

Published based on [The Benefits Of Affiliate Marketing – Part B](#)

The Benefits Of Affiliate Marketing – Part B

In my last blog post dated June 5, 2008, I started to outline the benefits of having an internet affiliate marketing business. Here are some more benefits for you to consider:

1. **Your Customer Base Is The World**

With a traditional business, your customer base is limited to your immediate geographic area. With an internet business, you have the whole world at your disposal. People in countries like China, India and Russia are starting to come online. These people are pouring in like a tidal wave because they are all hungry to make extra money. Remember that China and India alone contain a significant percentage of the world's population.

2. **The Risk Is Very Low**

Listen, if you decide to "throw in the towel" and quit your internet affiliate business, you will only lose your small monthly fee. Compare this to say, a restaurant owner who goes bankrupt and loses his or her life savings. Additionally, a lot of the advertising and marketing on the internet can be done for free. Admittedly, you will reach success much more quickly if you spend at least a certain amount of money on your marketing efforts.

3. **You Are Not Restricted To Business Regular Hours**

In affiliate marketing, your business will literally run 24/7. When you are sleeping the night away, people on the other side of the world are wide awake and potentially finding your business online. Keep in mind too that a lot of people surf the internet when they are at work (I know, they should really be working at their job).

In spite of all the benefits of affiliate marketing, you still need a great affiliate program to work with. Keep in touch, as I will be reviewing some affiliate programs for you in the near future. Some are great and others are somewhat questionable, so I will be honest with my reviews. See you soon.

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