

## Make Money Online with affiliate programmes

Affiliate programmes is another easy way to make money online. Working as an affiliate means that you will be paid a commission to sell other peoples products or services. The beauty of this is that you don't need to worry about keeping inventories. Some of the affiliate programmes available are very simple and easy to join.

They have a database of merchants offering a variety of products and services. All you need to do is to sign up with them and they will give you a special link that you will use to promote products or services of your choice. After signing up with different affiliate (profitable) programmes, you will be on your way to exploiting a rich niche which millions of people are using to make money online.

Key here is identifying a niche product that is in high demand. Simply get a link and promote that product. You will get a commission for every sale generated from your link. There are various ways that you can use to promote your link and one of them is setting up Pay Per Click (PPC) ad campaigns on various search engines like Google, Yahoo, MSN, Goclick the list goes on and on. You pay for every click your ad attracts. Your ad will appear on the sponsored search listings on search engines. Google calls it Adword. Setting up PPC campaigns requires alot of skill and experience, otherwise you can easily blow up your budget or be very disappointed with the results. If well set, PPC campaigns can lead to huge sales and thus huge profits and this as I mentioned is one of the easiest ways for you to make money online especially for those who don't want to leave the comfort of their homes. It is a work from home business opportunity.

Of all the PPC providers, I find Google the most fair. Reason being that what your ad position is not based on the highest bidder like in yahoo and other search engines. For Google your ad position will be the product of your bid price and Click Through Rate (CTR) . Meaning that you can pay a premium to rank high even if your ad is irrelevant in the search results, but you can also rank high if your ad is relevant and receives many clicks.

The benefit is that with a fine tuned ad, just about anyone can rank high without necessarily paying a premium. It is a fair go for all if you like it. Google punishes irrelevant ads while rewarding relevant ads. Some of the leading Affiliate programmes that you can make money online with are Clickbank, Commission Junction and Amazon.

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### About the Author

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