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# **Why "Quitting" An Internet Affiliate Marketing Program May Sometimes Be A Good Thing**

Internet affiliate marketing experts sometimes quote the phrase, "a winner never quits" to remind themselves that they should never give up even if they fail to make money with a particular affiliate program.

In an industry where more than 95% of the people quit and never make money, persistence can be a virtue.

Persistence is one of the keys to real internet affiliate marketing success. Nobody makes money by throwing up a website, surfing around on a traffic exchange, buying advertising through a Co-op, and sleeping in late.

As big of a mistake as it is to give up on an affiliate program too soon, it's also pointless to stick with a flawed program believing that a winner never quits.

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