

Affiliate Marketing Tools

The simplest way to make money online working only a few short hours a week is to build a web site packed with content. So much content that once you've made a web surfer land on your web site, they will have to come back for more again and again. Content rules supreme on the new Internet!

So where do you find a lot of it and for very little money? Well, you actually have quite a few options here. There are many article directories and many web site owners that will actually let you use their content as long as you keep the resource box intact. If you are new and you have just joined your first web master affiliate program, that's the best way to go about it.

Free resources are easy to find and will really help you kick-start your business and earn money faster than you otherwise would if you were to write everything by yourself. Of course you will have to write some original content every now and then and the more you do the better your web site will be rated. It's good to have something new to add each week, even when you don't have time or inspiration.

Another way to add new content is by using Private Label Content articles or PLC. PLC generally refers to articles, ebooks and manuals that are free for subscribers to use as they wish. There are a few restrictions, however: you cannot claim copyright to PLC, or submit it to article sites, unless you change the content significantly. Unlike free articles directories, you will have to pay a subscription fee.

They have the very important advantage that you don't have to add a resource box, which always points to some other web site that can steal your prospective customers. You will probably get 10 to 40 new articles a month, depending on the market niche you are interested in. And these articles can really get you going and make some money with the Internet marketing affiliate program you've joined.

How can you use them to make the most of them? If you have a hard time building mailing lists for your marketing campaigns then you can try to see if they would be more attracted to sign up for a 6 month long weekly course, which can be entirely comprised of PLC articles.

And one last thing for you to thrive on the Internet marketing arena, don't use web site templates! I know free stuff is great and easy to find on the internet and I know there are tens of thousands of different web site templates out there, but they will not help you advance your business. You need to think out of the box, you need to be creative and you need to differ from any other web site your customers may see while searching for what they want to buy.

So do yourself a favor and rather than downloading a web site template, try to learn a bit about how to build a web site yourself. It will help you a lot in the long run and will give you all the flexibility you need for a successful business.

If you're looking for more FREE marketing lessons, visit <http://www.squidoo.com/squidoolensmaster>. You will be very glad you did.