

Lesson #19

27 Ways To Promote Affiliate Programs With Your Blog

Part 3 of 3

By

Paul Evans

<http://www.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

Continuing from last week...

19. Share Something Without Telling Too Much

I've touched on this tactic elsewhere in this report, as it works really well for selling information products. Basically, the idea is to give useful but incomplete information.

You share... but you don't tell too much. You leave a little mystery and stir up a little curiosity. You leave a few missing pieces.

And the only way for the person to satisfy their curiosity and/or get the complete workable plan is by purchasing the product.

One way to do this is to create an article that tells the reader what to do, but not how to do it.

Example:

- An article on dog training references "crate training" as a means of housebreaking, but it doesn't explain in detail how to crate train the dog.
- You create a post on search engine optimization, with one of the tips being that they need to get one-way incoming links to improve their rankings. However, you don't tell people exactly where or how to get those links.
- You run a bodybuilding blog. You give people a complete weekly training schedule, that includes how many reps and sets they need to do for each exercise. The only thing you don't tell them is HOW to perform the exercise (e.g. the safe way to perform a squat). They need to buy a bodybuilding video to learn that part.

In other cases, you can tell the reader what to do and tell them how to do it as well – but you don't provide the *complete* instructions (useful but incomplete).

Let's go back to the search engine optimization example of how to get one-way incoming links...

Now you'd tell people what to do (get links) and you'd give them *some* information about how to do it.

Example #1: You might offer readers five different ways to get links. But then you'd point to a resource that shows them 15 different ways to get links (and how to get links from sites with high Google Page Rank).

Example #2: Let's suppose you write an organic gardening article about using beneficial insects to prey on the harmful insects. You'd tell the reader how to attract or introduce various beneficial insects to their garden.

However, the part you'd leave out is WHICH beneficial insects kill which pests... so the reader doesn't know what they should focus on attracting. The only way they can find out is by purchasing an organic pest control ebook.

20. Comment On Product News

Usually when you link to a product, you're doing so through a "how to" article, a product review or comparison, a case study or even via a direct product pitch.

In other words, most of the time you're linking with the clear intent of wanting the reader to purchase the product.

There's nothing wrong with that.

However, you can keep things "fresh" on your blog by introducing different types of posts. In this case –

**You may comment on niche news – and in particular,
you can comment on the specific product you're promoting
(or even the news about the product owner).**

Let me give you a few examples of "sneaky" ways to slip your affiliate links into your news/commenting posts...

- You sell marketing products. Right before a big launch, you tell your blog readers to join the marketer's product launch list "just to watch the marketing process." While you're posing it as an educational process (and you can comment on this process on your blog as it unfolds), some people will go on to buy the product.
- You're selling a book about how to write good sales letters. You analyze the sales letter for this product to point out all the good copywriting elements the author used to create his own sales letter. Some of your prospects will buy the book as a result of reading the sales letter in such detail.
- The product you're promoting just won some type of industry award or other honor (such as hitting the top of a bestseller list). You can comment on this news by telling your reader why this particular product deserves this honor - and in doing so, you'll get a chance to share more product benefits with your prospects.
- A product owner is upgrading and re-launching an older product. You can tell your readers why the old version was good and why the new version is even better.
- Two marketers with competing products start "dueling" publicly to outdo each other. You can do a product comparison to let your readers know which product you think is better (and why).

21. Create an About Page With Links

Typically your posts should be about your readers, their problems and how to solve their problems. If you talk about yourself, it should mainly be to the extent that it helps your reader's solve their problems (and/or to the extent that it helps you build credibility so that your readers start trusting you).

Tip: You can talk about your accomplishments if it helps prove to your readers why they should listen to you. But keep it relevant. For example, your marketing blog readers probably don't care if you won a track and field trophy when you were in eighth grade.

You may also speak briefly about your personal life, such as marital status, kids, where you live, etc. But keep it short.

You only mention this a way to help your readers get to know you (which helps spur sales). But you don't actually want to make this the focus of your About page.

You see, just because your "About" page is supposedly about you doesn't mean that it should be ALL about you.

If you write a bio that's mainly a back-patting ego message for you, you're not serving your readers.

You're NOT helping them. (And you're not making any money, so you're not helping yourself either.)

Instead, you can use your About page to:

1) Tell readers who you are and why they should listen to you.

Example: A search engine optimization expert might tell readers how many pages they have in the search engines that rank #1 for competitive keywords. A cooking expert might talk about studying under a famous chef. A person with a "how to write a book" blog might talk about how many books they've had on the bestseller lists.

2) Give readers a small glimpse into your person life so they feel like they can get to know you.

This is where you briefly mention personal facts such as where you live, marital status, kids, pets, etc.

Tip: If any of these personal facts are associated with your blog, emphasize it. For example, a person running a dog training blog should post pictures of his or her dogs.

3) And then promote something that will help them.

Here you can post something such as your personal story to overcome a problem, and which product helped you overcome that problem. Or you

can post something like "what I learned from my mentor," along with links to your mentor's product.

22. Create a Recommended Resources Page

So far you've discovered that you can promote products by listing resources at the bottom of posts and by creating a "top ten" resource list in your sidebar.

Here's another idea:

Create a recommended resources page.

In order to get the most visibility, the link to this page should sit right at the top of your blog alongside the link to your "About" page.

In addition, you should promote this page in your other posts.

Example: The end of your articles may close by saying something like, "Check out the recommended resources page to see which tools I suggest you use to get the job done right." Naturally, you should include direct link to the page.

Here you don't have to limit yourself to two or three resources or to a "top seven" or "top ten" list. Instead, you can categorize various tools and resources and list them ALL on this one page.

Here are three examples:

- An online marketing blog could include a "tools and resources" section, with the resources listed under categories such as domain registration, web hosting, keyword research, graphics, web design, PDF conversion, blog software... and so on.
- A tennis blog's resources section might include categories such as equipment, clothing, books, videos, etc. The information products may be further categorized by topics such as serving, the mental side of the game, etc.
- A blog about collecting antique pocket watches might include resources such as where to find these antiques online, how to preserve them, how to identify them and so on.

23. Break Up Your Post With an Ad

Earlier I told you about how you can surround your blog with text ads, banners, buttons and similar.

That means you can place ads in your sidebar, at the top of your blog as well as at the bottom of your blog.

But there's another place you can put ads – namely, by breaking up a post and putting your ad into that space...

Here's how to start making more money from EVERY blog post you write! Get more readers, more subscribers and more sales... fast! Click here to get your free report...

Wait, did you see what I just did above?

That's an example of how you might break up a post on your blog by inserting an ad. Note how the fictional ad I just posted was highly relevant to the content of this tip.

Here are five other things you should know about this strategy:

- 1) DO need to test this to see what types of ads bring you the best results.** Many marketers find that putting ads that "blend in" with the content turn out the best results (since some readers have ad blindness). Test it for yourself and see.
- 2) DO use this tactic with long posts.** See, breaking up a 250 word post works as well since the post is so short. Use this technique when you're dealing with longer posts, such as those that are 600 words or more.
- 3) DO make sure you're inserting ads that are highly relevant (targeted) to the content.**

4) DON'T insert ads for one product if you're trying to sell a different product within the actual post. Doing so will just distract the readers. And for sure don't insert Google AdWords ads into a post where you're trying to sell something else.

5) DON'T solve your reader's problem entirely with your post. If you solve the reader's problem, she has no reason to click on the ad. Remember, provide useful but incomplete information.

24. Pitch Your Products and Offers Directly

So far you've discovered nearly two dozen ways to promote your affiliate links on your own blog. Some of these methods have you putting an ad directly on your site (such as listing resources on your sidebar). Some of them have you writing content posts that include recommendations for resources. And while these are all good tactics, sometimes you can write a direct pitch and post it.

In other words, on occasion you can and should post a *direct ad*.

The key phrase here is "on occasion."

You see, if you posted all ads on your blog, hardly anyone would read your blog. It would be like subscribing to a newspaper just to read the classified ads. Some people would – but a majority would want content wrapped around those ads.

However, an occasional product pitch can be quite powerful. And if you truly use this tactic sparingly, you'll likely find that you get a high response rate.

Tip: Your job is to help your readers – and if pitching a paid solution helps them, then there's nothing wrong with posting these pitches directly into your blog. In other words, don't be afraid to offer a solution to your readers just because the solution comes with a price tag!

If you're pitching affiliate products, the product owner probably provides ads that you can use. In most cases, however, you shouldn't use these ads "as is."

You may use these ads as the basis for your ad, but you should rewrite it into your own words, offer a review and give your readers reasons they should buy. Your readers will respond much better to it when it's written in your "voice."

Then (as mentioned in a previous tip) attach an eye-catching title to your pitch.

Examples:

- The Top Five Reasons You Need to Get Your Hands on [Product Name]
- How to Turn \$10 into \$1000 In Just 30 Days
- Should You Buy [Product Name]?
- Thinking of Buying [Product Name]? Read This First...
- The Truth About [Product Name] Might Shock You...

25. Use a Survey or Quiz That Redirects to Offers

One way to make your blog "sticky" (meaning your visitors return again and again) is to add interactive features to your blog.

Obviously, your comments section is one of your main interactive features.

However, another way to get your readers is involved is by posting surveys.

Tip: Another bonus of offering surveys is that you get a chance to collect useful information from your prospects. Doing so will help you create more targeted posts and offers. Keep in mind, however, that you may get biased answers, as only a subset of your niche will actually answer a survey.

In addition, you'll get biased answers if you create "leading questions."

Here's an example of a leading question: "Cesar Milan just released his best dog training book yet. How would you rate this product?"

Another example of leading question: "If you could only have one book on search engine optimization, would you rather read John Doe's book or get high rankings using Joe Blow's product?"

While the information you collect may be useful, here's how to make this tip super-profitable: **Redirect the user to a specific product based on their quiz score or based on their answers to a particular survey question.**

Let's suppose you're selling online marketing information. You could create a marketing quiz that gives you an idea what level of information the prospect needs.

Example: You create a ten point quiz where the prospects score one point for each correct answer. Those scoring nine and above are experts, those who score five to eight are at the intermediate level, and those who get less than five answers correct are beginners. Depending on their score, the survey-takers are then redirected to a beginner, intermediate or expert level product.

Alternatively, you can create a survey where you're simply collecting information about your readers' problems and needs.

In continuing with the above example, you might ask your online marketers to tell about their most pressing problems and needs. Your choices might include copywriting, SEO, PPC, blogging... and so on. Then you:

- Redirect those who answered "SEO" to a product that will teach them about SEO.
- Send those who answered "PPC" to a pay per click product.
- Show those who answered "copywriting" a copywriting product.
- And show a blogging product to those who chose "blogging" as their answer.

Here's a script that allows you to show different messages to your prospects depending on their survey score:

<http://www.prezzatech.com/land/featurelist.aspx>.

You can use [SurveyMonkey.com](http://www.surveymonkey.com) to redirect users to a specific product depending on their answer to a specific question.

26. Make a "Today's Featured Resource" Section

Here's another way to make money with your sidebar:

Create a section that displays "Today's Featured Resource."

Instead of just leaving a link, you should include a headline, an ecover graphic and a short description that entices people to click on the link.

Here's an example:

Today's Featured Resource

Who Else Wants to Make More Money?

[ecover graphic]

See how this former pig farmer made \$13,764 in his first 30 days of blogging - and how you can too! Click here for the surprising details...

In order to make this feature of your blog sticky so that reader's eagerly come back regularly, you can create a sense of urgency.

Instead of just having a featured resource, you can offer this resource with a discount or bonus offer that's only good for the next 24 hours.

If you choose to offer a discount, email the vendor and ask them if they'd be willing to give your readers an exclusive discount for 24 hours. If the vendor uses a payment system that accepts coupons, he can give you a coupon code. Otherwise, he can set up a special link for you with the discount price.

If you've made sales for this vendor before, he may be willing to offer the discount price while keeping your commission level intact. If he doesn't accept that, then negotiate - ask for the discount price while also slashing your commission rate (in effect, you're giving part of your commission to the customer).

Example: Let's say it's a \$100 product, and usually you get a \$50 commission. You can split this \$50 with the customer, so that they get the product for \$75... and you get a \$25 commission.

Most vendors will accept this offer because they get the same amount of money.

If instead you'd rather offer a bonus to your customers, then create a complimentary product.

Examples:

- If you're selling a search engine optimization book, you can include a bonus report that shows your prospects how to write engaging articles that suck in traffic from Google.
- If you're selling software, you can include a free report on how to unleash the full power of that software. (And if the installation instructions are poor, you can offer free installation and/or installation videos.)
- If you're selling a book about "going green" (saving energy), then you can include a bonus report on hypermiling (which is adjusting your driving habits to increase your car's miles per gallon).

27. Give Away a Kit to Your Readers

Two or three times a year you can create a free kit that you give to your readers and subscribers. This kit should include several ebooks, reports, videos, software scripts and other resources that your prospects need and want.

And every product in your kit should include your affiliate links to related products.

Note: Private label content is content that you can modify in just about anyway you'd like (as long as you follow the PLR license terms that come with the product). So if you don't want to create this kit yourself, simple search in Google for your niche keywords alongside the term "private label rights" or "PLR."

Example search terms: *affiliate marketing PLR* or *health and fitness PLR*.

Let me give you two examples of kits you can put together:

Example #1: A copywriting kit might include:

- A book about how to write killer sales letters.
- A report about how to write a great headlines.
- A swipe file collection.
- A sales letter dissection on video.
- An interview with a known copywriting expert.

Example #2: A blogging kit might include:

- A video that shows people how to set up a WordPress blog.
- A collection of free WordPress themes.
- A list of the best WordPress plugins.
- A book that teaches people how to write a blog that everyone wants to read.
- An interview with a blogging expert that tells people the top seven ways to monetize their blog.

Conclusion

Congratulations – you now know 27 ways to rake in affiliate commissions using your blog. And –

That puts you in a very elite minority of affiliates who REALLY know how to unleash the full power of their blog!

As I told you before, many beginning affiliates just post articles with affiliate links and post ads in their blog sidebar – and that's it. But as you now know, those two steps should be just a tiny part of your overall strategy.

Indeed, you should incorporate as many of these methods as possible.

Each of these methods when applied individually will drop extra cash into your bank account.

But when used together, these methods will turn an income stream into a raging flood!

However, this strategy won't put money into your account automagically. Just knowing about these methods won't increase your income this year.

No, you need to put this strategy to work.

And that means you need to start applying these tips one by one until your blog is a lean, mean, selling machine!

One last thing: The best time to start is right now... because the sooner you unleash the full power of your blog, the sooner you'll start enjoying a bigger income!