

Should You Own the Product or Sell as an Affiliate?

Affiliate marketing is one of the fastest-growing areas of Internet business today, and many professionals make quite a lot of money selling other companies' products for a part of the profits. These marketers never sell their own product, but rather spend time and money driving traffic to the actual product owner's site.

If you're considering beginning a career making money online, you may be struggling with whether to be an affiliate or own your own product. Affiliates don't need to be bothered with developing a product or service and all of the sales letters, pitch pages and other things involved with actually getting the sale. Product owners also have to consider ecommerce options, email marketing and other costly forms of online advertising.

One negative aspect to becoming an affiliate is that you can't control the actual product. First, as a new affiliate, you must look at as many opportunities as possible to find a product you feel you can promote whole-heartedly. Click Bank is a popular option to find these programs through, but other sites exist as well. Of course, other affiliates already exist for all of these products already, too – so consider your competition, even though they're promoting the same thing you are.

Another negative aspect to being an affiliate is that you can't control how a customer is treated after leaving your site. If they buy, you will not be in charge of servicing them in the future, and if they have a bad experience, then they may be likely to blame you. Bad word-of-mouth travels fast on the Internet, so make sure you're marketing products for a reputable and well-established company, too.

Product owners have the advantage of controlling the entire sales cycle, from developing an idea to servicing a customer after the sale. Owners also are able to retain total control over the site and development of the product. Finding affiliates and developing different avenues for marketing and advertising will also be on the to-do list for an owner.

Developing a great affiliate program will enable you to find plenty of professional marketers to help increase your sales and exposure. Over time, you'll also be able to change your sales pitches and follow-up programs to determine the best way to maximize your potential conversions with new visitors.

So, the question of whether becoming an affiliate or product owner is right for you will be an individual decision. Each option has its advantages and disadvantages, but you'll need to determine which are most important to you.

Many professionals that make their living on the Internet decide to actually do both. They may create their own product such as an eBook or subscription service of some sort, and then also recommend other affiliate products that are related to their product.

This option creates effective forms of passive income over time, so that you can increase your income without spending more time trying to do so. You may also start doing only one, and later add the other as you learn more about the process and business of making money online.