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Affiliate Marketing and Residual Income

[caption id="attachment_221" align="alignleft" width="150" caption="Residual Income is the Secret to



Massive Success"]

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Two Real World Affiliate Marketing Strategies

- It takes 100 clicks to make a sale. Each sale pays a \$100 one-time commission. There is a 5% refund rate. If you pay \$0.80 per click, how much money will you make per \$100 investment?
- It takes 100 clicks to make a sale. Each sale pays a \$100 plus a monthly commission of \$10. There is a 5% refund rate and the average monthly subscription lasts 4 months. If you pay \$0.80 per click, how much money will you make per \$100 investment?

In the first example it would cost \$80 to make one sale. $\$100 - \$80 = \$20$ less 5% refund rate equals \$19 net profit. That's a pretty good 19% return on your advertising investment.

In the second example, same result for the initial sale - but the NET PROFIT is much, much more impressive due to the monthly residual income. Here you would get \$19 for the upfront sale and an additional \$40 over time. That's \$59 net profit for a 59% ROI.

Residual Income - The Difference that Makes a Difference

Pay close attention to any "Super Affiliate's" marketing model and you will quickly discover the only time they will offer a one-up product (it pays only once for initial sale) is if they can somehow leverage that sale. For example, they may offer a free report or special insider review and bonus if you make the purchase through their affiliate link...

...and the LEVERAGE is in collecting the opt-in information.

Because a targeted opt-in list is often worth \$0.25 to \$5.00 PER MONTH or more to the list owner.

Or there maybe an UPSELL later that has the potential to earn another commission.

But what you will notice more often is they FOCUS on promoting products or services that not only pay a one-up commission but also pay a significant monthly residual commission. In other words, if the affiliate product does not have a continuity program behind it - most super affiliates will never touch it.

Why should they? It can mean the difference between a 19% ROI and a 59% ROI.

Multiple Residual Income Streams is the Key to Wealth

The Nile river is the longest river in the world. You can see it and it's two main tributaries from space. It's that big.

What you can't see is the Nile is actually fed by THOUSANDS of individual streams and tributaries. Thousands. A lot of tiny streams merging to create one massive, world-record breaking river.

Taking your affiliate marketing income to the next level is often a matter of creating your own RIVER of income by creating multiple, tiny streams of income.

Start promoting products and services that pay a monthly residual income. And only those products. And then simply sit back and watch the magic happen.

Because when you have residual income coming in - you never start the month at zero!

Think about that.

You are never truly starting over or starting from zero and hoping beyond hope you sell something this month.

[CBEngine](#) is the product I use to find products on Clickbank that offer a monthly commission. This service also shows you the average number of returns, the average earnings per 100 clicks, best sellers, and more. They have a free option available and it is certainly worth checking out.