. You can create different tags via your Associates account to keep track of all this. Then, you can choose to use a different Associates tag as you create your text, image, and product links through Amazon's tools. They really do make it pretty easy.

Amazon also includes more standard advertising tools like banners. They have a ton of different banner sizes and shapes they often update when they have special promotions running. You might want to check them out, depending on your niche and customer base. For example, they create banners and things for the hot Christmas toy lists, back-to-school, Mother's Day, graduation, and so on.

Amazon does try to keep up with the newer types of ads that are more dynamic, although I do have to admit they don't seem to be as advanced as others. Still, they do have shopping ads that are more dynamic and are based on on-page content. They call these their Recommendation Ads-- which will automatically display relevant product recommendations from Amazon based on your page content.

They also have Search Ads which drive product recommendations using Amazon search based on key phrases.

There are also Custom Ads which allow you to handpick certain products that you want to promote within an ad unit.

It's also very very cool that the Associates Stripe now allows you to post updates on Twitter and Facebook, that includes a link to the Amazon page you're viewing. This is major because social media is a huge part of the game these days for you as an Internet marketer. Being able to share products on social media can help you earn a lot more.

The Amazon aStore

Fewer Amazon associates use the aStore, but I wanted to mention it just in case. The Amazon aStore allows you to create a professional Amazon store in just minutes. It populates with relevant Amazon products and creates a little shop you can embed on your site, essentially.

You don't have to have any special tools or anything like that – Amazon does everything for you. It will even give you a URL you can use and place right on your website. This can be good for marketers who want to be able to include a quick store on their site. This might be a good option if you want to take advantage of Amazon Associates and you have an existing website that you don't want to turn into a review website, for example.

You can create a little store that features Amazon products. You get to choose which products to feature. You can include products from all

categories or you can narrow things down and only include products from the categories that you choose. You can also change the way your store looks and feels.

Additionally, you can offer a shopping cart. So people can shop right on your website and then go ahead and check out on Amazon.com—the site they trust and where they are actually buying their items. This can be pretty useful for those in certain businesses.

Again, most people will want to create a review-blog and focus on that as an Amazon Associate. But, there are certainly cases where the aStore is appropriate and could do well for you.

Tracking Your Success as an Amazon Associate

Amazon does a pretty good job of helping you track your success. They give you a lot of data about how many times your links are being clicked and how they are actually converting. The great thing about Amazon is that you don't just earn on the products you promote – you also earn on everything the customer buys within that 24-hour period.

This can help you figure out what to promote and focus on. As you figure out what's actually converting, you can focus more of your attention on those things and drop the promotions that are not working as well.

Sometimes it's very surprising and eye-opening to find out what people end up purchasing once they start shopping on Amazon.

How Much Amazon Pays You...

I know you're probably very curious as to how much Amazon will be paying you. Some people get really disappointed when they see that the starting commission rate for Amazon Associates is just 4%. This might not seem like much. However, it's important to think about Amazon as a numbers game.

The more you sell on Amazon, the more you will earn. So if you're selling just a few products, then you will be earning 4%. And if you're selling just low-priced products, then you really won't be earning much at all.

But if you're selling thousands upon thousands of products, then you'll start to earn up to 15% commission. For general products, then it goes up to just 8.5% on 3131 products or more, but that's still a great commission—especially with that kind of volume.

Remember that Amazon is usually one of, if not the most, price-competitive sites online or offline, so the conversions of visitors to sales is often very great.

And, if you are selling high-priced products, then even a 4% commission is wonderful. If you're selling many high priced products, then it's even better.

Here is Amazon's volume rates table for reference:

Number of Products Shipped/Downloaded in a Given Month**	Volume-Based Advertising Fee Rates for General Products
1-6	4.00%
7-30	6.00%
31-110	6.50%
111-320	7.00%
321-630	7.50%
631-1570	8.00%
1571-3130	8.25%
3131+	8.50%

<https://affiliate-program.Amazon.com/welcome/compensation>

Now then, when you join the program as an Amazon associate, you will be enrolled in the performance fee structure. This means you'll earn higher fees with the more you sell, as we talked about and as is reflected in the table above.

The performance fee structure means that your advertising rate will change from 4% to 15%. Note that you earn from all qualifying items that ship from both Amazon and third-party sellers. The fact that you can also earn from third-party sellers is pretty fantastic.

Note that there are certain items that do have earnings caps, such as computers. So, you can only earn \$25 for personal computers. That may or may not be worth it to you.

How You Will Get Paid

Note that Amazon does not pay you instantly. Amazon's payment cycle actually takes around 60 days from the end of each calendar month. So

that means that if you had orders that shipped out in January, you would receive your payment at the end of March.

Amazon does offer a variety of ways to receive your payments, including by direct deposit. Certain payment methods do have minimum payment requirements. Check this out in your account after you sign up and choose what's right for you.

Income Potential

I don't know about you, but I really get motivated when I think about how much money I can earn from a business model. I also get motivated when I study those who have already been successful with a business model I'm interested in. We'll talk about that in a moment as well.

So, how much can you earn as an Amazon affiliate? That's a fantastic question and I think it's one that you are going to be really excited about because I have a good answer for you. In the beginning, earnings will be slow. Don't run away quite yet...

As an Amazon affiliate, we've talked about the fact that your commissions will be low at first. But, as you start to sell more products, your commission rate will go up.

As you start to create more content and connect with more customers and readers, you will start to sell more. Your links will get out there, more content will get out there, and your earnings will start to snowball.

If you put a small amount of effort into this or give up early, then you might only ever earn a small amount of money from this. Amazon affiliate marketing has fantastic income potential but it will never get you anywhere if you don't work it and keep working it.

You could earn a great part-time income as an Amazon affiliate. Many people are very content with receiving a couple hundred extra dollars as an Amazon affiliate, especially when they're first starting out. That is definitely within reach for you. You can make it happen. In fact, it is not difficult to do so as long as you follow through with what we're talking about here today.

It's also not out of the question to earn a great full-time income as an Amazon affiliate. Many people have done so. The people who are earning fantastic full-time incomes as affiliates are not any better or

smarter than you. What they have done is started out exactly where you are right now – with nothing.

They started out and then they didn't give up. They put the elbow grease to work and kept going, going, going. They were willing to stop at nothing. They were determined to succeed. I know that you are also determined to succeed.

How can you become someone who also earns a full-time income as an Amazon associate? I highly recommend that you find others who are on the same path you are on.

Find and study those who are already successful with Amazon Associates. Find a mentor who can help you. Study those who are open about their success with the Amazon Associates program. There are many out there.

Don't stop. Keep on going. Figure out what's converting for you and ramp up on those promotions. Try different things. You can succeed with this. There's great income potential with this and it is totally up to you.

The more links you have to Amazon product listings, the more you'll earn, and once you build a page with a link, it's there virtually forever, so the income is passive. While those earnings continue to come in for you, you should be building more pages with more links, and after a while, you'll find that you have a gigantic number of links to Amazon that are all opportunities for you to earn income.

Now, let's talk about the specific steps you can take to get started with this business model.

Step One: Choosing a Great Niche to promote as an Amazon affiliate

You don't want to just promote products on Amazon willy-nilly. It might be true that they sell millions upon millions of products, but that does not mean you want to promote them all. In fact, that would be an enormous mistake.

It's very important for you to choose a good, profitable niche to start with. Not just any niche. You need to do some profitability research first. What's going to be profitable for you to create a blog or website about? What does the competition look like?

Go ahead and go to Amazon.com. Look at the different sections or categories that they have on their website of things that they sell.

Instinctually or based on things that you think you would like to write about, talk about, and promote, go ahead and click on one of the categories.

For example, maybe you are very interested in natural health. You might click through to find the natural health categories or subcategories. Click on whatever you want. You're just doing some general research at first.

Next, it's important to dig down a little bit. You aren't going to promote "electronics" in general. That's far too broad. There's way too much competition. For you as an Amazon affiliate, you're really going to want to zero in on something you know you can make great sales on without too much competition. This doesn't mean something people don't buy a lot. This means something that is narrow enough for you to stand out in but that also sells well. I'll explain more on that in a bit.

Once you've found a general category you're interested in, notice that Amazon then shows you listings of subcategories. Click through those. Take note of the best-selling items. As you go through the subcategories, are those items still selling well within those categories?

As an affiliate, you don't want to promote products that aren't selling well – you want to promote products that are selling well. It seems obvious but many affiliates make this mistake and wonder why they aren't earning.

Once you've found a subcategory that you're interested in and that seems to be selling well, go do some research on the top 10 items or the top 20 items. As you click on each product page, you'll notice that Amazon reveals its sales rank for that product. The lower the sales rank, the better it is selling. So if you find a particular really narrowed down subcategory on Amazon with the top 10 or 20 items there selling very well, then you may have found a winner.

Once you think you've found a winning subcategory that you think you might want to promote as an affiliate, go ahead and type in that subcategory or keywords related to that subcategory on Google. Which websites and blogs pop up? Take note of this. You're doing some research here that's really going to help you make your decisions as an affiliate.

Now, take a look at those specific products again. Type in, or copy and paste, the specific products into Google. What type of websites and blogs pop up in the Google search results? Take note of this. This can be very revealing.

If the products that are selling really well on Amazon have seemingly easy-to-beat websites in the search engines, then there's opportunity for you to stand out. If the search results look difficult to beat, then you may want to try to go for a different category or subcategory of products.

What do I mean by an easy-to-beat website or blog? If it's a dinky little blog that doesn't seem to have much activity or anything going on or a lot of content at all... then it's probably easy for you to create and earn with a better blog.

People buy from those they know, like, and trust. How can you stand out against the other affiliates so you earn the referral fee instead of someone else?

It's probably easy for you to create better content that people will be more interested in reading. You just have to think about what people actually need and want. They want to be convinced to buy what they're researching. Really—they do. That's where they are in the buying cycle when they're reading your very-specific product review.

Go ahead and choose the niche or the type of product you plan to promote as an Amazon affiliate. Then, you're going to move forward creating your blog, putting your affiliate links up, promoting your blog and your links, and starting to earn some money.

Step Two: Getting Started with Your Website

Now that you've chosen your niche, it's time to actually get started with your website. Before you dive into this, I highly recommend that you take a look at the competing websites that are already out there on similar niches or types of promotions. Who is at the top of the search results for the types of products that you're promoting?

You'll need to figure out a couple of things here. First of all, why do you think those specific results are there at the top of the Google search results in the first place?

Also, is there any interactivity on the pages that are ranking highly? If they have a blog, are there people who are actively commenting on their blog? Maybe they have done a good job of connecting social media and their blog and they've become a true authority in their niche as a result—this should be your goal as well.

Something that can be very revealing is whether they have any sort of list building activity going on. This can separate those who are earning a great income on Amazon with those who might not be. You can't always tell who's actually earning as an Amazon associate and who isn't, but those who seem to have put a lot of effort into this over a long period of time are probably earning a decent income because otherwise they would've given up long ago. Gather the clues of success that are right in front of you. This is a great strategy for achieving your own success.

After you've done some research into the competition, think about what you like the most about what other Amazon associates are doing in your niche. And remember that what works in one niche may not work in another niche.

Although you can gather great ideas from all over the place and try different things over time, you're never going to be working in a vacuum and you're never going to stick with one strategy forever. You'll test, learn, grow, and change with the times. What works today might not work tomorrow.

Let's get back to the actual steps you're going to take to get up and running. If you do not have the ability to invest in your website, then you can go ahead and start a blogger.com or wordpress.com blog. This is just fine and you can absolutely start earning with a simple and free blog like this.

However, if you are at all able to swing it, then I highly recommend that you purchase your own domain name and get yourself a hosting account. You can register a domain name for around \$10 a year (NameCheap.com is great) and you can get access to a good hosting account for around seven dollars a month (the HostGator baby plan is pretty good).

Warning: When you go to register a domain name, make sure you do not register any names that are a trademark of another company. This can get you into a lot of trouble. You especially do not want to register any Amazon related trademarks because they won't even approve your site and will shut down your ability to be an Amazon associate in general.

What you do want to do is think about what people who are interested in products in your niche will want to click on when they come across your website in the search engine results. What sort of domain name will get them to click on your site versus other domain names? Think about it. Think about a domain name that is highly related to keywords in your niche,

products in your niche, and so on. Make sure it is also intriguing and often interesting enough to get people to click.

Then, once you have your domain name figured out and your hosting account set up, I recommend you install WordPress on the site. WordPress is a fantastic blogging platform. It's easy to work with and it has a great number of plug-ins, themes, and everything else you could possibly need.

There are also fantastic paid Amazon specific plug-ins that you may want to explore further once you're more advanced as an Amazon associate and once you are earning money. For now, though, Amazon's usual, free Associates tools are probably just fine.

To get started with your blog, you'll want to create a great header and delete the placeholder WordPress content. Choose a good theme. Install the plugins you want. Don't over-complicate things for now- you can always make changes later on.

I recommend that you take a look at what Amazon requires of its Associates as far as your affiliate disclaimer and Amazon-specific language. You need specific disclaimers for associates which Amazon specifies in your agreements when you signed up.

You might want to create an About Me page, contact page, and other pages you think would be appropriate for your site visitors.

We're going to talk more about creating great content that will intrigue your visitors and help you make great sales as an Amazon associate. For now, pat yourself on the back for having gotten your website up and running.

You're going to review great products, talk about great products, break news about great products, help customers and readers, and be a fantastic Amazon associate and earn a great income doing it.

Step Three: Your Social Media Strategy

In addition to having your website, I highly recommend that you think about your social media strategy. Social media is an incredibly important part of niche marketing and affiliate marketing these days.

While certain social sites do not allow you to directly include affiliate links, being an affiliate is all about connecting with your readers and audience

anyway. Once you've connected with your readers and you've started to build that trust, that's when the sales start to come in.

So, you'll want to be present on social media and really start to build a presence in your niche and with the audience who is most likely to buy the types of products that you're promoting.

At the very least, you may want to create a Twitter account if the potential buyers of the types of products you're promoting are typically found on Twitter. That's the thing – you only want to bother with social sites that your audience is typically found on.

If your audience is typically found on Facebook pages and groups, then you'll either want to join those Facebook groups or like those Facebook pages, or create your own. Eventually, you will definitely want to create your own because you want to become an authority in your niche—the one others turn to and seek out.

Since you're promoting physical products on Amazon, then the more visual social media sites might be a good fit for your strategies as well. Pinterest might be a good idea for you to join and look into. There are also options like Snapchat and Instagram. Smart marketers are learning how to make use of these to increase their earnings all the time.

You don't have to go all in on all of these social media sites right away. In fact it wouldn't be a good idea to do that. But, I think you should consider taking a look at where the people of your niche, or where your most typical buyers, tend to hang out.

Choose at least one social site to start on. Start to develop a presence on that social media site so you can use it to connect with people and sort of funnel them to your blog. You're going to use this as a way to build relationships and develop a sense of trust. You're also going to use this as a way to get traffic.

Step Four: Creating Fantastic Content as an Amazon Associate

A huge part of what you'll do as an Amazon Associates is create fantastic content. This is really how you're going to get your sales. You can't just paste your links all over the place and expect to get paid for it. You have to think about the reasons people buy and what really pushes them to buy.

There's something called the buying cycle. So when someone first has a problem or has a need or desire, they think about wanting a certain type of product. They might not know exactly which one or even what type of product exists for what they want.

So, they might hop onto Amazon itself first or do some research on the web. At this point in the process, they aren't quite ready to buy – at least not usually.

It's not until they know that specific product name that they are more likely to buy. That's another reason why I had you zero in on a very specific subset of a product category for your efforts as an affiliate. Because the more specific you get, down to the actual product name, the more likely someone is to buy because they're at that point in the actual buying cycle.

They'll find you by searching in Google or seeking out information and opinions on something very specific. This is a very important point for you to understand as an Amazon associate. Specific = you earning money.

As an Amazon associate, who now has your own blog, you are going to be creating your own fantastic content that helps people make that buying decision. Hopefully, you're catching them at the very end of that buying cycle. You're catching them right before they make that decision – you're helping them get off the fence and pushing that add to cart button. And hopefully they're doing it right after they've clicked through your affiliate link.

In order to get them to do that, you have to create great content. This content might be written. Or it might be video content. Or it might be audio content. Or it might be graphic content. The point is that it's some type of content that you create. Consistently fill your blog with great, high quality content. Give people great information and then give them a call to action to buy the product you're promoting.

In terms of written content, you can create product reviews. You can review the products that you are advertising as an Amazon associate.

In some cases, you might actually own the products. You can actually review them from your first-hand experience.

In other cases, you might not actually own the product itself. That's okay too. You're not going to deceive anyone. You can report on the product. Talk about the collective opinions of the Amazon reviews. Talk about what

the manufacturer reports. Talk about the news reports that are out there on the product.

Do the digging for the customer so that they don't have to do it. Give them the statistics and information they want to help them make that buying decision. Is it a good fit for them? Be real with them and honest. If it's not a good fit – tell them. And then you can point them in the direction of something that will be the right fit for them.

You can also create content that compares and contrasts different products. You can create content that teaches them how to use a certain product. So along with review articles you can create articles that talk about your experiences, thoughts, opinions, or really whatever you want it to be.

You can also create video reviews, video commentary, and audio reviews or audio commentary, or whatever you want related to the product. People consume media in all different ways these days. Don't forget how often people consume media and research products on their mobile devices.

In some cases, maybe you don't want your niche blog to be focused solely on products. Maybe you want to talk about other things related to your niche as well. And that's probably a good idea. So, you might talk about breaking news related to the product or the niche in general. Maybe you'll talk about information and how to's and steps related to the niche. Maybe you'll talk about what's going on in your life or your thoughts related to different aspects of the niche.

The bottom line is that this is your blog. You have a specific personality and outlook on your niche. And at this point, you should've gotten to know the people of your niche, through your research and through your interactions with them, that you know exactly what they want to read.

You don't want your blog to just be sort of a spam place where you put your affiliate links. You want it to be a place where people want to visit to learn what you have to say and a place where people go to learn your viewpoint because they trust you.

Inject your personality into the content you create and you'll do great. Make it more about the people and less about your links. At the same time, don't be shy about sharing your links because you are in this to make money as well as to connect with people.

Make sure you include your affiliate links and use the tools that Amazon has provided you. You can use text links and picture links. You can use banners. You can use dynamic ads. And, when you're ready, there are great paid plug-ins you can use as an Amazon affiliate.

Step Five: More Ways to Drive Traffic to Your Blog

You put affiliate links on your site or blog and you have created great content. You're active on social media and you're certainly ready to connect with people and fill your blog up with things you're proud of. But, you're not going to earn money if you don't get more visitors, right?

When things have really gotten started and you are in the groove, it's time to think about ways that you can start to drive more traffic to your blog. It might be time for you to join more social media sites, create more content, create a web of media properties (a YouTube channel, article marketing, guest blog post, social media, etc.).

You can also consider writing guest blog posts for sites that are related to your site.

You might consider driving paid ads to your site.

I highly recommend that you take advantage of list building. Create a squeeze page where you give away something for free that's related to your niche (something that those who visit your blog will be highly interested in) and drive traffic to it. You can take out paid ads to drive traffic to this page. You can drive free traffic to this page, via social media, article marketing, and so on.

And once you start to build your list, you can notify your list every time you have a new blog post. You can notify your list whenever a certain product you think they would like is on sale. When you have your own list, you have a true business asset. Once you have your own list, the sky's the limit as an affiliate.

Earning More with Amazon Affiliate Marketing

I've touched on this already, but I highly recommend that you focus on list building as much as you do on the other aspects we've talked about – if not more. Join an autoresponder company, such as aWeber. Start to build your list, by giving something away for free and driving traffic to it.

Once people are on your list, you can update them on your latest content and on things you're promoting as an affiliate.

You can earn more once you have relationships with people. People tend to buy from and through those they know, like, and trust. It can be hard to make money when you're trying to sell to people cold. If they just land on your blog randomly and they have no idea who you are, they might not want to click through your link and buy.

They may not trust your view as much as they would otherwise. But, if they're on your list and they get to know you and who you are and that they really can trust you, then they're going to click through your link. They're going to trust this review in the next five reviews you release. And they won't just buy from you one time; they might buy from you over and over again.

So, you can work on building your list so it becomes bigger and bigger over time. You won't just earn a commission from someone one time; you'll earn a commission from them time and time again. That's fantastic for you and for your bank account.

Also, consider promoting higher ticket items if you want to earn more as an affiliate marketer. You might not sell as many of those big ticket items, but you can earn a bigger commission doing so.

Test it out and see what works for you.

That's often what it comes down to. You have to test and track what works for you. Test using images versus no images. Test the sizes of your images. Test the angle of your images. Test images you take of products on your own versus using the stock images that Amazon or the manufacturer gives you. Test using video versus written content. Test many different things over time.

If you really want to earn more, then once you find that one of your promotions or articles or whatever it is does really well, ramp up that promotion. Get every single dime you can out of something that's earning for you. If a particular promotion is a dud, just drop it. Cut your losses. Focus on your winners and cut the losers.

Becoming a Successful Amazon Affiliate Marketer

I have no doubt that you can become a successful Amazon affiliate marketer. You can start today. Follow through with the tips and plans I've

laid out for you here. I hope you're excited to get started. This really is an exciting business model. This isn't something that's here today, gone tomorrow. The Amazon Associates program has a long track record for a reason. It truly has changed many lives for the better. Get started today, remember that this is a numbers game. Your earnings might start out slow and steady... But then things really can start a snowball, especially if you take advantage of some of the smart marketing strategies we've talked about.



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