

Training the 6 Types of Affiliates

This chart indicates all **possible** training needs and is designed to point out areas in which even expert marketers may be weak.

Skill or Training Need	Super Affiliate	Power Affiliate	Multi-Merchant Affiliate	Niche Affiliate	Web-master Affiliate	Scraper Affiliate
Content Development	X	X	X	X		X
Site Construction				X		X
SEO Site Construction	X	X	X	X	X	
Monetization Selection			X	X	X	X
Business Model Options	X		X	X		X
Business Planning & Goal Setting			X	X	X	X
Spam Law Compliance	X		X	X	X	X
FTC Issues	X	X	X	X	X	X
Niche Selection		X		X	X	X
Keyword Research		X	X	X	X	
Relationship Marketing	X		X	X	X	X
Email Marketing	X		X	X	X	X
Forum Marketing	X		X	X	X	X
Viral Marketing	X		X	X	X	X
Ezine Advertising	X		X	X	X	X
PPC Campaigns		X	X	X	X	X
Link Campaigns	X	X		X		X
Article Marketing	X		X	X		X
Blog Marketing	X		X	X		X
Tracking/Testing			X	X	X	X
ROI & Metrics		X	X	X	X	X
Problem Solving	X	X	X	X	X	X
Inline Link Tactics	X	X	X	X	X	X
Site "Stickiness"	X	X	X	X		X
Upsells & Cross Sells	X		X	X	X	X
Landing Page Tactics		X	X	X	X	X
Joint Ventures	X		X	X	X	X
Industry Culture & Conventions				X	X	X
Industry Trends		X	X	X	X	X
Business Ethics	X	X	X	X	X	X
Spyware/Adware Issues		X	X	X	X	X