

**How To Get
Thousands Of
Other People
To Sell
YOUR Products...
And Never Pay
For Advertising
Again!**

The Free Advertising System Main Manual



**A Proven 13-Step System For
Promoting Any Product Online
With Your Own Affiliate Program**

by Jimmy D. Brown

How To Get **Thousands Of
Other
People To Sell **YOUR**
Products...
And **Never Pay**
For Advertising Again!**

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Table of Contents

You may click on any of the chapter links below for quick transfer to each step. You may also simply continue to scroll through the pages with the scroll bar to the right of your screen or the arrow buttons above.

Introduction

Background

Course Outline

SECTION 1: Establishing and Building Your Affiliate Team

Step 01: Develop a high-demand product or service line.

Step 02: Determine the method of organization.

Step 03: Setup your actual affiliate system.

Step 04: Build an affiliate support center.

Step 05: Announce your affiliate program to the world.

Step 06: Conduct a joint venture to recruit new affiliates.

Step 07: Recruit "super" affiliates into your program.

SECTION 2: Keeping Your Affiliates Active and Loyal

Step 08: Publish a weekly reseller report.

Step 09: Create multiple streams of income.

Step 10: Offer incentives to your affiliates.

Step 11: Develop customized marketing tools.

Step 12: Maintain accessibility to your affiliates.

Step 13: Research and respond to your affiliates.

The Affiliate Program Formula for Success
**How to Get Thousands of Other People To Sell Your Products
With Your Own Affiliate Program...Without Spending a Penny**

I hear this question almost every day...

..."What is the best way to advertise my product on the Internet?"

If there is but ONE question that everyone wants an answer to, then this must be it. And the answer, by the way, is worth its weight in gold.

Because there is an answer, a BEST way to advertise online, that is far and away the most effective method of generating consistent traffic, sales and profits on the Internet...

...and that answer is "your own affiliate program."

You have, no doubt, heard of affiliate programs - sometimes called associate programs or reseller programs. You have probably even joined a few of them hoping to strike it rich with some easy commissions.

But, have you ever thought of launching YOUR OWN affiliate program and getting thousands of other people to sell YOUR products and services for you?

That's where the real money is. No question about it. Hands down, the best way to earn a living online is to have other people do most of the marketing work for you.

You're about to discover "How to Get Thousands of Other People To Sell Your Products With Your Own Affiliate Program...Without Spending a Penny." Yep, you're about to learn a unique, 13-step formula for success in launching your own affiliate program. And you can do it without spending a penny in setup costs or transaction fees.

This manual is entitled, "The Free Advertising System." Why? Glad you asked. I've entitled it the "Free Advertising System" because over the next 13 chapters I am going to show you EXACTLY how to launch a successful affiliate program. When you launch a successful affiliate program you will never have to purchase advertising again. Seriously. You won't.

By training and helping your affiliates, THEY will do all of the marketing for you. It's the "Free Advertising System" because, if you follow these simple steps, your advertising from this point on won't cost you a penny.

IMPORTANT NOTE: Make sure you read EVERY page of this manual. Don't take a look at the title and think you know it and just skip on through. I promise, you'll miss something important if you do. I have kept this manual short, because that's the way we all like it, to the point. There isn't any "fluff"

in here. So take the time to read it ALL. There are "keys" to your success on every page.

Let's get started, shall we?

The Affiliate Program Formula for Success
**Who the Heck is "Jimmy D. Brown" and Why Should I Listen
To What He Has to Say About Starting an Affiliate Program?**

Before I explain the Affiliate Program "Formula for Success," let me briefly share with you about the success of my own affiliate program.

I promise to be brief. It's important, so stay with me.

In August 2000, I launched ProfitsVault.com, the "web's most comprehensive Internet marketing private site." That month, despite a great deal of money invested in "advertising," it received a measly 500 hits. Sales were dismal. And there weren't any profits.

In December 2000 our website topped 140,000 hits for the month! Sales were so high that I actually earned more in the month of December than I had earned at my regular job in SIX MONTHS!

Now, you do the math. From 500 to 140,000 hits in 4 months...

...something incredible happened there, didn't it?

That "something incredible" was the launching of a very successful affiliate program.

Am I an expert? Nope. Not even close. Am I some "authority" like Declan Dunn? No way. Not in his league. Why then, should you listen to what I am about to reveal in the coming pages of this manual?

Because I went from 500 to 140,000 hits in 4 months, that's why! :-)

All I am going to do is show you EXACTLY what I did. I'm convinced that it will work for anyone who tries it. What you are about to read is the exact system that I used, through trial and error, to build my affiliate program.

And, before I go a step farther, let me say this. Our affiliate program is only 500 members strong - but they are the best darn affiliates on the web today. (I'll show you a bit later how to recruit SUPER affiliates like these guys). If there is any bragging to be done, let me brag on them. They do most of the work. They make my affiliate program successful. And they are rewarded for their efforts. Kudo's to the hard-working resellers of the [ProfitsVault!](http://ProfitsVault.com)

As you begin diving into the 13-step formula, let me share one thing about this manual. Everything I refer to will be in regards to a single, one-tier or one-level affiliate program. There ARE two-tier affiliate programs available, but in regards to this report, everything will be in reference to a single, one-level affiliate program. (Although almost everything will be applicable to two-level programs)

OK, enough rambling. Let's outline the 13-step formula...

The Affiliate Program Formula for Success
Lucky 13 - The Steps to Affiliate Program Success

We are about to journey into the actual formula itself, but let's take a brief overview of what you are about to discover.

What exactly are the "steps to success" for launching your own affiliate program?

SECTION 1: Establishing and Building Your Affiliate Team

Step 01: Develop a high-demand product or service line.

Step 02: Determine the method of organization.

Step 03: Setup your actual affiliate system.

Step 04: Build an affiliate support center.

Step 05: Announce your affiliate program to the world.

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Step 13: Research and respond to your affiliates.

Sounds like a lot of work, doesn't it? Well, it's all actually very simple. We'll tackle things one step at a time and by the time you finish reading this report...

...you'll be thinking, "Wow, I can do this!"

And soon, you will be. :-)

Let's get started with step one, shall we?

The Affiliate Program Formula for Success
Step 1 - Develop a quality product or service line.

At the foundation of every successful affiliate program is AT LEAST one high-demand product. It kind of makes sense, doesn't it? If you are looking for affiliates to promote your product...

...you've got to have a product!

The important thing is to make sure that it is "high-demand." It has to be something that people want. If there aren't many people online who are interested in purchasing your product or service, then you won't make many sales. If you don't make many sales, then your affiliates won't earn many commissions. And if they don't earn many commissions...

...they'll go shopping for another affiliate program to promote!

So, you've got to have a product. More importantly, you've got to have a "high-demand" product.

So, what sells online?

There are two products that far outsell all others combined on the Internet. They are #1 sex sites (shame, shame, shame) and #2, information products.

Let's go with information products, ok?

An information product is the ultimate product to build your affiliate program around. Why? Glad you asked...

- Information products are electronic (e-books) meaning they cost ZERO to reproduce. If you sell the product for \$24.95, then you keep \$24.95!
- Information products are available for IMMEDIATE download upon purchase. People online want it NOW. They don't want to wait for you to ship it to them.
- Information products are EASY to create. If you can write a shopping list, then you can create your own high-quality information product to sell.
- People are WILLING to pay MORE MONEY for valuable information ONLINE than they would OFFLINE. You can sell a 25 page report ONLINE for \$19.95 and OFFLINE you'd be lucky to get \$5.00 for it.

So, you need, preferably, an information product to sell online as the foundation of your affiliate program. If you've already got a nice product that you feel confident is "high-demand" then proceed to step 2. On second thought, read this anyway...

If you want to create your own information products (and it can be on ANY

topics) then I highly recommend "[Infopublishing Explained](#)." "[Infopublishing Explained](#)" is a 420 page, step-by-step system for creating killer information products to sell online. It covers everything that you need to know about successfully harvesting the knowledge you already have. If you can write a shopping list, you can create your own information product. Best of all, it's available for a limited time for only \$9.97. As a bonus, you'll also receive the 45 chapter "Killer Marketing Secrets Revealed" featuring the web marketing knowledge of guru Terry Dean. Check out 123webmarketing.com for more details.

I'm sure you have a nice product to sell online, and this manual certainly is about creating information products. I just felt it *important* that I at least mention that every successful affiliate program begins with a *high-demand* product. Everything you are about to learn depends upon having a product that is sellable.

Got one? Great!

Let's move on to step 2, shall we?

The Affiliate Program Formula for Success
Step 2 - Determine the method of organization.

We need to do just a bit of research before setting up your actual affiliate program system. Basically, you need to answer 3 important questions before launching any reseller program...

1. Who will run your affiliate program?
2. What are you offering?
3. How often will you pay your affiliates?

These are the "basics" that we need to cover before moving on, so let's briefly look at some options.

WHO WILL RUN YOUR AFFILIATE PROGRAM?

There are two methods of operation that you may choose from, each bringing a variety of options to the table...

- Affiliate tracking software.
- Affiliate tracking companies.

For my affiliate program, I went with an affiliate tracking company. I'll share who it is and why I went with them in just a minute. But first, let's talk about affiliate tracking software.

With affiliate tracking software, YOU take care of your program. Once the software is installed, there are no additional fees. No monthly fees. No commissions. No transaction costs. Nothing. That's the benefit of tracking software.

I looked at several really good tracking software programs before opting for a tracking company. The software programs themselves are outstanding. If you are looking at purchasing affiliate tracking software, then I recommend the following products for the small business owner (meaning, you're like me and you don't have a lot of money to spend on purchasing high dollar software to get started!)...

- Affiliate Master Script: When you join Allen Says' Internet Marketing Warriors Private Site, you receive a free copy of the "Affiliate Master Script." At \$49.95 for a lifetime membership (which includes too many things to mention here!) this one is a bargain. [Click Here](#) for more details. Just a few of the features of the "Affiliate Master" are
 - Will display your site via a cgi script, passing the users id throughout the website! This allows you to give all your resellers a website!
 - Can keep track of users direct sales and commissions! Either a flat amount per sale or a percentage of sale!

- Users can view sales and commissions in real-time!
- You can run a monthly payment run, with all data displayed on one webpage that can be printed!
- Will automatically assign an id number by taking the first letter of the users first and last name and appending a number to the end of it!
- Stores user data in a simple text file that is easily edited, to change or remove users!
- Signup form will validate that all required fields have been entered!
- Signup and order forms will send emails to the user, to the sponsor, and to you! You customize each!
- Ability to have signup form separate from the order form! Script is compatible with all UNIX based servers!
- Simple Affiliate: Internet Enterprises offers what I believe to be the least expensive affiliate software program online. It's only \$29.95, but is loaded with features. [Click Here](#) for more details. Here are a few of the things you can expect from Simple Affiliate...
 - Automatically set up new affiliates in seconds and have your affiliates up and selling for you right away!
 - Assign an ID# to each new affiliate.
 - Create a Web page for each new affiliate so that all sales that come in are stamped with each affiliates ID#. This way you can easily keep track of sales and pay your affiliates.
 - Automatically create HTML banner codes for your affiliates so they can place your banner on their other Web pages right away.
 - It includes everything you need, including all HTML forms, so that you get started right away.

If you're a "do-it-yourself" kind of person, then these two affiliate scripts will certainly provide you with what you need to establish an affiliate program.

Now, like I said, I went with an affiliate tracking COMPANY rather than the software. Why? I'll answer that with one simple word...

...time.

If I had chosen to do it myself with affiliate tracking software, then I would have to do a lot of paperwork! Paperwork that I didn't want to do. And still don't!

Things like writing out checks and stamping envelopes and answering commission questions and processing credit card orders and on and on. To me, time is much more valuable to me. I sure didn't want to spend hours every week working on reports and checks and paperwork.

I'd rather spend time with my wife and baby boy. :-)

So, I looked at a lot of options as far as companies that offer this kind of service. I narrowed it down to one incredible company and went with them. And I haven't looked back since.

I went with [Clickbank](#). While it's called the Profits Vault Affiliate Program, behind the scenes, Clickbank IS my affiliate program. They handle everything for me. Here is what they do...

- ClickBank is the ecommerce solution for thousands of web businesses that deliver unique products and services over the Internet itself (via web pages, files, or email).
- Simply place a special "sales link" at your web site, and ClickBank will:
 - Enable real-time sales of your digital goods or services.
 - Provide international fraud screening by ccScansm.
 - Handle all customer billing and billing inquiries.
 - Connect you to our network of over 60,000 active affiliates.
 - Provide you and your affiliates with real-time sales reporting.
 - Send you and your affiliates a paycheck twice each month.
 - Process Visa, Mastercard, American Express, Discover, Eurocard, and Visa-Debit, MasterCard-Debit, and Novus cards.

I have been with them for 6 months now and have found them to be EXEMPLARY in everything they do. This is a top-notch company. Support is prompt and professional. I cannot brag on them enough. They have over-delivered on what they promised. If you want a company to "take care of it all" when it comes to the operation of your affiliate program, then this is the one to go with. Hands down, they are the best.

ClickBank has a one-time \$49.95 activation fee, and a \$1 + 7.5% fee per sale. There are no monthly fees. I highly recommend them. [Click Here](#) for more information.

Now, there IS another company that I've looked at, but cannot "recommend" it as yet. I have not personally dealt with this company because I am completely satisfied with Clickbank. However, it looks really good and there are ZERO costs involved in using it as your affiliate program provider. Really. ZERO costs. It's a company called [Freeaffiliate.com](#). Here is what Freeaffiliate.com offers...

- FreeFiliate is a totally FREE affiliate tracking service that is full featured, fully functional and easy to use.
- It is web based and there is no download required. Get your affiliate program set up today!

- No Start up costs. No monthly or yearly fee. No commissions taken. A totally, 100% free affiliate tracking system that will enable you to get your affiliate program up and running immediately at no cost.
- Multi-Payment Options: Pay-per-Click, Pay-per-Lead and Pay-per-Sale options are all available.
- Full Affiliate Tracking: All affiliate activity for your program is tracked and stored for free in a master database on the JB McKee domain.
- Full Access 24/7: You will have full access to your program activity database at all times.

It appears that the only drawback with this company is the pop-up ads that are shown when someone clicks on your affiliate link. Oh well, they've got to get paid somehow, right? If you want a completely free of charge provider for your affiliate program, this looks like a keeper.

OK, now that we've determined who will run your affiliate program, let's answer...

WHAT ARE YOU OFFERING?

There are three basic ways for resellers to earn money with affiliate programs:

1. Pay-per-lead. The affiliate earns a pre-determined amount based on sending qualified prospects to your website.
2. Pay-per-click. The affiliate earns a pre-determined amount EVERY time someone clicks on their affiliate link.
3. Pay-per-sale. The affiliate earns a pre-determined amount or commission percentage on actual sales only.

My recommendation, and what I went with personally, is option 3, "pay-per-sale." At this point, you need to determine what you will be offering as far as a method of your affiliates earning revenue from your affiliate program.

The easiest (and safest for you!) is to offer revenue on actual sales.

So, how much is that going to be? That depends on your product or service. If it's ezine advertising or a specialized service that requires your time, you may only want to offer 20% commission. If you are going with an actual product that is to be physically delivered such as a music CD, for example (which I don't recommend) then you will need to factor in the cost to product, delivery charges, etc.

As I mentioned earlier, the best product to build your affiliate program around is an information product. And the standard commission for the sales generated by affiliates is usually 50%. That's what we went with. While you can choose any amount you want, 50% is what I recommend.

Now, you're not finished there. You need to offer more than just revenue from your affiliate program. You also need to offer a couple of additional things...

- Complete Support. Your affiliates need to be able to come to you with questions about your program and expect prompt replies. (Remember, if you go with Clickbank, then THEY provide the support). One of the quickest ways to lose good affiliates is to not respond to their inquiries. On the other hand, one of the quickest ways to gain loyalty among affiliates is to be available to them.
- Discounts on products for affiliates. Allow your affiliates to purchase your products or services through THEIR OWN affiliate link and earn a commission on the sale. This is a sure-fire way to build loyalty. After all, if the affiliate is going to work hard to promote your product or service, shouldn't they be eligible for the commission on their own sale? TAKE IT ONE STEP FURTHER by giving your affiliates a FREE COPY of your product. (See Step 10 for more details.)

Now, let's answer question #3...

HOW OFTEN WILL YOU PAY YOUR AFFILIATES?

There's the million dollar question that is on everyone's mind. When will I receive my check? When do I get paid?

Let me share something with you. I joined some of those "pay to surf" programs many months back. I surfed. I earned my commissions. It was months later before I got paid. (And on many of them, I never got paid at all). Do you really think I'm going to try and promote then any longer?

Nope. They wasted my time and I told you earlier that my time is important.

The single quickest way to destroy your affiliate program is to delay paying your affiliates. Let me repeat that. The single quickest way to destroy your affiliate program is to delay paying your affiliates.

Your affiliates need to know when they can expect their commission. And more than that, they need to see you follow-through and deliver what you promised. It's that simple. Keep everyone happy by paying them on time.

Now, there are a couple of different options here. You don't want the hassle of paying every week, because it takes too much time. Once a month is widely considered a satisfactory payment period. As long as they checks go out around the first of the month, everyone should be happy.

With Clickbank, you can expect a check to be delivered TWICE a month, which is yet another reason why I went with them. I like to get paid! Some of my bills and necessities won't want until the first of the month, so it works out well.

You should pay your affiliates at LEAST once a month and twice a month, if possible.

Also, another good idea is to give your affiliates the option of a minimum amount they want to receive. Let's say I set my amount at \$100. I don't want a check less than that. You simply keep my commissions and don't send me a check until I reach the \$100 mark. This will let the affiliate determine their own minimum amount, plus it will cut back on your paperwork because you'll be writing less small checks. Again, Clickbank takes care of this for you.

Make sure you spell it out clearly on your website when the affiliate can expect a commission check. It's the first thing many will look for.

Let's move on to step 3...

Step 3 - Setup your actual affiliate program system.

OK, it's time to actually establish your system. We'll do it in 3 easy steps...

1. Install the affiliate tracking software or open an account with the affiliate tracking company.
2. Design and upload a webpage describing your affiliate program.
3. Link to your affiliate program webpage throughout your website.

STEP 1: Install the affiliate tracking software or open an account with the affiliate tracking company.

The first thing you want to do is to implement your choice of "who will run your affiliate program?"

If you have opted to go it yourself, then install whatever affiliate tracking software script you have chosen.

- Test it carefully, making sure everything is working properly. You don't want the embarrassment of recruiting affiliates into a program that doesn't even work correctly!
- Make sure it properly creates new affiliate pages with unique codes.
- Be certain that it is tracking activity properly.
- Confirm that "acceptance" emails are being issued when someone joins the program.
- Make sure you know when you'll be sending out checks.

If you decided to go with Clickbank, then open your account and follow their simple instructions for establishing the affiliate system. Their step-by-step instructions make it easy to ensure that you've got everything in order.

- Test everything according to their directions.

STEP 2: Design and upload a webpage describing your affiliate program.

You will want to develop a special webpage that gives potential affiliates complete information about your affiliate program. For an example, check out the ProfitsVault affiliate page by [Clicking Here](#).

Note: If you're not sure about how to create a webpage for your affiliate program, or you just want to make your webpage much more attractive and professional than it looks now, then take a look at the [Internet Success Blueprint](#). It includes an actual MOVIE that you watch on your computer that shows you how to create your own killer graphics and design your own webpage. It's been invaluable to me. It's great for the novice or the intermediate web designer. If you're a pro, don't bother. :-)) [Click Here](#) for more details.

When you develop this special webpage make sure the layout and design is consistent with the remainder of your website. Your affiliate information page should have the following information included in it:

- Instructions on how to join your affiliate program.
- Where to find marketing tools to promote your affiliate program.
- When and how the potential affiliate will be paid, including the amount per sale, click or lead.
- Information regarding how the potential affiliate will have access to "real-time" stats for their affiliate account.
- A brief overview of how the affiliate program works. (I.E. You receive a unique URL, customer clicks on it, they arrive at the website, make a purchase, you are awarded a commission) Walk them through the process of earning commissions.
- Any special "terms of agreement" that you wish to enforce. (I.E. No tolerance for SPAM)
- Contact information should the potential affiliate have additional questions.

This special webpage needs to be in place before you begin recruiting affiliates. Answer all of their questions before they get a chance to ask them.

A word of warning: Do not fill the potential affiliate with hype. Don't give them outlandish details of how much money they "might make." False hope leads to disappointment which leads to "I'm going shopping for another affiliate program to promote because this one didn't deliver." The best option is to not include any actual dollar amounts, other than the amount per sales, lead or click.

STEP 3: Link to your affiliate program webpage throughout your website.

Now, you need to establish links to your special affiliate program webpage throughout your entire website. You want to recruit as many people into your program as possible. EVERY page of your website should have a link of some kind to the affiliate program page. Here are some suggestions for getting maximum visibility for your affiliate page...

- Begin with your mainpage. Add a link in a prominent location. If you have buttons on your webpages, add an additional button for your affiliate page. It needs to merely read, "Affiliate Program" or "Affiliates" if you need something shorter. Begin with your mainpage and add the link / button to all of your webpages.
- Add a link at the close of your sales letter. Remind the reader that you have an affiliate program for the product they are reading about.
- If you have an "ezine page" developed for your Internet newsletter, then make a special note in the ad copy informing subscribers of the

affiliate program.

- How about a "Your subscription has been processed" page informing the subscriber that they have successfully been subscribed to your ezine? Mention the affiliate program on this webpage.
- Speaking of ezines, if you publish one, keep a small note about your affiliate program in the masthead of every issue of it.
- After someone places an order with you, they are most likely redirected to a "thank you" page, right? This is an ideal place to mention your affiliate program. "Thank you for your order, blah, blah, blah. P.S. Before you leave, why not join our affiliate program where you can earn 50% commission..." You'll be surprised at how many will join from this webpage.
- Do you send a confirmation email after each order? (If you don't, then you should!) Included in this email are usually a "thank you," order number, download information, etc. This is another great place to inform folks about your affiliate program. They are already interested in your product, right? They just purchased it! Now, show them how they can earn extra money from it.
- If you have a "Private Site" or "Member's Only" site or even a "Download Page", then invite the visitors of these webpages to join the affiliate program.
- Plug a 2-3 line "ad" for your affiliate program in your email signature. Within a week, you'll probably have sent it out to several hundred potential affiliates.
- When you post questions, answers or information to online forums, discussion boards, message boards or bulletin boards, then link to your affiliate program in the provided URL spot.

Plaster information about your affiliate program throughout your webpage and your online correspondence. We add about 10-15 new affiliates EVERY week just from doing this alone. In a year's time, that's 500-750 NEW affiliates promoting the Profits Vault.

See how quickly this adds up?!

Next, we need to build an affiliate support center, ok?

The Affiliate Program Formula for Success
Step 4 - Build an affiliate program support center.

So, we've got things set up, don't we? We're almost ready to announce your new affiliate program to the world, but first there's one more thing we need to do...

...equip those future affiliates with the best and most responsible support tools available.

We need to build them a support center.

Again, I'll share with you my own success with the ProfitsVault affiliate program. Our support center (which is only 7 webpages in size) has 4 critical sections that I believe are absolute necessities in equipping resellers for success...

- Mainpage: This one isn't necessary as far as valuable information, as much as it is for easy navigation. Your affiliate support center mainpage will need to have easy access links to the other webpages inside the support center.
- Advertising: You will want to provide your affiliates with banner ads, classified ads, solo mailing ads, endorsement letters, and recommended advertising sources. (Whew! That sounds scary, huh? Don't let it overwhelm you, we'll take it one step at a time)
- Marketing Tools: Affiliates need eBooks, reports, autoresponder courses, and articles. (Again, don't worry, we'll tackle it one by one. :-)
- Tips and techniques: From back issues of your reseller report to the "secret" marketing tips and techniques you've discovered along the way, educate your affiliates to become the top trained on the web.

Ready to begin tackling? Let's do it...

Build a Mainpage.

First things first, you'll want to create a webpage to serve as the mainpage of your affiliate support center. Take a quick look at the mainpage of the [Profits Vault Affiliate Support Center](#) for an example of what this page should basically consist of. You will want to include...

- A brief introductory "welcome" to the affiliate program.
- A "what you can expect" from the affiliate support center dialogue.
- A contact person with the appropriate email address.
- Information on how to join the affiliate program (just in case they missed it)
- Instructions on how to obtain their unique affiliate link and how to test it.

- Links to all of the webpage within the support center, along with a brief description of what the affiliate will find on the respective webpages.
- Answers to any "frequently asked questions" that are relevant and not discussed elsewhere.

Develop your affiliate program's "official" ads.

The next page(s) you'll want to create in your affiliate support center consist of your official ads. Every affiliate needs to have pre-tested, ready-made ads to promote on their websites, ezines, autoresponders, etc. While it isn't necessary to include all of these types of ads in your arsenal (for more on writing advertising, see the note following these listings), I recommend establishing the following...

- Banner Ads: Banner ads are not as effective as they once were, but still generate results. At a minimum, make sure you have at least one banner ad that your affiliates can upload to their website. It is also helpful to post a REMINDER that they should link their affiliate URL to the banner. If you have knowledge of HTML, then post the actual HTML code for using their affiliate link with your banner(s).
- Classified ads: Realistically, you'll need several different size ads for your affiliates to use. Whether they publish them in ezines or classified ad sites or in their signature files, they will need a variety of sizes. Start with a simple 2 line classified ad and go up to a 6 line ad. Approximately 40-45 characters in width will usually work great. Again, remind the affiliate to include their own unique affiliate link in the ad.
- Solo Mailing Ads: This one will take a bit more effort. Solo mailings, or exclusive mailings, are generally 5-7 paragraphs in length or up to 40-50 lines of text. They are sent exclusively to the ezine database with no additional advertising included. These ads are THE most effective advertising online, without question. You'll want to get this right. Include at least one solo mailing ad in your support center that you affiliates can use to send out exclusive mailings. Simply highlight the most important things about your product or service. Be specific. Stress the benefits to the reader, not the features. Tell them what the product will do for them. And make sure you speak as if you are talking to ONE person, not an entire crowd.
- Endorsement Letters: OK, so I told you earlier that solo mailings are THE most effective advertising online. Well, I take it back. :-)
Endorsement letters are even more effective! An endorsement letter is similar to a solo mailing with one small exception...it has the weight and backing of a personal testimony from the owner of the ezine itself. Many affiliates publish their own ezines. An endorsement letter is different than a 50 line ad that says, "Product XYZ can do this for you," which is what a solo mailing ad does. An endorsement letter

says, "Hey gang. I found out about Product XYZ and gave it a try. I loved it and you will too. Here's why..." A personal recommendation from a trusted authority will always produce the most results. Right an endorsement letter as if you were recommending it to your friends. Then, allow your affiliates to use it to publish in their ezines.

- Recommended Advertising Sources: All affiliates want to know "where should I advertise?" I am asked that question almost every week by one of my resellers. It became such a common question that I actually began publishing 10 recommended places to advertise in my weekly reseller report. If you know of any advertising "hot spots" or places that look promising, inform your affiliates. I used to try to advertise in all of those high-traffic, high-response places myself. Then, I realized something important. I don't need to spend a penny in advertising. I just needed to find the places that I honestly wanted to advertise myself (and cost doesn't matter!) and then tell my affiliates about it. Someone would give it a shot. Then, I could reap the benefits of the advertising (along with the affiliate, of course) without spending a penny of my own money. Find legitimate, effective advertising spots and recommend them to your affiliates. I assure you, someone will give it a try.

Many of your affiliates simply won't know what to write in an ad if you don't provide it for them. Make it easy to advertise your products and services. Have everything in order for them to simply plug it in.

Of course, you can also encourage your affiliates to create their own ads to add another approach to advertising, especially if your ads have been in circulation for a long time. Some ads are worn out after a while and stop producing. Fresh ads often begin pulling better. **WORD TO THE WISE:** You may want to have your affiliates allow you to personally review their "unofficial" ads before publishing them. That way you don't have anything representing your product out there this is unprofessional or potentially damaging.

If you are unfamiliar with how to write "killer advertising," then I suggest you check out the [Profits Vault](#). I know what you're thinking, "Hey, that's YOUR other product. Are you trying to talk me into buying something else?"

Well, "Yes," and "No." Yes, it's my product and I think you should take a look at it, and no I'm not trying to talk you into it. Here's the truth. Everything I learned about creating the banner ads, classified ads, solo mailing ads, and endorsement ads that continue to pull in phenomenal results, I LEARNED FROM THE MATERIALS IN THE PROFITS VAULT. If you really want to produce high quality, high response advertising, then you at least need to take a look at our ad tutorials. I GUARANTEE you'll learn how to write ads that will practically force people to respond.

And that's what you want, isn't it?

Create marketing tools for your affiliates.

We're going to talk about this in much greater detail in an upcoming section, so I'll just briefly mention it now. Begin working on some additional marketing tools for your affiliates to use in promoting your products and services. Here are some of the specialty tools that I created for our affiliates - all have produced tremendous results -...

- eBooks
- Reports
- Autoresponder courses.
- Ezine / webpage articles

Again, we're going to cover that in much greater detail shortly. In fact, I'm going to share with you the #1 METHOD OF GENERATING SALES THROUGH YOUR AFFILIATE PROGRAM! Stick around!

Share the latest marketing "tips and techniques" with your affiliates.

Inside the Profits Vault support center, I have included several "tips and techniques" for success. From changing affiliate links to include your own domain name, to how to post information to forums to the single best way to create viral marketing from your affiliate link, I regularly add new tips and suggestions that I have found to be successful.

Do your research. Go to your favorite search engine and do searches for the following phrases...

- "affiliate success"
- "affiliate articles"
- "affiliate tips"
- "how to become a better affiliate"
- "affiliate programs"
- "affiliate marketing"
- "super affiliates"

Visit some websites. Read some articles. Find out what works. And then report it to your affiliates. Share the "best of the best." Short, simple tips for success. That's what every affiliate wants.

Go to Allan Gardyne's excellent website, AssociatePrograms.com and read his articles. Write out a few tips based on what you learn. Post it to your affiliate support center.

Join other affiliate programs and see what kind of tips and techniques for marketing that they provide for their resellers. Pass on what you consider important to your own affiliates. NOTE: Do Not copy material from another

website to include on your own site. This is violation of copyright. Simply learn from their ideas and then share those ideas in your own words with your affiliates.

Do you research. Did you catch that? Do you research. It takes less than 30 minutes to provide some outstanding tips to keep your affiliates headed in the right direction. It's well worth the time invested.

Now, that we've got the affiliate support center in place, it's time to announce your affiliate program to the world. You do want them to know about it, don't you?

Let's get busy telling them!

The Affiliate Program Formula for Success
Step 5 - Announce your affiliate program to the world.

You've got a top notch affiliate program set up.

Right?

C'mon, you don't sound so sure...

Right?!

Good, that's better.

You've got a top notch affiliate program set up. Everything is in place. Now, it's time to get some folks to join up and roll out the advertising. Sales are just around the corner.

Now, of course, you'll have people joining your program just from visiting your website. After all, you've got links to your affiliate program all over your website. Right? Right?

But, we're not going to rely on that alone. We've got to get the word out there. Tell people about the new affiliate program. We're going to do this in a couple of ways...

1. Affiliate announcement ezine.
2. Affiliate directories.

While there are just as many ways to market your affiliate program as there are to market your product (I.E. Search engines, joint ventures, ezine advertising, banner exchanges, etc.) there are two methods that are available for affiliate programs, that ARE NOT available to market regular products or services. They are the above mentioned two advertising options...affiliate announcement ezine and affiliate directories.

AFFILIATE TODAY ANNOUNCEMENT EZINE

AffiliateBroadcast.com has an announcement ezine, Affiliate Today, which is published to thousands of individuals who are interested in promoting affiliate programs. A listing in this ezine can generate a significant amount of new resellers into your program.

Best of all, they will list your NEW affiliate program for free. If your affiliate program has not been previously announced in Affiliate Today, then they will, at no charge to you, mention your program in an upcoming issue of their ezine.

This will need to be your first stop in "getting the word out" about your affiliate program. [Click Here](#) to get you free announcement listing.

AFFILIATE PROGRAM DIRECTORIES

There are dozens of directories online that exclusively list affiliate programs. You will want to submit details about your affiliate program to each of them. Below you will find an alphabetical index of 42 directories that you may begin immediately sending your submissions in to (The BEST ones are noted with a ***)...

- [4YourSite](#)
- [1000AffiliatePrograms](#)
- [Adbility](#)
- [Affiliate-programs-directory](#)
- [AffiliateBroadcast](#)
- [AffiliatesDirectory](#)
- [AffiliateForum](#)
- [AffiliateGuide](#)
- [AffiliateMatch](#)
- [AffiliateOptions***](#)
- [AffiliateProgramsCentral](#)
- [AffiliateWorld***](#)
- [Associate-It***](#)
- [AssociatePrograms***](#)
- [AssociateSearch***](#)
- [AssociateZone](#)
- [Atlnetwork](#)
- [Click2lead](#)
- [Cash-cows](#)
- [Cashpile](#)
- [Clickquest](#)
- [Clickslink](#)
- [Creativeopportunity](#)
- [EasyCashmaker](#)
- [FreeAffiliatePrograms](#)
- [i-Klondike](#)
- [i-Revenue](#)
- [Kresch](#)

- [LinksThatPay](#)
- [MakeMoneyNow](#)
- [Partner-Programme](#)
- [Refer-it***](#)
- [Refer-uk](#)
- [ReferralIncome](#)
- [ReferralMadness](#)
- [ReveNews](#)
- [SimpleSite](#)
- [Siterewards](#)
- [StartEarning](#)
- [WebAffiliatePrograms](#)
- [WebmastersHelpCenter](#)
- [Webmaster-Programs.com***](#)

I don't know about you, but my time is valuable. Now, you can visit each of the sites and hand submit your affiliate program to each directory, but I've recently found a quicker way to do it...

...there is actually a company online who will hand submit your affiliate program to the top 40 directories for you!

I found [AffiliateBoost](#) by accident really. I was looking for an affiliate program software and stumbled upon this service. They really do a top notch job and the prices for their service are very affordable. [Click Here](#) to check out their service. I think you'll agree that your time is more valuable than theirs!

Let's see. We've gotten the word out there about your affiliate program. Now, let's recruit some SUPER affiliates to turbocharge your sales.

You do want to turbocharge your sales, don't you?

The Affiliate Program Formula for Success
Step 6 - Conduct a joint venture to recruit new affiliates.

By now, a few affiliates are trickling in, right? You're beginning to see some action as folks are joining your affiliate program.

But, you'd like to speed things up a bit, wouldn't you?!

There is a very easy method - that I have used many times - to QUICKLY recruit new affiliates into your program. I have seen it product as many as 139 new affiliates in two weeks.

By following a simple, 6-step formula, you can literally have dozens of new affiliates actively promoting your product(s) in a matter of days.

Let's get you started, shall we?

It's a simple JOINT VENTURE that produces *big-time* results. In fact, it's the same idea that I used to create the report, "How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Month." It is easy - and it works EVERY time.

1. Set the right goal. Learn this unchanging truth about doing business on the web: If you do not set a goal to shoot for, you will aim in the wrong direction. I guarantee it. Your joint venture must have a purpose. It must have some specific function it exists solely to perform. Ask yourself one very simple question...

...what is it that you want to accomplish with your joint venture?

Now, the overwhelming answer I receive is "make a lot of money." Perhaps to your surprise, that IS NOT the right goal. Granted, an increase in sales is a secondary goal, but there are a couple of more important goals for an ezine joint-venture project that you must consider...

(a) Securing lifetime customers that will continue to do business with you year after year.

One of the objectives of this joint-venture is to establish a business relationship with new customers. Customers who soon gain confidence in your products. Customers who soon grow to trust in you and respect your suggestions and input. Customers who will continue to fund your vacations and contribute to your retirement account long after the joint venture has fizzled out.

Build a customer database. That is goal number one. Aim in that direction.

(b) Recruiting new affiliates who will actively promote your products and services.

For several years, I struggled with how to advertise online. What techniques should I try?

Where should I spend my advertising budget? What works and what doesn't? I wanted to try everything but realized very quickly that this was impossible.

Then, the almost-burned-out light bulb began to flicker a bit, and a light went off in my mind. I need affiliates. I need hundreds of affiliates promoting my product for me. I need affiliates who will try all of the different techniques that I don't have the time or money to try. The reality of the web is this - an affiliate program is THE absolute best way to see significant growth in your sales, hands down. Nothing else comes close.

Build your marketing sales force. Put a big bull's eye directly on top of your affiliate program. Take aim and fire away.

2. Develop a contact list. After you have established that your goal is to generate some immediate sales and build your future sales, it's time to develop a list of ezine publishers that you will contact with your joint-venture proposal. While there are several quality directories online where you can find ezines listed along with publisher contact information, I suggest you start with a couple of "ezine swap" directories.

The reason that I recommend my clients start with ezine publishers who participate in ad exchanges is simply that these publishers have already expressed an interest in working together on a joint-venture of some type. An ad exchange is one of the simplest forms of a joint-venture. Any ezine publisher who participates in these types of exchanges is likely to be open to the idea we are going to be proposing.

There are several nice directories of publishers who participate in ezine ad swaps online.

Terry Dean has a nice listing at <http://www.bizpromo.com/ezinetrades.htm>

The E-Publishers Resource Book has a directory in ebook form for download at

<http://www.cyberprofits.net/download/erb.exe>

Freezineweb.com has an extensive directory found at
<http://www.freezineweb.com/ad-swaps1.html>

These directories should give you a database of about 700 ezine publishers to begin approaching with your joint-venture idea.

3. Create an irresistible offer. Herein lies the MOST IMPORTANT part of the joint-venture process. You simply must put so much tantalizing bait onto your line that the fish have no choice but to take a bite. Don't be afraid to let the ezine publisher get more out of the initial trade that you do. In fact, if you don't, then your joint venture may be a failure. You simple must make an offer that is so overwhelmingly attractive to the publisher that they would have to be insane to pass it up. Make it lop-sided in their favor.

Remember, your primary goal isn't to make immediate profits, although you will generate sales with the joint-venture. Just remember that it doesn't matter if the publisher receives a greater portion of the profits on the initial trade...

...you will gain lifelong customers and new additions to your reseller team. Both of which will earn you much more over the long haul than you give up in the beginning.

So, how do you create an irresistible offer? Every ezine publisher is looking for two things:

(1) Quality content to pass on to their subscribers, and (2) A method of generating income for themselves. Develop an offer that meets those two criteria and I GUARANTEE you that you will have ezine publishers forming a line in front of you fast enough to make your head spin.

Just as an example, let me share with you a joint-venture proposal that I pitched recently to several hundred ezine publishers. I followed the exact steps you are reading in this article. When I approached the ezine publisher, here is what I proposed...

I wanted them to send a solo mailing to their ezine subscribers promoting my new web marketing product. Included in the mailing was a FREE password for all of their subscribers to access a private site we developed at no cost to themselves. This private site was stocked with a handful of very helpful web marketing goodies.

By doing this, I met criteria #1 - provide quality content for the subscribers.

Now, here is the offer I made for the ezine publisher -the method of generating income for themselves.

First, the solo mailing that was sent would have a reseller id number assigned to the ezine publisher. Any sales that came in would automatically earn them a 50% commission.

Secondly, I gave them reprint rights to an ebook that I wrote and am currently selling online - another way for them to generate sales.

Thirdly, I gave them a free copy of the new web marketing product that was the subject of my solo mailing. (a \$39.95 value)

And, finally, I gave them a free copy of an incredible Internet marketing course that I purchased reprint rights to. (a \$29.95 value)

How many of you ezine publishers could turn that down?

Needless to say, the joint-venture was a total success. On the surface level, it looks

very one- sided. But I ended up making a tidy sum of profits from the solo mailing, established a sizable database of new customers (some of which have already purchased back-end products), and established a couple dozen new affiliates.

(One guy has already sold 13 units in less than 48 hours.)

This is a joint-venture that I will be benefiting from for years.

Make your offer irresistible. Don't be afraid to let the ezine publisher get more from the initial trade. Cast your line out there and start reeling 'em in!

4. Approach your potential partner. You've got a gameplan. You know where you are headed and you have a contact list of publishers who will help you get there. Your offer is so outstanding that you've almost talked yourself into taking a bite of the darn thing yourself. Everything is in place. Now, you need to approach those on your contact list. When you do, remember three things...

(a) Personalization. Always, always, always (did I mention "always"?) personalize your correspondence with a new potential partner. Never send a mass mailing to hundreds of ezine publishers addressed to "Dear Ezine Publisher" or "Dear Sir." My first name isn't "Ezine" and my last name isn't "Publisher." Get it right or get yourself a new JV partner. You will always (there's that word again) get a much better response by personalizing your correspondence. Do your research. Mention the name of their ezine. Comment on their articles or something about their website. After all, you are about to become

partners. Get it started on the right foot.

(b) Presentation. Always, always, always (I see a pattern forming ;-) check your email

BEFORE you send it for typographical, grammatical and formatting errors.

Send

yourself a copy of it before mailing it out. Proofread it carefully. Or, better yet, have

someone else proofread it. Make sure that your lines don't break off in mid sentence. No

reputable ezine publisher wants to do business with a third grader. Make sure your presentation doesn't look like you created it with a box of crayons.

(c) Profitability. Always, always, always (good grief, I sound like a broken record) stress

how beneficial the joint-venture will be for the publisher. Remember, you've already convinced yourself that it's a great deal. You're halfway there. ;-)

Now, it's your job to sell it to the ezine publisher. Stress the benefits.

Reinforce that there are no drawbacks. Convince the publisher it is a must-win situation.

If your JV proposal is a winner, many of the ezine publishers will get right on it. I have

literally sold more product in the first 72 hours of a joint-venture than I previously sold during the entire month.

5. Work the back-end. Within just a few days sales, will begin to come in.

New

affiliates will begin to join your reseller program and they will begin to draw even more

new customers to your website. Be ready! Have an entire product line in place. Whether you promote your own products or affiliate programs, have things in place to continue capitalizing on your new customer database. It's growing everyday, so use it.

One simple thing that has always worked well for me is to have an ebook or autoresponder course available for new customers and new affiliates to give away. Customize it with a unique reseller i.d. number for them, and many will begin to give it away to their network of associates immediately. It's a great way to quickly multiply your marketing like a virus, with virtually no effort on your own part.

6. Repeat the process. So, your joint-venture was a great success. So, don't stop there. Many of your new customers and affiliates are ezine publishers as well. Offer them the same proposal. Stretch your contact list, and approach other ezine publishers with your successful proposal.

And, of course, you have a database of those who recently participated in your current joint-venture. Contact them with a NEW offer for a different product or service. Most will continue to work with you on future projects.

NOTE: I have used this formula over and over, and the results are always the same - a quick burst in NEW AFFILIATES to my program. It never fails. And, soon these new affiliates are bringing in new customers, many of which begin NEW AFFILIATES. The cycle repeats itself. Use this joint-venture formula to provide a foundation of new affiliates to get your affiliate program solidly off the ground.

And use it periodically, even after you have a large army of affiliates. It always produces.

While this will undoubtedly bring in many new affiliates, you'd like some "super" affiliates, wouldn't you? Let's see if we can round some up for you...

The Affiliate Program Formula for Success
Step 7 - Recruit "super affiliates" to turbocharge your sales.

Let's be real honest here...

...not all affiliates are created equal.

Now, don't misunderstand what I'm saying. ALL affiliates are important to the success of your program. And, you want to offer them all an even playing field and treat them the same.

But, some affiliates have more to bring to the table than others.

For example: Some have more website traffic. Some have larger ezine subscriptions. Some have more influence and credibility.

You'd love to have a group of these on your side, wouldn't you?

But, how can you find them?

That's the question I was looking for. And you're about to find out where and how to recruit these "super affiliates" who can jolt your profits like a bolt of lightning!

I've been fortunate enough to work with some incredible affiliates. While it's true that on occasion they actually CAME TO ME, most of the time I had to seek them out. I've found five methods of finding these "super affiliates" to be very effective...

1. Search engine tactics.
2. Tool tactics
3. Ezine tactics.
4. Clickbank tactics.
5. "Guru" tactics.

Let's see if we can recruit some heavyweights into your affiliate program, shall we?

1. Search engine tactics. You want to find super affiliates who have strengths that will be an asset to your affiliate team. And one of the best assets is a high ranking in the major search engines. If you can recruit website owners who are ranked in the Top 10-20 places in your keyword(s), then it's almost as good as being ranked highly yourself...

...without all the work involved to achieve the ranking!

So, how does it work?

- Develop a list of keywords. The first thing you will want to do is to develop a list of keywords and / or phrases that apply to the product or

service that you are offering via your affiliate program. Make a list of 10-15 keywords (I.E. "ebooks," "classifieds" and "software.") and also 10-15 phrases (I.E. "ebook marketing," "free classifieds" and "software directory.") NOTE: Also think of terms that would COMPLEMENT your product or service. If you are selling a manual on how to raise a newborn, you might search for words and phrases like "new moms," "pregnancy planner," "baby products," and even things like "Gerber" and "Fisher Price." Develop some words and phrases that both APPLY specifically to your product or service and COMPLEMENT your product or service.

- Rank your keywords in order of popularity. Next, you'll want to rank those keywords in terms of their popularity at the search engines. By prioritizing these keywords, you'll be able to concentrate your efforts on the ones that will bring the most results. Visit the search tool at http://inventory.go2.com/inventory/Search_Suggestion.jhtml Enter in your keywords and phrases, one at a time, and see what the results are. Write down the total number of searches for each of the keywords. You'll want to begin with the keywords that have had the total number of searches. These are totals from the ACTUAL requests received for each term during the previous month. ANOTHER great thing about this tool is that it also shows you OTHER KEYWORDS AND PHRASES that are similar to the one you searched for. I'm always amazed at how many BETTER keywords and phrases I find on this list that I did not think of. Scrap the low ranking keywords and phrases from your own list and put the higher ranking ones in their place!

What Will My Results Tell Me?

Using the above search tool, I searched for the phrase "web marketing." Here are the results...

30763 web marketing
12378 web site marketing
923 web marketing strategy
707 orlando web site marketing
490 url:resumes and resume or web master or designer or sale or marketing and www.citysearch.com
476 marketing web site
343 title:curriculum and title:vitae and resume or web master or designer or sale or marketing and www.citysearch.com
293 web page marketing
288 orlando web marketing
255 web site promotion marketing
251 agence web marketing
240 web marketing tool

219 web site designing by cyberspace marketing technology
207 nebraska web marketing
196 web master marketing tool
184 marketing on the web
179 internet marketing and web site promotion
168 home business free mlm network marketing money replicate web site store front
168 internet web site marketing
167 internet marketing web promotion web marketing home based business business opportunity
154 web site marketing tip
148 web site marketing and promotion
147 web marketing tip

Do you see why this information is important? I had both "web marketing" and "web marketing tip" on my keyword list. One received over 30,000 searches during the month and the other received less than 150 searches. Guess where I concentrated my efforts? :-)

Do you research here. It will quickly allow you to concentrate on the keywords and phrases that people are looking for!

- Search the "Big 4" search engines. Now that you've got your keywords ready. Head over to the Top 4 Search engines and directories. They are...
 - <http://www.altavista.com>
 - <http://www.yahoo.com>
 - <http://www.infoseek.com>
 - <http://www.excite.com>

Begin searching for the top keywords from your compiled list. You will want to make note of the Top 20 websites that are listed in the results from your searches at these search engines. Pay particular attention to those on the first page. Either write down the website links to the top 10 rankings, or, better yet, "Save" the webpage to a folder on your computer for future reference. NOTE: If you see any websites that rank highly on more than one of these search engines, you will want to contact them FIRST! If they are visible on more than one search engine, then they are probably receiving a lot of traffic.

- Search "Goto.com". Before we move on to the next actual step, I want to include a word on <http://www.goto.com>. Goto.com is THE #1 "pay-per-click" search engine. A pay-per-click search engine is simply

a directory of websites that PAY for the order they appear in the keyword searches. They place a bid per keyword and actually pay the search engine fees whenever someone clicks on their link. I highly recommend searching your keywords at this search engine as well. Here's why: If someone is willing to PAY to receive a high-ranking (and some of the rankings are pricy, with LOTS of competition!) then they are serious about being a presence online. These are the kinds of people that make SUPER affiliates. They are motivated. They are determined to be successful online. If you can recruit them, they will make you both some serious money!

- Identify the websites that will complement yours. Next, you will want to determine which of the websites ranked in the top 20 that you will actually approach to recruit into your affiliate program. Nope, you won't be approaching all of them. You will need to weed out some of the websites that are ranked. You'll do this because of two reasons...
 - You DO NOT want to approach websites that are in direct competition with you. If you are selling the VERY SAME product or a VERY SIMILAR product, it's probably best not to waste your time trying to recruit them.
 - You DO NOT want to approach websites that aren't compatible with yours. What I mean by this is simply some websites get ranked highly without actually having any relevancy to your affiliate program offer. For example: Joe does a search for "web marketing" and the description below the number 6 ranking is for a government website that has an article posted on investigating a federal fugitive accused of racketeering while masquerading as a web marketer. Should Joe try to contact the folks at this website for recruiting them into his affiliate program? Probably not. They'd probably try to recruit him! :-)
Weed out the websites that are not compatible. When you see them, you'll know what I mean.

Find the websites that look like a perfect match for you.

- Personally visit the websites to gather information. Yeah, I know. Everyone likes to skip this one, but it's important. Remember, you're looking for SUPER affiliates. You've got to impress them. Do your research here. Find out something about their website. Subscribe to their ezine. Get a feel for what it is that they do. Take notes. Sure, it will take some time, but this person could make you A LOT of money in the near future. Invest your time...and then he or she will invest their time in your affiliate program!
- Establish the contact person. While you are at their website, find out who the contact person is and their email address. USUALLY this will appear someone on one of the pages. Or, you can find it by

subscribing to their ezine - it's almost always published somewhere in the newsletter. If all else fails, go to <http://www.networksolutions.com/cgi-bin/whois/whois> and type in the website domain name. You'll find the contact person listed there, along with email address. (If you use "whois," make sure you don't attempt to contact the TECHNICAL contact, as this is usually the administrator of the webhost and not the website owner)

- Send a personal message to the contact person. Now, it's time to contact the potential super affiliate and invite them to join your affiliate program. MAKE SURE you *personalize* the email by using their NAME. NEVER send an email to a potential affiliate with "Dear Sir" or "Dear Ezine Publisher," etc. ALWAYS personalized your emails.

Remember your research at the website? Now is the time to use it. Tell them about your visit to their website. Compliment something about their website that you found impressive. (a little flattery goes a long way :-). And, then, MAKE YOUR OFFER. You did read the section on "joint ventures" in this manual didn't you? If not, read it now! You can't just expect a guy who is making a six figure income online to simply join up with your affiliate program because you asked them to. You've got to make it worth their while. Answer that question, "What's in it for me?" Make your offer so irresistible that they will simply have to jump in.

- Keep your fingers crossed. If you've made the right offer, you should see some immediate results. Hopefully you've been able to contact 20-30 potential SUPER affiliates by this time and if a handful join your program, I assure you, it will have all been worth it! One SUPER affiliate in my program brings me in hundreds of extra dollars EVERY single month!
- Follow up in a few days. If you don't receive a response within a few days, make one more effort to recruit the affiliate. Send another email and ask if they received your offer - perhaps it got lost somewhere. Make the offer again. And somewhere at the close of the email, include this line of text "If I don't hear from you by Friday (insert a day that's 2-3 away), I'll assume you aren't interested." This will let the potential affiliate know that you aren't going to continue contacting them over and over again. And, it also let's them know that you'd like a response within the designated time frame.

So, there you have it, the first of 5 ways to recruit the SUPER affiliate. Let's take a look at the next way, shall we?

2. Tool tactics. There are three really cool tools on the Internet that I recommend using to find more potential SUPER affiliates. I've used all three personally, and have found their results to be very beneficial...

- Linkpopularity Tool
- Alexa Tool
- Karnak Research Tool

By using the information that you can obtain with each of these tools, we can again find some potential affiliates that have tremendous resources that would prove to be invaluable to your affiliate program. We'll take a quick look at each of them, and how you can use them to your advantage.

- **Linkpopularity Tool:** Linkpopularity.com has a neat tool that allows you to input a URL link and then it searches for ALL websites listed in three of the top search engines that are linked to that site. For example: If you were to type in: <http://www.profitstv.com>, then this tool would provide a listing of all of the websites that have links pointing to Profitstv.com.

Why is this important? Here's why: You can type in your competitors domain name and then check for all of the links that are pointing towards that site. Then, visit each of those sites to recruit the owners into YOUR website. There is a very good chance if they are actively promoting your competitor, that they might also be willing to become an affiliate in your program, since the product line is similar. Here are the steps to use this tool...

- Identify your competitors. The first thing you will want to do is to determine who your competitors are. You can do this either by your own personal experience and knowledge. (I.E. After 4 years of selling Internet marketing products on the web, I know EXACTLY who are my top 15-20 competitors) Or, if you are not quite sure. Visit Altavista.com and do a MOST-TARGETED keyword search. Find out who seems to be selling products and / or services that are IDENTICAL or VERY SIMILAR to yours. These are your main competitors.
- Search Linkpopularity.com. Visit Linkpopularity.com and search for the domain name of your top 15-20 competitors. The results from 3 of the major search engines will be provided for you. Use these listings as the basis of your research for the quest for the SUPER affiliates.
- Focus on the Top 20. Of course, there ARE potentially explosive sites that aren't listed in the Top 20. But, our main focus needs to be where the visibility is, and that remains within those coveted first positions and the first 2-3 pages of the search at the most. We'll talk about finding those gems out of the Top 20 below.
- Repeat steps from above.

- Identify the websites that will complement yours.
 - Personally visit the websites to gather information.
 - Establish the contact person.
 - Send a personal message to the contact person.
 - Keep your fingers crossed.
 - Follow up in a few days.
- **Alexa Tool:** Alexa.com has another neat tool for searching out those SUPER affiliates, particularly those gems outside of the Top 20 in search engines. Alexa provides traffic information, reviews, contact information and related site information for almost all of the websites online...
 - Traffic Information: Alexa rates websites from 1-5 stars, depending upon how many website visitors a particular site receives. 5 stars is the upper echelon of website traffic. These are the heavy hitters receiving hundreds of thousands of hits EACH DAY. 1 star is the lower end. These are low traffic sites that don't receive a lot of visibility - although that doesn't mean they aren't valuable. EVERY potential affiliate is valuable. Say that out loud, "EVERY potential affiliate is valuable." That will be important later.
 - Reviews: Users of Alexa are encouraged to post short reviews of any website that would like to comment on. You may read these reviews to find out what other people think about the particular competitor's site.
 - Contact Information: Alexa provides contact information (including name and email address) for most of the websites that you visit. You'll use this for your personal contact.
 - Related Site Information: Alexa also highlights other websites that are related to the one you are researching. This is another great way to find potential affiliates for your program.

How to use it? Here is how I recommend that you use Alexa to find those potential SUPER affiliates who aren't perched in the Top 20 in the search engines.

- Download Alexa. Kind of obvious, huh? Well, I figured I'd forget if someone didn't tell me, so I'm telling you. :-) You can download it at <http://www.alexa.com>. Install it on your computer and run through the test they provide to make sure it is installed properly.
- Search Keywords and Linkpopularity. Do similar searches as describe earlier in this section. Search for your best keywords in

the major search engines and also check for your competitor's at linkpopularity.com. Except, this time...

- Focus on the Top 100 sites. Don't limit yourself to the top 20, but rather look at a larger scope, the top 100 websites listed. Look at the descriptions provided by the search engines. Filter out any that you've already contacted or don't seem compatible.
- Visit each one for Alexa information. Now, is the time consuming part. Grab some snacks and pop a video into the VCR. This is going to take a while, but it should produce some results that will be worth it in the long run. You will need to visit each one of the websites that are in the top 100 rankings. (After you've filtered out the undesirables, of course).
- Develop a list of possible affiliates. When you arrive at each of the websites, Alexa will go to work. Alexa can be seen in a small menu across the top of your browser window. It will most likely be located just website address line that shows the link of the site you are currently visiting. You will see a long oval. Inside this oval is the information you will need. The main thing you will be looking for is traffic. It is very unlikely that you will find any websites with 5 stars that will want to join your affiliate program, so don't waste your time there. These are heavy hitters who sell prime advertising SIMPLY BECAUSE they receive a large amount of traffic. Unless your offer is incredible, they probably won't give you a second thought. 4 star websites are a little more approachable, but probably still won't be your best shots. 2-3 star websites are IDEAL places to make your offer and try to recruit the owner into your affiliate program. HIGH 1 star sites are good too, those that are ranked inside the top 100,000. I know, being #990,927 in traffic ranking doesn't sound like that site could be getting much traffic - but it does. One of our websites is ranked somewhere in the high 80,000 and it receives over 150,000 hits per month and generates about \$5,000 in revenue. So, inside the top 100,000 in ranking DOES mean visibility.
- Repeat steps from above.
 - Establish the contact person.
 - Send a personal message to the contact person.
 - Keep your fingers crossed.
 - Follow up in a few days.
- **Karnak Research Tool:** Karnak.com has a helpful research tool that is actually a LIBRARY of information online. You may obtain a free GUEST pass that allows you to do research on topics pertaining to your product or service (or anything else for that matter!).

The following information was taken from the Karnak.com website to explain what Karnak does for you:

Karnak helps you find and accumulate a personal library of knowledge. Because Karnak was designed for research, not cursory searches, it does a lot more than just find information.

Karnak compiles information from multiple sources, weeding out obviously bad information, storing findings in your personal library, and providing you a summarized, condensed, and highlighted report.

Karnak uses hundreds of Web sites to cross-reference topics, verify Internet sites, pages, and requested information, and sort out non-pertinent links. Karnak does the tedious work for you. Unlike the many search engines, Karnak:

- Eliminates dead links.
- Eliminates questionable links.
- Creates customized and relevant summaries.
- Creates email notification and updates.
- Stores research results in your personal library.
- Is accessible anywhere you can connect to the Internet.
- Alerts you to new and changed items.
- Accesses pages with rapidly changing content that cannot be indexed by search engines.

As you can see, Karnak is a wonderful research tool. Especially when you are wanting to seek out a few good SUPER affiliates! :-) Use this tool by following the same instructions above for keyword searches.

Now that we've added a few more SUPER affiliates to your team, let's see if we can recruit the current BACKBONE of Internet marketing, ok?

3. Ezine Tactics. Search Engines notwithstanding, ezine advertising is THE best option for producing quick sales results. They provide targeted, fast, and effective advertising for anyone trying to sell a product or service online. Hands down, this is the best bang for your buck...

...except you're not going to spend your buck!

As we've already looked at, you want SUPER affiliates who possess

strengths that others don't have. A large, responsive opt-in mailing list is probably THE biggest strength anyone can have as an online marketer.

And it is your ticket to SUPER affiliates, and SUPER sales.

That's a fact.

You need ezine publishers as members of your reseller program. And you need a lot of them.

There are two "L"s that I always look for in identifying which ezine publishers that I attempt to recruit into my affiliate program:

- Large List: While large isn't always the best...it usually is. :-) Just by the sheer numbers, if someone has 100,000 subscribers, you're probably going to get better results from the readership than someone who has only 1,000 subscribers. (assuming all other factors are the same) The argument with purchasing ad space in the larger ezines has been, "Is it worth it?" While smaller ezines tend to bring better results PER RATIO, since you won't be actually purchasing advertising, the big boys are the ones you want to go after first.
- Loyal Readers: The reason the small ezines usually generate better results PER RATIO is because they often have a much more loyal readership. The ezine publisher has built relationships with the subscribers and they interact together regularly. This simply isn't the case with large publications. They couldn't possibly build relationships with 100,000 subscribers! If an ezine has loyal readers, then it also has RESPONSIVE readers. You want ezine publishers in your affiliate program who have subscribers in place that are ready, willing and able to purchase!

So, where do you find ezine publishers that are potential SUPER affiliates? Here is a simple 5-step system that I use to find ezine publishers that I have recruited into my own affiliate program...

- STEP 1: Research: As in just about everything else, there is research to be done. Yeah, I know, I know. Not many people like to research. In fact, most who read this will simply blow it off and move on to something else. And they'll miss out on thousands of dollars in sales, as well! Don't be lazy, be successful. You spend the time doing what I am about to explain to you and I guarantee you that it will produce results. It's impossible for it to fail. Do your research...
 - **Begin With the Ad Swaps**: I've already mentioned three places to find ezine publishers who participate in ezine ad swaps...
 - Terry Dean has a nice listing at <http://www.bizpromo.com/ezinetrades.htm>
 - The E-Publishers Resource Book has a directory in ebook form for download at

<http://www.cyberprofits.net/download/erb.exe>

- Freezineweb.com has an extensive directory found at <http://www.freezineweb.com/ad-swaps1.html>

You are looking for ezine publishers that are COMPATIBLE to the product or service that you are promoting through your affiliate program. If you are selling NASCAR collectibles, don't waste your time contacting the publisher of "Housewives Weekly." (Although there are probably are some house wives who enjoy NASCAR, this won't be your target audience) Visit the websites of those ezines that are compatible, and move on to Step 2.

- **Visit the ezine directories:** Ezine "guru" Brian Alt has a nice compilation of all of the major ezine directories at his website. Visit <http://list-resources.com/s/Promotion/Directories/Free/> You will want to visit each of the 25 or so ezine directories that Brian has listed. Most (if not all) of them will have the ezines categorically indexed. Look for categories that are COMPATIBLE with your product or service. Then, visit the websites of those that are compatible. NOTE: Many of the ezine directories also allow users to rate the ezines. Higher ratings usually equals better ezine or at least more responsive subscribers. This isn't a constant, but it is worth checking out in detail the higher rated ezines in your target category.
- **Keyword Search:** Visit <http://www.altavista.com> and search for ezines relating to your product or service. Remember those keywords you compiled earlier? Now is the time to use them again. Only this time, add a simple word to the phrase... "ezine" or "newsletter." For example: If one of your best keywords is "marketing" then do a search for "marketing ezine" AND then "marketing newsletter." Lock in those Top 10-20 rankings, visit their websites and move on to step 2.
- **STEP 2: Inquire:** When you arrive at the websites, you'll want to let your inquiring mind go to work. You're looking for answers to the following questions...
 - ***How many subscribers are subscribed to the ezine?*** While you shouldn't discount small databases (remember, loyal readers are important too!), you will want to concentrate on larger subscriber counts FIRST. You're looking for SUPER affiliates - ezine publishers with strength. Anything over 10,000 subscribers is considered to be a healthy count.

- **Is it 100% opt-in?** You want to verify that each subscriber to the ezine REQUESTED to be included in the mailings. First of all, because if it isn't 100% opt-in, then the publisher probably gathered the email addresses from FFA pages, newsgroups, "safe" lists, etc. - meaning not many of the subscribers ever even see the ezine, and certainly don't read it. Secondly, if they have gathered their list by SPAM (also known as UCE, unsolicited commercial email) by promoting YOUR affiliate program, it could cause some messes for you to have to clean up. Stick to 100% opt-in lists, where every subscriber requested to be included.
- **How often is the ezine published?** Does the publisher regularly distribute the ezine? Is it weekly, monthly or "periodically"? If the ezine is lying dormant, don't waste your time. You'll want to find publishers who regularly distribute their newsletter - preferably every week.
- **How many ads are published in each issue?** This is VERY important. If the ezine has too many ads, then when the publisher begins to promote your product, it may get lost in the shuffle. NOTE: Preferably, you will want your affiliates to publish TOP SPONSORSHIP ADS or SOLO MAILINGS, but you can get a quick feel for whether or not the ezine has "ad overload."
- **Is a sample issue available?** You definitely want to take a look at a sample issue of the ezine. Does it provide quality content? Is the content original, or has it been published in countless other ezines? Original, quality content always gets read, which means the reader will at least SEE your product information with this potential affiliate. If the ezine publishes outdated, outused content, you may not want to make it a high priority to contact them. (Doesn't mean that you DON'T contact them, just approach them later)

If you can't find these answers at the website, then contact the ezine publisher or the owner of the website and ask them personally.

- **STEP 3: Subscribe:** Yeah, I know, you're already subscribed to about 500 ezines as it is. This time it's to help you recruit SUPER affiliates, so join a few more. (You can always unsubscribe later). You will want to subscribe to their list to see how often they do "special mailings." If they do too many, it's unlikely the response is very good. Does the issue arrive regularly and consistently? Take a quick look at each issue and see what the strengths and weaknesses are - Would YOUR affiliate program product or service fit in? Is it COMPATIBLE?

- **STEP 4: Filter:** Now, you will want to weed out the ezines that have thrown red flags. Maybe the content doesn't match up with your product or service. Maybe there are ten solo mailings a day. Perhaps they are already heavily promoting a product or service similar to yours. Filter out the ezines that don't look promising and focus in on 20-25 ezines that appear to be just what you are looking for in a SUPER affiliate.
- **STEP 5: Proceed:** It's time now to contact the ezine publisher and attempt to recruit them into your affiliate program. Make sure you do the following in your email...
 - Personalize your message with the contact person's ACTUAL name.
 - Comment on their ezine - the things you found helpful and useful. Give them a little "thanks" and "praise" for their efforts. (Tip: Be honest)
 - Make an irresistible offer. This is the key. Make it impossible to turn down.
 - Provide a free copy. THE best way to grab attention is to provide a free copy of the product or service your affiliate program is promoting.
 - Explain the benefits of your offer to the publisher.
 - Include a deadline. Simply state, "If I haven't heard from you by _____, I will assume you aren't interested."
 - Be brief. No one likes to read a novel via email. And no one will.
 - Include a P.S. Point the publisher towards your affiliate support center for more information on your affiliate program.

Wow, your affiliate program probably has several dozen SUPER affiliates by now, but let's not quit yet. There are still a couple more ways to recruit SUPERS into your affiliate program.

Let's take a look.

4. Clickbank tactics. I already introduced you to [Clickbank](#) earlier in this manual, but let me do a quick re-introduction.

Clickbank is an independent credit card processing company that handles not only credit card purchases, but also affiliate program sales. For a one-time setup charge of \$49 and a very small per transaction commission charge, Clickbank will handle all of the paperwork of your affiliate program.

- They process your orders, accepting all major credit cards.
- They redirect your customer to your specified download area.
- They send you a check twice a month for all of your earnings.

- They provide 24 / 7 "real-time" stats for you to check at any time.
- They automate your entire affiliate program process.
- They track all affiliate sales through unique "hop" links assigned to your program.
- They provide 24/7 "real-time" stats for all of your affiliates' accounts.
- They send commission checks out twice a month for the affiliates' earnings.
- They provide customer service and support for your account to both you and your customers.
- They basically take care of it all!

They have a user base of over 20,000 people who have accounts with them, who actively promote not on their own individual affiliate programs, but they also promote OTHER affiliate programs.

If you aren't going to set your affiliate program up with Clickbank, you MAY still use this system below to find potential SUPER affiliates. Here is how I find affiliates for my program using the Clickbank database.

- **Search the database for compatible accounts.** You will need to visit Clickbank's [Marketplace](#), a categorical directory of their active account holders. When you arrive at the site, search for categories and sub-categories that are COMPATIBLE with your product or service.
- **Search the database for high-ranking accounts.** Upon arriving at the sub-category pages of account listings, you will want to begin at the top and work your way down the index. Clickbank has a formula for how they rank the accounts, primarily based on actual sales. Those that rank at the top are better potential for finding SUPER affiliates, as they are usually higher-traffic, higher-sales sites. AGAIN, don't discount the guys towards the bottom. You'll get to them later. After all, as I've said before EVERY affiliate is important.
- **Visit their websites to do your research.** Begin with the top 10-15 listings in each of the COMPATIBLE categories and visit the websites of those outlined. Do your usual research as explained previously. Look for traffic, competitor's affiliate programs, contact person, COMPATIBILITY, etc.
- **Make the contact offer.** You know the drill by now. Just apply what I've already covered about making your offer.

By using the Clickbank directory, two things are almost certain to happen...

1. You will be able to recruit a handful (or more!) SUPER affiliates into your affiliate program.
2. You will be able to recruit dozens of other affiliates into your affiliate program. And, believe me, you WANT them! Imagine having just 200

affiliates who all managed only ONE sale per month for you. For me, that = an extra \$10,000 a month! I'll say it again, EVERY affiliate is important.

There is one more method that I use for attracting those SUPER affiliates and that is what I have dubbed, "guru" tactics...

5. "Guru" tactics. It doesn't matter what product or service you offer, there is a respected authority figure (probably many) online somewhere. They are called "gurus." These are the people who KNOW (not just claim to know, but actually know!) a great deal about the subject of your product or service.

You will have a few hurdles in recruiting them into your affiliate program...

- **They are EXTREMELY busy.** Because they are considered an "expert" in the field, they are often bogged down with all kinds of things from writing articles, to attending seminars, to developing new projects, to attempting to have a life! Because they are so busy, it makes it very difficult to come into personal contact with them at all, let alone trying to convince them to promote your affiliate program!
- **They are EXTREMELY bombarded.** If you are an expert at anything, people will flock to you with offers. Everybody wants to tap into your strength, whether it is a high traffic website, large ezine subscriber base or huge network, these "gurus" have more offers coming in every day. How can yours really be seen among the many?
- **They are EXTREMELY beneficial.** Because they are in such demand, they basically can name their price for advertising. One well known Internet marketer (my field) charges over \$300 for a single ad in his ezine. If I want him to promote my product, I've got to convince him that it is worth more to him than the \$300 cash he would receive from that single ad! My work is really cut out for me. High demand often means high priced advertising, which means more difficulty to obtain a FREE mention of your affiliate program product or service.

Don't fret, however. This IS do-able. I've listed it as the LAST of the five tactics I use to recruit SUPER affiliates, because it IS the most difficult of them. You will want to concentrate on the first four before moving on to the "gurus."

It is the most difficult of them, but it can also be the most beneficial of all of them. If you can land a "guru" on your team, it usually translates into heavy sales.

So, how can it be done? Let me share with you a simple technique that I use to ATTEMPT :-) to recruit "gurus."

- **Find out who they are.** First things first, you've got to know who they are! If you already have a list of "gurus" proceed on to the next step.

You'll need 15-20 names to begin with. If you don't really know who the experts are in your field, then you'll need to do a bit of inquiring to find out.

- Visit a forum (a public discussion board) in your field and simply ASK. Post a small message asking who the viewers recommend as an expert or authority in your field. For a searchable database of forums, visit <http://www.forumone.com>
- Visit your favorite search engine and do a keyword search. Then, cross reference the listings by doing a link popularity for the domain at <http://www.linkpopularity.com>. Anyone who has more than 100 sites linked to them is worth a look.
- **Find out what they do.** Yep. More research. Find out all you can about what the "guru" does online. How will your product or service fit in? How will it be beneficial to what they are already doing? This is what you need to know.
- **Subscribe to their ezine.** There is no better way to get to know them than to subscribe to their ezine. Find out what they often endorse - is yours compatible with their liking? Find out what you have in common with them - things you agree on. Make note of anything interesting about their ezine - something that really stands out.
- **Do something beneficial for the "guru."** Want to win points and favor with an expert? Then do something that will bring some kind of benefit to them. Whether it is publishing an article they wrote in your ezine (If they give permission, of course. Most do.) or doing a favorable review of their product or service, or simply posting a link to their website, do something that helps THEM out.
- **Build a relationship.** Now it's time to actually begin building your relationship with them. A relationship is the BEST way to recruit ANY affiliate, but especially so with people who have so many offers coming their way. You must be different. You must not be an "offer," but rather an acquaintance.
 - Personal contact #1 First thing you will want to do is send them a short note with a simple comment concerning your research. (And don't just make this stuff up, for pete's sake - mean it! Share something that truly helped you.)
 - "Dear Mark, I just visited your website and wanted to let you know that I found your free eBook very helpful. I found particular benefit the part you wrote about affiliate programs. Thanks for all of your help. Best regards, Jimmy D. Brown, webmaster@profitsvault.com
 - "Hi Terry! I just read the latest issue of "Web Gold" and it was fantastic. I can't wait to get started using the information you shared in the feature article...it gave me

lots of ideas! Keep up the great work. Yours truly, Jimmy D. Brown, webmaster@profitsvault.com

Just send a short simple note, thanking them for the way they have helped you. Nothing deceiving. Nothing sneaky. Just be honest about some tip or suggestion that beneficial to you.

This will get your name before them for the first time. One of the keys in advertising is to get your offer before someone 7 times (the experts say that it takes, on average, seven contacts before someone will make a purchase). By the seventh contact, they have become familiar with your product (hey, I've heard of this before. I've seen this around. I thought about ordering that the other day. I'd better take a closer look.)

Contacting very busy people isn't much different. They receive hundreds of emails each day. The more meaningful contacts you have with them, the better.

It starts with a short personal note.

- Personal contact #2 After you've made your first contact, wait 2-3 days before contacting them again. This time, it is to do something of benefit for them...
 - "Hi Anthony! I noticed that you have a free eBook available at your website that you allow people to give away to others. I was just emailing you to let you know that I'm going to be giving it away at <http://www.profitsvault.com>. Thanks very much, Jimmy D. Brown"
 - "Larry, Jimmy D. Brown here of <http://www.profitsvault.com>. I really enjoyed your article about search engines. I wanting to inform you that I'll be publishing it in next Friday's edition of my ezine, Advantage Marketing Strategies. I'll let you know how my subscribers responded. (*Oooh, now I get to contact him again!*) Best regards, Jimmy"
 - "Dear Ken, I really enjoy your products. They are outstanding. I joined your affiliate program and am planning to promote it at <http://www.profitsvault.com>. I'm looking forward to working with you on this for a mutually profitable future. All the best, Jimmy D. Brown."

Not only are you continuing to establish your NAME in the mind, but you are also showing them that you are among those that

have helped build their business. You are FREELY advertising them by giving away their eBook or publishing their article or linking to their website. I don't care who you are, this is ALWAYS appreciated.

Important tip: Always mention your website. Did you notice that it wasn't just "Best regards, Jimmy D. Brown" but rather, "Best regards, Jimmy D. Brown, webmaster@profitsvault.com"? I mentioned my website in where I would be giving the eBook away or promoting the affiliate program. I even mentioned it in the opening once, "Jimmy D. Brown HERE OF <http://www.profitsvault.com>." You want to get your website name out there as much as possible. Again, it's name recognition. When you finally make your offer, you want them to remember who you are, at least by remembering the name.

- Personal contact #3 Now, it's time to pick their brain. Ask a question. Seek their advice. Let them be the expert. It doesn't really matter if they send you an answer or not, it's one more point of contact.

Of course, make it a good question!

- Personal contact #4 OK, we're ready to make an offer, right? It's time to attempt to recruit this "guru" into your affiliate program.

Do I need to say this...MAKE YOUR OFFER IRRISTIBLE! Give them a free copy. Stress the benefits. Give them a deadline. But, above all else, MAKE YOUR OFFER IRRESISTIBLE! This may be your one shot at sealing the deal. Pull out your big guns. Give it your best effort. Put together a deal that even the busiest and most successful of "gurus" can't resist. And then fire away.

If just one or two of the "gurus" in your field take you up on your offer, it could potentially mean a lot of sales.

One "guru," who has since become my good friend, has brought in thousands of dollars in profits for me in the past several months. Of course, it ALL STARTED with the "formula" that you saw above.

Build relationships! Build relationships! Build relationships!

This is the key to success online. Not just for "gurus." Not just for "SUPER affiliates." But for ALL affiliates. Build relationships.

That's the way to build your business.

Now that we've got a couple dozen SUPER affiliates recruited, let's keep them (and ALL of your affiliates) loyal to your program.

The next step is the beginning of how to do just that.

Ready to move on?

The Affiliate Program Formula for Success
Step 8 - Publish a weekly reseller report.

During steps 1-7 we've been focusing on establishing and building your affiliate team. Now, it's time to switch gears a bit. We're going to take a look at how to keep your affiliates active and loyal.

By now, sales are beginning to come in. Many of your new customers will become new affiliates, who will, of course, bring in new customers. Many of which will become new affiliates.

And the cycle continues.

When I began the Profits Vault affiliate program I had an even half dozen affiliates. Through those affiliates ALONE (I have tracked this very carefully) within 4 months I had over 425 NEW affiliates in the reseller program.

How? Those original 6 affiliates brought in customers through their promotion of my products. Many of those customers became affiliates themselves. They all continued to promote. It spread quickly like a virus. Soon there were 425 affiliates recruited into the program that I had no contact with whatsoever prior to joining my program.

Within another 4 months, this number will triple. There will be over 1,000 affiliates in my program...

...all because of the work of those original 6. God bless them all!

If you have completed steps 1-7 (and continue to do them as often as you can) your affiliate program WILL grow - and much of it ON ITS OWN as new affiliates refer new customers to your products, who in turn begin promoting themselves.

It's a nice cycle. :-)

BUT, (there's always that "but" in there somewhere!) it will come to a screeching halt in a hurry if you don't keep your affiliates active and loyal.

Steps 8-13 will outline how to do just that.

Beginning with, "publish a weekly reseller report."

Your affiliate program needs a newsletter.

Let me share this with you very quickly: this chapter isn't a crash course in building a successful ezine. I'm not going to talk about formatting, distribution, advertising or any of that kind of stuff. If you want to learn more about ezines in general, I highly recommend Kate Schultz FREE tutorial at <http://www.e-zinez.com/handbook/index.html>

What I AM going to share with you about a weekly reseller ezine is
CONTENT.

- What makes a "successful" affiliate newsletter?
- What do you need to include in order to keep your affiliates active and loyal?
- How can you make sure that your affiliates actually READ it each week?
- How can you try any advertising method online without spending a penny?
- How can you encourage those inactive affiliates to get busy promoting?
- How can you provide EXACTLY what your affiliates need in order to succeed?

These are the questions we are going to examine as we look at 8 things EVERY affiliate newsletter needs to include.

- Suggested Advertising Sources: Now we get to the fun and exciting part! Do you realize that you can try any advertising method online without spending a penny of your own money? Seriously. You can. Here's how...

Announce it to your affiliates.

In each issue of your affiliate newsletter, have a section entitled something to the effect of "Suggested Advertising Sources" or "Recommended Advertising." You'll need to search the web and find out the BEST places to advertise - places you would HONESTLY like to advertise yourself - places you would actually spend your own money to advertise.

And then include it in your "suggested advertising" section. I GUARANTEE you the smart, active affiliates will give it a shot.

Why? Because EVERY sharp affiliate wants to know where the BEST places to advertise are. If they can spend \$30 and make \$60, they'll do it. If they can invest \$100 and earn \$275, they'll do it.

If you search out and find places that yield good results, you'll never have to spend a penny on advertising again. Just recommend it in your ezine and SOMEONE will be willing to give it a try.

Now, here's the deal. Don't EVER try to manipulate folks. Don't recommend junk just because you'd like to get your ads out there. If an affiliate spends his or her money to place advertising for your products and they don't at least make their money back...

...they aren't likely to do it again!

Make sure you recommend only QUALITY advertising. Find ezines that have responsive subscriber bases, websites with high, targeted traffic, pay-per-click search engines, etc.

I did a survey in one of my early affiliate program ezines and asked the affiliates what they wanted me to provide each week in the ezine. The number one (by far) thing they requested was...

...WHERE to advertise for best results.

Seek those places out. Tell your affiliates. You'll never buy another ad if you pick the right ones.

- Tips and Techniques: Every issue should have some helpful tips, techniques and suggestion to aid your affiliates in increasing their commissions. My friend Anthony Stillwell once told me, "Help other people make money and they will help you make money." SHOW and TEACH and EXPLAIN to your affiliates how to sell more.
 - **Ask your top affiliates.** Email those who are producing a lot of sales and ask them how they are doing it. Share the results.
 - **Invite affiliates to share.** Ask your affiliates what they find works best. Give them some room in your newsletter to share. Give them some props by mentioning their name and website. They'll appreciate it.
 - **Find out what other affiliate programs are doing.** Join other affiliate programs and see how they are helping their affiliates. Use similar tactics with your own affiliates.
 - **Research.** Do searches at the major search engines for articles and websites on increasing affiliate commissions. Share the best tips in your ezine. Read other ezines that are devoted exclusively to affiliate programs like Allan Gardyne's excellent [Associate Programs](#).

Each week you should offer new insights, new ideas and new strategies for your affiliates to implement. Help them...

...and they'll help you!

- Updates: Keep your affiliates informed about what you are doing. Are there new products in the works? Have you developed new ads, new banners, new eBook graphics, etc.? Is there important breaking news relating to your affiliate program? Keep your affiliates informed about what's going on with the affiliate program

- Featured Article: I'm a big believer in quality content. Either write or publish someone else's article (with their permission) on affiliate programs. Again, it's about being helpful. Show them how to outsell their competition. Explain how to get listed in search engines. Teach them how to build an autoresponder course. Highlight a formula for creating website traffic. SHOW them how to become a better affiliate.

One of my favorite "secret" sites is <http://www.makingprofit.com> This website has a database of 3,800 (and growing) quality articles on web promotion. There are hundreds specifically on affiliate programs. (and many others on useful topics like traffic generation, viral marketing, eBook marketing, search engines, joint ventures, etc.!) This is a great place to find articles to reprint in your ezine (again, with the author's permission) AND to do research for your own tips and techniques.

One of the best ways to keep your affiliates active and loyal is to **TEACH THEM HOW TO BE MORE PRODUCTIVE AND EARN MORE COMMISSIONS!**

Bottom line: people want to learn how to make more money.

Show them how.

- Contest / Incentive: Every ezine needs a contest or incentive plastered in there. We'll talk more about this in an upcoming chapter. Whether you post a NEW contest / incentive or remind them of an ongoing one, motivate your affiliates with the lure of an EASY reward. Contests and incentives are excellent ways to keep affiliates reading your ezine...

..."And don't forget, in next week's issue we're going to announce how YOU can receive a free copy of a \$29.95 product."

..."In next week's issue, I'm going to announce the winners of the contest."

..."Stay tuned until next week when I'll show you how you can get your hands on reprint rights to a hot new information product!"

See what I mean?

- Links to Support Center and Archives: As you have new affiliates joining your ezine every week, make sure you include links to your affiliate support center and your ezine archives somewhere in each newsletter. This works best at the top in your masthead. It gives them

handy access to materials that they need in order to promote your products.

- Affiliate Survey: This is one of THE MOST IMPORTANT things you can include in your ezine. How often you do it is up to you. But, I RECOMMEND that you include some kind of survey question in EVERY issue of your ezine.

What is the quickest way to know EXACTLY what your affiliates need in order to succeed in your affiliate program?

Ask them!

Ask survey questions like...

- If I can do ONE thing to help you succeed in the affiliate program, what would it be?
- Which would you be willing to invest more if I can show you how it will produce more commissions...time or money?
- What do you think makes a successful affiliate program?

Pick your affiliates' brains. Ask them what they want to know. Find out what will make them succeed.

And then deliver what they request.

- Personality and Personalization: Let them know who you are and learn who they are. Make sure you inject yourself into each issue. Share a quick story about your family or something going on in your life. Let them know you're real. You're a guy or gal just like them.

And make sure you get to know them, as well. (Remember, relationship building!) Use personalization in your ezine. Almost all bulk email software, list servers and mailing scripts allow for personalization. Make sure you personalize your ezines...

It's not, "Hi Affiliate," but rather it's "Hi Jimmy."

It's not, "keep up the good work," but rather it's "Jimmy, keep up the good work."

And use their name in the subject line of your ezine. This ALWAYS gets your attention.

One more thing. When you send your ezine, don't have the subject read, "Jimmy, here's the latest edition of Blah Blah Blah Reseller Report." Have the subject read, "Jimmy, NEW affiliate eBooks are

available!"

Share the **CONTENT** in the subject line, not "here's another ezine for you to read." Build some anticipation and excitement!

So, you're keeping them active and loyal, right? So far, so good with the ezine. But, guess what? You're just getting started on building loyalty!

Keep it going by creating **MORE COMMISSIONS** for your affiliates with multiple streams of income...

The Affiliate Program Formula for Success
Step 9 - Create Multiple Streams of Income

What EVERY affiliate wants are...

...larger commission checks!

Learn that immutable truth. It never changes.

There are two ways to generate larger commission checks:

- Train your affiliates well, so they produce more with your existing products and services - which we covered in previous chapters.
- Create multiple streams of income, by adding new products and services to your arsenal - which we are covering in this chapter!

Since we are looking at ideas for building affiliate activity and loyalty, let's take a brief moment to look at WHY creating multiple streams of income can help keep your affiliates working hard to promote your affiliate products and services...

- ***Frequently adding new products to your arsenal*** gives your affiliates added revenue generators. It's no big secret that the main reason people join affiliate programs is to earn money. More products = more sales = more commissions = happy, productive affiliates.
- ***Frequently adding new products to your arsenal*** allows your affiliates to earn multiple commissions from a single customer. Everyone agrees that it is MUCH easier to sell to an existing customer than to a new customer. The affiliate works to bring a customer in - you work to continue selling to that customer for months and years to come. (After all, it helps you too! :-)
- ***Frequently adding new products to your arsenal*** allows your affiliates something FRESH to announce to their contacts. Whether it is posting a review on their website or making a recommendation in their ezine or sending out an email to their network, a new product gives them something new to share. For example: There are only so many times an affiliate can send a special mailing to their network about a SINGLE product, before the network begins to say, "Enough already. You've already told me about that." New products give them something new to share, which gives them a new opportunity to sell.
- ***Frequently adding new products to your arsenal*** shows your affiliates that you are committed to their success. After all, you are working hard to give them more ways to earn commissions. NOTHING builds loyalty more quickly than showing you are determined to help them succeed.

So, how can you develop multiple streams of income for your affiliates?
There are five ways that we are going to briefly cover below.

- **Advertising:** One of the easiest streams of income to implement is to sell advertising. Whether it is classified ads in your newsletter or banner ads on your website or solo mailings to your network, advertising is a relatively easy way of generating revenue. Establishing advertising rates, developing a media kit and designing an advertising webpage are all necessities and I recommend the free information that Brian Alt gives at Ezine-Tips.com. Brian has dozens of very helpful articles that apply specifically to ezine advertising, but can be applied to just about any form you choose to offer.
- **Service:** Another way of generating an additional stream of income for your affiliates is to offer a service. Your service should be something that involves only your time and abilities. Ideas might include: Consulting, creative design, tutoring, typesetting / typing, technical support, copywriting, accounting, financial planning, data entry, critical reviews, programming, graphic design, editing, etc.

It's important to remember that you will be OFFERING A COMMISSION to any of your affiliates that produce a sale of your service, so PRICE your service accordingly.

For example: If you want to make \$12 an hour for typing documents and you offer 25% commission, then you will need to PRICE your service at \$16 per hour. This will give you \$12 per hour and your affiliate 25% per hour, in this case \$4.

Almost everyone has some special skill or ability that can be implemented as a service. Ask yourself the following three diagnostic questions to see what kinds of services you might consider offering as an additional stream of income...

- ***What do you know a lot about - hobbies or experiences?*** You can consult, tutor, write reviews, etc.
- ***What special skills do you possess?*** You can design, edit, typeset, data entry, etc.
- ***What education and training have you received?*** You can do accounting, copywriting, financial planning, graphic design, etc.

Just analyze your life. EVERYONE has some skill or ability that the good Lord has endowed them with that can be used as a service.

Determine how much you would like to earn per hour for your work -

then mark it up the commission percentage you offer your affiliates.

And then announce to your affiliates there is a new stream of income for them, a new service to promote!

- Information Products: Experts agree, with the exception of sex sites (shame, shame, shame) INFORMATION products are THE #1 seller online. They are one of the BEST ways to add another stream to your arsenal. Here's why...
 - Zero Reproduction Cost...information products can easily be downloaded from your website.
 - Offers high profits and no risks...if you sell it for \$29.95, you keep \$29.95! (minus the commission awarded to your affiliate, of course)
 - No need to maintain inventory - everything is stored at your website.
 - Digital information products don't require shipping.
 - Instant access for your customers...they download immediately after purchasing!
 - More responsive customers online...people will pay MUCH MORE for information on the internet than they will anywhere in the retail market. A 100 page manual at the Bookstore will bring about \$6.95. That same manual in digital form online will bring \$29.95 - and there is no cost to reproduce!

Developing your own information product isn't as difficult as it may seem. Anyone who can write a shopping list can write their own information product. One of the best courses that I have seen for writing your own information product is [Infopublishing Explained](#). It's a 400+ page manual that comes with a 45 chapter free web marketing manual by "guru" Terry Dean. And, best of all, it's only \$9.97. I highly recommend it, because it walks you through EVERY step, in easy-to-follow lessons, for developing your own info-product. [Click Here](#) to take a look.

- Resell Rights: An EASY, yet slightly more expensive, way of adding new items to your product line is to purchase a resell rights license to a product that is COMPATIBLE with your existing products and services.

Resell rights can often range from \$695 - \$1795 for a quality information product. (although I'm going to show you a way to obtain a resell rights license for less than two dollars in just a minute!) You will

want to weigh the cost of purchasing licenses to expensive products. Here are some things that I consider when contemplating a purchase...

- ***Is the product compatible?*** Obviously, you want to make sure that the product "works" with your existing arsenal of products and services. Make sure it COMPLEMENTS and doesn't COMPETE. It needs to be related to the same target audience, but not so similar to your current products that the prospect wonders, "which one should I buy?" They should be compelled to buy them both!
- ***Will I be able to receive my investment back in 25 sales or less?*** If you cannot earn your investment back by selling 25 copies of the product, then I would have serious reservations about purchasing it. For example: If I am going to sell the product for \$19.95, then the MAXIMUM I would consider paying for the a resell rights license would be \$500. Of course, you can consider the "affiliate factor" in your equation - I've got 400 affiliates selling the product for me, so I can afford to pay more for the license as I will be selling many more copies. Good idea. Just don't go overboard. A good rule of thumb is 25 sales or less, although you can "tweak" this a bit when you have a larger affiliate base.
- ***Will I be able to receive my investment back in 2 months or less?*** You need to pre-determine how long-term you want your investment to be. For me, I want to get a 100% return on my investment in 2 months or less. When I consider purchase a license, I ask myself, "Will we be able to sell enough of these to gain every penny of my investment in a couple of months?" Perhaps you have longer-term plans. May 6 months. Or a full year. Just decide how long you have for the license to earn you investment back.
- ***Is the market saturated already?*** Important question. You'll want to find out how long the product has been in circulation. How many licenses have already been sold and how many will be sold in total? (To see how many competitor's you will have!) Are the "gurus" in your field already selling the product? (If the incredibly large databases are already promoting the product, you might have a harder time selling it yourself - as people have already seen made the purchase elsewhere.)
- ***Are there any restrictions in the license agreement?*** Read the license agreement. Do any "red flags" pop up? Are there any restrictions that you find hindering? One of the things I look for is can I determine the price that I sell the product at? Also,

will I ever have to renew the license? (I only want licenses that require a one-time fee to gain lifetime, unlimited selling opportunity) Can I sell as many copies as I want? Find out if there are any considerations that you don't feel comfortable complying with.

- ***Is the product "turnkey"?*** You want a product that already has a professional sales letter, professional webpage, professional graphics and possibly even existing sales materials.

So, how can you find these products to purchase resell rights licenses to?

First things first, you can visit your favorite search engine (<http://www.altavista.com>, if you don't have one :-)) and search for "reprint rights," "resell rights," "duplication rights," etc. This will yield a healthy number of results. You may fine tune it to your target field by searching for +"resell rights" +"your target keyword"

Another great place to look for products with resell rights is to visit Ken Evoy's Reprint Rights Marketplace. Ken has a growing database of products available for resell, in a categorical index. [Click Here](#) to visit.

And finally, you can check out [Instant Infoproducts](#). I'll keep the details a secret, but you'll be able to find 20 different products that come with unlimited, royalty-free resell rights for only \$1.75 each! (yes, that's one dollar and seventy-five cents!) [Click Here](#) to look at this amazing offer.

- **Recurring Billing:** I've saved the BEST for last. Recurring billing is THE best way to create multiple streams of income on the Internet. Why? Because it keeps the same customers (along with new ones) ordering MONTH AFTER MONTH AFTER MONTH.

Recurring billing is any product or service that is updated (usually monthly) and requires payment for each update.

Some examples of recurring billing sites are...

- Mark Joyner's [ROIbot](#) - a monthly advertising tracking system (and a lot more)
- Allen Says' [Host4Profit](#) - a monthly web hosting company.
- Terry Dean's [Netbreakthroughs](#) - a monthly newsletter.

The ASTOUNDING beauty of recurring billing is...

- You do not need to focus on finding new customers, but rather selling to existing customers, which is MUCH easier.
- Customers are billed month after month for the product or service, bringing you continual profits with little or no additional effort on your part.

I've noted three different kinds of recurring billing sites above: Webhosting, Tracking Tools and Paid Newsletter. There are dozens of others: Autoresponders, Submission Services, Ezine Distribution Mail Servers, Internet Service Providers and the like.

Now, for most of us, establishing and supporting most of this would be very difficult. There is, however, ONE recurring billing product that ANYONE can easily establish and maintain to bring continue profits in month after month...

...and that is a membership site / paid newsletter site.

To do this, you will need to complete the following steps:

- Develop your membership site idea.
- Set up and run your membership site.
- Promote your membership site.

The focus of this Free Advertising System manual is "affiliate programs," not "monthly membership sites" so I'm not going to attempt to explain all of the INs and OUTs of establishing a monthly site.

However, I am going to point you in the right direction. Terry Dean and Monique Harris have teamed up for THE BEST product I have seen online EVER! Did I say, "ever!" Yep. I have never seen another product that can help ANYONE earn significant, recurring income month after month.

They call it [Paperless Newsletter](#). It is THE authority toolkit on establishing your own monthly membership site and / or monthly paid newsletter site. It receives my highest recommendation. You'll definitely want to check it out. [Click Here](#) to visit their website.

One of the best ways to keep your affiliates active and loyal is to help increase their earnings through adding more products and services.

Another way is to offer your affiliates INCENTIVES.

Care to found out more?

The Affiliate Program Formula for Success
Step 10 - Offer incentives to your affiliates.

When I was employed by Kinko's, Inc., a nationwide chain of "while-u-wait" copy shops, I'll never forget what happened during my first few months on the job.

We had a stock room that was in utter chaos. It was dirty and unorganized. One evening during my shift, I spent about 5 hours cleaning and straightening that stock room. Of course, I was "on the clock," so I got paid for my work.

A few days later we had a store meeting. During that store meeting, my boss made note of how clean and organized the stock room was. He called my name and recognized that I had been the one to do it. Then, he did something that I didn't expect. He called me up to the front and handed me a \$50 check. He said, "Good job. We really appreciate it."

I worked harder for this guy than I had ever worked before or have ever worked since. I did my absolute very best for him and put everything I had into the tasks he assigned me. (and a few he never mentioned) At the end of that year, he handed me the "Co-Worker of the Year" award at our Christmas banquet.

All of this because someone took the time recognize my effort and reward me for a job well done.

Want to light a fire under your affiliates and get them working harder than ever?

Recognize them. Reward them. Just appreciate their efforts.

Below we are going to cover how to use incentives to encourage and motivate your affiliates. I want you to see...

- 3 different times you need to offer your affiliates an incentive.
- What "kind" of incentive should you offer?
- 5 specific incentives that every affiliate would love to receive.
- 3 additional ways to offer your affiliates incentives.

Let's get started, shall we?

When should you offer an incentive? There are at least three different times that you need to offer your affiliates an incentive...

- **When they join your affiliate program:** You mean I should give them something just for becoming a member of my affiliate team? Sure. After all, they gave you something when they became a member of your team...

...their time and effort towards promoting your product or service!

- **When they perform well:** It's just your way of saying, "Job well done." When your affiliates make an extra effort or produce more sales or have made helpful suggestions, reward them for their efforts. This is the #1 BEST time to offer an incentive, as it encourages them to repeat their performance again and again.
- **When there is a special occasion:** Special occasions are great times to give you affiliates special bonuses. Whether it's the Christmas holiday or some sales milestone or even their birthday, giving them something extra to celebrate a momentous occasion.

What "kind" of incentive should you offer?

A Contest: Seems like everyone enjoys a spirit of healthy competition. It motivates us to excel and to perform at our very best. No, I'm not talking about the Olympics...

...I'm talking about affiliate programs!

A contest is a GREAT way to add a little fuel to the fire. It almost always encourages affiliates to dig a little deeper to promote your products.

There are two kinds of contests that I use with my own affiliate program: a contest in which only a FEW are winners, and a contest in which MANY win.

- Only the Best: In this type of contest, there are only a handful of bonuses available. (We'll cover specific bonuses in just a moment) Speaking of the Olympics, there are only 3 medals awarded in each event right? Only the best receive them.

Whether you award these bonuses for top overall sales, top overall orders produced, most referrals, lifetime sales marks, etc., in this type of contest, only those who have worked extra hard to promote your affiliate program should be crowned winners. After all, they have put in the most effort and produced the most results.

My own personal recommendation is to REGULARLY have a Top Sales Award of some kind. Based on the previous months sales generated is a good criteria to use. Kind of like the "Employee of the Month" idea. It gives them something to shoot for every month.

I'm a big believer in rewarding people for their efforts. If someone is doing a great job as an affiliate...show them your appreciation. Take care of your affiliates and they'll take care of you.

- All Who Participate: Let's face it, there are a handful of folks who'll win your "Top Sales Award" and everyone else won't have a chance. It's not exactly a level playing field in the affiliate game. If a guy has 2,000 subscribers on his ezine mailing list and produces 20,000 hits a month to his website, how can he outsell a lady who has 40,000 subscribers and 375,000 hits a month to her website?

It probably won't happen.

And yet his efforts are just as important. And they should, likewise, be rewarded.

Here's how you do it...

Organize and publicize a contest in which EVERYONE who meets certain criteria automatically win. For example: A week or so ago I released a new product for our affiliate program. I immediately began a contest for the remainder of the month. The contest rules were simple: ANY affiliate who sales ONE copy of the new product during the current month receives a FREE copy of the product for themselves.

Now it's a level playing field. It doesn't matter if you only have 50 subscribers and 200 hits a month...

...this is attainable for you. This is a contest that you have a legitimate shot at winning. There aren't just a handful of bonuses awaiting for the "top" sellers. There is a bonus awaiting YOU.

And it's relatively easy to get it.

You would be surprised at how many affiliates who haven't promoted your product in six months suddenly start producing sales.

Let me be perfectly frank. I LOVE my top affiliates. They bring in a LOT of sales each month. They put food on the table. And I appreciate the heck out of them.

But I also LOVE the affiliate who is just starting out and hasn't quite figured out this Internet thing yet. I love helping the STUDENT who wants to learn how to excel. I love working personally with those who might only earn one sale every month or two.

Why? For two reasons..

First, let's never forget that we were once there as well. When I came online 4 years ago, I didn't know a thing about the Internet. I thought a mouse was a little furry creature and Windows were something my wife cleaned on Tuesdays. :-)

But with some help, I made it.

And, secondly, let me share a valuable lesson with you that I learned in the retail market. Several years ago when I owned a sports collectibles shop, a scraggly, dirty man came wandering into my business. He asked me a bunch of questions about sports cards and the hobby. I remember being very busy with other work that day, although he was the only customer in there at the time. He wasn't wanting to buy a thing. He just wanted to "visit" and ask me to look up cards and so forth. I spent a couple of hours answering questions (hours are VERY precious to me).

He left without purchasing a thing.

This happened four or five times during the next week. Each time I was very nice to him and helped him with his collection.

He never spent a penny.

Several months later a red-haired "just out of high school" young man walked into my shop and spent over \$100 with me on cards. His name was Brian and...

...the scraggly, dirty man had told him how helpful I was and that he should start buying his cards and collectibles from me. He didn't know that I existed until his co-worker, the man I had helped, had told him about me.

That red-haired young man went on to spend *literally* thousands of dollars with me during the next two years. All because I had been nice to someone who didn't seem like a "valuable" customer at the time.

But, it doesn't end there.

The scraggly, dirty man got back on his feet financially. Want to know where he spent all of his extra money at for the next year and a half?

You guessed it. He paid my rent for many months.

The moral of the story? Be nice to all of your affiliates. Become a mentor, a teacher of the trade. Help those that don't seem like "valuable" affiliates. Invest your time in helping each of your affiliates succeed. It's not about the money, it's about making an effort to develop relationships and genuinely help improve the livelihoods of those on your team.

The Bible says you reap what you sow.

What kind of harvest can you expect this year?

Specific incentives your affiliates would love to receive.

OK, so you're convinced it's time to offer an incentive to motivate your affiliates, right? You've already got the contest idea in your mind and you'd just like some ideas for *what* to offer as an incentive. In my experience, there are at least 6 specific incentives that motivate affiliates to do their very best...

- **Cash bonus:** Hey, who doesn't love CASH?! This is a basic, universal truth that crosses all international currencies...

...we all love to receive some extra money!

Some of the other incentives *may not* be beneficial to ALL of your affiliates. However, money is the ONE thing that they all can benefit from. And, of course, money is a big motivator. You'll likely find that by offering a cash bonus your affiliate sales will rise more than enough to cover the prize money.

So, how much should you offer? Good question. And there is no solid answer that works for everyone. "How much" depends a lot upon the price of your product, the profit margin, how many units sold, etc. I have used a couple of formulas that seem to work well...

- The 5X Formula: When offering ONE grand prize for the top sales producer for the contest period (1 month+) I offer a cash prize of 5 times the cost of the product. For example: The price for [Profits Vault](#) membership is \$39.95. (Which I round to \$40 for the sake of this formula) So, as a grand prize bonus, I offer a \$200 cash prize.

Ooooh, that hurts! Well, not really. Sure, \$200 is a nice chunk of change, but here's what happens. First of all, because the prize money IS a rather hefty bonus, the person who ends up earning it is going to *really* produce a lot of sales, because everyone will be gunning for the prize money. Which means: the top sales producer will *probably* create more than enough sales to cover the bonus money, AND everyone else who is close to winning it will *most certainly* create enough sales to cover the bonus and produce a sizable profit for the program. \$200 sounds like a steep investment for monthly prize money, but it can turn out to be a very profitable investment.

And, of course, it is a great incentive and help for the affiliates.

Certainly, you may alter the 5X formula to something more fitting your situation. Perhaps a 4X formula or even 3X formula, depending upon your unique case. However, remember to

make sure that it is an *attractive* and *desirable* bonus that garners a lot of affiliate participation.

- The 20% Formula: When offering a cash bonus to ALL affiliates who meet a certain criteria for the contest, you obviously can't offer the 5X formula. \$200 times dozens or even hundreds of affiliates would bankrupt most of us!

For contests where there are numerous winners, I often use the 20% formula. In the simplest of terms, I simply reward each affiliate with 20% of their total sales produced. If Affiliate A sold \$200 in product for the month, then I would give him a \$40 bonus. If Affiliate B sold \$80 in product, she would receive \$16 as a bonus.

This depends a lot on your profit margin per product. If you are offering information products available digitally from your website (which cost ZERO to reproduce) then 20% (above the normal commission, mind you) is a great bonus to offer.

Again, you may alter the formula to a percentage that fits your needs.

- **Product bonus:** If you don't want to fork over any cash, or would like to mix things up in your incentive program, then a free copy of one or more of your products is a great incentive.

Of course, if you sell information products, this won't cost you a penny.

When I released our new eBook compiler software, [eBook Creator](#), I offered it as a free bonus for anyone selling a copy of it for the contest period. It was a huge success. Sales increased. Affiliates were excited about receiving the free copy of the software.

Everybody was happy.

Considering that most of your affiliates were originally drawn to your reseller program BECAUSE they were interested in your product, it is likely that this would be a great incentive for them.

- **Advertising bonus:** Your affiliate program products and services *probably* aren't the only revenue generator for most affiliates. Another great incentive is to offer advertising space either on your website or in your ezine.

If your affiliates ARE promoting their own products, then this will give them an opportunity to receive some free advertising for the product...

...while selling MORE of your product.

It's a win-win situation for everyone.

How much advertising? Glad you asked. Some suggestions might be: top sponsorship ad, solo mailing, regular ad, 1,000 banner impressions. It depends greatly upon whether or not it is ONE prize or one that has multiple winners. Don't overextend yourself.

- **Recognition:** This is one that I'm just beginning to implement into my own affiliate program...

- ...recognizing the Top sales producers.

We all like to be appreciation for our efforts. We all like to be recognized for our achievements. We all like to see our name in print. Even if it's digital print. :-)

Recognition is free, but don't confuse it for cheap. Recognition is invaluable. You can't put a price tag on encouraging someone for a "job well done." If someone is doing their best, for goodness sakes tell them you appreciate them!

You'll want to recognize the efforts of your top affiliates (and from time to time, ALL affiliates) in at least two ways:

- Ezine: Remember that weekly (or bi-weekly, monthly - you get the idea) reseller report that you are now publishing? List the top 3-5 affiliates for the month in order of their overall sales. You better believe that #1 is going to work harder next month to stay #1...

...and #2-5 are going to work harder next month to move up to take over #1!

Recognize your affiliates that work hard for you. Give them a bit of publicity among their peers, some "bragging rights" if you will. Everyone likes to be recognized.

This one is up to you, but you may also want to publish the actual dollar amounts of sales produced. This is more for the benefit of those who AREN'T in the top 5 listed. If they look at their own affiliate sales and find they are within striking reach of the top producers, they will often make an extra effort to crack

that list!

When you recognize affiliates in your newsletter, be sure to include their website link. This serves a couple of important purposes:

- It gives the affiliate some much-deserved free exposure. Give them some free traffic to their website and I guarantee they'll appreciate it.
- It gives ALL of your affiliates an opportunity to take a look at what your top affiliates are doing to achieve such sales. A quick visit to the website might spawn some ideas that are easy to implement on their own websites.
- Personal Email: You'll also want to contact your top affiliates personally via email. Let them know that you *notice* their efforts and you appreciate their work in promoting your products. Encourage them to keep up the good work. A personal email will often go farther than any other incentive. It shows you are *personally* involved and interested in your affiliates.

You may also consider contacting affiliates when they receive their first sale to encourage them in their efforts, or contact an affiliate who has recorded a sale for the first time in a long period. Personal contact, as we will look at in a later chapter, is CRITICAL to developing relationships and building a solid affiliate team.

- **Higher commission**: Depending upon your affiliate tracking system (this one WON'T work with Clickbank) you may want to offer higher commissions for your top affiliates. Instead of offering 50% commission, offer them 65% commission. You may do this either for a designated period of time or continually, as long as they are producing a significant amount of sales. Again, this turns out to be a MONETARY bonus, which EVERYONE appreciates.
- **Option**: Another great idea for incentives is to allow the affiliate to CHOOSE from several bonus options. For example: If they have already received your bonus product, they probably won't need an additional copy. So, they have the option of choosing between free advertising, product or cash.

By allowing the affiliate to choose, you'll always guarantee that they receive the most desired bonus. Which is, after all, what you want to

achieve...

...keeping them happy and productive!

NONE of these incentives are limited to *only* top sales producers. They can apply to many different things. For example: I have said many times in my ezine - and now in this manual - that I couldn't run my affiliate program without my right hand man, Neil Day of BizInfoCenter.com. Neil IS one of my top affiliates, but his importance to my affiliate program goes far beyond sales numbers. He has graciously created eBook covers and software product boxes for all of my products. He has proofed *countless* pages of sales letters, ad copy, manuals, reports and the like. He has given me wise counsel on pricing questions, product implementation and much, much more.

Does it go unnoticed? Not if I can help it! I mention him quite frequently in my ezines and certainly to other affiliates in personal communication. And, of course, you just read about him here.

You see, RECOGNITION doesn't stop at sales. Recognize your affiliates for EVERYTHING that you appreciate about them. Whether it is referrals, consultation, creativity, typesetting, data entry - whatever - make sure you let your affiliates know that you are grateful for their help and efforts.

That is the least you can do for all they do for you.

Additional ways to offer incentives

There are three additional ways to offer incentives to your hard-working affiliates that I highly recommend. These incentives apply to ALL affiliates, regardless of the amount of sales produced.

- Give the affiliates a commission on all back-end sales. We've already talked about multiple streams of income. Your affiliates should receive a commission on not just the initial purchase made by the customer, but on any back-end product sales as well. After all, the affiliate is the one who brought the customer to you. Reward them on all sales.
- Give the affiliates a commission on all future sales for the lifetime of the customer. And don't just reward them for all sales during that first buying day. Allow your affiliates to receive a commission on ALL future sales for the lifetime of the customer. Every new product released, every service offered, every profit generated, share it with your affiliates. With the unique tracking systems offered today, you can handle this automatically. Clickbank's tracking system offers this service.
- Give the affiliates a commission on his / her own purchases. It amazes me how many affiliate programs DON'T allow their own affiliates to purchase at a discount. What kind of sense is that? I just don't understand that thinking. Always allow your affiliates to make

purchases from their own affiliate link and receive the commission. It's a great incentive...and it's just plain common sense.

OK, now that we've got a happy affiliate team, let's give them some tools that will absolutely explode their sales...

The Affiliate Program Formula for Success
Step 11 - Develop customized marketing tools.

What pulls everything together in an affiliate program? What launches the marketing virus? What is the singular most important resource for affiliates to actually promote the affiliate program and produce sales and commissions?

Customized marketing tools.

Without question, giving your affiliates customized marketing tools is THE most important resource that you can make available to help them succeed.

Better than a cool website? Absolutely.

Better than killer classified and banner ads? You betcha.

The customized marketing tools that you are about to read about are the POWER behind every successful affiliate program. You find me a successful affiliate program and I'll show you an affiliate program that harnesses...

- The Power of Viral Marketing
- The Power of Ezine Marketing
- The Power of Ad Copy
- The Power of Follow-Up
- The Power of Presentation

Each of these "powers" are essential to the overall success of your affiliate program. Each bring something new and unique and critical to the table. And each can be customized to reward and motivate every single affiliate in your reseller program.

Let's take a look at how to tap into these power sources for YOUR program by creating a suite of customized marketing tools...

- The Power of Viral Marketing: eBOOKS

While there are many different tools used in viral marketing, you'll simply not find a more powerful tool than free eBooks. Free eBooks are so explosive because they can easily be downloaded and then passed on to others, who in turn pass them on to still others.

Now, for the record, this manual ISN'T about eBooks. I consider Chayden Bates to be THE authority on eBook Marketing. If you want to learn more about EXACTLY how to create eBooks and use them to launch a viral marketing campaign, then I recommend his incredible course, "[eBook Marketing Explained](#)."

What I do want to stress to you is the need to CUSTOMIZE your free eBooks for your affiliates. In other words, allow your affiliates to obtain copies of the free eBooks with THEIR affiliate link as the link inside the eBook. That way, when they give the eBook away, if anyone orders your product or service from THEIR customized copy, they receive the commission.

Check out the bonus report in this course, "10 Things to Have Your Affiliates Do That Will Skyrocket Your Sales" for more details on using free eBooks to generate more sales for you and more commissions for your affiliates.

I must mention briefly that there are two kinds of eBooks. "Thumbs up" and "thumbs down." There are tens of thousands of eBooks in circulation today. MOST are nothing more than glorified sales letters that provide no real value to the reader. They are discarded quickly, ruining both the chance for a viral marketing campaign to explode and the chance for your affiliate to make a sale.

What you want to produce are *quality* eBooks to give away as sales generators. Make certain that the information you provide in the eBook is FRESH and USEFUL. If you provide those two things, sales are inevitable.

Also, one more quick note. If you are going to customize an eBook for each of your affiliates, make sure there is only ONE order link inside your eBook. If you have order links on every page of the eBook, then each time you customize it for a new affiliate, you will have to input the affiliate link on EVERY page, which can become rather time consuming. Place the order link on ONE page of the eBook only.

- The Power of Ezine Marketing: Ezine Articles

Let me ask you a very simple question: Why does ANYONE read a newsletter?

Is it because they'd love to read through a bunch of advertising?
Nope.

Is it because they want to browse through a ton of hype? Not a chance.

Is it because they are looking to buy something? Probably not.

People read newsletters because they want INFORMATION. The featured article of a newsletter is THE focal point of the newsletter.

The reader may skip through the ads and not waste any time on a review or commentary, but they will definitely at least take a look at the ezine article.

That is, after all, why they joined the list in the first place.

Ezine articles are relatively easy to write and can be written about basically any topic of interest.

Here's how it helps the affiliate. Most affiliates publish their own newsletter. And, of course, they probably publish feature articles. So, when you write articles about your field of expertise, they naturally will publish the article in their ezine. And, as with all ezine publications, you'll be able to publish your byline resource box at the bottom of the article...

Jimmy D. Brown has been showing people how to earn a full-time living on the Internet since 1997. For a PROVEN, step-by-step system that practically guarantees your success, visit his helpful site at <http://www.profitvault.com>

Now, when you publish your article in other people's newsletters, you'll include your regular resource box like the one above.

However, when your AFFILIATE publishes your article in his / her newsletter, you'll allow them to customize the resource box with THEIR affiliate link...

Jimmy D. Brown has been showing people how to earn a full-time living on the Internet since 1997. For a PROVEN, step-by-step system that practically guarantees your success, visit his helpful site at <http://www.profitvault.com?123456>

Now your ezine article has become a CUSTOMIZED MARKETING TOOL for the affiliate. Not only do they provide high quality information for their readers, but they create an opportunity for them to earn commissions on sales generated from the article.

Write a new article every week or two and you'll have consistent opportunities for your affiliates to promote your products in their ezines, without blasting the same old ad at their readers every issue.

- The Power of Ad Copy: Special Reports

A special report is like an ezine article on steroids. Same concept as an article, only it's usually 3-7 pages in length. The powerful concept about a special report is the ad copy you can generate to create interest in your report.

For example: I wrote a special report that has now been requested over 5,000 times from my website. It is entitled, "How to Sell 300% More of Your Product in 72 Hours Than You Did All Month." (It's available by sending any email to profitsvault@autoresponder.nu in case you are interested :-)) Sure, the title alone gets a lot of attention and requests. However, on my request page at the website, I EXPLAIN what you'll receive in the report...

Regardless of who you are or what you are marketing, I GUARANTEE you this report will show you how to quickly and easily sell more. A lot more.

In this short report you will discover...

- The secrets to "**microwave marketing**" - you pop your advertising into a machine, press the "start" button and in just a few seconds - voila! - the door swings open and **out pours a hot helping of sales.**
- An **easy-to-follow 6-step formula** for **selling 300% more of your product in 3 days** than you did all month.
- How to get **100's of ezine publishers to actively promote your product** to their newsletter subscribers.
- Where to find a **ready-made contact list of 700 ezine publishers** to launch your "microwave marketing" campaign.
- 2 often overlooked keys that are more important than immediate sales and how **your success on the Internet depends upon them.**
- How "**losing**" in a joint-venture can actually make you a winner.
- The 2 things every ezine publisher is looking for and how giving it to them **virtually guarantees your success.**
- **3 rules you absolutely must follow** when approaching your new "microwave marketing" contacts.

Now, you can see why it was requested so many times, right?

The wonderful thing about a special report, as opposed to an article, is the fact that you can write a mini sales letter for the report to garner more interest. Whether the ad copy is shared in a newsletter or from the website, it certainly plants the seed of interest in the mind of the reader.

Especially when you consider that it is free!

And, the report, naturally, is customized with the affiliate's link in order to receive the commission on any sales generated from giving away the report.

Of course, the affiliate may want to have the reader complete a small request form with their name and email address for future follow-up messages as well.

- The Power of Follow-Up: Autoresponder Courses

Experts agree that it takes, on average, seven exposures to your offer before a purchase will be made. Developing an autoresponder course is an excellent way to provide quality information for the reader, more exposure for your products...

...and another customized tool for the affiliate!

Remember those ezine articles that we talked about earlier? Take 7 of your best articles and plug them into an autoresponder course. At the beginning of each message, before the article, write a brief "blurb" about your product. Don't be pushy, but share some way that your product ties in with the article. Then, after the article, close out with a short reminder offer about your product.

Again, allow the affiliates to have this course customized with their own unique link. If the reader makes a purchase at anytime during the course (or afterwards) then the affiliate will receive the commission.

Remember my free report above? Did you click on the link to receive, "How to Sell 300% More of Your Product in 72 Hours Than You Did All Month"? If you did, then you kicked off a 9 day autoresponder course that will begin sending out strategic messages every 24 hours. Study those messages. Study the introductions and the closings that surround the articles. You'll learn a great deal about the concept behind selling through the autoresponder follow-up series. We've been converting an incredible amount of readers into paying customers through these series.

And, if you want to learn more about autoresponder courses, Yanik Silver has put together a gem of a package for developing your own autoresponder course. It's over 400 pages in length (don't be overwhelmed, you don't have to read it all at once to understand the concepts!) and is only \$19.95. Best of all, it comes with complete resell rights, so you can actually sell it as a back-end product. (and allow your affiliates to promote it as well!) [Click Here](#) to check out this new product.

- The Power of Presentation: Graphics

Every eBook needs a cover. Every product needs a product box. Every report needs a report cover. Every ezine needs a newsletter cover.

Get the picture?

Presentation is just as important as information. Presentation sells. Why do you think those software products at the software shop come in big, bright boxes, but only contain a small CD with jewel case when you open them?

Presentation.

Customized graphics are an important part of selling your products online. Research shows that it can actually improve your sales by as much as a staggering 300%! Yep, you can triple your sales by having professional graphics represent your products, services and marketing tools.

And, of course, you will want to allow your affiliates to use these graphics on their own websites to link to your main site.

Again, this isn't a manual on graphic design. There are, however, a couple of resources that I highly recommend for creating your graphics...

- [Killer eBook Covers Tutorial](#): Here is a nifty screen cam MOVIE tutorial that actually SHOWS you how to create your own eBook cover art in less than 10 minutes.
- [Internet Success Blueprint](#): Included in this package is another screen cam MOVIE tutorial that shows you how to create website graphics.
- [Neil Day](#): My right hand man has become quite adept at creating cool graphics. (He does all of mine) Tell him I sent you. He doesn't have an affiliate program yet (he will after reading this manual :-)) but maybe he'll give me a referral bonus. :-)

Now that we've got some incredible marketing tools in the works for your affiliates, let's find out what THE most important thing you can do for your affiliates is...

The Affiliate Program Formula for Success
Step 12 - Maintain accessibility to your affiliates.

This chapter is THE MOST IMPORTANT chapter of the Free Advertising System manual.

So, pay attention. :-)

Want to know what THE most important, most critical, "if you don't do anything else, do this" thing to your affiliate program is?

Well, do you?!

It is to maintain accessibility to your affiliates.

I realize that you are a busy person. I am too. I personally respond to hundreds of emails a day. It takes a lot of time.

But, regardless of how busy you are, you simply MUST make it a priority to respond promptly to your affiliates and build relationships with them individually. This is absolutely critical to building affiliate loyalty.

Who do you want to work for? Someone who knows you as
<http://www.blahblahblah.com/affiliate/cgi/x?48392...>

...or someone who knows your name is Tom and speaks to you personally instead of sending out some standard autoresponder message like you're not important enough to spend a few seconds in conversation?

I'm going for someone who is interested in helping me and is concerned enough to know that I'm not an affiliate...

...I'm a husband and father who want to take care of my family and I'm interested in promoting your products.

I'm not a number assigned to a tracking system, I'm a human being who likes to be treated somewhere above a machine.

Got it?

Build relationships with your affiliates. Become personally involved in helping them succeed in your affiliate program. Help them build their business and you'll end up building your own along the way. If you make them successful, it will automatically make you more successful yourself. If they prosper in your affiliate program, then you prosper as well.

Very quickly, I want to share with you 6 easy ways to build relationships with your affiliates...

- Email: Far and away, this is the most often use communication tool online today. The easiest way to build relationships with your affiliates

is to work with them through email. Answer their questions promptly, usually the same day - but always within 24 hours. My order of priority when it comes to answering business emails is...

- Paying customers.
- Affiliates.
- Everyone else.

When affiliates contact you via email, it is almost always an inquiry of some kind. Either they are experiencing a problem or need some help, they are usually seeking a personal answer that they can't find at your support center.

So, give them a personal answer, ok?

You know, this ISN'T something that is practiced online. It *amazes* me how often after I have answered someone's question that I receive a note back from them saying, "Thanks for responding, I appreciate it." For a long time I didn't realize what that meant. What it means is that when someone responds personally to an inquiry it is OUT OF THE ORDINARY. You see, most people DON'T take the time to personally respond.

And yet, it is absolutely critical in building loyalty among affiliates. If someone isn't willing to spend a few minutes to answer my question about how to better promote their products...

...then I'll move on to someone who will.

Respond promptly to your affiliates. Answer questions. Offer suggestions. Learn about them personally - what they do and where they do it. (This will be important in a moment)

- One-On-One Assistance Form: With my affiliate program, I have a "one-on-one assistance form" that I encourage my members to use. They simply complete a small form with their name, email address and their question / inquiry and it is forwarded to me via email. I answer these forms quickly, as I know they are important. By implementing your own assistance form, your affiliates can insure that a "red flag" of priority is triggered when you receive the form. Instead of getting lost somewhere in the shuffle of hundreds of emails you may receive, as soon as you see the subject "One-On-One Assistance Form" you can answer it quickly. Set up a filter and you'll have all of the forms filed into one folder for easy access. For more information on building a form, see the free tutorials at one of my favorite sites online Web-Source.net. Shelley Lowery has some outstanding free resources here.

- Live Chat: Depending upon your schedule, it's a good idea to have a live chat once a week or once a month to answer questions from your affiliates. This will allow multiple affiliates to participate simultaneously in discussions, surveys, opinion polls, question & answer sessions, etc. You can offer "official" advice, suggestions and answers to a broad range of subject matter in a short amount of time, while allowing many affiliates to receive this knowledge at the same time. This is great for special training, particularly a new affiliate orientation. NOTE: Take notes from your chat discussions and add them to your Frequently Asked Questions page at your affiliate support center. If someone has a question, chances are others do too.
- Live Phone Conferences: Same scenario as the Live Chat, only this time it's an actual telephone call. A bit more costly, but the results can be tremendous. Many people enjoy talking to a "real live" person. Contact your local telephone service provider for more information on establishing a live phone conference.
- Forums: Forums, also known as "message boards" or "bulletin boards" are growing tremendously in popularity. One of the things that I find impressive about several forums online is the participation by the board owner. It's one thing to have a moderator, it's another thing for the forum owner to actually respond to messages himself. While many of the forums are public, you can also establish your own private forum for exclusive use by your affiliates. This is a great way for them to ask questions each day. Then, other affiliates are able to offer their advice and suggestions on the posted topics. Of course, YOU need to participate as well. Drop by once a day and make comments on the posts that need your attention. Interact with the affiliates. Forumeone.com offers a free service for establishing your own forum.
- Instant Messengers: With the advent of MSN Messenger, ICQ and Humanclick, now you can allow your affiliates to send instant messages to you anytime you are online. You also have the option of being "away" if you don't want to be interrupted at certain times. These are all free services, so check them out for a great way to be accessible to your affiliates.

I want to share a tip that will really allow you to build solid relationships with your affiliates by PERSONALLY INTERACTING with them.

Create a folder in your email program entitled "Affiliate Correspondence." EVERY email that you receive from an affiliate of yours needs to be filed in this folder after you respond. Don't ever delete them. If you run out of space after a while, store these messages on disk or CD. Keep every email that you receive from your affiliates.

Now, in these emails you'll be surprised at how much information you'll find

about your affiliates. They will mention their spouses, their kids, personal information on where they work, what their hobbies are, what they are trying to accomplish online. I mean you will be amazed at what they will share with you. Doesn't seem like much importance to you when you are answering inquiries, but this is invaluable information down the road.

After storing this information, you can use it in two ways:

- Future follow-up on *your* part. In a few days or weeks, follow up on the inquiries of your affiliates, including SPECIFIC references to the subject of their email. Ask about their question or problem - was it resolved satisfactorily? Do they need additional help?

And here's where you can use that PERSONAL information they supplied in their previous email. Did they mention that their wife was sick somewhere in the email that they sent you a few days ago? Then, ask about their wife - "I hope your wife is feeling better today. I know the flu sometimes lasts a while. Tell her to drink lots of liquids." Now you are BUILDING RELATIONSHIPS. This affiliate isn't just a number, they are a REAL person who has a REAL life just like you do.

Did the lady who emailed you about that autoresponder she was having trouble with mention she was launching a new website? Then, ask her about it. "Have you finished your website yet? Let me know if you need any help. I'd be glad to take a look and make suggestions, if you'd like." OR, if she mentioned the website URL in her last email, then visit the site and follow-up in a few days..."I visited your website and I think it looks outstanding. It's very nicely designed and well thought out."

Follow-up on your inquiries and use the information provided to build relationships. Get to know your affiliates and treat them like PEOPLE not NUMBERS.

- Future inquiries on *their* part. Here is where the fun begins. Want to astound your affiliates with your amazing memory? Many of your affiliates will contact you with questions, advice requests, etc. Then, somewhere down the line, maybe weeks or months later, they will contact you again with an additional question. Use the information you've gathered...

First, search for their name or email address in your "Affiliate Correspondence" folder. (Most email software has a "Find" or "Search" capability to do this quickly and easily).

Then, read through the previous emails from the affiliate to determine

anything that you might want to mention in your response.

Answer their new inquiry and then make a personal notation about something from their PREVIOUS inquiry. Has the matter been resolved? Has the baby been born yet? Is the new eBook ready?

Some of this stuff will have been mentioned to you months before. And yet, you have it right at your fingertips to PERSONALLY be involved in the life of your affiliate.

Do you see the point here? It is important to let your affiliates know that they aren't just statistics and numbers and sales figures to you. They are more than members of a team, they are members of the human race. Real people. Real needs. Real dreams.

I cannot stress enough how important it is to build relationships. Relationships are what endure. Relationships are what turn into profitable partnerships. They are at the backbone of joint ventures. Relationships "scratch your back, while you scratch their's."

Do you want a successful affiliate program? Then build relationships with your affiliates. Train them personally. Teach them from your own experience. Help them succeed online. Seriously, help them succeed online.

There is a very funny scene in the box office smash movie, "Jerry McGuire." In this scene the character played Tom Cruise, who is a sports agent, is talking with his client and he makes the comment, "Help me, help you."

My friend, that is the cry of every affiliate, "Help me, help you."

All they need is some personal help from you to build their business...

...and they will personally help you build your own business.

Remember that always, "Help me, help you."

And there is one more chapter on doing just that...

The Affiliate Program Formula for Success
Step 13 - Research and respond to your affiliates.

If you've put into practice everything you've learned so far...

...your affiliate program is already producing some impressive results for both you and your affiliates.

Now, it's just a matter of continuing to do what you have learned. Don't ever stop. Don't rest on your laurels. Sure, you can cut back on WORK and relax a bit, enjoying the fruits of your labors. But, don't ever cut back on the PRINCIPLES. Work your affiliate program. Invest your time into your affiliates. Success isn't some kind of perpetual motion machine that never stops. It demands your continued attention.

So, repeat the process.

There is one more thing I want to cover about your affiliate program. One more important step in the formula for success, and that is to "research and respond to your affiliates." There are three easy methods that I recommend you implement immediately...

- Survey the inactive: Check your sales records. Which affiliates haven't recorded any sales recently? Which haven't record any sales at all? Contact these affiliates personally. Ask them several diagnostic questions:
 - Is there a reason that sales have been slow for you?
 - Are there any questions you have about promoting the products?
 - How can I help you succeed?
 - What specifically can I do that would help you?

Of course, the first thing to do after hearing the affiliate response is to act on it for them PERSONALLY. Answer any questions they have. Make suggestions to improve sales. If possible, do what they ask to help them succeed.

Then, use these answers to help your other affiliates. Contact the other inactive affiliates and offer the same help to them. Post your survey results on your website, specifically the "frequently asked questions." Other affiliates can benefit from these results, as well.

- Survey the active: Again, check your sales records. Which affiliates consistently produce sales? Who are your top sales generators? Contact these affiliates and find out how they are achieving such success. Again, ask them several diagnostic questions:

- You're on a roll, what kind of marketing are you using to produce these results?
- Can I feature you in my newsletter? What you are doing and how it works?
- Would you be interested in allowing me to interview you for a special article for all of our affiliates?
- If you had one piece of advice for affiliate struggling to generate commissions, what would it be?

Again, use the answers to help all of your affiliates. Do a feature on their tactics. Conduct an interview for publication in your newsletter. Contact affiliates personally with suggestions.

- Take a Look: Visit the websites of your affiliates. Find out what the top affiliates are doing right and congratulate them on it. Share their methods with others. Make suggestions to those affiliates who have poor websites. Help them make better websites. Subscribe to their ezines. Again, find out what is working and what isn't. Make personal contacts to offer specific suggestions to your affiliates who are struggling and kudos to those who are excelling.

Again, this is the PERSONAL involvement idea. Don't just expect your affiliates to become super sales people - SHOW them, TEACH them, TRAIN them, HELP them.

So, there you have it. A foolproof, 13-step system for creating an affiliate program that produces results. I GUARANTEE you success if you implement these steps. It is just impossible to fail if you follow this gameplan. Absolutely impossible.

I never call someone a liar, but I'd have to seriously question your honesty if you told me you tried all of this and it didn't work. :-)

All The Best To You,

Jimmy D. Brown