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Who Is Your Brand? Personal Branding For Affiliate Online Marketers

It's important when operating your affiliate online marketing business that you promote your own business and not someone else's. This type of self-branding is taught in many different online courses. However, many affiliate online marketers still spend a lot of their time promoting other people's products using the resources supplied by affiliate programs which serve only to promote the business behind the program. This result is the affiliate marketer remaining invisible instead of building awareness about them.

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