

# PartnerPaydays

## Setup

## Your Edge

## Tools

## Sell the affiliate program

### You compete for affiliate time

### Keys

### Compensation

### Conversions

### Better funnel

### Incentives

### Be Different

### Stats

### Conversion numbers

### Affiliate Center

### Affiliate Training

→ Chris and Gary's Affiliate Tools Page <http://nams.ws/affpage>

Easy

Residual

Supportive

Inclusive

Valuable

Reliable

Profitable

Affiliates

Promotes occasionally and doesn't make many sales

Super-Affiliates

Promote passively

Stay in communication

Schedule promotions

Special attention

More money opportunities

Higher commission

Higher prices

More for the affiliate

sales notifications beget more sales notifications

Test on your own dime

Upsell

downsell

Cross sell

OTO

→ Be outrageous

Recruiting Bonus

Referral first sale

Reaching a specific threshold

Review copies for highly qualified

Reciprocation - I'll promote you too

EPC

Commission

Leads

Click

Impressions

links

E-mail

Banners

Report

Articles

Tweets

Videos

Signatures

Files

→ Nicole Dean's Affiliate Center

→ MyNAMS Affiliate Center

Essential to train affiliates

Action plan

Solo mailing was week one.

Free report was week two.

Newsletter article was week three.

Process

Tools Sample use

Success stories

"This affiliate center should be the #1 priority of your traffic generation efforts simply because your affiliates can take care of your marketing for you if you provide them with the tools and training they need." ~ Jimmy D. Brown

Separate "list"

Tell them what's happening regular!

Create opportunities to make money

Make it easy

Marketing schedule

Clickbank - look for complimentary products

Google - search niche and affiliate programs

Forums for your niche

Get known

Watch others and adapt what they're doing'

Identify the go-getters and nurture ther

Identify the people making small efforts and encouraging the

Teach them how to write their own ezine articles to promote you.

Teach them how to buy PLR content and convert it into original materials to promote you.

Teach them how to create their own products that "backend" your product.

Teach them how to become experts at using PPC advertising.

Teach them how to develop viral marketing tools that lead back to your site.

Affiliate Promotions that Work with Nicole Dean

How to Choose an Affiliate Program with David Perde

Conjuring up Affiliate Gold with Jack Borr

How to Win Affiliate Contests Report - Connie Ragen Gree

Report on How Her Contest Winners Won - Nicole Dea