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Affiliate Programs - How Many Should You Join?

Because they are free to join many people join affiliate programs almost as a hobby. The real question is how many should you join for every website that you have?

There is no definitive answer, but a general rule of thumb is you get more with less. Here's what we mean by that.

You will stand a much better chance to make a sale if you focus on only one or two products for every website you have. Focus is the key because the visitors coming to your site do not spend a lot of time there.

If you overwhelm them with choices, they may leave without ever making any. If you give them one product, and provide information as to why they should buy it, then you have a better chance to make a sale for that product.

This is especially true on mini sites where they really are only interested in selling one product. On the other hand, portal websites may contain many choices, and your goal at that point might be to get your visitor to bookmark your site and come back again in the future.

Another consideration on affiliate programs is how much money you are earning on the product you're selling. One thought is to sell three levels of affiliate products that really allow you to maximize each customer.

For example, you could sell a product that earns you \$10 in commission, one that earns you \$50 in commission and one that earns you \$100 in commission.

As long as the product continues to solve the customer's needs, and you're maximizing out each customer, in that instance you would want to have three affiliate programs or products for your site.

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