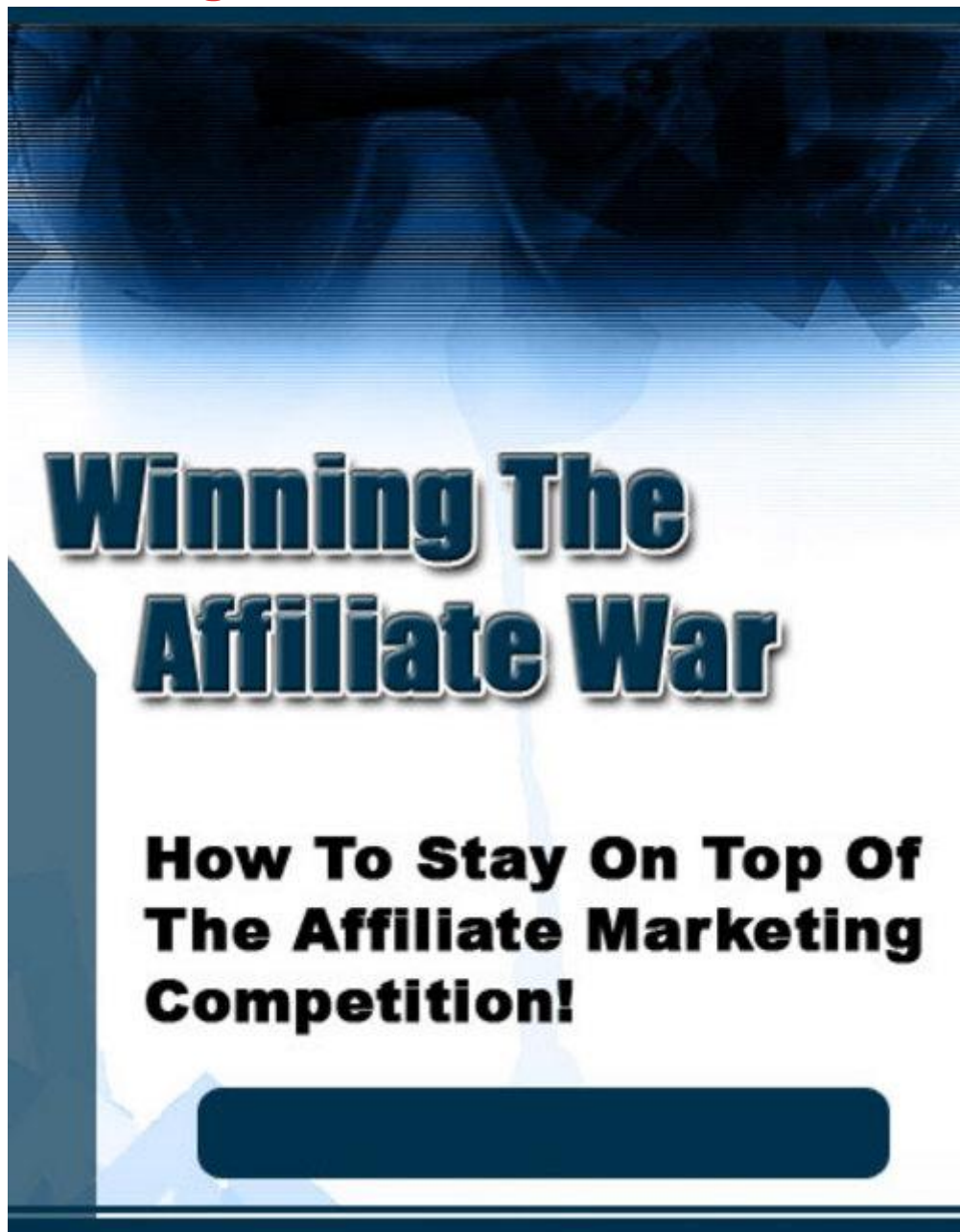


Winning The Affiliate War - Confirmed



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Winning The Affiliate War How To Stay On Top Of The Affiliate Marketing Competition! Here is a Sample Chapter: Dont Cut Yourself Short With Offering Rebates! Rebates! Rebates seem to be all the rage in todays market place. Rebates are everywhere. Out in the brick and mortar world there are mail-in rebates and instant rebates offered on every product imaginable from computers to home appliances to cars. In cyber space the rebate is everywhere. Rebates are offered on all kinds of programs, software, products and services. A rebate is simply a discount in fancy clothes. The principle is exactly the same. The

customer pays less than the list price for whatever the program, software, product or service might be. The customer is getting a bargain. Thats true. The question, however, is what exactly is the seller getting? The answer to the question, what is the seller getting, is pretty simple. The seller is getting less money than he is entitled to get on every sale he makes. If the seller is giving a 50 rebate that means that he will have to sell twice the number of programs, software copies, products or services to make the same amount of money he would have made had he not offered the 50 rebate. The seller is giving away his profit especially if the seller is an affiliate marketer because any rebate an affiliate marketer offers his customers comes out of his commission. For example: if you are marketing a product that sells for \$197.00 and you earn \$98.50 from it, offering a rebate of \$50 means that your commission is only \$48.50 per sale. You arent going to be earning very much per sale. That cant be a good thing. There has to be a better way than offering big rebates...and, fortunately, there is. One of the big problems with offering big rebates is that the offer attracts what is known in the business as cheap customers. Cheap customers are those who never expect to pay the full price for anything, ever or under any circumstances. They expect to get something for nothing and that something for nothing expectation will always come out of your pocket. You are simply better off without cheap customers. The answer to the rebate question is just this: give your customers a good reason to buy from you at the full price. Even if you have to pay something for incentive bonuses, it is better than offering a rebate to the customer.

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