

This guide is designed to teach you the basics of Affiliate Marketing. I want you to understand how it works, who the players are, and how you fit in. When you've completed this book, you should have a solid understanding of Affiliate Marketing. In this book, we cover all the basics in as much detail as to provide a great high level understanding of Affiliate Marketing, but not so in depth as to cause confusion (hopefully). Although there are many different roles in Affiliate Marketing (Merchant, Affiliate, Network, Program Manager), in this book we'll focus our attention on the Merchant and Affiliate roles and how they are connected. It's very important for beginners to Affiliate Marketing to understand their role: Affiliate or Merchant. I cannot tell you how many times I've heard people misuse the term "Affiliate", when they meant "Merchant". (If you ever want to reduce or remove any potential respect you have earned from a professional Affiliate Marketer, misuse the term "Affiliate".) If there is one thing that I hope this guide does for you, it will ensure that you never misuse the term "Affiliate". (Ever.) This guide should leave you with no question as to your role in Affiliate Marketing. The details given about each of these roles is relatively high-level and simplified for illustration purposes. So, at the end of this book, you will have a good comprehension of the industry and how you fit in. When you're ready to learn more specifics about your role and how you can use Affiliate Marketing in your business, we have more detailed guides written for you, video training and more.

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