



# WINNING THE AFFILIATE WAR

How To Stay On Top Of  
The Affiliate Marketing  
Competition!

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## Affiliate Marketing – How Really Competitive It Is



When you watch a football game on TV, you can easily see how games are won or lost in the battle that takes place on the line of scrimmage. Offensive plays are designed to protect the quarterback and/or to open up holes in the defense so that yardage can be gained.

Defensive plays are designed to sack the quarterback or close holes that would allow yardage to be gained. Quarterbacks and coaches get the credit for wins and blame for losses but the battle is won or lost in the trenches.

Affiliate marketing is a lot like a football game just without the bruises and sore muscles. An affiliate marketer must design offensive plays and defensive plays that will put him in a position to win the affiliate wars.

When you are one of many marketers who are trying to sell the very same product to the very same consumers, you had better have a plan to get at least your fair share of the market or more.

Every niche market on the Internet is highly competitive. If it isn't competitive then there can't possibly be much of a customer base to sell to. That is just the nature of all Internet marketing and in every niche.

Maybe you do have a long and impressive list of paid customers. That's great! It means you have already won several of the affiliate marketing contests and come out on top. The problem is there are always those up and coming marketers who want your customers on their lists.

Your list and your competitor's lists may well contain many of the same names and email addresses. Just having a list will not be enough to assure you of a victory when selling an affiliate product. You have to design some offensive plays that will assure that your customers buy from you and not from your competitors.