

Nicheology Affiliate Marketing Academy

Lesson #8

How To Use eBay® To Promote Affiliate Programs

By

Paul Evans

<http://Nicheology.com>

**NOTICE: You Do NOT Have the Right
to Reprint or Resell this Report!**

You Also MAY NOT Give Away,
Sell or Share the Content Herein

If you obtained this Membership Academy report from anywhere other than
<http://Nicheology.com> you have a pirated copy.

Please help stop Internet crime by reporting this to us at **Nicheology5@gmail.com**

© Copyright Nicheology

EARNINGS DISCLAIMER

There is no promise or representation that you will make a certain amount of money, or any money, or not lose money, as a result of using our products and services.

Any earnings, revenue, or income statements are strictly estimates. There is no guarantee that you will make these levels for yourself. As with any business, your results will vary and will be based on your personal abilities, experience, knowledge, capabilities, level of desire, and an infinite number of variables beyond our control, including variables we or you have not anticipated. There are no guarantees concerning the level of success you may experience. Each person's results will vary.

There are unknown risks in any business, particularly with the Internet where advances and changes can happen quickly.

The use of our information, products and services should be based on your own due diligence and you agree that we are not liable for your success or failure.

Introduction

eBay® is an affiliate's dream come true if you tap into it correctly. It has a huge worldwide audience, tons of traffic, is inexpensive, requires virtually no training and is almost instant in setting up.

It's for that reason that I want to teach you how to tap into this huge resource to promote your favorite affiliate program.

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.

Here's the idea in a nutshell that I want you to consider for promoting your favorite affiliate program...

Sell items on eBay® that are related to your favorite affiliate program and then promote your favorite affiliate program in a FLYER sent out with the product that you deliver to your customer.

Let me break this down for you into steps...

1) You create a flyer that promotes your favorite affiliate program.

Whether it's a simple one-page flyer like you'd see advertising an event at your local community center or a 4-page "salesletter" or a trifold brochure or a jumbo postcard or any other type of "flyer" – you need something that specifically promotes the affiliate program through your referral link.

If you've been paying attention so far, you know that you should get them to your strongest page at your blog where you promote the affiliate program so they come see YOU first.

Obviously, you want this flyer to connect the item being shipped (which was won on the eBay® auction) and the affiliate program offer you are promoting.

- ➔ Point out the connection between what you're shipping and what you're promoting.
- ➔ Highlight the STRONGEST benefits of investigating the offer you're promoting.
- ➔ Mention 3-4 specific things that will appeal to the recipient.
- ➔ Give away something free if at all possible as an enticement to get them to the site.
- ➔ Avoid hype and false claims so you don't get yourself into trouble.

I'll show you an example in just a moment so you can see what this "looks like" in real life. The important thing is that you create some sort of sales piece to promote your affiliate program.

2) You post an auction at item at eBay® which is related to the topic of your affiliate program.

It doesn't matter what kind of affiliate program you are promoting, there are numerous items that you can sell on eBay® that are associated with that particular market or niche within the market.

Example: If you are promoting an affiliate program that sells a product teaching "How To Make Money Buying And Selling on Ebay®" you could auction a variety of items such as baseball cards, coins, stamps, etc. and in your flyer to promote the affiliate program you could tie in "since you already are interested in baseball cards, why not make money buying and selling baseball cards"?

Example: If you are promoting an affiliate program that sells a product teaching "how to shave 10 shots off your golf game" you could auction a variety of items such as golf balls, golf clubs, golf books and other equipment and accessories for golfers. Then, it would be easy to promote the affiliate program on a flyer going out with the items auctioned.

Example: If you are promoting an affiliate program that sells a product teaching, "how to lose weight" you could auction a variety of items such as vitamins and supplements, exercise equipment, weight loss books, nutrition bars and drinks, workout dvds, etc. From there, it would be quite simple to promote the affiliate program on a flyer going out with each of these different type items.

We'll talk more about WHAT to auction off later in this lesson, but I just want to give you some examples here to show you how this works.

3) You send out the item AND the flyer to those who win the auction.

Every time someone wins an auction from you and submits payment, you send them out the item to their physical shipping address and you **INCLUDE THE FLYER.**

TIP: If you'll put a post-it note on top of the flyer with a handwritten note from yourself which mentions a result you've achieved from the affiliate program offer, you'll get even greater results! Ex. "I lost 17 pounds in 3 weeks with this!"

4) You repeat the process hundreds (if not thousands) of times over.

Continue to sell things on eBay®. Add new items every day or post several

items on one day. Constantly update and replenish your inventory. Look for additional items to sell that are related.

In time you could have hundreds if not thousands of customers who buy things from you on eBay® who you get to promote your affiliate program to on the backend in the form of the flyer. But, don't stop there...

5) You follow up with additional mailings.

Continue to send out flyers to your eBay® customers. Send out postcards, flyers, brochures, salesletters, etc. to them promoting not only the original affiliate program but other affiliate programs that are related to the same market.

There is a MINIMAL cost to do this and it should pay for itself many times over. In fact, if the customer ends up buying just ONE offer you are promoting it should subsidize all of your mailings to that person for a year or even years to come.

In time, you could have a **nice business built-up** from this practice...

- ✓ *You earn a small amount of profit per transaction up front from the sale of the actual item on the eBay® auction.*
- ✓ *You earn bigger chunks of profit from the affiliate program offer being promoted on the flyer.*
- ✓ *You earn even more money when additional offers are presented in future mailings to the customer.*
- ✓ *You earn still even more revenue if they join your list at your blog where you interact with them on a regular basis.*

Now, let me move on to a simple case study example so you can see what this "looks like" in a real life example...

CASE STUDY: Promoting Small Reports Fortune™

Let's suppose an affiliate wanted to promote my "small reports fortune" course. How could they do this using the model I've just explained? Here's how...

CASE STUDY: What Kind Of Flyer Should They Create?

The first thing they'd do is create a flyer to promote Small Reports Fortune™. They might go with a ½ page vertical card like this...

THE ULTIMATE WORK FROM HOME BUSINESS

"If You Can Write 7-15 Page Reports, Then You Can Make A Living Online Working Just A Few Hours Each Week From The Comfort Of Your Home!"

- No experience necessary!
- Write about anything!
- Create your own schedule!
- Work from your own home!
- Get started immediately!

100% Free Report Shares More Details

Visit My Website For A Free Copy Of My 24-Page Report

5 STEPS TO A BIG-PROFIT, S.M.A.L.L.™ REPORT BUSINESS

How To Turn 7-15 Page Small Reports Into A Six-Figure Information Empire

www.SmallReportsFortune.com

* Every effort has been made to accurately represent this offer and its potential. Please remember that each individual's success depends on his or her background, dedication, desire and motivation. As with any business endeavor, there is no certain guarantee that you will earn any money. Complete legal documents available at website.

Make Up to \$100,000 Or More Working Only A Few Hours Each Week

Do you see how all of the elements I mentioned earlier are incorporated into this design? The free report is a nice touch that should yield a high number of visits to the site.

TIP: What's really good is this: in order to receive the free report once the visitor arrives at the site, they must join a list first. This allows for future follow-ups via email.

So, that's a great flyer to send out.

CASE STUDY: What Should They Sell On eBay®?

A variety of things...

- ➔ They could sell anything related to "making money" such as books on real estate investing, stock investing, running an eBay® business, starting a home business, franchising, marketing.
- ➔ They could sell anything related to "writing" such as books on self-publishing, writing for profit, ghostwriting, magazine writing, etc.
- ➔ They could sell "collector" items such as trading cards, coins, stamps, beanie babies, etc. and then explain in the flyer how to make money selling "information products" to other collectors.
- ➔ They could interview an internet marketing guru and sell copies of the CD or even licensing for the CD.
- ➔ They could hire someone to create a low-cost software program related to writing, internet marketing, small business, home business, etc.
- ➔ They could hire a ghostwriter to create a small report entitled, "How To Make Money Online" which they sell a printed copy of.
- ➔ They could hire someone to create a set of blog themes that they sell (blogs obviously are operated by people who WRITE who would be ideal candidates for the course).

I could probably come up with 10-20 more items they could sell as well if I wanted to keep going.

The point is: there are lots of options.

CASE STUDY: What Should They Send As A "Backend" Offer?

Obviously the main purpose of the **Small Reports Fortune™** course is to make money online. So, they could easily send out other affiliate program offers related to "making money online"...

- They could send out an additional flyer to promote an offer which teaches how to be successful in affiliate marketing.
- They could send out an additional flyer to promote an offer which teaches how to make money on eBay®.
- They could send out an additional flyer to promote an offer which teaches how to flip websites for profit.
- They could send out an additional flyer to promote an offer which teaches how to start a membership site.
- They could send out an additional flyer to promote an offer which teaches how to make money selling advertising.
- They could send out an additional flyer to promote an offer which teaches how to generate revenue as a blogger.

Once again, the ideas are limitless.

Imagine This...

I don't want to completely blow your mind here, but you could do this in **MULTIPLE MARKETS** if you wanted to do so. After you've established yourself in "Market A" (for example "weight loss") using this model, you could expand into "Market B" (for example "travel") and repeat the process!

Moving on...

So, getting to YOU. What can YOU sell in using this model? Let me suggest a few things...

4 Affiliate Friendly Items To Sell On eBay® So You Can Backend An Affiliate Program Offer On Your Flyer

1) Industry items. The first option is simply selling items that are commonplace within the industry that you have chosen to build your business upon. In other words, items that are directly related to your market (and the affiliate program you are promoting).

Example: The GOLF market would include golf balls, golf clubs, books and DVDs, accessories, etc.

Example: The WEIGHT LOSS market would include vitamins and supplements, exercise equipment, workout DVDs, nutritional bars and drinks, etc.

Example: The COLLECTIBLES market would include individual and package items from within the market such as baseball cards, stamps, coins, beanie babies, postcards, figurines, etc.

Example: The HEALTH AND BEAUTY market would hair care products, makeup, perfume, accessories and tools, skin care products, etc.

2) Books and other publications. There are a few markets / niches that might not have a wide variety of these "industry items" as mentioned above, but virtually EVERY market will have a wide variety of BOOKS and other publications such as magazines, newsletters and papers.

With hundreds of thousands of book titles available, there is a good supply of books available within almost every major market.

3) Printed reports. One of the best options is to create a 10-15 page report on a highly desirable topic related to your affiliate program, print it out, staple it and sell it on eBay® as your auctioned item.

The reasons why this is a quality option are many...

- ➔ You can custom-create the report to backend the affiliate program. The presell content will be a perfect fit for your promotion.
- ➔ You can create a report on virtually any topic, making them universally available for ANYONE to use to promote ANY affiliate program.
- ➔ You can develop an entire series of related reports to sell and use to backend affiliate programs.
- ➔ You can find hot categories and items at eBay® and write reports to sell within these high-demand areas.
- ➔ You can create this income stream with virtually no expense - duplication costs for a 10 page report will certainly be less than one dollar even in small quantities.
- ➔ You can outsource this to a qualified ghostwriter if you don't want to write it yourself. A 10 page report can be ghostwritten for a \$100-\$300.
- ➔ You can buy PLR content and rewrite it for even less than that - probably around \$20 or less.
- ➔ You can create an interview report with the person who authored the product you are promoting as an affiliate for an even higher conversion rate.
- ➔ You can create titles and content that is desirable in nature. I.E. "How To Add 75-100 Yards To Every Tee Shot"

If I had to point to ONE of the choices in terms of my recommendation, this would be the one. Create yourself a small report to sell printed copies of on the auction site.

4) CDs and DVDs. A step up from the printed report would be a CD or DVD with information shared on it. It's the same general idea as a printed report only it is formatted in either audio to be shipped as a CD or video to be shipped as a DVD.

This will, quite obviously, require more investment on your part. The advantage is, it will have a higher perceived value.

There are plenty of others, but you really don't need to look any farther than the four that I just mentioned.

Now, before we close out, I do want to mention this -

If you're going to look for "industry items", there are a variety of places you can find them...

- Your own home.
- Garage sales.
- Search engines. (Search Google for specific items)
- eBay. (Buy and then resell)
- Wholesalers. (Search Google to find wholesalers)
- Discount stores (Big Lots, TJ Maxx, etc.)
- Used bookstores.
- Consignment shops.

Using "industry items" will require you to continue finding new stock to sell, so you'll want to consider that.

What I'd recommend is this...

Create a "printed report" as your main item to sell and supplement that as often as you find "industry items" and "books". That way you can sell the items you locate but if supplies are running low you always have the printed reports to sell.

That way, you'll always have items to put on the auction site.

NOTE: One thing I want to mention is this - 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. If you "break even" on sales from eBay® and make a fortune off the flyer promotions that's a winner! In fact, some people will be willing to "lose money" on the customer acquisition because they know they'll profit on the flyer promotion.

As far as "how to sell on eBay®", I'm not going to train you in that. Firstly, that's not the point of these membership site, nor this lesson. Secondly, eBay® has a very detailed set of instructions at their site to walk you through the steps for starting an auction using their service. Drop by <http://www.eBay.com> for their complete selling instructions.

That's it for this week.