



# Sellers' Conference for Online Entrepreneurs

SCOE 2011

Peer Presentation Series

**THE AMAZON ASSOCIATES PROGRAM**

**Skip McGrath**

# The Amazon Associates Program

Skip McGrath

Publisher – Online Sellers News

[www.SkipMcGrath.com](http://www.SkipMcGrath.com)

# *Amazon Associates Program*

**Associate = Affiliate**

Amazon will pay associates a commission to refer sales to:

- Amazon.com
- Endless.com (apparel)
- My Habit (fashion & accessories)
- Amazon Wireless (cell phones & service)
- Small Parts (Industrial & lab supplies)

# *Amazon Associates Program*

<b>Number of Products Shipped/Downloaded in a Given Month**</b>	<b>Volume-Based Advertising Fee Rates for General Products</b>
1-6	4.00%
7-30	6.00%
31-110	6.50%
111-320	7.00%
321-630	7.50%
631-1570	8.00%
1571-3130	8.25%
3131+	8.50%

# *Amazon Associates Program*

## Specialized Category Commissions

### US – Fixed Advertising Fee Rates for Specific Product Categories

Product Category	Fixed Advertising Fee Rates
Electronics Products	4.00%
Amazon MP3 Products	10.00%
Amazon Instant Video	10.00%
Game Downloads Products	10.00%
Endless.com and smallparts.com Products	15.00%
Myhabit.com products	15.00%
Gift Cards Redeemable on the Amazon Site	6.00%

# *Amazon Associates Program*

## Why Join?

- Earn commissions on sales you refer to others
- Earn Commissions when you refer people to your own products on Amazon

# *Amazon Associates Program*

## Who Should Join?

- Do you operate a website or blog? (Amazon requires this sign up)
- Do you have traffic?
- Do you have a newsletter or customer list that you communicate with?
- Do you Facebook or Twitter?

# *Amazon Associates Program*

## How Does It Work?

- Amazon provides text, image, and banner links
- You promote the links via your website or blog
- When a customer clicks on a link they are taken to that product on Amazon. Amazon sets a cookie in their browser
- If they purchase anything from Amazon within 24 hours you earn a commission



# *Amazon Associates Program*

Welcome to Associates Central

**Quickly Add Links**

**Search for a product**

**Browse for a product**

Copper Fence Post Mount

keyword or ASIN/ISBN

# Amazon Associates Program

Top results from Amazon.com

Link to this search [Get link](#) ▼



[2 Pagoda Solar Post Lights](#)

Westinghouse

\$17.99

[Get link](#) ▼



[Plastic Copper Square Post Deck Fence Mount \(set of 2\)](#)

KIGI

\$13.00

[Get link](#) ▼



[Brinkmann Deck Mount Torch Light \(2-Light Set\) \(882-0606-0\)](#)

Brinkmann

\$25.49

[Get link](#) ▼

# Amazon Associates Program

**Text and Image** | **Text Only** | **Image Only** | **Add to Widget**

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**1. Customize Link**

Open link in new window  
 Show border  
 Use larger image

Price Options:


Background Color:

Text Color:

Link Color:

**2. Live Preview**

This link is served by us. You do not need to download the graphic. Just highlight and copy the HTML code to



[Plastic Copper Square Post Deck Fenc...](#)  
Best Price **\$13.00**  
or Buy New **\$13.00**

[Buy from amazon.com](#)

[Privacy Information](#)

**3. Get HTML Code For This Product Link**

Highlight and copy the HTML below, then paste it into the code for your Web site.

```
<iframe src="http://rcm.amazon.com/e/cm?t=skipmcgratsau-20&o=1&p=8&l=asl&asins=B004TDNM8Q&ref=qf_sp_asin_til&fc1=000000&IS2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=FFFFFF&bg1=FFFFFF&f=ifr" style="width:120px;height:240px;" scrolling="no" marginwidth="0" marginheight="0" frameborder="0"></iframe>
```

[Highlight HTML](#)

# Amazon Associates Program

## Associates Site Stripe

The screenshot shows a browser window with three tabs: 'Amazon.com Associates ...', 'Amazon.com Associates ...', and 'Amazon.com: Plastic Cop...'. The browser's address bar and navigation buttons are visible. Below the browser, the Amazon.com site stripe is displayed. It features the Amazon.com logo with the Prime logo underneath. To the right of the logo, there is a personalized greeting: 'Hello, Skip McGrath. We have [recommendations](#)'. Below the greeting are links for 'Skip's Amazon.com', 'Today's Deals' (with a gold coin icon), and 'Gift' (partially visible). A blue navigation bar contains a 'Shop All Departments' button with a dropdown arrow, a search bar with the text 'Tools & Home Improvement', and a dropdown arrow. Below the search bar, there are three buttons: 'Home Improvement' (underlined), 'Bestsellers', and 'Brands'. To the right of these buttons, there is a link for 'Lamps & Light Fixtures'.


# Amazon Associates Program

## Amazon A-Store

<http://astore.amazon.com/skipmcgratsau-20>

### Skip McGrath's eBay Book Store

#### eBay Books

 [Shopping Cart](#)

There are dozens of books on eBay. Unfortunately many of them are written by people who may be good writers, but they have little or no experience actually selling on eBay. This is my recommended list of books that make good companions to my eBay instruction manuals.



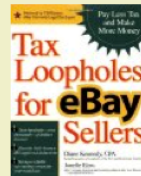
[How to Start and Run an eBay Consignment Bu...](#)  
by Skip McGrath  
**\$23.96**

My best-selling manual for making money as an eBay Trading Assistant and consignment seller.



[Titanium eBay:: A Tactical Guide to Becomin...](#)  
by Skip McGrath

Most books teach you how to sell on eBay. Titanium eBay teaches you how to build an eBay business. Best companion to my Comp...



[Tax Loopholes for eBay Sellers: Pay Less Ta...](#)  
by Diane Kennedy  
**\$24.95**

Diane Kennedy is a CPA who knows taxes --and eBay. Everyone running an eBay business should have this book.

#### Browse by Category

POWERED BY  


[eBay Books](#)  
[Photo Equipment for eBay Sellers](#)

[Skip McGrath's Auction Seller's Resource](#)

#### Similar Items



[eBay: Top 100 Simplified Tips &a...](#)  
by Julia Wilkinson  
**\$13.51**



[eBay Business All-in-One For Dum...](#)  
by Marsha Collier  
**\$19.79**



[The 7 Essential Steps to Success...](#)  
by Janelle Elms  
**\$16.95**

# *Amazon Associates Program*

## Creating Affiliate Websites & Blogs

- Top Amazon Associates have as many as 50 websites/blogs
- The best affiliate sites tend to be highly specialized

# Amazon Associates Program

## Underwater Digital Cameras

Reviews and comparisons of popular underwater digital cameras and accessories



[Home](#)

[About](#)

### Flip Video Underwater Case for Select Flip Ultra & Flip UltraHD Video Cameras

Underwater Digital Cameras is your site to find and compare the best underwater digital cameras on the market. You can select cameras by brand or price range. Just click on the link below each camera to learn more about it and to see current pricing from Trusted sellers.

### Flip Video Underwater Case for Select Flip Ultra & Flip UltraHD Video Cameras



The Flip Video Underwater Case lets you safely capture video of your underwater excursions and poolside adventures. This clear acrylic case protects your Flip Ultra Camcorder to depths of up to 30 feet, while granting full access to

#### Categories

- [Acqua](#)
- [Low Cost Underwater Cameras](#)
- [Mid Range Underwater Cameras](#)
- [Olympus](#)
- [Professional Underwater Cameras](#)
- [SeaLife](#)
- [SVP](#)
- [Uncategorized](#)
- [Underwater Camera Accessories](#)
- [Vivitar](#)

#### Site search

#### Tags

# Amazon Associates Program



Home EZcube Store Budget Light Tents Digital Cameras for eBay Sellers Photo Tools Top 10 Digital Photography Books Resources Blog

**100% Guarantee**

**LEARN ABOUT EBAY**

- [Learn How to Sell on eBay with the Complete eBay Marketing System](#)
- [Blog for Fun and Profit - Make Money Blogging from Home](#)
- [Learn How to Start and Run an eBay Consignment Business](#)
- [Wholesale Buying System - Learn How, What and Where to buy Goods to Sell](#)
- [Learn How to Create and Sell Information Products for eBay](#)

## EZcube Table Top Digital Photography Studio Light Tent

The perfect solution for eBay and web site photography that anyone can use.

**Save Money. Look in our [EZcube Store](#) for Special Package Pricing on complete kits.**

**Several sizes available for all product types.**

This is where we sell the famous line of [EZcube Table Top Digital Photography Studios](#) used by more eBay professionals than any other studio solution on the market.

**If you own a digital camera you can take perfect, professional-quality photos every time with no training whatsoever Three sizes for every application.**

Using an EZcube makes product photography super easy. Simply place the object to be photographed in the EZcube tent and light the tent from two sides. There's no need for flashes or strobes.

We recommend using daylight balanced fluorescent lights since they have good color balance and won't get hot like incandescent lights. (These come with all



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Search for:  
  
Search

**amazon.com**  
and you're done.



[Olympus Stylus 5010 14 MP Digital Camera with 5x Wide Lens](#)  
Olympus  
New \$87.54



[Canon SX30IS 14.1MP Digital Camera w...](#)  
Canon  
New \$398.54  
Best \$389.00



[Nikon COOLPIX L24 14 MP Digital Came...](#)  
Nikon  
New \$104.52

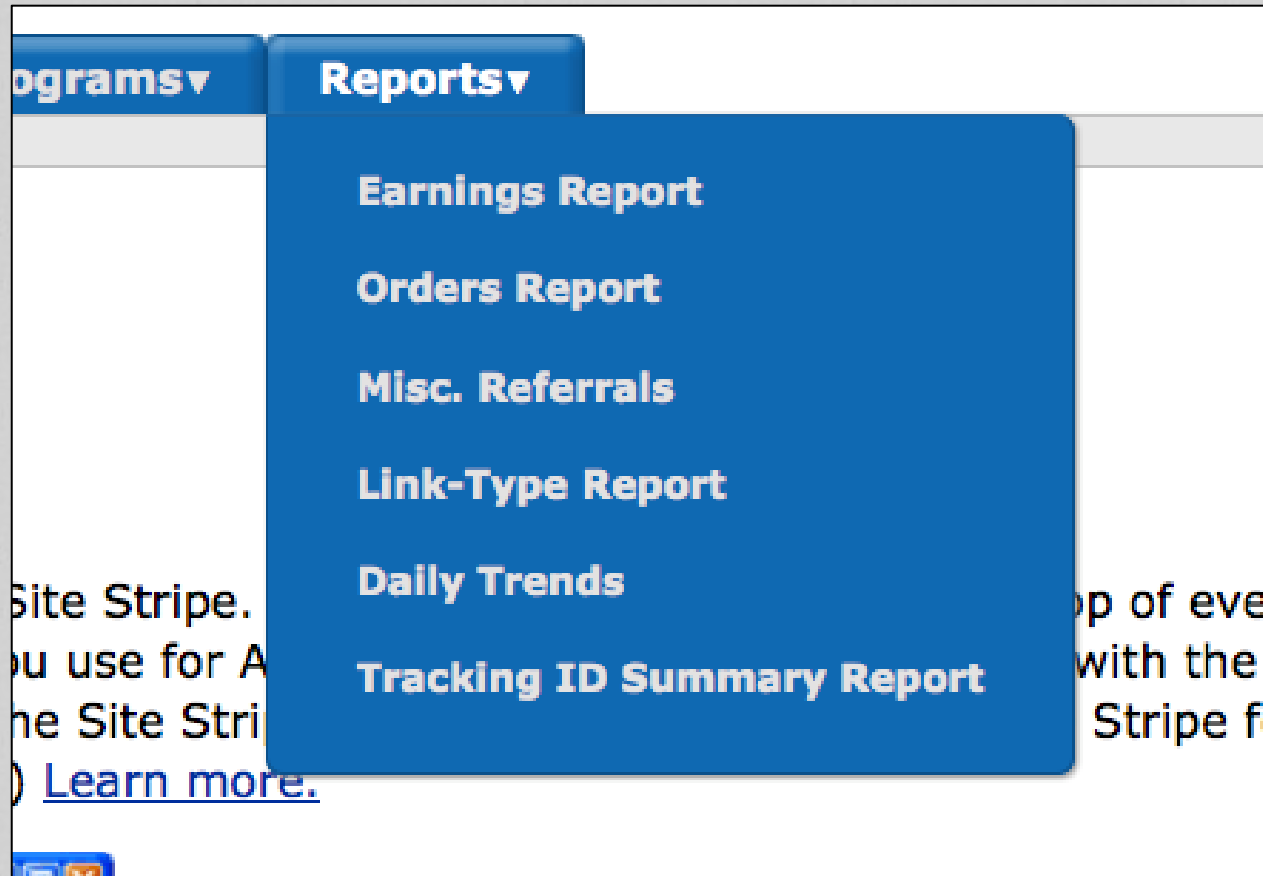


# *Amazon Associates Program*

## Quick Website Creators

- **WordPress – blog creation software**
  - Easy to use/learn (but no support)
  - Free (but must pay for hosting)
  - Blogs can be made to appear like websites
  - Thousands of widgets and templates available
- **XsitePro**
  - Cost \$197
  - Create an unlimited number of websites
  - Easy to use/learn + Good support

# *Amazon Associates Program*



# *Amazon Associates Program*

## **Earnings Summary**

Total items shipped	166
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<b>TOTAL EARNINGS *</b>	<b>\$268.43</b>
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[View full report](#)

## **Orders Summary**

Ordered items	172
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Clicks	3200
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Conversion	5.38%
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[View full report](#)

# Amazon Associates Program

Item Name ▼	Product Link Conversion ▼	Product Link Clicks ▼	Items Ordered Through Product Links ▼	All Other Items Ordered ▼	Total Items Ordered ▼
<b>Items with orders</b>					
<b>Books</b>					
<a href="#">Best Business Practices for Photographers</a>	N/A	0	0	1	1
<a href="#">Better Homes and Gardens All-Time Favorite Casserole Recipes</a>	N/A	0	0	1	1
<a href="#">Coward on the Beach: Vol. 1 (Dick Coward 1)</a>	N/A	0	0	1	1
<a href="#">Creative Sourcing For Booksellers</a>	2.04%	98	2	0	2
<a href="#">Easy Spanish Phrase Book: Over 770 Basic Phrases for Everyday Use (Dover Easy Phrase) (Spanish and English Edition)</a>	N/A	0	0	1	1
<a href="#">Internet Bookselling Made Easy! How to Earn a Living Selling Used Books Online</a>	1.98%	101	2	0	2
<a href="#">Internet Bookselling Made Easy! How to Earn a Living Selling Used Books Online</a>	3.96%	101	4	0	4
<a href="#">Love Takes Wing (Love Comes Softly Series #7)</a>	N/A	0	0	1	1
<a href="#">Pacific Northwest Trail Guide: The Official Guidebook for Long Distance and Day Hikers</a>	N/A	0	0	1	1
<a href="#">The Betterphoto Guide to Digital Photography (Amphoto Guide Series)</a>	N/A	0	0	1	1

# Amazon Associates Program

Electronics					
<a href="#">30 Inch Photo Light Tent</a>	N/A	0	0	1	1
<a href="#">Altec Lansing MP450 Octiv Stage</a>	N/A	0	0	1	1
<a href="#">CowboyStudio 24" Photo Soft Box Light Tent Shooting Cube Open Top - 4 Chroma Key Backdrops</a>	10.00%	10	1	1	2
<a href="#">CowboyStudio 30" Photo Soft Box Light Tent Cube - 4 Chroma Key Backdrops</a>	0.00%	26	0	2	2
<a href="#">CowboyStudio Photography Table Top Photo Studio Lighting Kit - 2 Light Kits</a>	N/A	0	0	1	1
<a href="#">Cowboystudio Full Spectrum Light Lighting Bulb Four 45W Photography Photo CFL 5500K - Case of 4 - Daylight balanced pure white light 2800 Lumens</a>	N/A	0	0	1	1
<a href="#">Interfit INT296 24-Inch x 24-Inch x 24-Inch Studio Light Box/Tent (White)</a>	7.14%	14	1	0	1
<a href="#">Joby BH1 Ball Head with Bubble Level for Joby GP3 SLR-Zoom Gorillapods</a>	N/A	0	0	1	1
<a href="#">NEW GEN 3-IN-1 APPLE IPAD CAMERA CONNECTION KIT FEATURING TRANSFER VIA MicroSD,SD READER,USB FLASH DRIVE,Camera USB CABLE</a>	N/A	0	0	1	1
<a href="#">PORTABLE PHOTO LIGHT TENT CONTINUOUS LIGHTING KIT 22 INCH BY PBL</a>	N/A	0	0	1	1
<a href="#">Palm EOS Rebel T2i EOS 60D Alpha NEX-5 D7000 PowerShot SX30 IS D5000 D90 D3000 A777 SGH-A777 D3100 SD/SDHC/MMC to CompactFlash (CF) Type II Adapter</a>	N/A	0	0	2	2
<a href="#">Panasonic Lumix DMC-FX30A 7.2MP Digital Camera with 3.6x Optical Image Stabilized Zoom (Blue)</a>	N/A	0	0	1	1
<a href="#">Sony VCT-R100 Lightweight Compact Tripod with 3-Way Pan/Tilt Head</a>	0.00%	1	0	1	1
<a href="#">VTech DS6101 DECT 6.0 2-Line Accessory CID Handset Speakerphone for DS6151 Set of 3</a>	N/A	0	0	1	1
<a href="#">Vista Explorer 60" Lightweight Tripod with Tripod Bag</a>	N/A	0	0	1	1
<a href="#">Vtech 6.0 2-Line Expandable Cordless Phone with Digital Answering</a>					

# Amazon Associates Program

Home & Garden					
<a href="#">Koolatron P95 Travel Saver Cooler 45-Quart, Light Grey</a>	N/A	0	0	1	1
Industrial & Scientific					
<a href="#">BROWN CORK SHEET 12" X 36" X 1/2" - 2 PACK</a>	N/A	0	0	3	3
Kitchen & Housewares					
<a href="#">100 Gram Chrome Scale Calibration Weight</a>	0.00%	8	0	1	1
<a href="#">50-Gram Chrome Scale Calibration Weight</a>	N/A	0	0	1	1
<a href="#">American Weigh Signature Series Black Digital Pocket Scale, 1000 by 0.1 grams</a>	N/A	0	0	1	1
<a href="#">Fast Weigh MS-500-BLK Digital Pocket Scale, 500 by 0.1 G</a>	N/A	0	0	1	1
<a href="#">Koolatron Multi-Purpose Adapter 110AC to 12 Volts DC ( Model AC-15)</a>	N/A	0	0	1	1
<a href="#">ZeroWater ZD-013 Filtration Pitcher with Electronic Tester, Filter Included</a>	N/A	0	0	1	1

# *Amazon Associates Program*

**Thank You!**

**Questions?**



## **Peer Presentation Series**

**For more information about  
the topics covered in this presentation,  
please contact Skip McGrath directly.**