

? Affiliate Marketing Vs Network Marketing ?

As a Business & Financial Consultant - with many good years of personal experience in both **AFFILIATE Marketing** + **NETWORK Marketing** (MLM) - and as one who has advised clients about the Pros & Cons of each ... I'd like to share with you, some of my findings over the years, on each. ([BIO](#)) >



As you do not know me, I would like to try to earn your TRUST. Some -- [Testimonials?](#)

First, each business model *operates* by enabling you to make money - but 'without' the need for you to create your own products. However, each one *functions* very differently.

AFFILIATE Marketing is a *performance-based* business model, where people can earn commissions by *promoting products or services* through their Affiliate Links.

NETWORK Marketing (MLM), in contrast, relies on both *direct selling* and continuously *recruiting new people* into a *sales team* - with an emphasis on *building a downline* for residual / passive earnings.

Ok, let's now explore the key differences / benefits / challenges / earning potential – of Affiliate Marketing -vs- Network Marketing - to help you make an informed decision.



What is AFFILIATE Marketing?

It is a digital business model, where individuals earn their commissions by "promoting 3rd-party products / services, via their own Affiliate Links.

It is widely used by: Bloggers / YouTubers / Influencers / Digital Marketers - because it does not require any inventory / customer service / direct selling.

How AFFILIATE Marketers Earn Money

They earn money through different commission models: Pay-Per-Sale (PPS) earn \$\$ whenever a sale is made through their link ... Pay-Per-Clicks (PPC) - earn \$\$ for every click on their link ... Pay-Per-Leads (PPL) - earn \$\$ when someone 'signs up', or completes an action.

PROS of AFFILIATE Marketing

Low Startup Costs – No need to buy products or invest in inventory.

Passive Income Potential – Earn \$\$ while you sleep, if traffic is consistent.

No Direct Selling / No need to recruit or interact with customers.

Scalability – Promote multiple products across various niches.

Flexible work-from-anywhere model – No physical location required.

CONS of AFFILIATE Marketing

Traffic Dependency – No traffic = no sales.

High Competition – Many affiliates promote the same products (i.e: Amazon).

Commission Reductions – Brands can lower Affiliate payouts or close programs.

Delayed Earnings – Many Affiliate programs have 30-90 day payout cycles.

What is NETWORK Marketing?

Also known as Multi-Level Marketing (MLM), this is a Direct Selling eBiz model - where individuals earn \$\$ through product sales, plus RECRUITING of new team members.

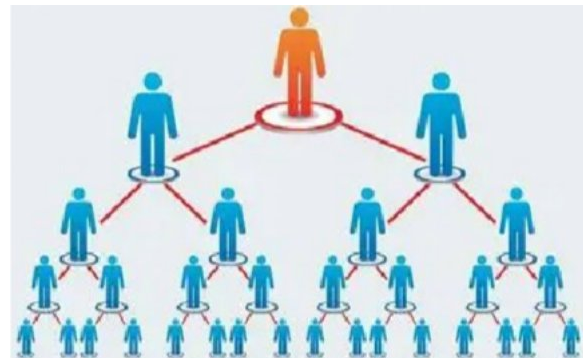
How NETWORK Marketers Earn Money

They earn in multiple ways:

SELLING Products Directly – Earning a percentage of personal sales.

RECRUITING Team members – Receiving commissions for every new recruit.

Earning \$\$ from Their Downline – Making money from sales by their TEAM.



PROS of NETWORK Marketing

Community and Mentorship – Most MLM companies offer training and support.

Residual Income Potential – Earn commissions from your team's sales over time.

Exclusive Products – Many MLMs offer unique, high-quality products.

Opportunities for Leadership Growth – Build and manage your own sales network.

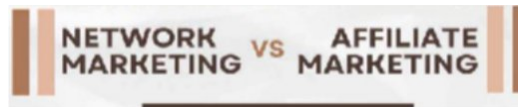
CONS of Network Marketing

Recruitment Challenges – Success often depends on recruiting new members.

Pyramid Scheme Concerns – MLMs focus more on recruitment than product sales.

High Dropout Rates – Many network marketers quit due to low earnings.

Income Instability – If your downline quits, your earnings drop.



Factor:	<u>AFFILIATE Marketing</u>	<u>NETWORK Marketing</u> (MLM)
<u>Income Model</u>	Commission-Based \$\$	Product Sales + Recruiting Bonuses
<u>Startup Costs</u>	Low (website, hosting)	High (product purchases, member fees)
<u>Scalability</u>	High (passive \$\$ grow over time)	Limited (dependent on Team Growth)
<u>Earnings Timeline</u>	Long-term (passive income)	Immediate (sales, but requires recruiting)
<u>Customer Service</u>	Not required	Required (to handle product orders, and support)
<u>Risk Level</u>	Low	High (requires continuous sales + recruiting)

Which Business Model is Easier to START?

AFFILIATE Marketing is easier, because it requires NO inventory, customer service, or recruitment. Therefore, it is usually the better choice for beginners.

NETWORK Marketing requires: purchasing starter kits, learning sales techniques, and actively recruiting others, making it the more difficult choice.

Which Business Model is More PROFITABLE?

SHORT-Term: **NETWORK Marketing** can generate quicker earnings, but success will depend on consistent recruitment, plus sales.

LONG-Term: **AFFILIATE Marketing** offers higher passive income potential, especially with SEO and Content Marketing (each, being marketing skills which can be learned).



YES, both NETWORK Marketing (MLM) and AFFILIATE Marketing offer ways for people to make money Online, from home (via an **eBiz**), And as mentioned above ...

AFFILIATE Marketing is generally better for *beginners* due to its low risk, scalability, and passive income potential ... and it requires no product purchases, no recruitment, and no direct selling ... making it *easier to start*.

NETWORK Marketing, on the other hand, most often involves people buying inventory, recruiting team members, and managing sales. While MLM “can” generate residual income, it typically requires continuous team growth (recruit / recruit / recruit).

If YOU prefer independent, commission-based earnings, **AFFILIATE Marketing** is the better long-term option.

Both **eBiz** Models “can” be profitable, but the right choice for YOU will depend on *your* own interests / acquired marketing skills / goals / risk tolerance / etc.

Personal Footnote:



In addition to my remarks at the top, I'd like to mention that I've had “more” experience with MLM-**NETWORK Marketing** than I've had with the **Affiliate Marketing** industry, as follows ...

My involvement with **MLM**, as “side hustles”, spanned over a 30-year time period, with ‘many’ different companies (even including ‘Amway’ :>), both pro & con. I also served on the Board Of Directors of their International Professional Association (**ANMP**), while representing my country of Canada, for over [4] years - so, I believe I do have a pretty good “feel” for the whole MLM industry (the good / the bad / the ugly :>). I have written “extensively” over the years about this industry (ALL links available, upon request).

My involvement with **AFFILIATE Mktg** has been a little less than with MLM - {SBI [Solo Build It] / WA (Wealthy Affiliate) / Modern Wealthy / Launch You / GHG (Gain Higher Ground) / HBA (The Home Business Academy) / etc [with pros & cons on them, as well!]}.

[[**NOTE**: Some of my “dearest friends” are involved in “both” the **NETWORK Marketing** and **AFFILIATE Marketing** fields, and I “highly” respect them and their achievements. Many are Coaches / Leaders / Builders / Consultants - and I value them, and their friendships, deeply.]]

I hope this has been helpful to you at this time.
Sincerely / **Peter Arnold** / Ajax / Ontario / Canada
Peter@PeterArnold.ca

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