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# **Affiliate Marketing - The Negatives**

It is only natural for people to want to dwell on the positives of any program. The affiliate marketing industry in general has worked out extremely well for all involved.

However, there are some negatives to affiliate marketing. I thought we might cover a couple of those real quick.

First of all, it is not as easy to make money as people would lead you to believe. There are skills that are required to generate traffic and then convert some of that into paying customers.

Obviously it is a great advantage to have the products and even some marketing materials handed to you by the affiliate company. However, you are still going to have to learn how to get traffic heading towards your website.

The other thing is, do not use the replicated website that the affiliate merchant gives you. You will need to learn how to create your own website or even a blog and then structure it to make sales.

One of the skills that comes with affiliate marketing is learning how to set up a funnel system.

In this funnel, you are generating traffic to your website, sending that into an autoresponder for future follow-up, converting some of your traffic into sales, and then following up with those sales to convert even more sales.

The real success stories in affiliate marketing are the people who learn how to do this.

The negatives are that as high as 95% of all people to join an affiliate marketing program will never make any money. Just as in life where there's an 80/20 rule.

In affiliate marketing 80% of all revenues are generated by 20% of the affiliates. You can be one of the 20%.

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