

**Lesson #18**

# **27 Ways To Promote Affiliate Programs With Your Blog**

**Part 2 of 3**

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## Introduction

Continuing from last week...

## 10. Link to Your Strongest Blog Posts

If you carefully track your posts, you'll find that some have considerably higher response rates than others.

Of course as you make more blog posts, your older posts will drop off your front page and eventually just get lost forever in the cemetery of your blog archives.

And then your income from that post dries up faster than rain in the desert.

The solution?

### **Promote your high-converting posts!**

One of the best ways to do that is to write related posts that promote your high-converting post.

Your related post can link directly to your high-converting post (e.g., you include a specific call to action where you tell readers to click through and read the other post).

You can also include a "resources" section at the bottom of your new post that points to the high-response posts.

Example #1: Let's suppose one of your highest-converting posts on a diet blog details a simple nutrition plan. You can write related posts on topics such as: Why sugar is evil; the importance of water; how many calories to eat in a day, etc. Then link to the original nutrition plan from within these posts.

Example #2: Your homeschooling blog has a high-converting post that's all about how to make a good lesson plan. You can create related posts such as how to create a good earth science lesson

plan, how to create a good math lesson plan and so on. Then send people to your original lesson plan post for more tips and tricks.

**Note:** Don't just link to the high-converting post. Instead, give your readers a REASON to follow the link. To do that, create a mini-ad at the end of your post.

Example: Click here to discover what the best homeschooling mom's know about creating good lesson plans.

## **11. Create an Evergreen Tip of the Week List**

Earlier I mentioned that you should create posts that promote specific offers. Here's something that's related to it:

**You can create a list of weekly evergreen tips that promote specific offers.**

Not only does a weekly tip give you the chance to promote a new offer every week, it also makes your site "sticky" (since readers will regularly return to see what tip you're offering this week).

**First, a definition:** Just as the word implies, evergreen means that that tip doesn't get old, stale and outdated. It's time tested and proven. It will work just as well a year from now as it does today.

Example: Telling people to use a new and controversial supplement as a diet aid isn't an evergreen tip. That's because the supplement may later be proven to be ineffective or even dangerous.

However, you can offer tips on nutrition and exercise instead. For instance, cutting calories by skipping dessert is an evergreen tip since it will always be sound advice. It works today, it worked last year and it will work next year.

**Note:** Even if the product you're promoting is new, don't call it "brand new" or make mention of it being released "this week." That sort of language dates your post, which means your tip isn't evergreen. If someone comes to your blog and reads about a three-year-old product being "new," they'll get the impression that your weekly tips are stale.

All you have to do is create space on the front page of your blog that advertises your weekly evergreen tips. You may choose to just create a category on your blog (e.g., *"Weekly Weight Loss Tips"*).

Either way, make sure the list is easy to spot.

Then add an evergreen tip each week. You can either provide useful but incomplete information or you can provide "how to" information that requires the reader to buy a specific product in order to truly use the information. (We'll talk about this more just a little later in this report.)

## **12. Offer Free Ad Space to Your Buyers**

One way to instantly boost your affiliate income is by adding value to your offer.

**That means you might create a bonus report, video, audio, software or other tool and offer it to anyone who buys through your link.**

Now if you look around your niche, you'll notice that this idea is catching on.

More affiliates are realizing they need to add a bonus in order to entice customers to use their affiliate links. This is especially true in the "make money" markets, where bonus-competition can be particularly fierce (especially around the launch date).

**Here's an idea:** If you have a busy blog and/or one with high Google Page Rank (especially a business or marketing blog), offer ad space to anyone who buys through your affiliate link.

Obviously, you can't offer this to hundreds of people without diluting your offer. However, it's this scarcity that will make your offer even more compelling.

Example: "Order now through this link and you'll get FREE advertising on the [name of blog] blog! Get your offer in front of thousands of cash-in-hand prospects. But hurry, this offer is only good to the next 15 9 people who act now!"

## 13. Create a Featured Space for a High-Converting Post

Just a few minutes ago you discovered that one way to get more eyeballs on your high-converting posts is by promoting those posts using other posts. Here's another way:

**Make a permanent, featured spot for your highest-converting post.**

There are a few ways to do this. If you're using WordPress you can try the following three methods:

- **Turn your high converting post into a "page" on WordPress.** Then create a teaser and link to this page from the front of your blog.
- **Some theme layouts allow you to make certain posts permanent,** meaning they'll always appear on your front page. This is the preferred method, since it puts the post right in front of your readers.
- **Create a teaser paragraph and place it in your sidebar, along with a link to the high-converting post.** (Note: By teaser paragraph, I mean post the first few lines of the post and/or a reason why the person should click through to read the rest of the post.)

Tip: You can use a rotator plugin to rotate between a few of your highest-converting posts. You can [do a search at WordPress.org "Plugin Directory" as "rotate"](#) to find some useful and free plugins.

## 14. List Resources at the Bottom of Your Posts

If you're selling information products, then each and every blog post you make gives you a perfect promotional opportunity.

**All you have to do is list two or three "recommended resources" at the bottom of every post.**

These recommended resources are, of course, your affiliate links to related products.

Tip: Instead of posting a list of recommended products, you can also post links to previous articles - especially your high-converting posts.

Also, instead of "*Recommended Resources*," you can also test out other phrases such as:

- "Further Reading"
- "For Further Reading"
- "Recommended Books"
- "Resource Suggestions"
- "Product Recommendations"
- "More [topic] Solutions"
- "My Favorite Solutions"
- "My Favorite Related Books"
- "Here are the products I use and recommend..."

## **15. Exchange Guests Posts With a Blogger In Your Niche**

Earlier you found out that you can get free content and more sales by asking the product owner to be a guest blogger.

Here's a related idea: Ask other bloggers in your niche if they'd be interested in swapping content.

In other words -

**You become guest bloggers on each others' respective blogs.**

Not only do you get fresh content from each other, you also get traffic and links from the other person's blog.

Wait, hang on, back the joint-venture freight train up - am I suggesting that you swap content with a competitor?

Yes, I am. (In some cases.)

Obviously, if you've built a blog that promotes just one product and you ask another blogger who primarily promotes the same product to swap articles, he'll probably refuse. But if you're just two bloggers in the same niche, he'll probably jump at the chance to get an influx of new, targeted readers to his blog.

Tip: In addition to swapping content with someone who has a highly related blog (e.g., you both have affiliate marketing blogs or homeschooling blogs), you can also swap content with complimentary blogs.

Example #1: A jeweler and a florist may serve the same niche (e.g., people getting married)... but they compliment one another rather than compete against each other.

Example #2: Roofers and electricians both serve people who are building houses, but these two people don't compete.

Here's how to do it in three easy steps:

**Step 1:** Search for related or complimentary bloggers in your niche.

You probably already know many of the bloggers in your niche. But to find those you don't yet know about, simply go to Google and enter your niche keywords alongside the word "blog."

Example:

- Sunday School Blog
- Organic gardening blog
- Marathon training blog

**Note:** If you're just getting started with your blog, do note that the owners of the biggest and busiest blogs in your niche may not be as receptive to your offer, since swapping articles isn't a fair trade.

If you're dealing with someone who has a busier blog than you, there are a few things you can do:



**a) Focus on blogs that are similar to your blog in terms of size and traffic.** That way you're making fair trades. As your blog gets bigger and busier, you can start trading articles with other bigger and busier blogs. In other words, work your way up.

**b) Offer something else to the blog owner.** If merely swapping content isn't a fair trade, then add something to your offer to sweeten the pot.

Examples:

- Create a guest post that includes an affiliate link to a two-tier affiliate program. Have the other blogger sign up for the affiliate program using your link. Then promote the product using his affiliate link. He gets the first tier commission and you get the second tier commission.
- Create a guest post that includes a link to an affiliate product in the body of the article and a link to your blog in the byline. Let the blog owner use his affiliate link in the body of the article (while you still get the byline).

**Step 2:** Do your due diligence.

You don't want to associate your name with someone who's shady, as people will assume you're shady too. So plug this person's name, blog name, and any other links, products and email addresses into Google to see if you're dealing with someone with a good reputation.

Once you're satisfied that you're dealing with someone with a good history, then you can make your offer...

**Step 3:** Send your proposal.

Here's an email template you can swipe, modify and use:

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SUBJECT: I'd like to feature you on my blog, [Name]

Dear [Name],

[Your Name] here from [your blog link]. I'm writing to propose an easy way for us to both get more blog traffic

and sales: Namely, by swapping guest articles on our blogs.

Here's what you can expect in terms of traffic..

I have [number] people subscribed to my RSS feed and [number] of unique visitors each day to my blog. If you become a guest article, you can expect at least [number] people to read your post - and if you create a good byline, a good number of those should click through to [name of blogger's blog].

All you have to do to get this traffic is agree to write a unique article for my blog (and let me post a unique article to your blog).

Hit reply and let me know if you prefer to write an article about [topic suggestion 1] or [topic suggestion 2].

Thanks in advance!

Sincerely,

[Your Name]  
[Your Blog Link]

P.S. Since you're an expert on [topic], I know my readers will be thrilled to hear from you! I'm looking forward to it too..

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## **16. Share a Case Study**

If you've built up a good relationship with your potential buyers, then they trust you. And that means that your product reviews and pitches will be warmly received and turn out high conversion rates.

But here's the thing...

If you don't actually try the product, then you're left with a fairly weak review. At worst, your review for a book reads something like, "Great book! Fast read! Awesome ideas! Can't wait to try it!"

Really, that's a non-review.

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Side Note: If you're an expert in the field, then you're in a position to evaluate a product better (even without trying it).

As an example, an expert copywriter will know whether a copywriting book provides good information on writing headlines or whether it's just fluff and theory. The expert has experience to back up his opinions and reviews.

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However, if you're promoting nonfiction information products, then you can bet your readers aren't all that interested in whether the product reads like a Steven King novel.

Instead, they want to know if the information works.

They want to know if the information will solve their problems. And even though you and the vendor say it solves their problems, they want PROOF.

**That's where a good case study can come in. Instead of merely offering a review, you use the product and track your results.**

If it's something that takes a while (like losing weight, getting ranked in Google or learning a complex skill), then you can create a special place on your blog where you regularly update readers on your progress.

If you're doing something that just takes a few hours or a few days (like following making candles), then you need only write one blog post that explains your experience and shows the results.

Tip: Instead of merely giving a description of your results and the process, show proof. Provide pictures, videos, measurements and so on.

Here are a few ideas of case studies:

- Selling a recipe book? Hold a dinner party and make the meal using a couple of the recipes. You'll talk about how easy or hard it was to make the meal. You can include videos and other testimonials from guests raving about the food (recipes).
- Selling an affiliate marketing book? Track your progress for 30 days, checking in daily to show your readers what you're doing and what results you're seeing. Build curiosity by saying things like, "Today I'm using the strategy described on page 39."
- Selling poodle grooming video? Show the before and after pictures of the poodle you groomed. Here you can also sell accessories such as clippers, clipper oil, combs and similar.

## **17. Create a Resource List**

Earlier I mentioned that you could include a short list of two or three "recommended resources" at the end of your posts. Here's another idea:

### **Create a spot on your blog for a resource list.**

If you're simply posting a list of resources (such as a list of books), then you can post this list in a permanent place on your blog, such as on your sidebar. If, however, you're adding more information – such as reviews or comments on the resources – then you'll want to create a regular post.

You can then link to this post from your front page (e.g., from your sidebar).

Example:

- The Top Five Ways to Build a List
- The Seven Business-Building Tools I Couldn't Live Without
- The Ten Books Every Copywriter Ought to Know About
- The Three Keyword Tools Your Competition Doesn't Want You to Know About
- My Top Five Income Generators

## **18. Create an Interesting Category That References Offers**

Here the idea is to create a category where you can make posts (such as "how to" posts) that reference offers.

Tip: The bonus of creating a category is that if you post regularly, then you'll get people visiting your blog regularly in order to read your weekly posts. In other words, it becomes a feature on your blog that people look forward to.

Here are three other ideas to get you thinking about how you can use this tip on your own blog:

- You're selling the George Foreman Grill. You create a "Will It Cook It?" category, where you cook something on your grill and post the results (and the video) on your blog. In addition to selling the grill, you can also sell things like mail-order meats (think OmahaSteaks.com), seasonings, recipes, etc.
- You run a dog trick-training blog. You create a "What Fido Learned This Month" category, where you teach your dog Fido a new trick and post the results (and the video) on your blog.
- You run a "Do It Yourself" home repair blog. Every week you post a question such as "How Would You Fix a Squeaky Floorboard?" along with your answer. You sell "do it yourself" information products as well as the tools needed to accomplish the task.

## **To Be Continued Next Week**