**Creating Your Own Products VS Affiliate Marketing**

When it comes to succeeding with an internet business, your options essentially come down to making one of two choices. You can choose to create and sell your own products. You can also choose to sell products for others as an affiliate marketer. In order to figure out which of these options will give you the results you want, you will need to weigh the pros and cons carefully.

To be sure, that are many pluses and negatives to creating and selling your own products. The same can be said for going out into the world of affiliate marketing.

Should I Create/Sell My Own Products, Or Should I Sell For Someone Else

With affiliate marketing, you’re selling something that has already been made. You don’t have to really worry about anything beyond referring potential clients to websites/products. If they make a purchase, you will receive a commission. It’s fairly straightforward, although there are a ton of pros and cons that you will need to appreciate:

• PRO: You don’t have to devote any time to the product creation process. You’re getting right to the part where you’re selling something. There is something appealing about that for many people.

• PRO: Affiliate marketing not only allows you to work with a variety of different products, but it also offers a flexible income. In the end, you’re going to set the hours, and you’re going to decide how much you make.

• CON: You don’t have a lot of control with affiliate marketing. You serve at the discretion of someone else.

• CON: Choosing the right product or products to support can be difficult. There are a ton of different programs and possibilities out there. Choosing the right one is crucial, but choosing can also prove to be quite difficult.

Creating and selling your own products has a number of singular advantages/disadvantages that you need to keep in mind:

• PRO: You are building your own customer list. This can be beneficial for not only the present, but for the future of your business, as well.

• PRO: You have complete control. This control is also realized in terms of the income, and all of it is going to be yours. But this control also extends to creation, marketing, selling, and more.

• CON: You need time and money to make these things, which can be difficult to come by.

• CON: You’re responsible for everything, and we do mean absolutely everything.