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How to Build a Truly Significant Affiliate Marketing Platform

Let's get one thing clear. A lot of people call themselves affiliate marketers, but the way they carry themselves leaves much to be desired.

That's just a polite way of saying that a lot of people in the affiliate marketing game are completely delusional. They assume that making money online is really just a money grab. They think that they just need to, somehow, some way, show up and all of a sudden, all this money will appear.

I know this sounds infantile and childish, but let's be honest. This is how a lot of people think. This is definitely how they operate judging by the kinds of websites they put up.

A lot of these websites are very laughable because they are so basic. Even online stores using Shopify have a lot of room for improvement.

You have to understand that if you want to make money online, you have to deliver value to the lives of people you're trying to sell to. That is the bottom line. For you to get something, they have to get something first.

Last time I checked, people are not going to give you their hard earned dollars just because they had nothing else better to do. They're not spending money after clicking on your ads for their health. Instead, they're looking for value.

They have a problem, and they're looking for a solution. If you deliver them that solution, you make a commission. If you fail to make the case, then you don't make any money. It doesn't get any simpler than this.

Most People Missed Out on the Memo

The sad reality is that most affiliate marketers have missed out on the memo. They think that they just need to promote a really hot affiliate product and somehow, some way, the conversions will come.

Maybe they had to buy traffic or maybe they have to buy some sort of "sales funnel system" and everything will pretty much operate on an autopilot basis. They delude themselves into thinking that there is some sort of "set it and forget it" solution out there.

The vast majority of people who try their hand at affiliate marketing fail precisely because they buy into this type of thinking. If you want to truly succeed in the affiliate marketing game, you have to do something basic yet different.

How to Build a Truly Significant Affiliate Marketing Platform

The key to success in this game is to come up with a significant affiliate marketing platform. This is a platform that actually adds value to people's lives. This is not some sort of shallow affiliate site populated with low quality content that simply pimp a keyword.

Believe me, there are millions of those sites littering the internet. Most of them are not making any money. If you want to make real money in this game, you have to add value.

How do you do this? You can create a search engine service where people looking for information in your niche would search your platform to get specialized content. This content will then show your affiliate ads. You can also feature a list of information that they can't find elsewhere because you've gathered this information on your own.

Whatever the case may be, come up with a solution that adds clear, distinct and easy to appreciate value to the lives of people looking for niche materials. That's the bottom line.

Sadly, too many affiliates think that they just need to invest in low quality content by buying from the cheapest writers possible and post up website after website to make money. I'm telling you, that is a one way ticket to early bankruptcy. Don't even think about it.

Again, to make money online, you have to add value to people's lives so they can add value, in the form of sales, to your life.