

At this point, it doesn't matter what percentage the kite company or Affiliates receive because of the math involved:

Every time an affiliate makes a sale the kite company pays the affiliate 50¢ and the kite company also receives 50¢ (in profit).

With eighty thousand affiliates selling one kite a month, the kite company receives \$40,000 a month (in profit) and each affiliate receives 50¢.

This is the aforementioned "consumer channeling" effect. Now we'll turn up the volume on the math:

A different online kite store—a bigger one—has a million affiliates and all affiliates are selling a hundred kites a month. The kites are the expensive variety and the affiliates receive \$10 every time they sell a kite.

The affiliates are now generating \$1,000 a month for their personal freelance coffers—probably not enough for a copywriter to subsist—but better than 50¢ a month.

If the store, like the affiliates, receives \$10 per kite sale, how much money did the store generate in profit in a month's time while channeling? My little plastic calculator tells me the online store pulled in \$1 billion in a month's time.

The reason you should understand consumer channeling is because the only Web sites that generate respectable revenue from affiliate marketing do so by channeling—whether a mainstream Web entity that entices every Web site on the planet to advertise on every other Web site on the planet and vice versa—or an affiliate attempting to subsist as a freelance copywriter with one or more small Web sites.

How did my affiliate marketing experiences affect my desire to publish edocuments? The phenomenal success of some edocument publishers could be attributed to the fact that one writer is selling to a captive, worldwide audience, which is very similar to channeling if you stop to think about it.

On that note, I should point out that the E-Doc-S Web pages <http://www.e-doc-s.info> that support this book project do not contain affiliate marketing hyperlinks because I know such links are often unappreciated by other affiliate marketers.

On the other hand, note that edocuments at E-Doc-S *do* contain affiliate marketing hyperlinks, and said thought process caused me to word edocument notice of copyright like so:

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Excerpt from [E-Doc-S: Hail the Freelance Renaissance](#)