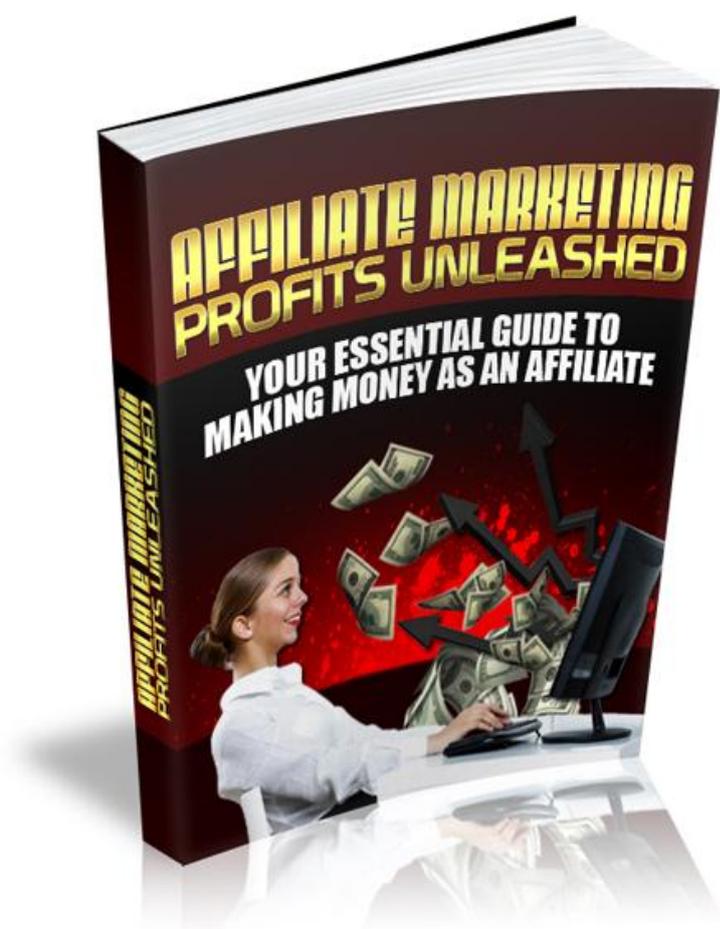


# Affiliate Marketing Profits *Unleashed*



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## **Introduction and ‘What Is Affiliate Marketing?’**

There are many different ways to make money online but affiliate marketing consistently ranks as one of the most popular. Take a look at any internet marketing or online business forum and you’ll see countless numbers of people asking questions about affiliate marketing and how they can make money from it.

### **So - what is affiliate marketing?**

In short affiliate marketing is where you recommend other people’s products – and in return the owner of the product gives you a percentage of the sale price if one of the people you have referred actually buys the product or service.

Affiliate marketing is very attractive because it’s pretty easy to get started. There’s no need to create or source products of your own to sell - all you have to do is get people to click on your affiliate link and buy the product, and thus there’s little upfront investment cost and no time consuming products to create.

In reality, affiliate marketing is just one part of most people’s online business. If you want to be really successful online it’s generally accepted that you need to create (or source) and sell your own products, rather than JUST being an affiliate marketer. There are of course exceptions to this rule however and it is indeed possible to earn a very

healthy income just from affiliate promotions. Most successful internet marketers make a hell of a lot of money from affiliate marketing!

Affiliate marketing works well for both sides of the party...

Product owners obviously need to get traffic to their websites in order to be able to sell products. And whilst a fair chunk of this traffic will be generated themselves, it makes sense for them to get other people to also promote their products and websites because it will result in lots of extra sales for little extra effort on their part. All they have to do is set up an affiliate program and give people a commission as an incentive – and then they can watch as their affiliates do the hard work and drive the traffic for them.

So, whilst it's true that as an affiliate you'll be doing most of the hard work to drive the traffic, remember that as an affiliate you didn't have to do any of the hard work the product owner originally had to do in the first place.

But the above should give you some insight into why you should also sell your own products *as well* as being an affiliate.

### **So how much can you expect to earn as an affiliate?**

Commissions vary widely from affiliate scheme to affiliate scheme. The most common idea is to pay the affiliate commission as a percentage of the total sale price. This can be as little as 1% and as much as 100%.

Yes, some products pay you 100% commission – and you might be wondering why this is the case. The simple answer of course is that the product owner wants to make their affiliate scheme very attractive to potential affiliates so that he or she can persuade as many people as possible to promote it. By offering 100% commission on a low-priced front end product they will be able to get lots of affiliates on board and thus drive lots of people into their sales funnel. They'll ultimately earn more money by making lots of sales of their back end products.

Typically it works like this. They have a low priced product for sale on the front end - let's say it's an eBook or short report priced at \$4.95. They offer people 100% commission on this product, but then when people actually buy it they will also see other 'back end' products that are priced at a higher level. These will either pay a lower commission to affiliates (e.g. 40%) or even no commission at all...

The product owner knows that by offering 100% commission on the front end product they will ultimately make more money because their affiliates will drive much more traffic into their sales funnel than if they were, say, offering 50% on the front end product. They make no money upfront (and even lose money in some cases) but the extra income they make on the backend ultimately earns them more money.

Make sense?

Great!

You'll find too that these low priced 100% commission products often give you instant commissions. So rather than making the sale and then waiting another month for the money to be paid into your account, the money from the sale is sent directly from the buyer and straight into your Paypal account (or whatever account you're using).

So how do product owners know which affiliate sent them the traffic?

It's actually quite simple. When you promote products as an affiliate you will be given a unique affiliate link. When people click on this link, it is tracked by cookies – and the affiliate commission is paid to you when someone buys something from that website after they have clicked on YOUR link.

It varies across different affiliate schemes but it is not uncommon for the cookies to last for 12 months. So someone can click on your affiliate link and then not buy anything initially – but if they return to the website 10 months later and actually buy something you would still be paid for the sale. Not all schemes do this however so it's wise to check this out before you promote.

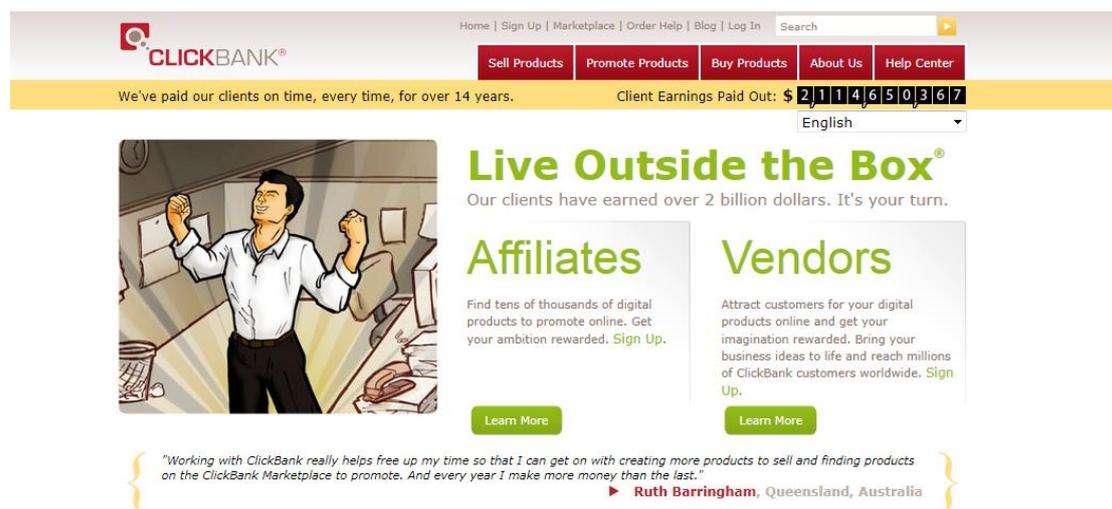
# Finding Products To Promote As An Affiliate

There are thousands of products online that you can promote as an affiliate, so choosing between them is a crucial part of being an affiliate marketer.

First of all let's look at some of the main websites where you can find products to promote:

## Clickbank

<http://www.clickbank.com>



The screenshot shows the ClickBank website homepage. At the top, there is a navigation bar with links for Home, Sign Up, Marketplace, Order Help, Blog, Log In, and a search bar. Below this is a yellow banner with the ClickBank logo and navigation buttons for Sell Products, Promote Products, Buy Products, About Us, and Help Center. A yellow bar below the banner displays the text "We've paid our clients on time, every time, for over 14 years." and "Client Earnings Paid Out: \$2,114,650,367" with a language dropdown menu set to English. The main content area features a cartoon illustration of a man in a white shirt and black pants, standing in a room and raising his arms in a celebratory gesture. To the right of the illustration, the text reads "Live Outside the Box®" and "Our clients have earned over 2 billion dollars. It's your turn." Below this are two columns: "Affiliates" and "Vendors". The "Affiliates" column says "Find tens of thousands of digital products to promote online. Get your ambition rewarded. Sign Up." and has a "Learn More" button. The "Vendors" column says "Attract customers for your digital products online and get your imagination rewarded. Bring your business ideas to life and reach millions of ClickBank customers worldwide. Sign Up." and has a "Learn More" button. At the bottom, there is a testimonial in a quote box: "Working with ClickBank really helps free up my time so that I can get on with creating more products to sell and finding products on the ClickBank Marketplace to promote. And every year I make more money than the last." attributed to Ruth Barringham, Queensland, Australia.

Clickbank is probably the most well-know affiliate network of **digital goods**.

Clickbank specialises in downloadable products (eBooks, reports, courses, digital membership sites etc) – and there are lots and lots of different products you can promote.

Click onto the Marketplace and you'll get some idea of the number of products available.

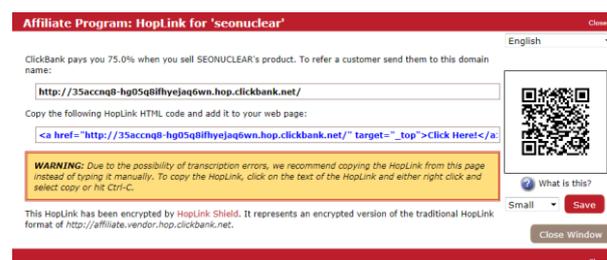
In the 'E-Business and E-Marketing' category alone there are currently well over 2,000 products.

You can click on each product and it will give you more information about it – a product description, sale price, percentage commission, average \$ per sale, gravity etc. You also get a live link to the sales website of the product so that you can check it out (very important, as we'll mention later).

When you sign up for Clickbank as an affiliate you will be asked to choose a unique Account Nickname.

Then, when you have found a product you wish to promote, you simply click on "Promote", type in your affiliate nickname and then you will be given your unique affiliate link.

Clickbank has recently started using encrypted affiliate links – and as such you will be generated with a link similar to the one shown in the screenshot below:



By default, you don't get paid for the sales you make straight away.

What happens is that sales will be logged in your account – and then you are paid once your account balance reaches a certain level. They let you choose the threshold however – and you can currently set it at a level of between \$10 and \$1,000,000.

After you have received two paychecks however you may be eligible to set up your account for direct payments. There are some terms to this however, so it's worth checking them out at the Clickbank website.

## PayDotCom

<http://www.paydotcom.com>

The screenshot shows the PayDotCom website homepage. At the top, there are logos for 'Pay DOT com. com' and 'upsellnetwork.com' with the tagline 'Ultimate Tool To Increase Your Profits'. Navigation links for 'Sign Up', 'Login', 'About', and 'Help' are visible. A left sidebar contains a menu with links: Home, Login, Vendors, Affiliates, Shop Marketplace, Compare, Testimonials, Blog Widget, and Sign Up. Below the menu is a 'Get The Widget' button with a red arrow and 'click here' text. The main content area features a large banner with a smiling man and the text 'put the power of DOT in your affiliate marketing'. Below the banner is the headline 'Affiliate Marketing Integrated With Your PayPal Account' and the sub-headline 'Sell Your Products Online Today. Get Website Traffic Forever...'. Two call-to-action boxes are present: 'Become a Vendor' (with an image of a hand dropping coins) and 'Become an Affiliate' (with an image of a hand holding cash). Below these boxes are short descriptions: 'Sell your products and services through our online marketplace, and let PavDotCom take...' and 'Promote products in our marketplace and earn commissions as a PavDotCom affiliate.'

PayDotCom is another of the 'big' affiliate networks who specialise in digital products.

As with Clickbank, you don't get paid instantly for the sale you make. Your sales are logged in your PayDotCom account and then you are paid your total commissions each month via Paypal (this comes directly from the product vendor).

## Amazon

The image shows the Amazon Associates website homepage. At the top left is the 'amazonassociates' logo. To the right are input fields for 'Email' and 'Password', a 'Sign In' button, and a US flag with a 'Need Help?' link. Below this is a dark blue banner with the text 'Profit from our experience Earn up to 15% advertising fees with a trusted e-commerce leader' and a 'Join Now for Free' button. A 'Learn More >' link is also present. The main content area features a grid of various product images including books, cameras, tools, and household items. At the bottom of this grid is the text 'Earth's biggest selection. One online store.' and a 'See All Categories' button with an upward arrow. Below the grid are four circular icons: 'Advertise', 'Earn', and '.Join', followed by a 'What's New' button with the text 'Get Ready For Summer'. At the very bottom right is a 'Secure Search' icon.

If you're interested in promoting physical products then one of the most popular schemes is run by Amazon.

You can sign up at <https://affiliate-program.amazon.com/> (USA) or <https://affiliate-program.amazon.co.uk/> (UK)

As you can see, the commission percentages for physical products tend to be much lower than with digital products – but that doesn't mean to say you can't earn decent money if you know what you're doing.

In this report however we are primarily going to discuss marketing digital products as in my experience this is where the most profit lays.

## Instant Payment Affiliate Schemes

In recent years, instant payment affiliate schemes have become ever more popular.

The advantage is simple: there's no waiting around for affiliate commissions or relying on the product vendor to actually pay you what they owe you. You make a sale and it's paid into your Paypal account: it's usually that simple.

## WarriorPlus

<http://www.warriorplus.com>

The screenshot shows the WarriorPlus website. At the top, there is a navigation bar with the site name "Warrior+Plus" and a search bar. Below the navigation bar, there are two featured articles. The first article is titled "Most Marketers FAIL On Twitter (here's why)" and the second is titled "TRULY NEW: Crazy App/Affiliate Marriage Works Online & Off (24hr opportunity)". Below the featured articles, there is a "Welcome to WarriorPlus" section. At the bottom, there are four columns, each representing a different service: "WSO Pro", "WSO Tracker", "WSO Alerts", and "WSO of the Day". Each column contains a brief description of the service.

**Warrior+Plus** Search forum:  Go

Home WSO Pro WSO Tracker WSO Alerts WSO of the Day Affiliates Help & Support

**WSO OF THE DAY** **Most Marketers FAIL On Twitter (here's why)**  
"...This is by far the best Twitter course I've seen. I love it's simplicity... so anyone can do this..."

**WSO OF THE DAY** **TRULY NEW: Crazy App/Affiliate Marriage Works Online & Off (24hr opportunity)**  
"...one of the very best investments I've ever made..."

**Welcome to WarriorPlus**

WarriorPlus.com is a "helper" site I created for the WarriorForum. Here I create tools that are designed to make using the Warrior Forum easier and more efficient.

**WSO Pro**  
WSO Pro is the all-in-one WSO sale, delivery, and management system that makes running your WSO easier than ever. Setup auto-delivery, limited quantities, changing prices and more from a single easy-to-use interface...

**WSO Tracker**  
Here you can search through current and past WSOs. We keep an archive of WSOs that have been deleted for your convenience. Also, you can search through WSOs based on keyword, author, and more...

**WSO Alerts**  
Get instant notifications via email, RSS, or both on the latest WSOs that contain certain keywords and/or are posted by certain Warriors. Never miss another WSO you want to see again!

**WSO of the Day**  
Buy Top-Selling Offers for Pennies on the Dollar. The Catch? Each One Is Only Available For 24 Hours. Click for all of the details.

The Warrior Forum has long been the largest internet marketing forum and its WSO section (Warrior Special Offer) has become a digital marketplace in it's own right.

WarriorPlus was set up to help people to sell their WSOs – and to enable affiliates to promote them.

There are a huge variety of digital products available here – and many of them appear to convert extremely well because buyers can see previous buyers comments within the forum thread.

## JVZoo

<http://www.jvzoo.com>



**JVZoo.com**  
instant affiliate platform

**JV ZOO TOP PICK**  
The Easiest Instant Affiliate Review Sites & Affiliate Stores!  
This Theme Works with ANY Affiliate Network, Even JVZoo!

**\$10,000 Cash Giveaway! Going on NOW!**

Breaking News: [Affiliate Bonus Delivery System!](#), [Find Products!](#), [Recurring & Trials](#) & [more...](#)

Home Affiliates Sellers MarketPlace My Purchases Compare Login

Overview Affiliate Dashboard Sellers Dashboard

**Sell it. Promote it. Deliver it.**

JVZoo allows anyone to quickly create an all in one product deployment that includes:

- Instant Stylish Buy Button Creation
- Instant Dimesale Technology
- Instant Digital Delivery to Customers
- Instant Marketplace Insertion
- Instant Affiliate Program
- Instant Payment to Affiliates
- Instant WSO Integration
- Instant Tracking of Sales and Promotions
- Instant List Building Capability

**Compare JVZoo to the Competition...**

**Become a JV Zoo Seller**

Say goodbye to all other third party seller tools. JV Zoo incorporates everything you need in one convenient place. [learn more](#)

**Become a JV Zoo Affiliate**

Get paid instant commissions direct to your PayPal account by promoting any of the products.

JVZoo works in a very similar way to Warrior Plus. Most payments are instant BUT sometimes vendors choose to make delayed payments (so it's always worth checking the details of the specific offer you intend to promote).

As well as general downloadable products, you will also find some WSOs here too (some people use JVZoo over Warrior Plus for their WSOs). If it's a WSO, it will have a little WSO symbol next to the item listing in the marketplace.

## Pay Spree

<http://www.payspree.com>



The screenshot shows the PaySpree website homepage. At the top left is the PaySpree logo with a shopping cart icon. To the right of the logo are links for "Login" and "Sign Up". Below the logo is a navigation bar with tabs for "Home", "Vendors", "Affiliates", "Marketplace", and "Help". The main content area features a large banner with the text "Sell Products Online - Get Paid Instantly" and "PaySpree.com makes it easy for anyone to sell digital products online." Below this is a "Sign Up Free" button. To the left of the banner is an image of a woman with her arms crossed, surrounded by other people. Below the banner are three columns of text: "Vendors" (listing digital products for sale), "Affiliates" (promoting products for commissions), and "Members Login" (with email and password fields and a "Login" button).

Ok, so that covers many of the well-know affiliate programs.

## But how do you choose a product to promote?

This is one of THE most important stages of affiliate marketing...

Choose the wrong product and you can spend a great deal of time marketing something which people just aren't interested in buying.

Equally, you could end up promoting a bad product – and this can seriously harm your reputation very quickly.

So, here are some key things to think about:

### **1. Will the people I market to get value from this product?**

This should really be your number one priority. You should always put your audience's interests above your own...

I was speaking to a well-known affiliate marketer recently and he said the thing you should think about when choosing products to promote is NOT 'how much could I make by promoting this?' but 'will my target audience get value from this product? Will buying it benefit them?'

If you can answer 'yes' to these questions then you should definitely promote it – but if the answer is 'no' then you definitely shouldn't promote it, even if you know you would earn a healthy amount by doing so.

When promoting products as an affiliate you need to maintain people's trust. If a particular product looks good on the surface of it - e.g. it has a snazzy looking sales page, a good conversion rate and a decent commission percentage – BUT you know that the actual product itself isn't particularly good – then you really shouldn't promote it.

Of course some products can be good but they won't necessarily appeal to everyone in your niche. Let's say you have a general internet marketing email mailing list and you see a great product on the subject of publishing on Kindle. You know that a certain portion of your list will be interested in it but you also know that another portion will have no interest in it at all. In this case it would be ok to promote it but you might want to say something along the lines of 'this won't appeal to everyone BUT...'

You'll actually probably find that by effectively excluding a certain portion of people you'll find that you will make more sales because those who ARE interested in it will sit up and think 'this is the product for me. I must get this.'

Equally, you can find a great product that is good quality, contains great information and is proven to convert well – but if it's not a good fit with your list (or whoever you're promoting it to) then leave it well alone.

## **2. Do you like the product yourself?**

This kind of links back to the last point.

Is this something you would buy yourself? Is it good value for money? Even if it's a good product, are there other similar products available on the market that can offer your customers better value?

**In short, only promote things that your target audience are going to find valuable. Look after their interests and you'll ultimately make more money because they will continue to buy your recommendations time and time again. Break their trust and your reputation will fall quicker than you can say "Jack Robinson"!**

### **3. What is the conversion rate of the product?**

The higher the conversion rate, the easier it should be for you to make a sale of that product. A product that converts at 5% means that (roughly speaking) you should make 5 sales for every 100 people you send to the sales page. If it only converts at 2% then obviously you would need to send more traffic to the product in order to make the same number of sales.

### **4. What is the percentage commission?**

As we have discussed earlier, this can be as low as 1% and as high as 100%. The higher commission percentage, the better – but of course that's only half the story...

### **5. How much will I get paid, per sale?**

This is a very important thing to take into account. One product, for example, might be attractive on the face of it because it converts at about 10% and offers 100% commission, but if the product only sells for \$3 then you wouldn't make as much money as another similar product

which sells for \$15, also converts at 10% but only offers 50% commission.

## **6. What's the refund rate?**

A high refund right should be a clear warning sign that you perhaps shouldn't promote this product because it might not be... erm... well, very good!

## **7. Will I get paid just for this product or for other products as well?**

Some affiliate schemes track the clicks you send to them for a long time and pay you not only on the product you promoted initially but also on their other products. This is obviously very attractive to us because it vastly increases the amount of money we can potentially make by promoting this persons product.

Let's say, for example, that you sign up for such an affiliate scheme and the front-end product is a \$10 eBook that offers 100% commission. Somebody comes along, buys this product through your affiliate link and you instantly get paid the \$10 into your Paypal account. Behind this front-end product is a related audio course that sells for \$20 and pays 50% commission. This person decides to buy this product too and thus you earn an extra \$10. Then, because the person has bought these products, they are added to their mailing list and receive follow-up and broadcast emails promoting their other products and services. The buyer in question buys a further 3 products from this marketer over a period of

6 months, for a total of \$60. Their affiliate scheme pays 50% commission on each of these products too, so that means you receive an extra \$30.

If you can find a good affiliate scheme like this (and there are quite a few out there) then you can earn an awful lot of money just from promoting ONE product initially.

### **8. Look out for recurring income sites**

As an affiliate, affiliate schemes that pay a recurring income are obviously very attractive to us.

Let's say you decide to promote a membership site that charges members \$17 a month and pays 50% commission. When somebody signs up you will get paid \$8.50 **a month** for each month that they remain a member – and yet you only have to make the sale **once**.

#### **Check out the product itself**

As we have already mentioned, choosing a quality product that is a good fit with your target audience is extremely important.

Not only will this ensure that you keep a great reputation, it will also mean satisfied customers who will continue to buy your affiliate recommendations over and over again.

So, it is usually best to only recommend products that you have checked out yourself.

This is especially so with information products and courses. You'll actually make more sales too because if you can tell people a little about what is inside the product then it will help them to make an informed buying decision.

A good tactic as an affiliate is to actually approach certain aspects of your marketing as though you are an independent reviewer. So, check out the product and note both the good AND the bad things about it.

Yep – by telling people some of the bad things about the product within your marketing for the product you will come across as a genuine marketer who truly wants to help your customers (which of course if you approach affiliate marketing in the right way then you ARE).

### **Check out the sales page**

A product that achieves a decent conversion rate will have a good sales page. But whilst it's always good to be told by the vendor that the sales page is proven to convert at 10% (or whatever the figure) it's always helpful to check out the sales page for yourself and see whether it is something that grabs you. How is the offer presented? If you were a customer reading this sales page, is this something that YOU would buy?

Having a good look at the sales page/website and making some notes on it can also help you in your marketing. Pay particular attention to the bullet points, for example. These usually summarise the main

features/benefits/content of the product and it can be very useful when writing about the product, for example in a promo email to your list or a promotional blog post.

Just take a look at the screenshot below taken from the sales page of a short report:

All this, and what follows is also included in my 'Course Notes' PDF.

-  **1. How to pull at least \$2,000 a month from the Warrior Forum**
-  **2. How to make sure you attract and keep affiliates happy without losing too much of the money from your pocket.**
-  **3. How to turn a chunk of it into recurring income**
-  **4. How to build a business from the WSO forum while it's still around**
-  **5. A tactic to ensure that you can make money on demand should you need to (and who doesn't these days)**

Those 5 bullet points pretty much sum up in a nutshell the contents of the product and the main things people will learn by buying it.

## Making Sales With Email Marketing

As an affiliate marketer, building a list of prospects is essential.

Once you've got a decent sized list you can literally send out an email promoting a product as an affiliate and see commissions landing into your inbox within minutes.

If you don't yet have a list then you need to start building one NOW.

Here's how:

You first of all need something that you can give away for free in return for people signing up to your list.

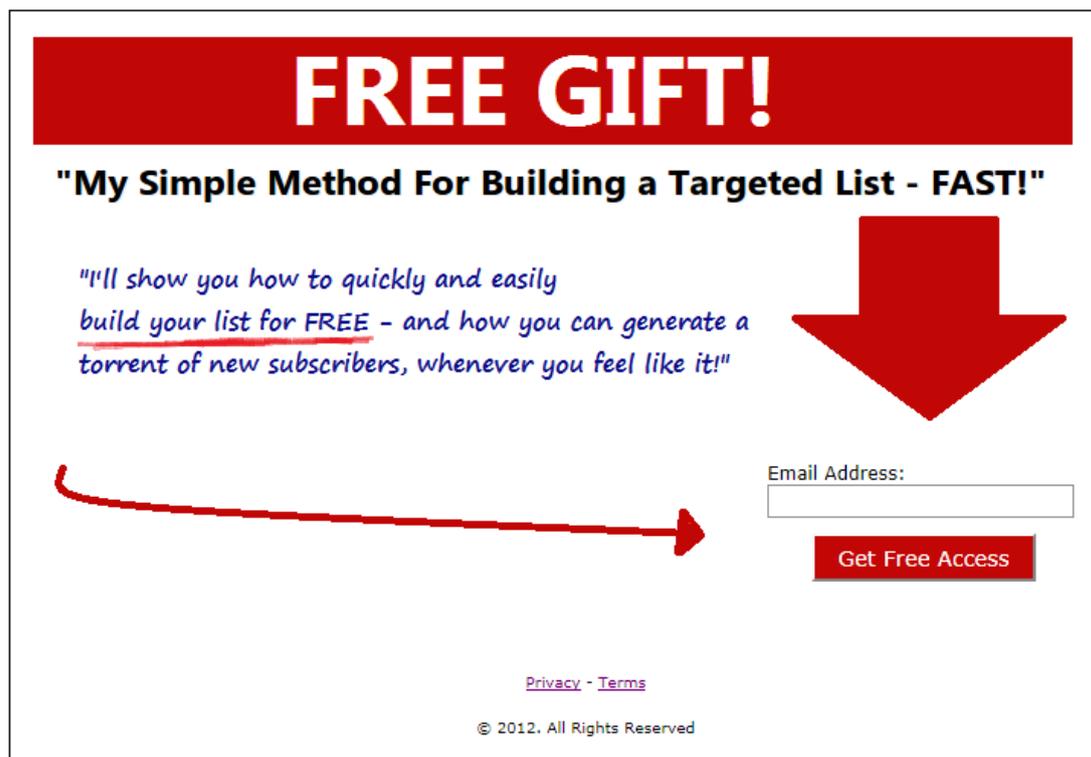
This effectively is your 'bait' – it could be a free report, eBook, audio course etc.

It could be something you have created yourself or something that you have outsourced or bought Private Label Rights to. The most important thing is that it is something that is attractive to people in your niche.

Give away a great product that is attractive to your audience and you will find that your conversions are pretty decent.

Once you've got something to give away, the next thing you need is a simple squeeze page. This will explain to people WHY they should opt-in and tell them a little bit about the product.

You can see an example of a typical squeeze page in the screenshot below:



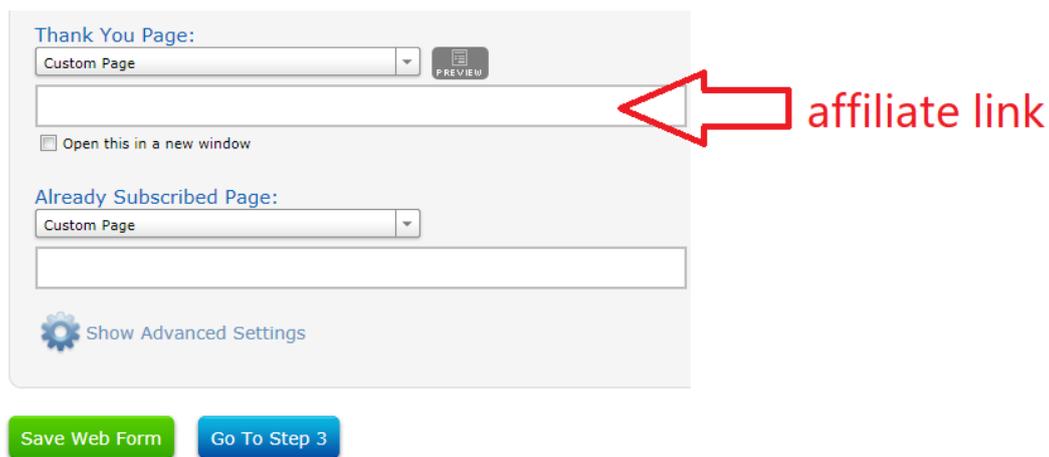
Behind this squeeze page you should put a related paid offer behind it as the next page people see as they opt-in.

Ideally it should be something that is highly related to the freebie – and it can be either something you have created yourself or a product you're promoting as an affiliate.

Seeing as though this report is all about affiliate marketing then let's assume that you want to put an affiliate offer behind your squeeze page.

Just make sure that it is something related and that it isn't priced too highly. It's very difficult to get somebody to opt-in for a freebie and then immediately get them to buy a product for \$97, so stick with something that is around \$20 or less.

Then, simply put your affiliate link as your thank you page URL when you set up your opt-in form in your autoresponder account



The screenshot shows a configuration interface for an autoresponder account. It features two main sections: 'Thank You Page:' and 'Already Subscribed Page:'. Both sections have a dropdown menu set to 'Custom Page' and an adjacent empty text input field for a URL. A red arrow points from the text 'affiliate link' to the 'Thank You Page' URL field. Below the 'Thank You Page' section is a checkbox labeled 'Open this in a new window'. At the bottom of the configuration area is a gear icon and the text 'Show Advanced Settings'. Below the configuration area are two buttons: a green 'Save Web Form' button and a blue 'Go To Step 3' button.

Note that the above screenshot is taken from Aweber but it should be pretty similar with other providers too.

Once everything is set up, you need to drive some traffic to this squeeze page...

There are a number of ways of doing this. One popular method at the moment is driving traffic by buying paid 'solo ads.'

This is quite simply where you pay another marketer to send out an email to their list promoting your website.

Usually with a solo ad you will be guaranteed a certain number of clicks. So let's say if it's 500 clicks then obviously you will be guaranteed to get 500 unique visitors to your squeeze page. The more clicks you are guaranteed, the more you will pay.

Let's now imagine that your squeeze page converts at 50% (perfectly possible with a decent freebie and a good squeeze page). That means that if you get 500 visitors to your squeeze page then you will add 250 people to your list.

The great thing about solo ads is that the results tend to come in pretty quick. You should see a whole load of subscribers coming in as soon as the solo ad has been sent out.

There are however a couple of things to bear in mind. Obviously purchasing a solo ad will cost money – but if you follow my advice given above and stick a paid offer behind it then you should find that you'll recoup back some (even all) of your outlay.

The important thing to remember however is that you must TEST. Recouping back the cost of your solo ad relies on the squeeze page converting at a decent level – and also on your paid offer converting well too. Sign up for a free Google Optimizer account and start doing some

split tests on your squeeze page – and try linking to differing affiliate offers to see what converts the best.

If you really can't afford to buy a solo ad then another good option is to do an adswap. This basically works in the same way – but rather than paying someone else to send out your email you simply send out an email to YOUR list promoting their product in return.

So – you're building your list and hopefully making some affiliate sales too...

But what about promoting stuff to the list that you build?

### **Making affiliate sales with broadcast email promotions**

One of the main ways you will make affiliate sales is by sending out what is called a 'broadcast' email to your list.

This simply means that it is a one off email. You type out the email you want to send, choose which subscribers you want to send it to, and then when you click the 'send' button it will be sent out immediately to those people.

One of the most important thing to think about when sending out emails to your list is the **subject line**.

At the end of the day, you can be promoting a great product and have written a really good, compelling email – but if nobody clicks on it then you aren't going to make the sales.

So – your first job is to come up with a decent subject line.

Personally I find that subject lines which are both descriptive and intriguing tend to work best.

One thing to avoid is subject lines that are slightly 'spammy.' For example – 'You have money waiting' or 'Notification of payment received'

Subject lines like that might get you some clicks but when people then read your email and see what you are actually promoting then they will most likely be pissed off because it bears no relation to the product itself.

My top tip would be to have a look at the subject lines other marketers use. Pick one that you often buy from yourself and know/trust as a respected marketer. Don't copy of course but have a close look at the types of words they use. Do they ask questions or statements? Do they always/often use a particular word in their subject lines? Do they capitalise certain words to add emphasis?

Once you've written your subject line then the next thing to think about is the **body** of the email.

Obviously your job here is to get people to click on your affiliate link and land on the product page.

There's no right or wrong way to write a promo email – but remember that you need to capture people's interests to a point where they really want to click your link to find out more.

Here's a fairly typical formula:

Start off by introducing why you're sending out the email and give it your own personal slant if you can (this helps a lot)

*“Hi FirstName,*

*Perhaps THE biggest thing that enabled me to quit my job and run my business full-time was building a mailing list.*

*If you want to be successful online then you really MUST build a list – so here's a great shortcut I just come across that can help you to build your list FAST:*

*AFFILIATE LINK HERE*

*...”*

One of the biggest mistakes people make with a promo email is to write it as though it is the sales page. By this I mean that they make it too long and repeat every single benefit that is listed on the sales page.

Whilst you want to include SOME benefits in the email, you don't want to make people have to read everything twice. So – state the main benefit to YOU and put your own slant on it.

One trick is to include a negative within the email. For example *“The sales page for this product is a little hypey for my tastes and I'm not overly keen of dime sales – but don't let that put you off because behind it as a great product that I thoroughly recommend.”*

Make sure that you get your affiliate link into the email at least twice and ensure that the first of these is near the top of the email. Some people will read the first paragraph and immediately decide they want to check out the product, so don't make them scroll all the way down to the bottom just to find the actual link.

Another good tip is to state something like *“This isn't for everyone but if you've ever [--- Insert a point the reader may or may not identify with--- ] then you'll definitely want to check this out.”*

Sure – some people will think “I don't know what he's talking about” – but equally some will think “Yep, I can relate to that. He's talking to me...” and check out the product.

Make sure also that you format your emails correctly. Nobody likes reading massive chunks of text, so keep your paragraphs short and easy to read.

Avoid complex language too. A chatty style seems to work well for many affiliate marketers – and it comes across as friendly too. A nice touch is putting something like *‘Enjoy the rest of your day’* at the end of your email.

### **Making affiliate sales with your autoresponder follow-up emails**

The great thing about email marketing is that you can make sales in your sleep.

Autoresponder follow-up emails are simply pre-written emails that you set up to be sent at certain intervals when people subscribe to your list.

So – email 1 will be sent straight away, email 2 will be sent to the subscriber 1 day after signing up, email 3 will be sent 2 days later.... Etc.

You can have as many emails in your autoresponder series as you like and of course you can choose at what intervals you want them to be sent.

In general, people seem to be more responsive when they first sign up, so it’s accepted by many marketers that it is best to deliver an email a day for a week or so after people sign up.

After that, you'll probably want to reduce the frequency by quite a bit. We all know that sending out too many emails to your subscribers can be very damaging to your reputation and mean that your response rates take a very quick nosedive.

So – adding emails promoting affiliate products to your autoresponder sequence is a very good way of making affiliate sales.

Over time, you can increase your bank of follow-up messages and tweak them based on the results you get from your broadcast emails...

If you send out a broadcast promo email, for example, and you get a good response and get lots of affiliate sales from it then you might want to add that email to your follow-up sequence so that all new future subscribers ALSO get that email.

**Email Marketing Top Tip:**

Check out the emails of other marketers and see how THEY market products as an affiliate. How do they approach their emails? How many emails do they send out promoting a particular product?

Doing this also means that you can see what other marketers are promoting. This is a very useful way of finding products you can promote yourself. Remember – if another marketer sends out multiple emails promoting the same product then you can bet your bottom Dollar that the product in question is converting well for them. They must be

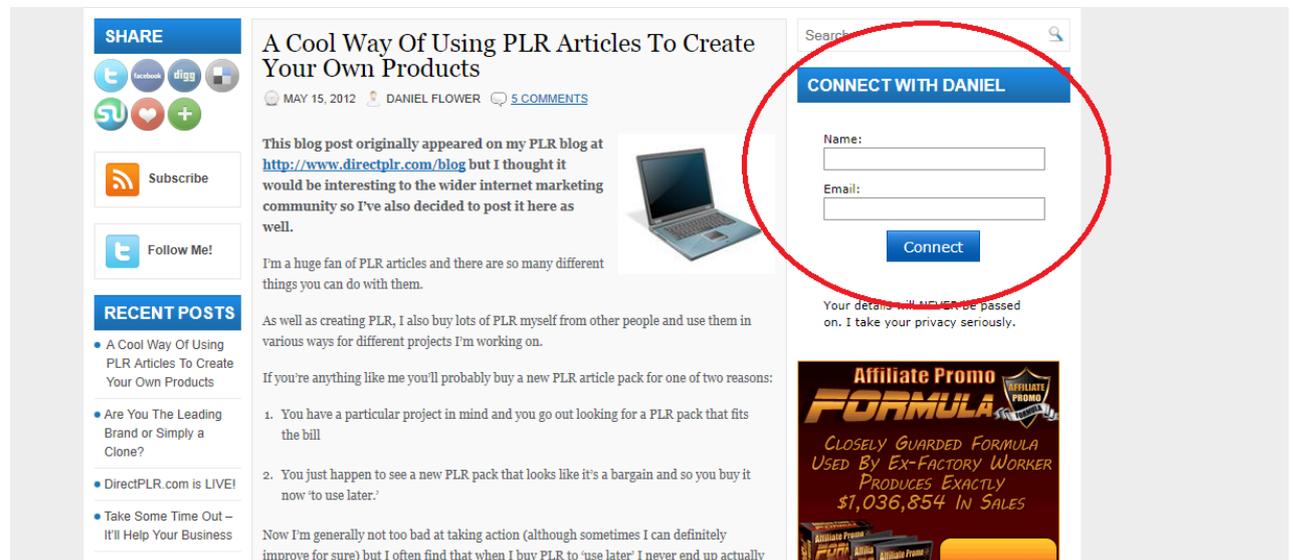
making a decent amount of money from the affiliate promotion, otherwise they wouldn't send out multiple emails about the same product.

# Using Your Blog To Make Affiliate Sales

Blogs are very useful to us as an affiliate.

Whether you are setting up a blog with the sole purpose of promoting affiliate products – or you just want to monetize a more general blog by placing affiliate ads onto it – it’s possible to make quite a bit of money through both.

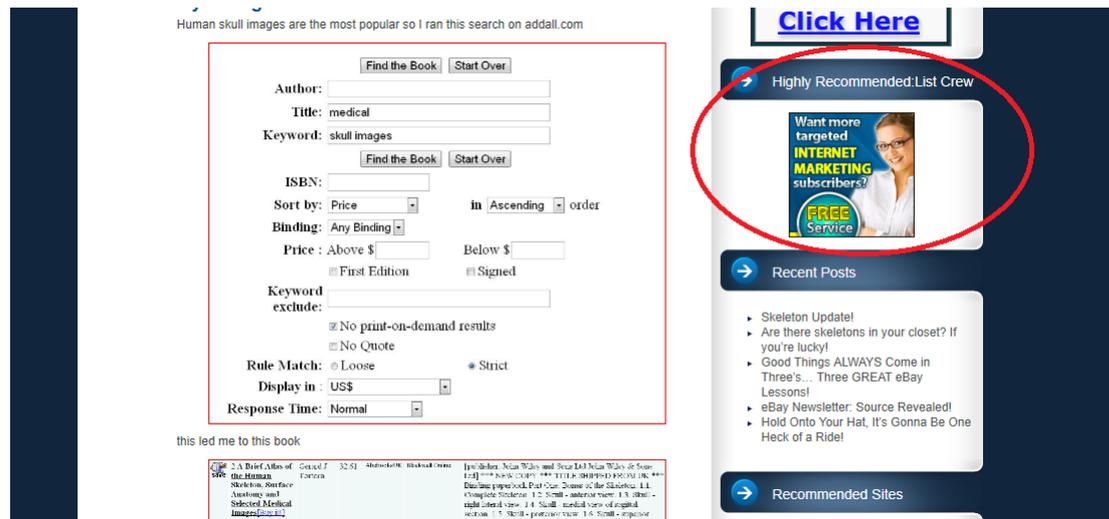
For starters, blogs are a great way of building your list, so make sure that you have an opt-in box in a prominent position on your blog’s homepage:



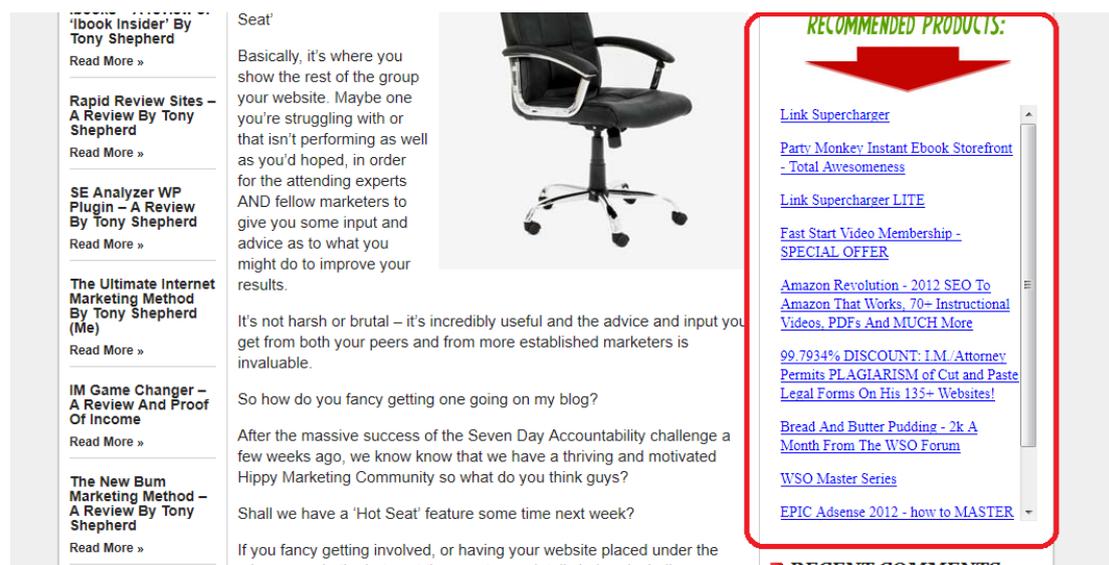
We’ve already talked about the importance of building a list – and so don’t miss the opportunity to do so through your blog.

A good way of making affiliate sales through your blog is to place banner advertisements on it

(you can see an example in the screenshot below)



There are also widgets available that show a list of your 'recommended products' (all can be your affiliate links)



But perhaps one of the best ways of making affiliate sales through your blog is to write review posts.

Writing up a review of a product, posting it to your blog and then placing your affiliate link at the end can be a highly effective way of selling.

You can see an example of a review post below:

The screenshot shows a blog post layout. On the left is a sidebar with a 'PRODUCT REVIEWS:' section containing four items, each with a 'Read More »' link. The main content area features the title 'WSO Profit Exponential by John Pearce - Review by Tony Shepherd' with a date of 'FEBRUARY 29, 2012' and 'TONY SHEPHERD' byline. Below the title is an advertisement for 'Email Marketing Made Easy' by AWeber, offering a '\$1 Trial - \$19/Mo.' and a 'Find Out More' link. The main text of the review begins with 'How a Newbie Made \$113,153.03 in 3 Months from a Single Advert!' and describes how John Pearce, who created one of the most profitable WSOs, has released 'THE DEFINITIVE WSO COURSE'. It mentions that he uses two strategies that are essential for success. A video thumbnail is shown with the text 'CLICK ME' overlaid. To the right of the main text is another advertisement for 'THE ULTIMATE INTERNET MARKETING METHOD' by Tony Shepherd, featuring a '90% DISCOUNT' and a 'Click HERE For Details' link. A search bar is visible at the top right of the page.

Of course, you will want to review products that you like and recommend. It's important to write your honest opinions and tell people what you really think of the products.

Start your review by introducing the product – and maybe a little bit too about the person behind it.

Within your review, it is helpful to tell the reader a little about the product – something that they wouldn't know just by reading the sales page.

Include both good and bad points. This helps to balance the review and means that people are more likely to take you seriously. No matter how good a product is, there will ALWAYS be negative points about it. It could just be something as simple as 'it would have been nice if they had spent more time covering.....' or something like that.

Finally, draw a conclusion and give people a compelling reason why they should purchase this product.

Don't forget to include your all important affiliate link too 😊

## Increasing Your Affiliate Sales

Ok, so it's pretty obvious that we want to maximise the amount of sales we make – and it doesn't matter how you dress it up, you are always going to be competing against other people for sales.

So – how do you try to get people to buy from you and not your competitor?

### **Offer bonuses**

One of the most popular ways of persuading people to buy from you is offering a unique bonus to go with the product when people buy it through your affiliate link.

It's easy to see why this can be so effective. If you think about it from your customers perspective, who are you going to buy from if you are given the choice – the person offering a quality bonus product or the man who is offering nothing?

You're going to go with the person offering the bonus of course because you're getting more for your money.

Now there are a couple of important points here. First of all your bonus must be highly related to the main product. You've got to appeal to the

same people as those who are drawn to the main product in the first place.

The other point of course is that your bonus must be valuable and of high quality. The higher the perceived value of the bonus, the more attractive your offer will be.

That's pretty obvious of course but you'd be surprised at how many people cobble together a couple of crappy ebooks and promote it as a 'top quality bonus.'

So what can you offer as a bonus?

Well it could be one of many things and it's going to vary a lot depending on the product it's being partnered with. If you're promoting an information product, a good bonus might be an interview with the product creator or a short report or series of videos that go into greater depth about something covered in the main product.

Another good idea for a bonus might be personal coaching or group coaching.

Your bonus can of course be something you have created yourself or a product that you have the rights to give away.

If you're creating a unique bonus (and these tend to be the most effective) then you need to carefully weigh up how much time and cost

it is going to take to make the bonus v. the potential increase in sales when compared with not offering a bonus.

Remember also that offering a bonus doesn't automatically mean that you're going to make more sales. If it's a poor bonus, it can actually turn people off from buying from you because you might appear desperate for the sale. You also have to consider the fact that other marketers will probably be offering bonuses too – so you're going to need to make sure that yours is superior to their offerings.

### **Promote early**

This one mainly applies to email affiliate marketing – but people tend to underestimate how important it is to get in there early.

Most of your subscribers will be signed-up to multiple lists and thus when a new product is launched in your niche they are probably going to get a LOT of emails promoting the same product.

So – one of the main factors in people's decision of who to buy from is quite simply which email they see first.

If you can send out your email early on then you're going to have more success than if you sent out the same promo email 2 days later. By then many of the people interested in buying the product will have already bought it from one of your competitors!

## **Establish yourself as the voice of trust**

Another key thing that you have to remember is that many people buy a product just because a particular person is recommending it...

We all have our 'favourite' marketers – and I know myself that I'm much more likely to buy a product being recommended by marketer A than another by marketer B, just because I trust their recommendations.

(Remember earlier on in the report when we talked about how important it is to only recommend good products and build up trust with people?)

So – if you can become the voice of trust then you'll make many more affiliate sales.

Doing this of course takes time – but it's all part of what being an affiliate marketer is all about.

If you can get it right, your customers will come to think of you as a friend giving them advice and not as a salesperson.

## Conclusion

There is a lot of money to be made as an affiliate – but it works best when it is just one element of a larger business.

The key to successful affiliate marketing is choosing great products to promote and then putting them in front of the people who want to buy them.

In my opinion, the two best ways of making affiliate sales are through email marketing and blogging.

The beauty of email marketing especially is that once you've built up a decent list of subscribers you'll be able to make instant sales (and even sales in your sleep once you have set up an autoresponder sequence).

Affiliate marketing is a lot about being seen as a trusted advisor. Once you have built yourself up to this position then you can make a LOT of sales with very little effort.

So – what are you waiting for?

Get out there and start promoting some information products!

I hope that you found this report useful. I wish you the very best of luck

