

# Our 3 Golden Rules of Affiliate Marketing

## Rule #1 Only Promote the Best Products

So firstly, why wouldn't you want to promote each and every product out there? Well, the main reason is because it cuts down on the trust between you and your readers. Which is pretty much the exact opposite of what you want.

Why? Because if your readers distrust you, they will stop coming back to your site, reading your posts and worst of all, clicking your links.

For example, we have about 10 sub-categories on our skin care site, yet we try to only promote the best products out of each of those sub-niches.

Sure, we could promote each and every product we review, but why would we? Our readers would think we are just out there to scam them, would most likely stop trusting our opinion and ultimately stop clicking our links.

And that, my friends, is not good for business.

## Rule #2 Optimize Your Pages

For the most part, we fucking loathe banner ads and find that in-text links actually convert much higher on our site.

Furthermore, by adding a strong call to action at the bottom of your posts with text links you urge your reader to take a desired action, ultimately increasing your click through rates.

Remember, once a reader finishes reading your content they need something to do. Give it to them by using a call to action!

## Rule #3 Pre-Sell Your Product; Don't Whore It

This is possibly our biggest rule of thumb. When people are looking to buy something online, they are typically looking honest and unbiased opinions.

That means you want to talk about your product, not sell it.

What does this mean? Well, you want to be sure you are highlighting both the advantages and disadvantages of the product you are promoting.

It may sound a little backwards but if you can touch on the positive and the negative aspects of the product, your readers will be more likely to trust your review and typically buy the product.

Et voila! Our 3 golden rules of affiliate marketing that we have built our various affiliate sites on.

**[Ready to get started with affiliate marketing? Sign up and learn how we make money with affiliate marketing!](#)**