

Nicheology Affiliate Marketing Academy

Lesson #10

How To Promote Affiliate Programs Offline

By

Paul Evans

<http://Nicheology.com>

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Introduction

Welcome back! Even though you're promoting online affiliate products, keep this in mind:

You're limiting your income if you only promote your links online.

That's because the internet is NOT the end all and be all of marketing.

Instead, it's just one more venue you can use to promote products and services. And even though we online marketers tend to focus primarily on promoting online, many of our prospective customers will never see our ads if we don't always market offline from time to time.

And that's why you're about to discover some excellent proven ways to promote your affiliate links offline! Let's get started...

1) Create and distribute promotional hand-outs.

The next thing I want to mention is one of the best low-cost "offline" promotional things you can do to generate interest in your small affiliate program and that is to "create and distribute promotional hand-outs".

There are three main "promotional hand-outs" that I want to direct your attention towards as we examine this simple strategy –

- ✓ **Business cards.** You see them everywhere. They are probably the most universally recognizable business representative on the face of the planet. Because they are inexpensive (You can usually get 500 for around \$9.99) and easy to distribute, these are a must for every business owner (that's you 😊) ... and they are perfect for promoting your small affiliate program.
- ✓ **Flyers.** An 8 ½" X 11" brightly colored flyer is another low-cost way to inform the world about your small affiliate program. Flyers are the ultimate "print on demand" promotional piece, meaning you can literally create as few as you want (From 1 – 1,000,000+). In other words, they are perfect for any budget.

- ✓ **Door hangers**. Door hangers cost a bit more to print (they are usually on a heavier cardstock and come with a die-cut opening to place around door knobs) but are impossible not to be noticed. Who could miss a brightly colored hanger as they reach for their door knob to enter their home? These are also great for canvassing entire neighborhoods.

Tips for DESIGN –

There are just a couple of things that I want to mention about designing your promotional materials. Certainly there are specific bits of information that you'll want to include on them such as (a) the name of your special affiliate program, (b) a web site link for your special affiliate program, and (b) details about your special affiliate program.

Specific details you might want to include would be ...

- Potential results of using the affiliate program.
- Time frame involved in seeing results.
- Experience level required (or not required).
- Benefits of using the affiliate program.
- Revelations shared in the affiliate program.
- Negative qualifiers. (I.E. This is NOT for...)
- Exclusions. (I.E. This is NOT a ...)

Here is a sample business card layout that I use which you can model your own after –

Special Report -

"How To Make \$100,000 Online"

* No experience necessary	* Not a MLM program
* Work only 3 hours a day	* Automatic order processing
* Set your own schedule	* Make money from your hobby
* No selling to your friends	* Your own internet business

For complete details, visit:

www.SixFigureFormula.com

Notice how much information I included in one small business card. It's both an attractive layout and an informative one, covering all the key points that would generate interest.

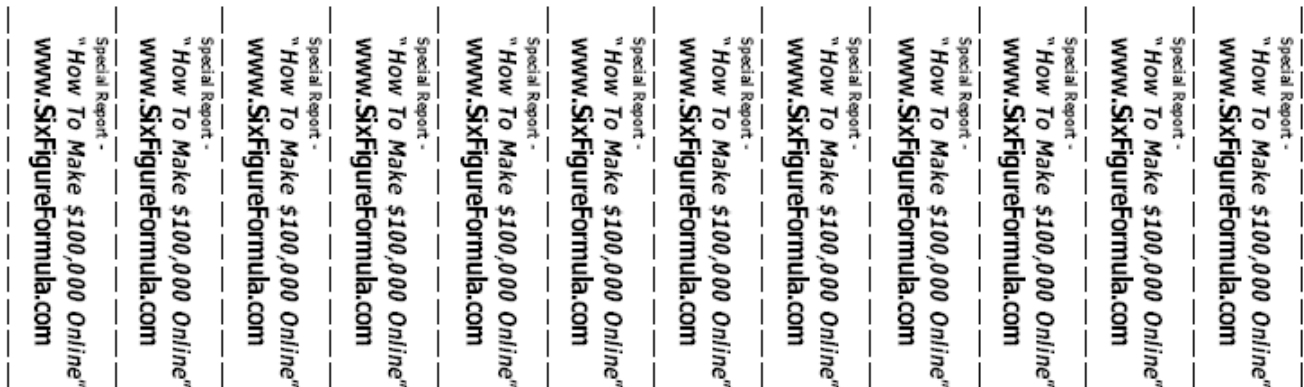
NOTE: I would recommend that you stick with a simple black print on white cardstock for your promotional business cards. You can experiment with brightly colored cardstocks if you want, but I've found the results are actually better with a traditional black and white combination.

Now, one thing I want to mention about flyers is the fact that when you place them on, for example, a bulletin board, you want them to remain in place for as long as possible. What you DO NOT want to happen is for someone to come along, find it an interesting read, and then take your flyer home so they can remember your web site link.

That prevents others from reading your flyer and stifles your promotion efforts!

So, how can you thwart this problem before it becomes one? It's simple, you use "tear offs" at the bottom of your flyer, usually about 12-15 of them.

Here's what they look like at the bottom of one of my flyers...



Before posting the flyer to a bulletin board, you'd simply take some scissors and cut upwards along the lines. Then, when someone reads you flyer and wants to go home to look you upon online, they simply tear off one of your tabs ...

And your flyer remains in place for others to view!

Tips for DISTRIBUTION -

I would recommend that you create these "tear off" flyers for every bulletin board in your area. In addition, create regular flyers (without the "tear off" tabs at the bottom) to place on car windows in parking lots, send in the mail, insert into local newspapers, etc.

NOTE: Some cities have regulations and restrictions against distributing flyers in parking lots, etc. Before distributing any of your materials, make sure you are in compliance with all local laws.

Now, real quickly, I want to give you three solid suggestions for distributing your promotional materials.

- 1. Take them with you when you travel.** Keep a supply of your promotional materials in your vehicle at all times. Anytime you travel outside of your local area, make sure you spend a few minutes distributing some of your materials. You'll expand your reach with minimal effort. Every campground, restaurant, hospital visit, vacation spot, sports facility and so forth can become a promotional opportunity.
- 2. Create a route to regularly service.** Spend an afternoon looking for every bulletin board within an hour drive (restaurants, laundromats, grocery stores; gas stations and community meeting places are a few bulletin board hot spots); find several high-traffic parking lots where it is permissible to distribute flyers on car windows; find highly concentrated neighborhoods with lots of houses. Put together a route that you distribute to once per month or anytime you release a new small affiliate program.
- 3. Target specific high-conversion areas.** One of the best ways to get a greater response is to distribute your promotional materials in areas that are specifically suited to the topic of your small affiliate program. In other words, if you have a "weight loss" affiliate program, then a bulletin board at the local fitness center or placed on vehicles in the parking lot would likely yield higher results. Try to identify places that are directly related to the subject matter of your small affiliate program.

Creating promotional materials to distribute is a solid way to generate interest in your small affiliate program with a minimal investment of time and money.

2) Purchase newspaper classified ads.

By now you've probably seen the Don Lapre infomercials: "make money by placing tiny, classified ads".

As comical as it may seem, there actually is some merit in placing these kinds of small classified ads in local newspapers and shopper's guides.

The profit margin is extremely high for your small affiliate program because there is no cost to duplicate the affiliate program ... it's a digital download.

That makes the low-cost of small classified ads a profitable option for promoting your small affiliate program.

Think about the metrics –

- If a 30-word classified ad costs \$10.00, then you'd need to only sell ONE of your small affiliate programs (assuming you sell it for \$10.00) to break even.
- If a 30-word classified ad costs \$20.00, then you'd need to only sell TWO of your small affiliate programs (assuming you sell it for \$10.00) to break even.
- If a 30-word classified ad costs \$30.00, then you'd need to only sell THREE of your small affiliate programs (assuming you sell it for \$10.00) to break even.

And that's just the **front end**. You'll also be building a list and cross promoting an entire arsenal of small affiliate programs for the lifetime of your newly acquired customer.

So, this is another quick way to generate interest in your small affiliate program.

And, it's amazing how much information you can pack into 30 words...

----- [Sample Ad] -----

SPECIAL AFFILIATE PROGRAM: "How To Make \$100,000 A Year Online".
Work

part-time (15 hours per week). No experience necessary. Set your own schedule. Free details at <http://www.SixFigureFormula.com>

----- [Sample Ad] -----

Begin with your local newspapers and shoppers' guides. Expand from there to your region and state, etc. There are thousands upon thousands of publications to advertise in.

Note: You can even expand your classified advertising to include magazines, trade journals and other publications directly related to the topic of your small affiliate program. These advertisements will likely cost more, but should yield much greater results.

3) Take advantage of other "offline" marketing options.

Holding (Free) Offline Workshops

People online are looking for information, which is why free reports are such great promotional tools. But don't forget that people offline are looking for just as much information. And that's why you can use a free offline workshop as a lead generator and/or as a way to make affiliate commissions.

Here's how:

- 1) Create a one-hour workshop or talk on a specific subject** (e.g., "how to make money working from home" or "how to quickly yet safely lose weight"). Your goal is to provide useful information that people can take action on immediately, yet it should be incomplete (so that they need to buy products to round out their education).
- 2) Advertise your workshop locally** in your newspaper, on flyers, through press releases, via word of mouth and more.
- 3) Prepare "cheat sheets" for your participants.** These sheets should give an outline of your talk, plus provide useful resources. And yes, you link to these online resources using your affiliate links.

4) You should also pass around a form where people give you their name, email address and permission to contact them by email. (Your "cheat sheet" should also tell people how to directly join your mailing list by visiting your website.)

Simple, right? And yet it's incredibly effective. You may even choose to do a multi-part series of workshops on a related topic.

Here's a related tactic...

Offering Free Speeches to Local Associations

Instead of putting together a workshop and promoting it yourself, you can instead simply offer yourself out as a guest speaker for local organizations.

Example:

- If you're selling business-to-business affiliate products, then you may talk to your local Chamber of Commerce (or similar organizations) to see if they need guest speakers.
- If you're selling flower products, then inquire about speaking to your local garden club.

And so on.

There are plenty of business organizations, associations and hobby groups that would love to hear you speak for 20 minutes to an hour or so.

Just be sure to **give a quality talk** – and pass around those "cheat sheets" and newsletter sign-up forms for those who want more information.

Renting a Booth at a Trade Show

Many cities have free trade shows at least once a year, where businesses can rent a booth and let the community get to know about their products or service. In some cases, you may even find niche trade shows (like "outdoor sports" shows).

Either way, you can rent a booth. It's a great way to generate leads (by collecting contact information both online and offline), plus you can hand out flyers with your affiliate links.

Networking at Niche Events

If you don't want to speak at offline events, you can still find prospective customers (and maybe even joint venture partners) by networking at these events.

These events include (but are not limited to):

- Other peoples' offline seminars, workshops and talks. You can meet people in the halls between talks or in the hotel bar after hours.
- Clubs, associations and other organizations in your area. This includes hobby groups (like a rock-hounding group), association meetings like an AKC dog event, and other similar meetings and events.

Remember, your goal at these events isn't to be the pushy sales person. Instead, **you should seek to develop relationships** with your prospects and potential joint venture partners. Later on you can "sell" to them.

Getting Free Publicity

Another way to promote your affiliate links offline is by writing press releases about your products. This works particularly well if you're promoting brand new products and/or if you can tie the product into some current news topic.

Naturally, you can distribute your press releases online through services like PRWeb.com. However, since we're talking about offline strategies, I'll remind you that you can submit press releases directly to the editors of your local newspaper as well as the local radio and TV channel producers.

Now here's a bonus tip that will get you a lot of publicity...

Don't just limit yourself to sending the typical press releases to your local media. Instead, you should seek out talk radio programs that cater to your niche and offer yourself as a guest. Instead of just sending a press release, you can send a letter that tells the show's producers why you would make such a great guest.

While a guest appearance on a talk radio show can get you a lot of visitors when the show is aired, one bonus is that some talk radio stations rebroadcast or syndicate their shows online. And that means a one-time appearance can turn into free publicity that sends visitors to your site for months or even years to come!

Tip: Once you get free press, develop relationships with the people who gave you that free press. Say thank you (they ARE doing you a favor). This is particularly important when you're a talk show guest.

This bit of courtesy and relationship-building can easily turn into future guest spots and more publicity!

Using Car Magnets

This is a pretty untargeted way of advertising. However, since it's so cheap and easy, you can certainly use car magnet signs to attract prospects. Simply create an attention-getting short ad along with your website link and put it on a car sign.

For best results, park your car in places where your target market is likely to see the sign.

Example: If you're targeting college students, than park your car on a university campus. If you're targeting bodybuilders, then park your car in a gym parking lot.

Mailing Postcards and Other Pieces

If you're building an online mailing list, then you may consider getting postal addresses from your prospects at the same time. That way you can send postcards and other direct mail pieces to your list.

Another way to send offline mailing pieces is by doing a joint venture with someone in your niche who is already mailing packages or letters offline.

Example: Your partner can include your flyer whenever he ships a package to a customer, and you can email your online list about your partner's products.

Note: You can also purchase direct mailing lists through list brokers (who use the SRDS.com offline mailing lists). Your best prospects are those that have recently purchased something similar to what you're selling.