

Affiliate Sales Domination



discover how to rule your niche market
with this 52-week course

with David Perdeu

Volume 5 of 6

Affiliate Sales Domination
52 Lesson E-course with Added Bonuses
Part 5
Lessons 41-45

By

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<http://AffiliateSalesDomination.com>

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This program was designed as a 52 week e-course. You have chosen to download this entire program at once in order to self pace. Please note you will find references to lessons and bonuses using the phrases “tomorrow, next week, last week, etc. You will still receive the email series designed for the weekly program as it will give you some added tips and direction throughout the series.

Lesson #41

Affiliate PLR Profit – Part 1

I'm one of those guys who buys the best and doesn't mind paying for it. Even if it isn't always the best. My wife, on the other hand, is much more thoughtful about her purchases.

For example, if I'm looking for something specific, and I know a certain store has it, I'll go get it regardless of the price.

My wife, on the other hand, knows where she can get the exact same item for a fraction of the price. She watches for deals and promos. She'll shop at a discount store because she doesn't get sucked in by the marketing – usually.

Except for the rhododendrons from Oregon.

Rhododendrons are beautiful bushes that create fragrant spring time odors outside the house. And they like shady, loamy soil like we have behind the house.

Oregon rhodies like our soil, and so do rhodies grown right here in Alabama.

The ones in Alabama cost about \$10 each. The ones imported from Oregon were \$70 each. But they came from the Oregon rainforest and were guaranteed to bloom – in fact, they had beautiful purple blooms on them when we bought them.

Basically, they were rhododendrons. Same bushes, same color, same species.

Different prices. Better marketing ☺

One was local (read not exotic). The other was from the other side of the country grown in a rainforest. (Does Oregon have a rainforest?)

Look rhododendrons up on Wikipedia and you don't see anything that says if you want the best rhodies, get them from Oregon, especially those of you in Alabama.

Now, maybe the rhododendrons from Oregon were better (they did very well after we planted them), but the reason we purchased them was that the benefits were better highlighted. And the plants were blooming already.

Same "product". Different "focus". Game over.

Now, what does all of that have to do with PLR? (Private Label Rights)

And – more importantly to you – what does all of that have to do with YOU making more money with PLR?

Probably more than you think.

There is actually a LOT to be learned here as we look at some specific lessons YOU can learn from this as someone who buys reprint rights to products.

Let's take a look...

3 Lessons Every Licensee Should Learn

Note: These lessons – and this report – are applicable to anyone who buys PLR (private label rights) products OR "resale rights" products.

Lesson #1: "You can sell the same product at a higher price than your competition". Delete this nonsense that says you should "undercut" your competitor in price to be successful. Not true. Lower price doesn't mean greater sales. To the contrary, you can actually RAISE YOUR PRICE and sell more than ever.

Lesson #2: "The key to selling at a higher price is POSITIONING" It's all about how you PRESENT your offer. It's all about how you PACKAGE your offer. It's about your POSITION. A quarter pound hamburger will cost you \$2 at McDonald's. They are "budget fast food." The same quarter pound hamburger will cost you \$9.95 at Red Robin (I ate there last night, so I know). They bill themselves as offering "gourmet hamburgers." What's the difference? Position within the industry.

Lesson #3: "An easy way to position for profits is to focus on a niche." Jack Trout, the leading expert on positioning, has taught me two things about positioning (actually, MANY things, but we'll narrow it down to two for now)...

1. It's better to be first in your people's mind than better.
2. If you can't be first in their minds in one category create a new category.

That's what the blooming rhododendrons did. It was positioned to focus on a NICHE market where it can be stand out as the best.

Think of the possibilities:

** There are dozens of hosting companies out there, but how many "real estate hosting companies" or "chiropractors hosting companies" spring to mind?

** There are dozens of products out there that teach you how to lose weight, but how many are focused on "weight loss around the office" or "Christian aerobic moves".

** There are dozens of "ebook collections" out there, but how many people have pulled out 5 or 6 of those ebooks that are focused on a specific niche (like affiliate marketing) and put together a completely new collection with a completely new name with a completely new salesletter?

A lot to think about here. The bottom line is this...

You can **SELL MORE** if you separate yourself from your competition and do/offer more than they do.

And that doesn't just apply to creating your own products.

It also applies to **SELLING other people's products** that you buy reprint rights licenses to or PLR licenses.

Here's how...

Your "Competitive Edge"

One of the biggest mistakes that I see people make (and, admittedly, I've made the same mistakes myself) is they seem to want to throw all of their marketing knowledge out the window when it comes to buying products with reprint rights or PLR rights.

Seriously.

It's like we just temporarily lose our minds when we buy reprint rights or PLR rights to a product.

We forget all that we know about marketing.

We forget all that we know about online business.

We forget all that we know about making money.

And we just play by some crazy rules that no one even knows who created and why we started using them in the first place.

Let me explain.

Typically, here's what happens when we buy reprint rights or PLR rights to a product...

The "Wasted Money" Cycle of Reprint Rights

When the average person buys a product with reprint rights or PLR rights, here's what they do...

1. Tweak the salesletter that was given to them with the reprint rights license to include THEIR order link.
2. Maybe add their name to the bottom of the page.
3. Upload the provided web page and salesletter to their own hosted site.

4. Send out a mailing to their list.

5. Move on to the next product they can buy and promote.

And every single time that happens, the person wastes money. They throw it out the window. They leave it on the table. They flush it down the toilet.

It's gone.

And it ain't ever coming back again.

But, there's a better way...

Here's the thing: if YOU want to make more money than your competition does, even though you are selling the exact same product that you bought reprint rights to sell, you only need to do one thing...

...separate yourself from the competition.

Become the "blooming Oregon Rhododendrons grown in a rainforest" in a sea of similarity.

You gotta be different.

Use the marketing knowledge that you have.

It DOES apply to reprint rights and PLR rights!

That's what we're going to talk about in the remainder of this report.

How YOU can separate yourself from your competition and make more money in the process.

I can tell you this up front: there's very little that I'm going to tell you in the coming pages that is going to shock you or catch you off guard.

Most of this is STUFF YOU probably know. Just like your competition knows it. And yet, **neither of you are DOING IT.**

That's good news for you.

Unless your competition reads this report before you do. ☺

One of you is going to get the edge over the other. Might as well be you with the edge, right?

Here's how you get it...

5 Ways to Make More Money Than Your Competition Does With The Same Product

Real quickly, I want to give you 7 things you should be doing if you want to make more money with the products that you buy reprint rights to sell.

1. Be first to market.

Obviously, the first person to promote a product when it is released has the best chance at making sales.

You need to have a set game plan in mind for anytime a product is made available with reprint rights that fits your target market.

Decide up front: how much you are willing to pay for a license, what kind of products sell well to your contacts, and what your plan of action is when a product becomes available.

If you actually have written out (or, if you're like me, TYPED out) a plan of attack, becoming the "first to market" is very easy.

Create a ready-made list of criteria to determine if the newest product on the market with reprint rights is a nice fit for you (Price. Author. Quality of product. License fee. Restrictions. Etc.)

This will make it easy for you to evaluate a product upon its release to decide if it's for you or not.

And put together a checklist of action steps that you'll need to complete in order to get a new product producing sales. Include every step so you won't miss a thing. (Setup order link, create download page, mail to XYZ list, etc.)

I know this: I used to release a new product for members to sell – every month.

And – without exception – the members who made the most money from those products upon its release, are those who **got the word out quickly**.

Many of our lists overlap ... and the first person to take action has the best chance of making sales.

When a new product is released, evaluate it. If it's for you, take action and be the "first to market."

2. Offer a list.

I've been to web site after web site recently doing some research for an upcoming product I'm releasing about "reprint rights."

And I've looked at page after page, product salesletter after product salesletter, and it amazes me at how **FEW** sites offer a list of any kind on pages devoted to selling products that they purchased reprint rights to sell.

Go to their main page and there are all kinds of list offers (newsletters, reports, ecourses, announcements, etc.)

It's obvious that they know building a list is important.

But, it's one of those "throw out the marketing knowledge" moments when it comes to reprint rights.

Getting folks onto a list is **CRITICAL** to your success.

How can you sell additional products (or follow-up on the product of the page visitors are looking at should they decide NOT to buy it) if you don't get your website visitors to join a list?

We know it's important, but in my research, there are less than 5% of web pages devoted to selling products that came with reprint rights that have any mention at all of a list.

Bottom line: before you load that ready-made webpage and salesletter that was given to you, insert some kind of list offer.

Newsletter. Ecourse. Special Report. It doesn't matter which.

Build some kind of list that is **related in some way to the theme of the product being sold on that page**, and insert a list offer in there for visitors to join.

You're leaving money on the table if you don't.

3. Provide an incentive.

Why should someone buy a product from YOU instead of the five gazillion other people selling the same product?

Seriously, why should they?

Are they your cousin?

Do they owe you a favor?

Why YOU?

By offering an incentive, you give them a compelling reason to order from YOU and not your competition.

Let me give you an example from the real world.

Offline Marketers Have Been Doing It For Years...

Suppose you are looking to purchase a new car and you visit several different dealerships.

All of them have the **EXACT same car** that you are interested in purchasing. All are priced at the **EXACT same price**. Every factor is **the same...**

...except for one.

One of the dealerships offers you an incentive. If you purchase the vehicle from him, he will throw in a year's supply of gasoline!

Now I ask you, which of the dealerships are you going to make your purchase from?

If you chose anyone but the dealer offering the free gasoline...

...you probably shouldn't be on the road driving! ;)

Obviously, with all factors the same, you would want to make your purchase from the dealer who offered you **MORE value for your money**.

Reprint rights products are kind of like car dealerships - at least in one regard.

Every reprint rights license holder for a particular product offers the EXACT same product at usually the EXACT same price.

All factors concerning the product itself are basically the same for every license holder.

So, who's going to make the sale?

The one who offers the added incentive, that's who! The one who creates the advantage, the exclusive offer.

Want to outsell your competition? Want to outsell them even though you are all promoting the EXACT same product at the EXACT same price? Want to create an advantage that levels the playing field with the "big boys" who have the large lists and large budgets?

Offer MORE!

You need to create an incentive.

Some unique and exclusive reason why folks should order through YOUR site and not one of your competitors.

----- [Sidebar] -----

Folks tend to think that whoever gets the word out FIRST about a new product will make the sale. That isn't always the case. In fact, it could be just the opposite.

Most folks receive the same, tired old "product announcement" email from a half dozen or more folks with reprint rights licenses in the exact same 24 hour period.

They get home from work and find a slew of folks all wanting to make the sale on the new product.

Who will they buy from (If they buy at all from this first batch of offers)?

If 5 reprint rights license holders sent out the standard email (you know the drill, "new product released, here are the details, blah blah blah") and 1 smart marketer sent an email with a free high-quality offer attached for the same product...

I'm guessing they'd go with the 1 guy or gal who did things differently.

What do you think?

You're probably thinking "give me that year's supply of free gas for my new car!" Right?

----- [Sidebar] -----

You need to create an incentive, an unfair advantage over your competition. You need something that convinces folks to buy from you.

Something Interesting Happened On The Way To Send Out A Mailing...

Here's an interesting twist on things that I wanted to let you know. The idea of "incentive marketing" not only applies to NEW offers, but can even work to produce sales for older products.

Offer an incentive in ADDITION to the product itself.

Exclusive bonuses come to mind.

- Personalized assistance.
- Additional training.
- A special report.
- Your top secret "resource directory."

- An exclusive interview with the author of the product.

You get the idea.

To Be Continued Next Week

Lesson #42

Affiliate PLR Profit – Part 2

Continued from last week...

3 1/2. Mix in "unadvertised bonuses."

Another way to really make more money with reprint rights products is to offer "unadvertised bonuses."

That simply means: give your customers additional bonuses AFTER the sale, that they were not expecting to receive.

"Well, that sounds great for the customer," you may be thinking. "But, how does that make ME more money?"

Good question.

And it just so happens that I've got a good answer. ☺

It benefits you because these "unadvertised bonuses" can be CUSTOMIZABLE with YOUR affiliate links in order to make you "backend profits."

Here's how it works: There are MANY (and the number grows every day) folks out there, including me, who create free eBooks, free reports, free eCourses (email mini-courses), free audio interviews and even free video training.

And they allow YOU to encode those free materials with YOUR affiliate link to sell THEIR product.

When someone orders their product through your customized copy of their materials, then you'd receive a commission on the sale!

This can be quite lucrative.

I personally have an affiliate program filled with customizable freebies. You can join, free at MyNAMS.com – I have free reports, articles, and even an ecourse that you can load into your autoresponder.

So, you load up a handful of these customizable freebies into an autoresponder system and once a week it automatically sends out a message to your customers offering them these additional bonuses.

If you look for high quality freebies (things that REALLY ARE useful to your customers), then you should easily be able to pick up some additional "backend" commissions.

And probably 2 out of every 10 of your competitors is using this idea. Better results for you. **IF** you get started doing it yourself.

4. Create an "upsell" and use "cross promotion."

This one really amazes me. Most people have reprint rights to an entire "ebook collection."

You know what I'm talking about here.

Admit it. You've probably got about 200 eBooks yourself that you got in some "club" or "membership site" or "collection", right?

And, what most folks do is put them into the same package (or, make it a bigger package by adding other stuff) and then they offer it at some ridiculously low price thinking they should be "cheaper" than everyone else who's trying to do the same thing.

And then they wonder why they aren't getting rich selling \$15.00 collections of eBooks.

Do the math!

In order to make just \$4,500 a month (which ain't much in the "internet marketing" world) you'd need to sell 300 copies of your "package" every single month!

That's 10 copies a day.

Over 3,500 copies in a year's time!

Competing against a gazillion other people trying to do the same thing.

It ain't gonna happen.

What you need to do is get smart.

Setup sites for each of the products that you are attempting to sell (yes, individual sites for each of them - begin with the best products and go from there)

Sell those eBooks for their suggested price of \$19.97 or \$47.00 or whatever each product is "valued" at.

And then, cross promote everything.

In other words, sell "Product A" from its own site. Then, on your "thank you" page (or in an exit popup, or in your follow-up mailings, etc.) promote "Product B" and "Product C" (highly related products)

And do the same for all of your products.

Each product promotes other products.

And, put your entire "collection" together in a package and sell it for some HIGH PRICE like \$197.00 or \$297.00.

Promote that high-priced product to all of your customers of your low-end \$19.97-\$47.00 products.

Now what do you have?

You have DOZENS of smaller sites that can pull in 1520 (or more) orders per month, PLUS you have a HIGHTICKET package that can pull you in \$197 or \$297 PERORDER!

You've used the exact same products that everyone else uses, but you've used them strategically.

Instead of offering some insane offer of 200 eBooks for "one low price" (which absolutely DEVALUES the products themselves... Nobody's gonna read all of those ebooks like that) you offer them individually at dozens of different sites and the one big ticket item.

And don't stop there. Build yourself a portal page and showcase each product you offer.

I guarantee you'll make MORE MONEY this way than by just offering some "collection".

If you do nothing else in this report, do this.

It's where the money is.

5. Write an ezine article.

It's no big secret that writing ezine articles and allowing editors to publish them in their newsletters is one of THE best ways to generate free traffic to a web site.

And many smart marketers use this technique to get free advertising for virtually any site they choose.

Only folks who buy reprint rights, for some reason, forget to do this.

They know it works.

They've probably even used the tactic for their other sites or their lists. But, they don't often use it for driving traffic to a webpage where they are selling a product they purchased a reprint rights license to sell.

My question is ... why not?

Again, it goes back to good marketing.

If it works, then apply it to the products you buy reprint rights licenses to sell.

Writing ezine articles is no exception.

Marketing Exhibit: MyNAMS.com

Let's suppose you bought reprint rights to one of the article packs at MyNAMS.com, let's say you pick up this [article pack that has 50 articles in 5 different niches](#) – that's 10 high-quality unrestricted PLR articles. The topics are:

- Home Mortgages
- Online Business Marketing
- Debt and Credit
- Family Organization
- Family Cleaning

Let's look at Debt and Credit.

- What to Do When Your Credit Card Gets Stolen
- Use Secured Debit Cards to Build Credit
- Tips for Managing Your Credit in a Marriage
- The Psychology of Credit Cards
- Is Personal Debt Always a Bad Thing?
- How to Switch to a Lower Interest Credit Card
- How to Negotiate with Creditors without Consolidation
- How to Get Your First Credit Card
- How to Get More Out of Your Card's Rewards Program
- Hidden Interest Rates and Charges to Look Out For

The 10 articles included above can be turned into all kinds of great products and content. And you have the rights to do anything with them, even sell the PLR rights.

But put them together and you've got a great report for the Credit and Debt niche – a huge niche by the way. And each article becomes a chapter.

Now what?

Write an ezine article!

You could write many different types of articles... With each of those articles as the starting point, you could write a couple new articles per "*chapter*".

For example:

With the first article, "What to do when your credit cards get stolen?"

Think about everything that has to happen:

1. **Contact the credit card company:** You could write an article about the best ways to work with the credit card company. What are the key things that you need to remember to say to the person at the card company? How do you ensure you don't get charged for any purchases if someone finds it?
2. **Should you panic:** Will the credit card company hold you responsible? What are they thinking when you report a stolen card? Is your identity at risk? How can the card company rep make you feel better? What should you expect?

That's just two quick article ideas from one of those previous articles. See how this works? I mean, there are many different ideas you could work with here.

And then, in your resource box (the 4-6 line section that goes at the close of your article with your name and contact information) you can promote the **Debt and Credit Report** at YOUR site!

In one day, without a ton of work, you can have a new product that you can sell, use as a bonus, or turn into additional products.

How many competitors are doing that?

I can answer that for you: not many.

Another edge for you. Not to mention FREE ADVERTISING for the product you purchased reprint rights to sell!

Now, don't let the idea of writing an ezine article scare you. It's not that difficult.

Really, it isn't.

How about a crash course?

How to Write an Ezine Article in 7 Easy Steps to Promote Any Reprint Rights Product

Step 01: Choose the Product or Service You Want To Promote

This one is kind of a no-brainer. It all begins with deciding what you want to promote.

Choose one of your best-selling products that you've purchased a license to sell and make that your focus.

And then move on.

Step 02: Determine Your "Useful, But Incomplete" Approach

I love to use what I have coined as the "useful, but incomplete" approach when using freebies of any kind. (Ezine articles, free eBooks, reports, eCourses, etc.)

What I mean by that is simply this: You provide your reader with "useful" information (something they find of value and are able to actually apply) but make certain that it is "incomplete" in that they can better use the information by making a purchase.

That's "useful, but incomplete." And it works like a charm.

The idea is to use your content to build up to your desired response. You provide the reader with content, and then you make an offer that allows them to fully utilize the content, gain extra insight from the content or maximize the content in some additional way.

Let me give you an example.

Remember that Debt and Credit report you created from the articles at MyNAMS.com, we've already talked about how to get additional ideas from those articles.

Just be sure to give really good information, but not so much that the reader doesn't want to return to your report to get even more.

See how it works?

Step 03: Turn Your Approach Into A Tips List or Tutorial

Let's use the Debt and Credit report example again. You will write an article about one to the "chapters" that leads the reader to your site where they will (hopefully) buy your report – Debt and Credit: Everything You to Know to Manage Your Financial Reputation.

Here are some possible titles for my article...

- "What to get the card company rep on your side?"
- "Don't get charged for unauthorized purchases"
- "What's your responsibility with the credit card company?"
- "Is your identity at risk?"
- "Is it time to panic?"

It could be any of those, or one of a gazillion others that I could come up with. That's all you need to do.

Determine your end result.

Decide how to get there with your "useful, but incomplete" approach. And then develop a list, or even a step-by-step tutorial for your article that leads the reader along.

With each new "idea" or "way" or "tip" or "step" or "strategy" that you share, you can further direct the reader towards realizing their need of your upcoming offer, and lay the foundation for them to accept the offer.

Step 04: Expand On Each Point To Build Your Content

Here's more of the easy part.

Just "fill-in-the-blanks" to complete your article.

Write 1-2 short paragraphs for each of your points. Make them good. Provide quality content. The offer you will soon make will see poor results if your information isn't useful.

Remember, you are trying to presell the reader on the idea that they are going to need your offer. If you don't provide them with quality information that they WANT to begin using immediately, then why will they want to buy what you are promoting?

Light a fire in them.

Motivate them.

Challenge them.

Give them such nuggets of gold that they want to keep mining until they hit the mother lode!

Step 05: Put On the Finishing Touches With The Five Pillars

There are five things that you should always do to finish up your ezine article. Don't skip any of them. They are all critical...

1. Polish. Re-read your article. Does it provide information that really is "useful" to the reader? And yet leaves them wanting even more? That's what you want. Polish it. Put on the wax and make it shine. It has a very specific purpose -- make certain it has the means to achieve it.
2. Promote. Use your resource box to promote your offer. This is why we've written the article, right? Remember step one? It's time to put it into play. Give the reader what they (hopefully) are wanting... a way to maximize the information you gave them.
3. Proof. Don't do this yourself. Have a trusted friend, relative or co-worker check your article for grammatical and typographical errors. The last thing you want to do is present a poor image after sharing some high quality information.

4. Publish. Zip your new article out to your favorite list of publishers. Submit it to the announcement lists and the ezine directories. Don't forget to publish it yourself in your own newsletter!

5. Profit. If you've covered all the bases that I've mentioned, then profits are almost certain to start coming in when your ezine article is published. You deserve it. Be proud of your accomplishments.

Submit your article to ezine publishers and content directories online.

And you've given yourself another advantage that your competition simply doesn't have.

6. Develop a unique package.

I mentioned earlier that most people who obtain a "collection" or "package" of ebooks usually upload everything and attempt to sell the same "package" at their own site.

Not the best idea if you're looking to make money.

You are looking to make money, right?

Just checking. 😊

Okay, one more idea here to go...

7. Improve the sales materials.

"There isn't a plant or business on earth that couldn't stand a few improvements -- and be better for them. Someone is going to think of them. Why not beat the other fellow to it?" -- Roger W. Babson

One of the **MOST OVERLOOKED** opportunities to generate profits online is that of **IMPROVEMENT**.

Think about it: Once we have a "system" in place that is making money (whether it be promoting affiliate programs, selling our own products or posting auctions at ebay, etc.) what is it that we try to do? We try to DUPLICATE the success, instead of IMPROVING the success.

**If we create a great product, we decide we need another great product.

**If we find an advertisement that pulls a great response, we find another place to publish that ad.

**If we write an ezine article that gets a lot of attention, we write another article.

**If we buy reprint rights to a product, we move on to the next product to buy.

We **DUPLICATE**. That's not to say that duplication is bad, because it's not.

But, equally as important (and usually MUCH EASIER) and almost always overlooked is to **IMPROVE**.

And when it comes to reprint rights licenses, almost always the easiest thing to improve is the SALESLETTER that is usually provided with the product.

Most of the salesletters you receive when you buy a reprint rights license for a product are "decent" at best.

Think about it: generally speaking on "low-ticket" licenses, the author of the product isn't going to spend a lot of time and effort or put forth his best work on something that doesn't cost a lot of money.

He'll save his "killer ad copy" for products that are going to rake in the cash for him. And that's not at all unexpected.

And, as it turns out, that's a **VERY GOOD THING for you**.

Because it gives you the opportunity to improve the salesletter and make it better (something your competition is unlikely to even think of, let alone take the time to actually do)

Let's take a look at how significant this can be...

How Tweaking The "Ready-Made" Salesletter for Any Reprint Rights Product Can Quadruple Your Profit

Let's suppose you buy a reprint rights license to a product and receive a standard salesletter.

And let's suppose that the salesletter pulls a 1% conversion rate. That means that out of every 100 visitors to your site, 1 of them actually buys the product.

You're selling the product for \$27.00.

Now, you buy an ad for \$54.00 that pulls in 300 clicks. How many sales are produced? Three, right? ($300 \times 1\% = 3$)
Total sales = \$81.00 ($\27.00×3) - \$54.00 ad cost = \$27.00 profit.

Now, watch this...

Instead of duplicating the ad in other ezines, let's say before that you **TWEAK** the headlines of your salesletter and you **IMPROVE** the ad copy of the salesletter so it pulls a 2% conversion rate.

How important is that?

You may be thinking: "Not very important ... I've only raised my sales 1%."

Wrong answer.

You've raised your **CONVERSION** 1%.

You've **DOUBLED** your sales and you've **QUADRUPLED YOUR PROFITS!**

Look at the example again with the **IMPROVED** conversion...

\$54.00 ad pulls in 300 clicks. How many sales are now produced at 2% conversion? **SIX**, right? ($300 \times 2\% = 6$)

DOUBLE SALES!

But, it gets better...

Total sales = \$162.00 (\$27.00 X 6) - \$54.00 ad cost = \$108.00.

YOU'VE QUADRUPLED YOUR PROFITS!

Original profit from a 1% conversion was \$27.00. Profit from a 2% conversion is \$108.00.

That's a 400% increase in profits simply by **IMPROVING the salesletter!**

See how important this is?

Tiny changes can make a BIG DIFFERENCE!

Do you think many of your competitors are doing this? Probably not.

And yet, it's a very simple way for you to make more money from any product you buy reprint rights to sell.

- Change up the headlines.
- Add better bulleted lists of benefits.
- Create a more compelling story.
- Improve the call to action.
- Strengthen the guarantee.
- Make the salesletter better.

And you'll see more profit for certain.

Closing Thoughts

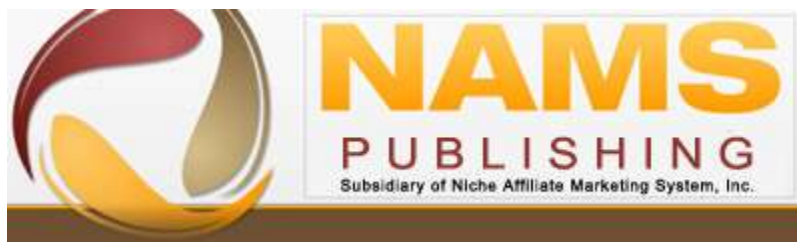
Well, there ya have it ... 7 ways to make more with any reprint rights products.

You've just learned how to get a "competitive edge" and outsell your competition. It all goes back to **MARKETING**.

The product itself creates a level playing field.

What you do with the product makes all the difference.

Use these seven ideas that we've looked at in this report. And watch your bottom line increase along the way.



Recommended Business Training

[MyNAMMS Premium Membership](#) – Business training for any experience level

[Free Affiliate Training](#) – Learn to be an affiliate

[6 Steps to Implementing Big Ideas](#) – Get started now

[Niche Affiliate Marketing System Workshop](#) – The #1 business building workshop

[IncomeCPR](#) – Online marketing strategy

[Internet Success System](#) – Online business training from a master

[Word Press Security](#) – Protect your business

[Nicheology](#) – Awesome monthly products and training

Recommended Infrastructure Tools

[Hostgator](#) – Inexpensive reliable hosting (Use this 25% Discount Coupon – MyNAMMS25Report)

[Carbonite Backup System](#) – Essential Backup

[Dropbox](#) – Storage

[BoxShotKing](#) – Graphic Cover Creator

[FeedBlitz](#) – Newsletter management

[IdeaMarketers](#) – Content Marketing

[aWeber](#) – Autoresponder

[Wordpress](#) – Content Management System

[Simple Niche Domains](#) – Domain Registration

[GoTryThis](#) – Redirect and link management

Lesson #43

Affiliate Payraise – 1 of 3

Here's what most affiliate marketers do:

Find an affiliate program, grab their affiliate links, and plaster those links all over the Internet.

Then they wait for their big payday.

Sometimes a little money trickles in. Sometimes the affiliates do really well and make a decent living wage.

And then there are the affiliates who pull in such BIG paychecks that they have their accountant's eyes bulging out in shock.

What's the secret?

There is NOT any one secret that turns mediocre marketers into super affiliates.

Rather –

**It's a combination of little steps and tricks the marketer
Uses to get bigger commissions sell more products and virtually
spank all his affiliate competition into surrendering.**

Okay, maybe nothing that dramatic. ☺

But, the truth remains: it's the "little things" --- often simple changes --- that can produce big-time results for affiliates. What you're about to discover are the 27 tricks the super affiliates use every day to pull down the big bucks.

And now you can use these tricks too, *starting today*, to quickly and easily generate more income from affiliate marketing.

Let's get started...

1. Look for Larger Profit-Per-Transaction Offers to Promote

It takes about as much effort to find a new customer and persuade them to buy a \$10 product as it does to find and persuade a customer to buy a product that's \$100, \$500 or even more.

I say "about" because you may find that certain lower-priced products have a higher conversion rate.

Example: Let's suppose you've found various products with 50% commissions. Now consider these figures:

- A \$20 product (\$10 commission) converts at 5%. That means that for every 100 people who see the product, five buy... and that puts \$50 in your pocket.
- A \$100 product (\$50 commission) converts at 3%. That means for every 100 targeted visitors who see the product, three buy... and that puts \$150 in your pocket.
- A \$500 product converts at a scant 1%. For every 100 targeted visitors, one person buys... and you put a fast \$250 into your pocket.

See what I mean?

Do you realize the magnitude of this simple change in WHAT you promote?

Example three from above is 500% more profit for you than example one for the exact same amount of traffic!

That should get you excited! ☺

And it should also get you thinking about WHAT you're promoting. Is it really your best option?

It may seem exciting to pull in multiple orders per day. But if you look at the "bottom line" figures, you may find that certain products put more money in your pocket with the same number of visitors.

That means you need to look for products with higher commission rates as well as looking for products with higher ticket prices.

In other words, as a general rule "75% commission" is better than "50% commission" and a product that produces "\$250" commission per transaction is better than one that produces "\$50" commission per transaction.

And if you can find a high-converting, high-ticket product with a high commission rate, hire an accountant because you'll soon have more money than you know what to do with! 😊

The point is the same: your time investment is constant. The amount of money you make for your effort doesn't have to be.

Regardless of the sales volume, your activity will remain the same...

- You'll spend the same amount of time generating traffic.
- You'll spend the same amount of time building lists.
- You'll spend the same amount of time creating presell content.
- You'll spend the same amount of time writing articles, posting blog comments, interacting at forums and all of the "marketing" stuff you do.

You'll just make more money – on average – promoting affiliate programs that offer higher profit-per-transaction numbers.

2. Seek Out Recurring Billing Offers to Promote

If you want to make a lot of money with affiliate marketing, then you need to sell more products and more expensive products to your **existing customers**.

That's because ***it's easier to persuade an existing customer*** to buy something else (as opposed to finding a brand-spanking-new customer and persuading him or her to buy something for the very first time).

Now here's a ridiculously easy way to make those backend sales:

Promote recurring billing products.

Just as the name suggests, recurring billing (also called "continuity") are those sales that happen automatically. The customer is charged automatically – typically on a weekly or monthly basis – and the product or service is delivered as long as the customer doesn't cancel.

It's easy for the merchant, the customer and the affiliate.

SIDEBAR: You probably have several recurring billing contracts lined up both personally and for business. Common examples include your cell phone contract, your web hosting, your monthly payments for an autoresponder, any monthly membership sites that you've joined, etc.

Here's the beauty of recurring billing products:

All you have to do is find and persuade the customer once... yet you get paid month after month for as long as the customer remains a member.

That's an easy, passive affiliate income for you!

Here are three ways to find these passive-income opportunities:

- 1. Go to the ClickBank.com marketplace** and look for products that have a value higher than \$0 in the "future \$" category. Those are your recurring billing products.
- 2. Search in Google for your niche keywords**, a search term like "affiliate program" plus other search terms like "recurring billing," "membership site," "passive income" or similar.
- 3. Seek out known recurring billing opportunities in your niche.**

Example: If you're selling products in the Internet marketing field, then you already know that most mailing list managers, PLR sites, web hosts and similar offer recurring billing. So you can go directly to the main product or service providers in your niche to check for an affiliate program with recurring commissions.

Tip: Read the affiliate TOS (terms of service) and affiliate agreements carefully. While some vendors offer recurring billing to the customers, they may only pay the affiliates a one-time flat fee for the referral. You're looking for programs that pay month after month for as long as the customer remains a customer.

Again, it's all about "numbers".

Which of these is best...

- ⇒ Promoting Affiliate Offer A which sells for \$24.00 and earns you a 50% commission? Or, all things being equal...
- ⇒ Promoting Affiliate Offer B which sells for \$24.00 PER MONTH and earns you a 50% commission PER MONTH for as long as the referred customer remains active?

Doesn't take a rocket scientist to figure out "B" stands for "Better"! ☺

THE ULTIMATE MIX: And when you find a "sweet" setup that offers both (A one-time offer that backends a recurring offer), that's a huge neon sign flashing the message "Promote This One!"

EXAMPLE: A perfect example of this is the e-course you've signed up for. You got this e-course as a member benefit at MyNAMS. Any affiliate who promotes this e-course earns 50% commission on referred sales on the "front" end. The MyNAMS membership site is mentioned in this course and in follow-up messages ... if the reader buys the membership, the original referring affiliate earns 50% MONTHLY commission on the "back" end.

Get it all in one spot!

Now, I would be crazy not to tell you why MyNAMS.com is the best recurring affiliate program you can promote today. If you're not promoting it already using every technique you've learned here so far, well...drop what you're doing and set up a new profit funnel and start driving traffic to MyNAMS.com

Here's the thing:

Not only is the 50% commission "recurring," but you get a first click database tag on a full product funnel once you get someone into the funnel. In other words, a prospect of yours is your referral for life – even if they don't enable cookies. It's a database record. So, if they make any purchase, you get the commission.

Since you have this course, you already have an affiliate link. Just log in at the [Affiliate Toolbox](#) and follow the instructions.

3. Offer Time-Limited or Number-Limited Incentives

You probably already know that one quick and easy way to beat your competing affiliates is to add value to the products and services you promote.

So while your affiliates are just promoting the offer as-is, you're giving your customers a valuable freebie if they buy from you.

Example: Let's suppose you're selling a diet book. You can offer a free diet recipe book to anyone who buys from your link. And you can bet more people will buy from your link simply because they get more bang for their buck.

But here's the problem: More affiliates are catching onto this little trick. And consumers are beginning to realize that they can go "bonus shopping" to find the best deal.

The solution?

Kick your potential customers into immediate action by offering them a time-limited or number-limited bonus.

Such as:

- **A time-limited bonus ends at a certain time** – in fifteen minutes, an hour, at midnight, 24 hours from now, etc. The shorter time the consumer has to claim the bonus, the greater the sense of urgency.
- **A number-limited bonus means the first X number of people who act now get the bonus.** This technique is particularly powerful when you provide constant updates showing how many bonuses are left. For example: *"Hurry, just 50 47 33 25 18 bonuses left!"*

Tip: Usually this is a manual process, meaning that your customers send you a receipt and you send them the bonus. You can automate this process by setting up an autoresponder in your email client that kicks back a download link to the bonus to all customers.

Here's how it works...

You create a special email address just for sending bonuses. When an email comes into this address, your email client checks that it contains certain words that are usually found on the receipt. If the incoming email matches your pre-set criteria, your autoresponder sends the download link. If it doesn't match the criteria, nothing happens (perhaps because the email is a question rather than a forwarded receipt).

So what should you offer as a bonus? Here are five ideas:

1. An ebook or special report that compliments the main product. You can even use private label rights material to create this bonus.
2. Access to a free teleseminar. (*Hint: Ask the product owner to be your guest!*) You'll also have the recorded call to offer as a bonus to future customers.

3. A video that compliments the main product.
4. Software or other tools that compliment the main product. For example, you could offer a calorie counter as a bonus to a diet product.
5. If you're an expert in the subject, offer a free email or telephone consultation.

There are lots of options available at your disposal. The important thing is this: you offer an incentive for those ordering through your link.

First, it allows you to create some "urgency" by setting either a numerical or time limit.

Second, it allows you to offer something more than your competitors.

Bottom line: it's gonna increase your affiliate commissions!

And that is, after all, why you're here. 😊

Want me to give you a GREAT hint on how to really make this strategy work like crazy? Here it is...

Create a special report to give away, register a domain for it, write a salesletter for it and instead of creating an order link, make it exclusively available for those who order through your affiliate link.

In other words, you dramatically increase the "perceived value" of the report. It has it's own domain. It has a full salesletter that describes it and creates interest in it. Only it's not available for sale at any price.

You've made the reader "want" it, but force them to order a product through your affiliate link in order to get it.

4. Capture the Opt-In First

Remember earlier when I said it's easier to sell to an existing customer than it is to a first-time customer?

Here's something else:

It's easier to sell to a "warm" customer than a cold customer.

And one way to warm-up and pre-sell your customers is keeping in frequent contact with them using a newsletter list.

Consider this: Imagine you're directly promoting your affiliate link. If you're pulling a 2% conversion rate on a particular product; that means you're selling 2 products for every 100 targeted visitors.

What a waste!

You have 98 targeted visitors just slipping through your fingers, never to be heard from again.

Ouch! That's gonna leave a mark.

So instead of sending your targeted visitors to the merchant's page, you instead send all your visitors to your squeeze page.

Instead of making a couple sales here and there, you're now building a list – and you're building relationships.

Since people buy from those they know, like and trust, your conversion rates will explode.

Plus now you're NOT wasting visitors.

If your squeeze page is persuasive enough, your freebie attractive enough and your visitors are highly targeted, you could be getting 25%, 35%, or even more of these visitors onto your mailing list!

Now instead of getting one shot to sell one product to them, you can promote as many products (and make as many sales!) as you'd like.

You can do this over and over for as long as your subscribers stay on your list. And you'll make a lot more money with this list than if you let 98% or 99% of your visitors wander away!

One of the things that I highly recommend you do in order to really get people to join your list is to...

Disclose Highly Desirable "Results"

The idea here is to inform the visitor to your opt-in page that in your special report or mini-course (I.E. Your list offer), you'll be revealing exactly how you achieved some desirable result - with the implication that they can duplicate your method if not your success.

Remember the secret to making it incredibly compelling?

Disclosure of tremendous results + hint of an amazing aspect = irresistible urge to join your list!

Note: People are inherently lazy and want something for nothing or something very easy. (Listen, I point to myself as well on this - it's just a fact of life, all things being equal, we'd like things done with as little effort as possible.) If you can point to a shortcut you have figured out, an idea or tool for automating a process, a way to avoid a troublesome mistake or the ability to get someone else to do it for you, you'll have a very powerful motivating factor for getting people to subscribe to your list.

5. Negotiate a Higher Commission Percentage

You've found a great product that your subscribers and visitors love. You're getting a good conversion rate. And you've made a lot of money for both you and the vendor.

Here's a quick and easy way to make even more money:

**Ask for a "raise" from the vendor.
In other words, negotiate a higher commission percentage.**

Now here's the key to successful negotiations: You need to have a bargaining chip.

If you're just some affiliate walking in off the virtual street and asking for a higher commission rate, the vendor will probably blow you off.

But *you* are NOT an average affiliate.

You have a proven track record with this vendor's product. He can look at your past sales and see how much money he'll lose if you walk away. And so he may just decide to give you that higher commission rate.

Bam, just like that, you're making MORE money. Sweet.

Here's an email template you can swipe and tweak...

SUBJECT:

[Vendor's Name], quick question about [name of affiliate program]...

Dear Mr. / Ms. _____,

[Your Name] here, thanking you for the most recent commission check I received in the amount of [\$XXXX]. I always appreciate your timely payments.

There's another reason I'm writing to you today. Namely, because I'd like you to consider offering me your "preferred partners" commission rate of XX%.

Here's why: For the last three months I've delivered to you an average of XX new customers and \$xxxx in profits - and that number is growing. I think you'll agree that offering the preferred partners rate is a good investment for you, especially when you consider your backend profits.

Hit reply or call me right now at XXX-XXX-XXXX to discuss this. I look forward to hearing from you!

Sincerely,

[Your Name]

P.S. My affiliate username is [enter name/id number]. Please check the stats for yourself and get back to me at your earliest convenience.

Thanks again!

To be sure, some people will not offer you a higher commission, but some will. And let's say there are 10 "offers" out there in your chosen market that all are worthy of your attention as an affiliate. You ask each of the owners for an increase in commission percentage and you actively focus your efforts on whoever says "yes".

Tip: Some vendors will give you a higher commission rate across the board, especially if you have a proven record of sales. So you may get a special link so every sale you make from now on is worth more money.

If you don't have a proven track record (yet) you may consider asking for a special commission rate when you reach a certain sales level each month (e.g., after you sell so many products). Some vendors may give you the bonus across all sales, while others may only give you the bonus commission on each sale you make above a pre-set number.

6. Drive More Traffic to Your Affiliate and Squeeze Page Links

Originally I was going to leave this one out of the report simply because it's obvious. However, the report would be incomplete without it, because one valid way to increase your affiliate commissions is to increase your traffic.

Let me be blunt: Affiliate marketing is a numbers game.

If you want to make more money, you're going to have to massage one of the numbers. We've talked about a number of tips to increase your numbers, such as by massaging the conversion rate (by building a list and relationships first), and boosting your commission rate.

Now here's another number that's easy to manipulate: Namely, by –

Increasing the number of targeted visitors who see your offer.

Makes sense, right?

If you're making \$100 for every 100 visitors, then an easy way to make more money is to get your links in front of more people.

If 500 see your link this month, you make \$500. If 5000 see it, you make \$5000. And so on.

There are dozens of ways to drum up more traffic, including (but not limited to):

- Using content marketing such as article marketing, blogging, etc.
- Working with joint venture partners.
- Taking advantage of media marketing, including social networking, social bookmarking, and submitting your content to sites like Squidoo.com and YouTube.com.
- Creating and distributing free reports, free videos and other viral pieces.
- Getting traffic from the PPC search engines as well as the organic search engines.
- Distributing press releases.
- Building your mailing list.
- Blogging.

And so on.

More traffic = more commissions. End of story.

7. Join Two-Tier Affiliate Programs and Recruit Others

With a typical one-tier affiliate program, you get paid a commission for every product you sell.

With a two-tier affiliate program, you get paid a commission for every product you sell PLUS you get paid a smaller commission for every product someone in your downline sells!

Here's how it works...

You promote your affiliate links as usual to make money selling the product. But you also go out and recruit other affiliates into the program (and they become part of your downline).

It's a nifty way for you to make a passive income – and you're essentially making money on the back of your competing affiliates!

Tip: To find two-tier affiliate programs, run a search in Google for your niche keywords alongside terms like "two tier affiliate program" or "multi-tier affiliate program."

Ideally you'll want to look for affiliate programs that give a generous commission to the top tier and a significantly smaller commission on the second tier. For example, the second tier may only have a commission rate of 5% or 10%.

The reason you're looking for a smaller second-tier commission is so that you're not recruiting affiliates who have a primary goal of recruiting other affiliates. No one makes any money if everyone focuses on recruiting people and no one is actually selling the product!

Instead, you want people to focus on selling the product – and the way to do that is choose programs that pay 40%, 50% or more on first-tier sales.

Or, you can join a two-tier affiliate program that is "closed" and only available to customers / members. That way, those you refer to the program **MUST** join through your affiliate link and get others to likewise BUY (getting you a second tier commission) when THEIR referrals join.

Either way, you're getting paid on work others are doing!

8. Write eZine Articles That Specifically Promote an Offer

Writing and submitting ezine articles is a great way to drive targeted traffic to your site. And best of all, each of your articles can draw in traffic for weeks, months and even years after it first goes live online.

Most article marketers create informative yet generic articles, which they use to drive traffic to any number of affiliate links or even their own squeeze page.

But here's the thing:

**Sometimes your prospects need to be lead by the hand
and shown the exact solution to their problem.**

If he spends even five minutes researching, he'll see an overwhelming number of solutions to his problems.

Sometimes even the same article may recommend multiple solutions. It's confusing.

That's where your specific article comes in.

**You take the position of a strong leader, take your prospect by the hand,
and confidently lead him to the best solution.**

He doesn't even have to think about it because you're showing him what product to choose.

That's one possibility.

Sometimes, however, your prospects are also looking for specific information about specific products. They may be on the verge of making the buying decision, but they need confirmation from someone else.

Your product-specific article can serve as that confirmation... which means you pocket a quick commission!

Tip: There are plenty of places to submit your articles online. One of the best places is EzineArticles.com. Other directories include IdeaMarketers.com, Buzzle.com, GoArticles.com, and ArticleCity.com. If you have more than one article, then set up a Squidoo.com lens or a HubPages.com hub.

Let me give you three examples to show you what I mean:

Example #1: You create an article titled "How I Improved My Golf Score In 30 Seconds!" Then the article gives the reader tips and tricks for improving the golfer's stance and swing. It ends by talking about how the biggest improvements came when you used Brand XYZ golf clubs.

Note: Naturally, DON'T use an example like this if the clubs don't actually improve your game.

Example #2: You create a "how to" article that gives people the secrets of growing big, tasty tomatoes. The article takes the reader through all the steps of planting, nurturing and harvesting. The money-maker? Your article explicitly recommends the reader buy "Tomato Tree" plants in order to get good results (and you provide your affiliate link, of course).

Example #3: You create an article that provides useful but incomplete information about how to save a faltering marriage, "Seven Ways to Save a Marriage." The article gives the reader a good starting point, but she'll need to purchase the "Save a Marriage" book through your affiliate link to get all the information.

You get the idea.

And this can literally work for any market and niche. In other words, it can work for you. ☺

9. Write Case Studies Showing How You've Achieved Results Using the Product

People are looking for social proof.

They want to see that other people have used and enjoyed the product.

But here's the thing – most of the social proof your prospects see is absolutely lame. They'll see a review for a diet book that says, "*Fast read! I love this stuff!*" They'll excitedly read one affiliate's opinion on an affiliate marketing book only to find it says, "*WOW! This is truly amazing! I know I'll make a gazillion dollars with these tips!*"

Your prospects AREN'T looking for a thriller (otherwise they'd be reading Steven King). They aren't looking for theory. Instead –

They [your prospects] are looking for real proof that the product/service does what it's advertised to do.

That's where your case study comes in.

Instead of just writing a review that reads like an 8th grade book report, you use the product and report your results. And you back up your case study with other forms of proof whenever possible, such as before and after pictures, videos, screenshots, etc.

Examples:

- If you're creating a case study for a weight loss book, give a week-by-week account of exactly how much weight you lost, the strengths of the product and the product flaws. Be sure to post before and after pictures and measurements.
- If you're creating a case-study for a dog training book, video tape yourself training your dog using the method. Then edit the tape to show how well it works (without giving away the product's secret).

Remember, the more specific your case study, the more credible it will be – and the more money you'll make in affiliate commissions!

To Be Continued Next Week

Lesson #44

Affiliate Payraise – 2 of 3

Continuing from last week...

10. Pick the Right Offer to Promote

Vendors and affiliate managers are going to work hard to get you on their virtual team of sales people. The sales copy on some of the affiliate pages will be nearly irresistible, promising big commissions and loads of sales. They'll have you thinking about buying a new sports car or going on an exotic vacation with all your commissions... and this before you even join the affiliate program!

What you need to do is cut through the hype to find the very best offers to promote.

Doing so will not only put more money in your pocket, it will also lighten your workload and protect your reputation.

Here's what to look for:

- ➔ **Good support.** Send an email to the affiliate manager (or call them if they have phone support). Is there someone on the other end promptly and courteously answering inquiries? If so, that's a good sign.
- ➔ **Proven track record.** Spend a few minutes with your friend Google to dig up everything you can on the product and the vendor. You're looking for someone who has a good history and a solid reputation.
- ➔ **Training materials.** Even if you're an expert affiliate marketer, take a peek inside the affiliate program area to see if they provide training

materials for affiliates. If so, that's a sign that they care about their affiliates and your success.

- **Pre-sell content.** Look for affiliate programs that provide emails, solo ads, classified ads, banner ads, articles, reports and other pre-sell content you can use.
- **High conversion rate.** You can ask the vendor for the conversion rate. But the only way to know for sure is to test it for yourself.

Tip: A PPC campaign is a fast and easy way to test a new product's conversion rate.

- **High commissions.** If you're selling physical products or services, you can't expect commission rates much over 10% or so. But if you're selling digital products, then look for commission rates of at least 50%.
- **Backend commissions.** Some products offer one-time-offers or other upsells. Check to see that you get credit for those, too.
- **No sales leaks.** Finally, make sure the sales page and the vendor's sales process doesn't have any sales leaks. For example, make sure the sales page doesn't have an alternative payment method (such as phone or through a different payment processor) that would cut out your commission if the customer uses it.

Drop by Google.com and do a little research. Ask around at your favorite forum for recommendations on top affiliate program offers.

11. Create an Asset That Promotes Multiple Related Offers

A couple tips back I suggested that you write ezine articles to promote specific products. Now here's another idea:

Create ezine articles, videos, reports or other assets that promote multiple related products.

Example #1: Let's suppose you're promoting gardening products. You might create a short report all about the best gardening tools and how to use them, along with links to the products.

This particular report might include links to gardening gloves, a trowel and a watering can.

Example #2: Or take the example of an Internet marketing report. You might create a guide for beginning marketers that tells them how to choose a domain name, how to choose a web host, how to change the domain's nameservers to point to the host, and how to get an autoresponder up and running fast. Naturally, you'd use affiliate links to point to the domain name registrar, web host and autoresponder service.

Remember, you do NOT want to promote multiple similar products in these reports or articles. (You can do that in a product comparison.) Instead, promote multiple *related* products, all of which the readers needs to follow the "how to" instructions you laid out in your content.

12. Develop Your Own Ads and Content

Think about this from your customer's perspective.

If she's on a lot of mailing lists, and/or if she's doing some product research, she's bound to run into many affiliates who are all promoting the same product.

Problem is, she's going to run into the same ads over and over. And if she's on multiple mailing lists, she's going to get the exact same email repeatedly.

Eventually she's going to develop ad blindness for all these similar ads. And when she sees that same email coming into her inbox, she'll delete it.

Do you see the problem?

If you use the same ads and content as everyone else – AND if you're not one of the first your prospect encounters – she won't be buying from you.

That's why you need to develop your own ads and content.

→ *Truth be told, some people get downright angry when they see the same ads coming in from multiple affiliates ... and they'll even unsubscribe from your list and stop visiting your blog if they are one of these people who get offended!*

If the affiliate vendor provides pre-sell content, you can use it as a base for your own materials.

Here's how:

Tip #1: Rewrite the email subject line. Your subscribers will decide whether to open your email (or not) based largely on your subject line. If you use the same subject as all the other affiliates, your email will get deleted without getting opened.

Likewise, if you're posting a sales letter on your blog, change that headline (as the headline is the most-read part of a sales letter, and thus will be most recognizable to your prospects).

Example:

Original subject: Saving money in a recession...

New subject line: Who Else Wants to Sock Away a Lot of Money This Year?

Tip #2: Personalize the greeting. Most sales materials start with "Dear Friend" or similar. If you're sending the pre-sell materials to your email list, then personalize this greeting (e.g., "Dear [FirstName]"). If you're posting the letter on your blog or elsewhere, then make the greeting more targeted, such as "Dear Sunday School Teacher" or "Dear Dallas Cowboys Fan."

Tip #3: Change the opener. Here's where you can really write from the heart and make this ad your own. If you've had experience with the problem – or if you know someone who has – tell the story (which will help the reader identify with you). Or you can use the opener as a product review. Either way, make it your own... in your own voice.

Tip #4: Tweak the bullet points. The bullet points are where you lay out the benefits of the product. Tweak them to make them yours (in much the same way you tweaked the headline/subject line), while retaining the overall benefit.

Tip #5: Change the P.S. Right after headline, the P.S. is often the most-read part of a sales letter. Tweaks yours to create urgency and/or to reiterate the main benefit.

Example: P.S. If you hurry you can still grab your membership for a fraction of what others are paying. Click here to get started...

Another option: You can instantly separate yourself from the other affiliates by writing your own ads.

Note: When you write your own ads, they're in your voice. They're from the heart. They include your opinions, case study results and perceptions. And that means more sales.

13. Track Your Campaigns and Tweak Your Ads

Imagine making more money without driving more traffic or promoting more products. Easy, right? And yet hardly anyone does it.

That's because most marketers just skip over the whole idea of testing and tracking.

Here's how it works...

You pit two ads or two parts of your marketing campaigns (such as your pay per click keywords) against each other to see which one performs the best.

You drop the loser and tweak the winner to see if you can make it even better.

The key is that you can only change ONE element of your ads, sales letters or campaigns, while holding all other variables constant.

It's the only way to know for sure what caused the change in your conversion rate.

Tip: The exception here is if you use multivariate statistical testing. But since that's for advanced users, you can just stick with simple split-testing.

Here are two examples:

- If you're testing ad headlines, then the ONLY difference between your two ads should be the headline. The body copy, links, traffic sources and everything else should be the same.
- If you're testing your Google AdWords keywords, then the ONLY difference should be the keywords. The ads and landing pages should be exactly the same.

How do you do this? It's easy when you have the right tools.

You can use a split-testing script (also called an A/B script), feed the two versions of your ads or sales letter into the software, and then analyze the data after 30-50 actions (actions means sales, opt-ins, or whatever it is you want people to do).

[Google Analytics](#) provides a powerful yet free tracking service – [Google Website Optimizer](#). You may also consider a paid script or service.

Once you've chosen a tracking script or service, here are a few things you may consider testing:

- If you've written your own sales letter or you have "pre-sell" sales letters, then first and foremost test the headlines. You can also test the subheadlines, opening paragraph, the P.S., the call to action and the guarantee.
- Test the headlines, body copy and call to action on all classified ads and similar.
- If you're using PPC marketing, test the keywords, ads and landing pages.
- If you're doing email marketing, test your email subject lines as well as the other elements in the body of the email.
- Test your traffic sources to see which give you the best results.
- Test your affiliate links to see if you do better with a cloaked or uncloaked link. (More on this later.)

- If you're placing classified ads, ezine ads and similar, test the days you place the ads (as well as the publications themselves).

14. Negotiate a Special Deal for Your Contacts

Allow me to let you in a little secret:

Your subscribers want to feel special.

And if you can make them feel special, you'll pocket more money (and have a warm, fuzzy feeling inside.) Period.

Now you take that little psychological trigger and add it to the fact that people also like to get the most bang for their buck. (Which is why we've talked about adding value to offers.)

Feeling special + Adding Value = Big Commissions (and fierce customer loyalty)!

You can accomplish both at once simply by negotiating a special deal through the vendor.

Example: You may get a special discount or bonus package through the vendor that's only available to your customers. And then you need to be sure your customers know this deal is an exclusive deal just for them (which is when they start feeling special).

Tip: The vendor sets this up on his end and gives you a special affiliate link to promote. Just as with negotiating a higher commission rate, it's best to come to the bargaining table with a bargaining chip. If you've proven yourself as a valuable affiliate to this vendor with your other promotions, he'll likely be eager to work with you.

Here's an email template you can swipe and tweak:

Subject: [Vendor's Name], my subscribers want to be your customers...

Dear [Vendor's Name],

[Your Name] here from [name of your blog/website]. I'm interested in promoting your [product name] offer - and I know how to send at least X# of new customers to you. But I need your help...

You see, my [type of niche] subscribers routinely buy from me because I offer the best discounts and bonus packages in the niche. I've already lined up a bonus to give them when they order [name of product]. Now what I'm asking from you is to extend a limited-time discount to my subscribers.

It's a win-win-win situation. My subscribers become your supremely satisfied customers. And you'll have one of your biggest sales days since my subscribers will scramble to get their hands on this offer.

Hit reply or call me at [your phone number] right now so we can discuss the easiest way to do this. Thanks in advance!

Sincerely,

[Your Name]

P.S. The last time I made an offer like this to my subscribers, I ended up getting a 9% conversion rate. Your product and sales page are better, so I'm sure you'll enjoy an even bigger response rate!

Here's an added bonus: If you tell your subscribers that this special deal is "just for them," they often share the link with others. And that means even more sales for you!

15. Stick With It and Build Momentum

I see it all the time.

New affiliates on forums and blogs say things like, *"I've been at this for two weeks and I haven't made a dime. I quit!"* And then they run off and chase the next bright and shiny thing that catches their eye.

Listen, affiliate marketing success doesn't happen overnight. I know you've seen the ads from folks who claim you can make truckloads of money almost instantly, but that's rare.

Instead, you need to build your business the good old-fashioned way: Patiently and consistently.

It takes time to build momentum.

It takes time to find and research good products.

It takes time and patience to build up your marketing campaigns to the point where you're seeing results.

Example: Let's suppose you're using article marketing. And let's suppose you have a handful of articles out there that are pulling in 25 visitors per day for you. If you're dealing with a 1% conversion rate, you may go many days without seeing a sale.

But if you keep writing and submitting articles, your traffic will grow over time - and so will your mailing list AND your bank account. Then start adding other marketing methods, and you'll see your income grow even more!

Think of your new affiliate marketing business like a seed.

You've planted it. You're watering it. Eventually it will sprout (that's the glorious day when you get your first sale). And then one day it will start growing (that's when you start pulling in regular sales). But if you shove it in a dark closet and stop watering that little seed, it doesn't have a shot at sprouting or growing.

Bottom line: Give it time.

How does this translate into an increase in commissions? Two critical ways...

- 1) You actually see commissions in the first place!** *Instead of quitting before you get any commissions (it happens all the time), if you stick to it you'll see those initial results from your marketing efforts in the form of referral sales. But, not only that...*
- 2) You'll get bigger long-term results!** *Affiliate marketing is like popcorn. It starts out with a few pops. In time as you continue providing "heat" (IE You continue to market!) you begin hearing "pop pop" and soon there is a lot of "pop pop pop pop" as sales start to multiply.*

16. Create Piggyback Reports and Get Others to Distribute Them

You're an affiliate marketer. That means you're used to getting paid to promote other people's products.

But what if you could get paid to have OTHER people promote your affiliate links for you?

Talk about double dipping. You'd sign up in about two seconds, right?

And that's the whole concept behind piggyback reports. Here's how it works...

You find a hot product, especially an expensive one that's still in the pre-launch phase. I'm talking about one of those \$500 or \$1000 home study courses that gets everyone in the niche buzzing.

Now here's the thing...

Everyone is talking about. People are just about drooling over the product. And yet not everyone is going to buy the product on launch day.

That's where you come in.

You create a short report on the same topic and price it for cheap, somewhere in the range of \$20 to \$50. (You're aiming your

report at the same overall market, but at a slightly different segment.) And because everyone is already talking about the topic, this puppy will practically sell itself.

Next, you recruit a team of affiliates to sell your report for you.

You'll want to offer a generous commission – at least 50%, but you can and should consider offering more. That's because your report includes affiliate links to the home study course...and YOU will be earning affiliate commissions for it!

So the more people who buy and read your report, the more money you make!

VARIATION: You can offer resale rights licenses to this report and let other people sell it to their lists for 100% of the profit ... they get a lot of sales and you get your affiliate link embedded in the report for all of their customers to see! More on this later.

17. Start a 30 Day Free Training Program to Promote Offers

This little tip benefits you in two profitable ways:

1. Since you're delivering your course via autoresponder, you get to build a mailing list – and you get to start building a solid business relationship with your subscribers. That means more commissions in the not-too-distant future.
2. You get to start pocketing commissions almost immediately since you're recommending products throughout your 30-day course.

Earlier I gave you an example of how to write an article or short report that includes affiliate links to products and services. You're doing exactly the same thing here, except that you're breaking up your content into shorter daily lessons.

Let's go back to the example of teaching a new online marketer how to set up his business. Instead of spilling the beans in one report, your 30-day course might look something like this:

Day 1: Choose a domain name (include tips on choosing a domain name, plus an affiliate link to a domain name registrar).

Day 2: Choose a web host (include tips on choosing a good host, tell the reader how to change over their domain nameservers and include an affiliate link to a web host).

Day 3: Getting the autoresponder set up (include tips about how to choose an autoresponder, include an affiliate link to your recommended service, and teach readers how to create the initial message series).

Day 4: Write your squeeze page (include tips for writing good sales copy, plus include an affiliate link to a copywriting ebook where they can learn more about how to write good copy).

And so on. You're providing valuable step-by-step content every day... and yet you also get a chance to earn commissions every day, too!

Here are three other examples to get you thinking about what kind of course you can offer in your niche...

Example #1: "30 Days to Better-Behaved Kids"

Example #2: "How to Drop a Dress Size in Just 30 Days"

Example #3: "How to Find Your Soul Mate in 30 Days (or Less)!"

Every step of the way --- every day of the way --- you give them an action step to complete which includes the option of purchasing an item on some days and a MANDATORY item to be purchased on other days.

Affiliate commissions will follow!

18. Become an Affiliate Broker

Way back in Tip #7 you discovered that you could boost your affiliate income by joining two-tier affiliate programs. Doing so allows you to make money even without selling products.

Now imagine this...

**How much money would you make
if you were the ONLY person on the top tier?**

Imagine if every other affiliate was in your downline, meaning you got a commission whenever someone made a sale. Can you say easy money?

Good news: That's exactly what it's like when you become an affiliate broker!

Here's how it works...

If you have a lot of connections with affiliates and other marketers in your niche (or if you're willing to build those relationships), you can promote yourself as the "go to" guy or gal for marketers looking to build a big team of affiliates fast.

You offer to introduce product owners to your contact list of affiliate marketer. In exchange, you get 25% to 50% of total profits for the sales your "downline" makes.

The exact percentage you pull down depends on the product owner, of course.

However, it also depends on exactly what you're bringing to the bargaining table. If you simply help the product owner build his list of affiliates, expect to commissions on the lower end.

But if you go the extra mile, such as managing an affiliate contest or motivating and organizing the affiliates during pre-launch, you can expect to grab a bigger share of the profits.

Either way, you're making good money... and you don't even need to sell the product!

Lesson #45

Affiliate Payraise – 3 of 3

Continuing from last week...

19. Minimize Theft by Cloaking Links

Sometimes when you're promoting a product, other affiliates will recognize your affiliate link and replace your affiliate ID with their own.

Then when they buy the product, they get the commission – and you get a big, fat NOTHING. Sad but true.

But here's something else...

Sometimes it's not the affiliates swiping your commission. Sometimes it's the prospects, because they cut off your affiliate ID at the end of a link so that they bypass your link and go straight to the vendor's page.

Maybe they think they'll get a better deal that way. Maybe they hate the thought of someone making money just because they clicked on a link. Or maybe they think aliens will abduct them if they click on your link. (Ok, I made that last one up – but you tell me why prospective customers chop off affiliate links!)

**Anyway you slice it, you're losing money.
And that's why you need to start hiding your affiliate links.**

One of the easiest ways to do it is to purchase a new domain and make the index page of that domain forward to your affiliate link.

You can also just use one of your existing domains, create a new page on that domain, and redirect that page to your affiliate link.

Either way, it's called a "meta refresh". And all you have to do to make it work is to copy and paste this little piece of code into the head of the HTML page:

```
<META http-equiv="refresh"
content="0;url=http://www.yourafflink.com">
```

(Just be sure to replace "www.yourafflink.com" with your actual affiliate link.)

If you'd rather use a third-party service for essentially the same function, check out [Go Try This](#).

Here's another bonus: If you're promoting an affiliate program that closes down, you want have dead links floating all over the Internet (in ebooks, reports, videos, articles, blog posts, etc).

Simply change all your redirect links to point to a different (but similar) product. And just like that, you save thousands of dollars in commissions!

Sometimes increases mean minimizing decreases. In this case, you can earn more affiliate commissions by minimizing the loss of commissions through theft and bypasses.

20. Create a Licensing Product

Back in Tip #16 you discovered how to capitalize on someone else's buzz by creating a piggyback report.

In addition, you found out that you can actually get others to distribute your report (and affiliate links) – and you get paid to do it – when you recruit your own team of affiliates.

Now here's yet another way to get paid while having others distribute your links: Sell your report with resell rights, master resell rights or even restricted private label rights (PLR). That way –

You get a nice chunk of money upfront selling licenses, plus you get a backend income from all your affiliate links floating around in cyberspace.

Here's what those terms mean:

- **Resell Rights (RR)** means that the person who owns the rights can sell the product itself to end users (customers/readers) only. The marketer does NOT have the right to pass the resell rights on to anyone else.

These books hold their value better because only a limited number of people will ever have the right to sell them. As such, you can generally charge more for the licensing rights, because people can only obtain these rights through you.

- **Master Resell Rights (MRR)** means that anyone who buys the book can use it for the personal pleasure, PLUS they can resell it to others. So anyone who buys it has the opportunity to make money with it. While these books don't hold their value, this model is beneficial to you (the product creator) because you'll have more people buying and selling your product.
- **Private Label Rights (PLR)** products are those that can be edited as well as resold by those who buy licenses. Since you want to keep your affiliate links intact, you'll want to restrict what others can change in the book.

It gets even better for two-tier programs!

This model works particularly well when you're promoting affiliate products with a two-tier affiliate program.

Instead of keeping your affiliate links intact, you can make the resell rights more attractive by allowing license holders to rebrand the book using their own affiliate links.

Here's the catch: They have to join the affiliate program through your link. And that means you'll get a commission every time one of your license holders makes a sale!

Or, here's another idea –

Even if it's a "one-tier" affiliate program, you can still let others put their affiliate program into the product you are licensing. Just be sure to include an

advertisement for you blog in a prominent place and require the licensee to keep it intact when they distribute.

You've got instant promotion for your blog going everywhere that product goes!

21. Send Out Flyers to Your eBay® Customers

If you're selling anything on eBay® – even information products – then you need to ship it to your customers.

**And that gives you an opportunity to include flyers
(with product ads and affiliate links) in all your shipments.**

If you're not currently selling anything on eBay®, DON'T skip this advice. That's because *online auctions are a great way to build a customer list.*

Tip: What makes this tip so powerful is that you're getting your affiliate links in front of proven buyers – and you're doing it in a way that's not so easy to ignore.

You see, people get tons of emails every day. Their spam filters won't let your emails land in their inboxes. And even if your email does slip through, the sheer volume of other email in your prospect's inbox means there's a chance your email won't get read.

The solution: Find other ways to reach your prospects and customers to improve your chances of getting your marketing messages read. Postal mail is one way to do exactly that.

You don't even need to make a profit on the front end, because the goal is to make money on the backend with your flyers.

For example:

- You sell tools needed to clean ancient Roman coins. In the shipment you include a discount coupon for a bag of un-cleaned Roman coins.
- You sell "consumable" items like dog treats. You include a flyer that shows the customer where to buy more when she runs out.

Tip: If you make your package insert useful, the customer is more likely to hang onto it. For example, include a refrigerator magnet with a calendar (that's useful) as well as your website URL.

- You sell a "Beginner's Guide to Internet Marketing" ebook, which you ship on a CD. You include an ad on the CD as well as a flyer in the package that points customers towards related materials, such as a search engine optimization course, a copywriting course, etc.

22. Spend More Money on Advertising to Produce Greater Results

Do you consider paid advertising an expense or an investment?

Chances are, if you consider it an investment, then you already have a healthy ad budget and you're not afraid to use it. But many affiliate marketers see advertising as an expense.

A black hole that swallows money. Something that just shrinks the bank account.

Guess what? It's NOT.

If you're choosing your advertising venues carefully – and if you're tracking and testing your ads – then advertising is an investment.

You may find a return of \$1.25 for every dollar you put into advertising. Or maybe you'll make \$2 for every dollar. Or \$5 for every dollar you put into ads. And those figures are better than the paltry interest rates you get at the local bank.

So where should you spend your ad dollars?

Again, you need to track and test to find out what works best for you. But some of the best venues include pay per click (PPC) marketing, classified ads, and ezine ads.

23. Start a Co-op Partnership

You may look around at all the other affiliates in your niche and assume that those folks are your competition.

For the most part, they are. But they don't have to be – not when you join forces with them for mutual gain. And one way to do that is by forming a co-operative partnership.

There are plenty of ways you can join forces with your fellow affiliates. Here's one of my favorite ways...

Pull together a group of three or four other affiliates in the same niche. Together, write a report on a niche topic.

Example: Each of you can write one chapter. Then promote four or five different products in the report. Each affiliate gets one link in the report.

Now the key to making this strategy work is that each affiliate must also agree to promote the report.

All affiliates can distribute this report free of charge to their subscribers, customers, blog readers and other visitors.

You may even pool your money to create an ad budget to distribute this report through paid advertising venues such as pay per click (PPC) marketing like Google AdWords, paid press release distribution, classified ads, etc.

Simple.

And yet everyone gets a far bigger return as compared to the relatively small amount of money and effort they put into the project.

Of course you DON'T need to limit yourself to doing reports:

- You can do videos that you post on YouTube.
- You can create live teleseminars and give your subscribers access. Then you can record the call and make it available for download to those who didn't get in on the live conference.

- You can create free (or even paid) weekend workshops where each of you take the stage for an hour or two. Then you sell your products in the back of the room. You may also pass out flyers with your affiliate links.

And of course you don't even need to do big projects like this. You can do simple things like exchange articles and post each others' articles on your respective blogs.

Point is, you can all make more money if you're cooperating rather than competing.

24. Be More Productive

Do you want to make more money in LESS time? (Who doesn't, right?)

Then listen up – you need to learn how to be more productive.

Think about the time you spend online "working." Is it 100% productive? Or do you find yourself checking your email, watching YouTube videos, browsing forums and engaging in other distractions. And worse yet, do you always find a way to rationalize away these distractions as part of your business?

You need to put a STOP to these time-wasting distractions.

You may find that if you put forth 100% effort during the time you spend at your computer, you could pull in more money in just a fraction of the time. Here are three tips to help you do exactly that:

- 1) Create weekly and daily to-do lists.** The best way to keep on track is to create weekly and daily to-do lists. Then commit to staying focused on your work until you've crossed everything off your daily to-do list.
- 2) Cut out distractions.** If you have a problem with checking your email, browsing forums, etc., then close those unnecessary windows while you work. If you're doing something that doesn't require you to be online, grab your laptop and go someplace where you can't get online.
- 3) Concentrate for a set amount of time.** Set a timer or alarm for 20 or 30 minutes and work straight through until the timer/alarm goes off.

Don't check your email, don't get coffee, don't pet the dog. Just work. Then take a five minute break. Rinse and repeat until you're done with the day's to-do list.

You may not realize this, but as a general rule those who are the top affiliates are those who are the most productive affiliates.

It's true.

Instead of "wasting" time on activities that truly don't enrich your life (and certainly don't help build your business) stay on track with simple scheduling and planning strategies.

You'll find that you get a lot more marketing of your affiliate link done than ever before. And the proof will be in the size of your commission checks.

25. Know Your Audience

Your subscribers are hungry for certain products and services. And when you advertise those products and services in a certain way, it's like flipping a money switch that gives you almost unbelievable conversion rates – and commissions.

In short:

The easiest way to boost your affiliate income is to place yourself squarely in front of the money.

Once you've figured out types of products, services and offers appeal to your subscribers, you can feed them similar offers, content and triggers.

See, here's the thing: Some affiliate marketers try to give their subscribers what they need. But if your subscribers don't also WANT the product or service, they won't buy it. Period.

So don't even bother giving them what they need.

Instead, give them what they want.

And once you discover which products and services they want with a rabid passion, deliver more of the same.

Tip: Testing and tracking is the only way to know for sure which offers and products your subscribers respond to best. For example, you can split your list in half and send the exact same email to both lists - with the only difference being that you're sending the groups to different (but similar) products.

Aside from directly testing offers, the other ways to find out what your subscribers want includes eavesdropping on niche forums, reading product reviews, finding out what the bestsellers are on ClickBank.com and elsewhere, etc. You can also come right out and ask your readers what they want (i.e., survey them).

Here are five questions to ask your subscribers and prospects:

1. What frustrates you the most about [niche problem]?

Example: What frustrates you the most about housetraining your dog?

2. What [niche topic] questions would you most like to see answered?

Example: What French cooking questions would you most like to see answered?

3. What would your ideal [type of product] do/look like?

Example: What would your ideal membership script do - what functions would it include?

4. What [type/niche] products have you purchased in the past three months?

Note: Here you may provide a list of hot products in your niche, along with an option to write in the ones they've purchased that you didn't list. Ideally, you'll also want to include follow up questions asking them what they thought about these products. You can then promote the products that your subscribers like, while finding other products to promote that are improvements over those products your subscribers didn't like.

5. Which products have you recently considered purchasing?

Example: What organic gardening books have you recently considered purchasing?

Note: As a follow-up question you may ask them why they haven't purchased the product (even though they've thought about it). Knowing why they didn't purchase will help you improve your promotions.

The important thing is to know your subscribers, customers and site visitors.

If they hate ice cream, it's pointless to keep promoting ice cream. But, if you find that they love chocolate cake you can keep offering them chocolate cake over and over again with confidence that they'll continue buying.

Obviously, I'm speaking illustratively. But the point is the same: you increase affiliate commissions by promoting things you're network WANTS.

26. Build a Solid Reputation Within Your Community

Imagine this...

Some guy runs up to you on the street corner, grabs you by your shirt collar, presses a DVD into your hand and says, *"You MUST buy this DVD. Right now! You can't live another moment without it!"*

Would you buy it?

Probably not. Heck, you'd probably hustle yourself away from this weirdo just as fast as your little legs will carry you.

Now here's Scenario #2...

You're walking along the same street. Someone calls your name... and you're happy to see a friend coming up behind you. He presses a DVD into your hand and says, *"You would LOVE this DVD."* Then he explains why.

Now would you consider buying the DVD? You bet you would! And that's because someone you know, like and trust just recommended it to you.

Your business relationships are no different.

**People buy from those they know, like and trust...
and they ignore the desperate-sounding marketers
who are running all over the place screaming about products.**

Customers ignore the marketers who care more about themselves than they care about their customers. And they ignore anyone who seems more concerned about making money than solving problems.

That means you need to start building relationships – and trust – online.

Your newsletter will help you do that with your subscribers. But you can also interact with your prospects and customers elsewhere online, such as on your blog, on niche forums, and on social media sites like [Twitter.com](https://twitter.com), [Facebook.com](https://facebook.com) and similar.

Show your prospects and customers you care about them. When you recommend a product, recommend a GOOD solution (not just the one that pays you the biggest commissions). Be honest in your reviews.

When you do all that, trust grows. And so do your affiliate paychecks.

27. Outsource It All

Your time is money. And so every moment you spend slaving away in front of your computer is a drain of several dollars on your bank account.

That means that if you get someone else to do the heavy lifting for you, then you'll not only have more free time... you'll also have more money!

Yes, I know – this requires a mindset change. You can't look at yourself as an employee any longer. You can't trade your time for dollars. You can't spend hours working on something that a professional could do for you faster and cheaper.

Consider this...

Let's suppose you need to create a free report. You're not a fast writer (maybe not even a very good one), so you know it will take you about 25 hours to write the report.

Now let's suppose you can farm out this same report to a ghostwriter for \$200. Is it worth it? You bet it is!

If it takes you 25 hours to write the same report, then you're basically saying your time is worth LESS than \$8 an hour. If you really think your time is worth eight bucks an hour, then you can do just as well working at the corner convenience store.

See what I mean?

Your time is worth more. And so when you outsource this report – or any other task – it frees you up to focus on what's important. You can be the *Idea-Maker-In-Chief*. You can figure out your marketing strategy.

You can just spend all your time thinking, planning, strategizing – and let someone else do the actual work.

You can let someone else:

- Create and update your blog.
- Write your ads and other sales materials.
- Create your autoresponder series.
- Design your site and graphics.
- Handle your article marketing, social media marketing, list building and every other part of your sales machine.
- Drive traffic to your site if you want!

In short: You can let someone else do the work while you collect all the money. It's one of the easiest ways to give yourself an instant affiliate payraise.

Conclusion

Congratulations – you just learned 27 quick and easy ways to boost your affiliate income!

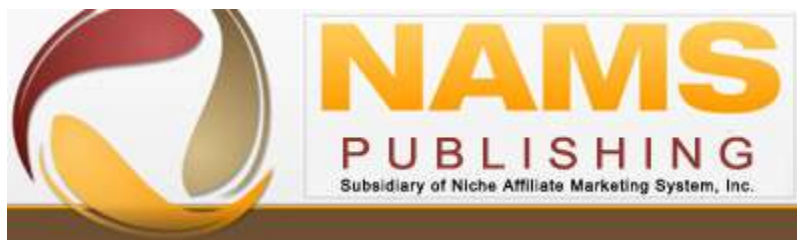
Now you might already be using many of these tricks and tips. And you might already be planning which of the others you're going to start applying to your business.

**Decide which ones you'll start
apply immediately... as in today.**

Then decide which ones you'll apply tomorrow, the day after and so on.

There's just one thing left for you to do – **get started.**

Choose a tip, apply it... and watch your income grow starting as early as today!



Recommended Business Training

[MyNAMMS Premium Membership](#) – Business training for any experience level

[Free Affiliate Training](#) – Learn to be an affiliate

[6 Steps to Implementing Big Ideas](#) – Get started now

[Niche Affiliate Marketing System Workshop](#) – The #1 business building workshop

[IncomeCPR](#) – Online marketing strategy

[Internet Success System](#) – Online business training from a master

[Word Press Security](#) – Protect your business

[Nicheology](#) – Awesome monthly products and training

Recommended Infrastructure Tools

[Hostgator](#) – Inexpensive reliable hosting (Use this 25% Discount Coupon – MyNAMMS25Report)

[Carbonite Backup System](#) – Essential Backup

[Dropbox](#) – Storage

[BoxShotKing](#)- Graphic Cover Creator

[FeedBlitz](#) – Newsletter management

[IdeaMarketers](#) – Content Marketing

[aWeber](#) – Autoresponder

[Wordpress](#) – Content Management System

[Simple Niche Domains](#) – Domain Registration

[GoTryThis](#) – Redirect and link management