

Column, bar, and pie charts compare values in a single category, such as the number of products sold by each salesperson. Pie charts show each category's value as a percentage of the whole.

Fundraiser Results by Salesperson

| PARTICIPANT | UNITS SOLD |
|-------------|------------|
| Andy | 11 |
| Chloe | 15 |
| Daniel | 9 |
| Grace | 14 |
| Sophia | 21 |



SHARK LABS

WE BUILD BRANDS

COMMON AFFILIATE MARKETING MISTAKES

- Andy
- Chloe
- Daniel
- Grace
- Sophia



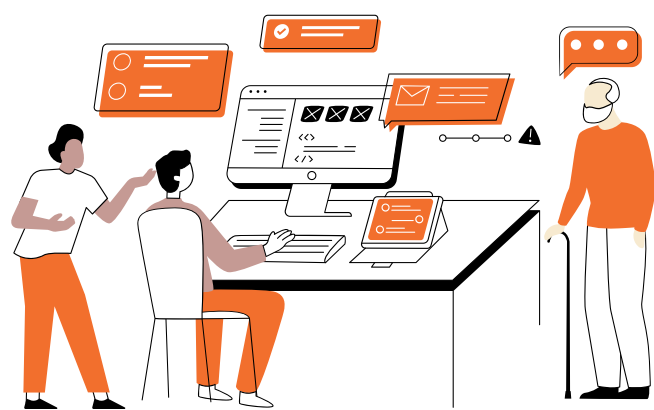
Many people who try to build an affiliate marketing business fail because they make common mistakes that end up ruining their business. In this section, we will discuss the most important mistakes so that you will be able to avoid them when you do start your own affiliate marketing career.



THINKING THAT A WEBSITE IS THE ONLY WAY TO SELL AFFILIATE PRODUCTS

Many affiliate marketers make the mistake of focusing too much on their website and not finding other opportunities outside to promote their affiliate products. Every now and then, your followers will forgive you if you promote to them through Facebook, Twitter or even Instagram.

When guest posting in your friends' website, you can also post affiliate links relevant to your topic. Make sure that you get the permission of the website owner first. Few will actually allow you to do so. However, if it is possible, you should take the opportunity.



NOT BUILDING A COMMUNITY FROM DAY ONE

The biggest affiliate marketers in the industry can demand certain discounts, freebies and other promotions. They can do this because tens to hundreds of thousands of people follow their content. This is your goal and it makes sense to start building this goal for day one.

From your first article or video, you should already start considering your audience as a part of that community. If you have this kind of mindset, you will be able to avoid making some of the basic mistakes in this list. With a community building mindset, you will put your community member's interest first. You will not focus on factors like commission rates of your products or conversion rates of your marketing tools. Instead, you will be able to focus on helping the members of your community. You can do this by providing useful content to your audience (community members) and opening them to exclusive offers that only you can give them.

In the beginning though, try to help your community members by providing them with the information they need. As your community grows, you will be repaid by the love they show your content. They will talk about it, not only in the comment areas of your website but also in other places online.



BECOMING TOO SALESY BY CLAIMING EXAGGERATED RESULTS

Many affiliate marketers think that selling is all about highlighting the positive parts of the products they promote. This is far from what is actually happening in reality. The population of internet users is becoming smarter each year. They are becoming more mindful of false information. This is especially true with internet buyers. With thousands of products available online, the average consumer have options on where to get their products.

If you make exaggerated claims regarding the features and benefits of the product you are promoting, most people will call you out for it. People are more vigilant now with these types of schemes. If they think that you are fooling people with your claims, they may make a post about it in social media. It is common nowadays for regular people to attack business by posting negative things about them online.

When posting about your products in any of your content, you should make it a habit only to talk about the facts. When using a product for instance, you should only talk about how you like to personally use it. Talk about the pros and cons of the product based on your experience. If you set an extremely high expectation, your audience will be disappointed when the product actually arrives in the mail. Because you have a website, they will be able to go back to your claims and leave negative comments. They may even call your entire business a scam. You do not want this to happen to you.



An affiliate marketing business is easy to start. You can definitely fund it and work on it on your own. However, it is also the ease of entry that makes it easy to let go. Many of people who fail at affiliate marketing give up on the task before they even start making money. When they fail to see results in the first few weeks of creating content, they start to doubt the process and consider quitting. Many of them give up on their project before the sixth month period.

One way to avoid this is by working with others who believe in your vision. I am not talking about hiring an employee. Instead, I am talking about working with a partner. A business partner motivates you to work on the business even when you do not want to. It also has the same effect on your partner. They will also be forced to work on the business because you are holding them accountable.

A partner not only increases the amount of work hours put on a business but also gives it a longer financial runway. In startups, the runway refers to amount of time that the capital fund of a business can fund its operations. If all business partners chip in to fund the affiliate business, the financial risk will be divided.

In the beginning, the first few people you will convince to use your affiliate links are your family and friends. Your friends and family members will be the first group of people who will see the content and marketing materials you share in your social networking accounts.

With a partner, the reach of your organic marketing will significantly increase. You will be able to double the amount of people who sees your marketing materials if both partners share the content with their personal social media accounts.



SHINY OBJECT SYNDROME

Another reason why most affiliate marketers fail is because of what is known in the industry as the “shiny object syndrome”. This phenomenon is common among entrepreneurs. The minds of entrepreneurs are so active in looking for business opportunities that it continues even when they are already working on a business. Many of the entrepreneurs who lack discipline jump from one business opportunity to another. In the middle of working on an affiliate marketing project, they decide to abandon it and start doing another type of business. This usually happens when the first idea takes too long to start showing progress.

You can avoid this common mistake by plotting the steps that you need to take to reach your goal and holding yourself accountable for reaching these goals. Consider that if you start with another project while you are in the middle of another one, you will go back to square one. Instead, you should just take note of your business ideas for you to start later on. For now, put all your focus, energy and effort on the current project you are working on. The more time and resources you put on this project, the better its chances will be of becoming successful.



NOT DELEGATING TASKS

Affiliate marketing is a business. All businesspeople need to use the power of delegating to be successful. Creating a successful community for your affiliate marketing offers will require a lot of work. You will need to write hundreds of thousands of words of content. You will also need to create hundreds of hours' worth of video and audio content.



Creating content is more than just writing or recording. You also need to do a lot of research before writing, proofread your articles, edit your videos, create featured images for your blog posts, and create thumbnail images for YouTube.



The point is that your success depends on thousands of hours of work. To become successful, you will need help. This is where a VA can help you. VA stands for virtual assistant. To hire a real assistant, you will need to consider many factors like his or her pay, benefits, tools for working and other things. A VA on the other hand, is hired by a third-party company. You only pay the company a fraction of what you would normally pay a full time personal assistant. In turn, they will provide you with an assistant that has the skills that you need for your business.



Today's Virtual Assistants come in different forms. Some of them are jack-of-all-trades. They can do pretty much everything from writing your content to editing your YouTube videos. There are also some types of VA with specialized skills. Some can act as a personal assistant, answering emails and scheduling appointments for you so that you no longer have to deal with these kinds of tasks. Some specialize in specific industries, like real estate, accounting, finance and many more.

You can also use VAs to get some of your tasks off your plate. If you do not have the skills for editing your own videos for example, you can look for a VA with this kind of skillset. You can agree on a price and start on a per-project basis. If they deliver in terms of the quality of work and deadlines, you could hire them again for future projects. If their quality of work or work ethic is problematic, you have the choice to give them another chance or to let them go.

Finding a good employee is just as complicated online as it is offline. It may take you a few tries before you find one that works well for your business process.

FAILING TO TRACK RESULTS

After building your affiliate marketing assets, you cannot just sit back and wait for the business to make you money. You need to continue observing the system you've developed and examine how it could be improved. Examine each step that your customers take before they end up making a purchase and find ways to improve their success rate. In some cases, you may need to improve your activities in gathering traffic. There may also be some improvements needed in converting your traffic into paying customers.



You can only learn what improvements are needed if you track the important data in your website. Luckily, you can do this free with tools like Google Analytics, Google Webmaster Tools, Twitter Analytics, Facebook Pixels and other forms of website activity tracking technology. They are easy to set up but the insights they provide can be the difference between success and failure.

