

*8 Irresistible Ways To Get  
Super Affiliates To Enlist In  
Your Sales Army*

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## Introduction

Let's just be honest, all affiliates aren't created equal.

Sure, you want as many affiliates as possible in your program, regardless of how "super" they are or are not.

- Add all of the 1-2 sales up and you've got a nice total.
- And, some affiliates are just starting out ... catch them on the way up and when they ARE "super" they'll still be promoting you.
- And, of course, training the "average" affiliate is a great investment on your part ... as they transform into a "super" affiliate they'll have you to thank.

But, in being honest, all affiliates aren't created equal. Some have larger lists, greater traffic to their sites and noteworthy reputations just to name a few assets.

And it would be very beneficial to your affiliate program to have them involved -- even ONE time -- in promoting your product.

So, the big question of the moment –

### ***How can you attract "Super" affiliates?***

Because, let's face it, they ARE in demand. You aren't the only one who wants their endorsement. You aren't the only one who wants to leverage their assets.

Why you?

For starters, you're reading this report, that's why! 😊 Seriously, I may be joking, but there is some truth to the statement. I'm going to share eight ways that you can get "super" affiliates to join your program.

But, a word of warning –

### ***You aren't the only one reading this report!***

It's important that you begin using these strategies as quickly as possible before everyone starts using them and they become commonplace and ineffective.

Trust me when I tell you that this can happen quicker than you think.

So, without cutting into your recruiting time any longer, here are eight irresistible ways to get "super" affiliates to enlist in your sales army...

## **1. Get their attention with money in their Paypal® account.**

When I was in management at Kinko's® back in my younger days, I had a sales rep who always handed out Hershey's® bars when he went out on calls.

One day I asked him, "Why do you hand out chocolate bars to your leads?" I've never forgotten his reply: "How many other sales reps are handing out chocolate bars? Who do you think they'll remember when it's decision time?"

When you get someone's attention, you've got an advantage that others don't necessarily have. At a minimum, you've got your foot in the door when you might not have otherwise.

A simple way to do this online is to send \$10.00 to a potential affiliate with a note saying, "Here's \$10.00 from [Your name here] to download some music at iTunes" or something similar.

Follow-up in a day or so to make sure they got it and ask them about getting involved in your affiliate program.

## **2. Mention them in your product and then tell them.**

A very strategic and, dare I say flattering, way to at least get the attention of a "super" affiliate is to credit them in your product in some manner and then let them know you have done so.

There are three ways to do this that have worked well FOR me (when I've contacted other "super" affiliates) and ON me (when people have credited me in their products)...

**A) Credits.** In this type of referral, you simply give credit to one or more others as having had an impact upon your success and achievements. This can either be done at the **beginning** of your product where you do your

“thank you” statements (I.E. *“I’d like to thank Paul Evans of Nicheology.com for teaching me how to build a responsive list...”*) or **throughout** your product itself wherever you can fit in a reference (I.E. *“Incidentally, the reason I’ve done so well with finding affiliates is because I read a report Paul Evans...”*). Either of these approaches works very well.

**B) Examples.** Another idea is to reference an example or case study in which you point out some impressive or positive manner in which someone does something. If you were referencing the need for creating a squeeze page, you might say something like, *“Someone who does this well is Paul Evans. Check out his squeeze page at Nicheology.com and look at the following key elements...”* Again, this is a nice way to give someone credit and praise in a complimentary way that will get you some attention as I’ll explain shortly.

**C) Recommendations.** A third way of referencing someone is to actually recommend their product or service in your product. Again, you’ve got a couple of options: you can make recommendations at a designated spot in your product, usually at the close of the material (I.E. An “Additional Resources” or “Recommended Resources” page) or throughout the content itself as applicable. (I.E. *“The autoresponder service I use is Aweber.com and here’s why I use it...”*)

Now, once you have these references in place, do three things...

**Firstly**, contact the person(s) you’ve referenced. Let them know in what way you’ve credited them in your product. Some great subject lines might be:

- (1) Name, I mentioned you on page 7.
- (2) Name, you’ve been published.
- (3) Name, I stand behind my statement about you.
- (4) Name, read what I wrote about you.
- (5) Personal for Name: you’re in my book.

**Secondly**, provide them with a free copy. Always give the person you’ve credited a complimentary copy of your product. And point them to the exact page on which you’ve mentioned them so they’ll be more inclined to take a look. (I.E. *“Paul, I credited you with my success in list-building as my mentor on page 12. Hope you don’t mind the drooling. ☺”*) You better believe they’re gonna go read that page NOW!

**Thirdly**, invite them to get involved. At this point, you've got your foot in the door. They WILL read your email and they WILL go take a look at what you've said about them. You've got their attention and, most likely, their interest. Take advantage of this moment and inform them of an attractive affiliate offer. Make them a special offer (higher commission, special price for their contacts, etc.)

This is a great relationship building technique to get you in the door. Once you're there, it's up to you to close the deal.

Now, a few words to the wise before I move on –

- **Be sincere.** Don't just say something flattering for the sake of trying to play mind games to get an endorsement of your product. If you can't offer a genuine credit to someone, then don't do it just as a "marketing ploy". Your point here is to build relationships not break them. If you can honestly credit someone, then by all means do it. But, if you're just desperate for an endorsement, try something else.
- **Be sparse.** Don't go overboard with a lengthy list of credits. If I'm one of 100 people you credit, it doesn't mean nearly as much to me as it would if I were one of 10 people you credit. Just like most things in life, too much of a good thing turns out to be a bad thing. I love my wife's perfume, but if she sprayed the entire bottle on her, it wouldn't have nearly the same effect on me. Got it?

Moving on...

### **3. Offer to buy an ad OR split the profit.**

Over the years, I've used this strategy many times and it has always produced very, very good results.

Here's the idea in a nutshell –

*Contact a list owner and offer to buy advertising from them OR pay them a commission on referred sales through their affiliate link.*

Let me give you an actual email that I've used with great success in employing this technique...

Subject: Paula, I'd like to buy some advertising

Hey Paula,

How are you doing? I'm emailing you to inquire about advertising in your newsletter.

I recently released a new course at <http://www.Nicheology.com> and would like to buy either a solo mailing or a top sponsorship ad with you. Please let me know the current availability and pricing.

Also, I'll be glad to give you a complimentary copy. You can download anytime at [http://\(insertlinkhere\).com](http://(insertlinkhere).com)

If you are interested in doing a partner mailing, it sells for \$97.00 (has been converting very well) and pays out 50% through Clickbank.

Otherwise, I'd be very happy to purchase advertising for it.

Please let me know.

Thanks much!

Best regards,  
Paul Evans

This is a non-invasive way to get endorsements. It's simple. It's direct. And it's very effective in recruiting new affiliates.

Find list owners that are in your specific market (you can locate them by searching at your favorite ezine directory) and contact them in a manner similar to the one I've used above.

**WARNING:** Please, please, please (multiply "please" times infinity! ☺) do NOT contact list owners in this manner if you aren't prepared to purchase advertising in case they don't want to promote your offer as an affiliate. You MUST be willing and able to actually purchase the ad that you inquire about if you're going to make this offer.

When I've made this offer in the past, I've always had the funds available to buy the ads (and I HAVE bought them!) when the list owner simply prefers not to do an endorsement. It's unprofessional and downright dishonest to "pretend" you're interested in buying advertisements simply to pitch your product to the list owner. Don't do it.

*Only make the offer if you truly intend to BUY the advertising.*

Depending upon several variables (your product, the list owner, your affiliate offer, timing, etc.) you should be able to get a few new "super" affiliates on board for your promotion.

#### **4. Let them give away a paid product for free.**

Here's a great marketing concept for attracting super affiliates which can convert very well into sales -

*Create a SECOND product (in addition to your main one that you're wanting the affiliate to promote) that the affiliate gives away for free to his or her list in order to generate leads for your MAIN product.*

That is, put together a product to sell at a separate site. I mean, register a domain, setup order links, create download pages ... a legitimate offer.

Then, contact "super" affiliates and let them GIVE AWAY this second product to (a) their customers ... past and future, and/or (b) their subscribers.

Here's how it all works...

- 1) Your "super" affiliate has an affiliate link for the SECOND product (even though it's free) which places a "cookie" on the visitor's computer.
- 2) The visitor arrives at your SECOND product site and is required to register their name and email address in order to get the free product.
- 3) The visitor is taken to a download page for the SECOND product and they can collect it for free.

So, how do you make money?

- On the download page for the SECOND product, you make a one-time offer for your MAIN product.
- You can also mention the MAIN product INSIDE the SECOND product.
- You can also send out follow-up emails (remember, the visitor registered prior to downloading) to promote the MAIN product.

For any sales generated for your MAIN product, the affiliate will be credited and awarded a commission. You both earn profit by GIVING AWAY your SECOND product.

Additionally, you've built a list that you can personally use to promote additional offers (both yours and others that you promote as an affiliate) for months to come.

## **5. Prepare a special incentive for their audience only.**

This idea is a bit more time consuming, but can be very beneficial in attracting bonafide "super" affiliates.

The idea here is this –

*Create a special incentive that will be exclusively available for only ONE "super" affiliate.*

What really works best here is a special report about 10-15 pages in length, full of meaty content that's highly related to your main offer.

Let me give you an example –

Example: Let's suppose you've got a product that teaches "The 5-Day Diet". As a special incentive for your ONE "super" affiliate you might create a 10 page report entitled, "How To Lose One Belt Size In One Week ... Without Dieting!" You offer that free report as a bonus to all customers referred by the ONE "super affiliate". It's available exclusively for that ONE partner's network of contacts.



Once you have this special incentive created, you contact your TOP GUN. That is, you identify the #1 "super" affiliate that you'd like to have on board and you contact him or her with your proposal.

Go through the standard stuff (give them a copy of the product, explain the commission structure, etc.) and let them know that you've created an EXCLUSIVE bonus that is ONLY available for their contacts who purchase your course. Provide them with a copy of the bonus for review as well.

This is a great selling point, folks. The "super" affiliate now has a compelling reason to contact their list about YOUR product ... they have something they can offer their contacts that no one else can offer – your exclusive bonus.

Sidebar: One of the most successful affiliate marketing tactics of all-time is to create an exclusive bonus to get your contacts to order a product through YOUR link. In this strategy, the affiliate doesn't have to create the exclusive bonus... you've done it for them!

If your product and bonuses are of top quality and your affiliate program offer is a solid one, this technique should snag you a "super" affiliate to endorse your product.

Here's the thing –

If the #1 "super" affiliate on your list declines your offer, move on to someone else. Decide who your #2 most desired "super" affiliate is and contact them with the exact same offer. Keep doing this until someone says "yes" and uses your bonus report as THEIR exclusive offer. You've already completed the report and someone WILL accept the offer sooner or later, so keep searching until they do.

But don't stop there!

Repeat this process. That's right, create ANOTHER exclusive report and approach ANOTHER "super" affiliate! Keep doing this until you run out of bonus incentive ideas.

I want you to think about how "worth it" this is to do. Let's suppose you devote 10 hours to creating a 10 page report. And as a result you get a "super" affiliate on board ... is it worth it?!!!

- Is it worth 10 hours of your time to get a "super" affiliate to promote your offer and bring in hundreds, even thousands of dollars in profit?
- Is it worth 10 hours of your time to get a "super" affiliate to send visitors to your page where you have a list offer in place to bring in hundreds of new subscribers?
- Is it worth 10 hours of your time to get a "super" affiliate to endorse you and bring added credibility and trust to your name and reputation?
- Is it worth 10 hours of your time to get a "super" affiliate to promote you which can easily result in a "snowball" effect of others getting involved in promoting you as well?

The benefits to this strategy are mind-boggling and far-reaching for those willing to invest the time and effort into it.

## **6. Bribe them with a cash prize or desirable incentive.**

Aaaah, bribery, isn't that a nice option? ☺ In working with police officers, politicians and judges ... not a good idea. But, in working with "super" affiliates it can be a very effective method for getting an endorsement.

*Bribery is simply offering something to someone in exchange for a favor or advantage.*

While unethical and illegal in some circles, it's a perfectly acceptable way of attracting "super" affiliates.

The idea I want to share with you is very simple –

*Offer "super" affiliates a valuable incentive  
IN ADDITION to their normal affiliate commissions.*

That is, above and beyond what they'd normally make for endorsing your product. Over and over again I see things like this done for affiliate CONTESTS. The person who creates the most sales wins a free Ipod® or \$250.00 in extra cash.

***How about offering it UP FRONT to your "super" affiliate... no quotas to reach, no contests to win ... simply for participating?!***

Let's look at the difference here ...

Affiliate A -> Asks me to promote his \$100 course to my list and offers me a whopping 75% commission. Not bad.

Affiliate B -> Asks me to promote his \$100 course to my list and offers me a whopping 75% commission PLUS pays me \$500 up front just for sending out the offer to my list.

Now, all things being equal, which of these two offers do you think I'd be most likely to promote?

I'm collecting the extra \$500 and headed to the tennis store for some new gear!

Listen, it's all a numbers thing...

Someone offers me \$500, how many sales do I need to produce in order for them to "break even"? In the above scenario, they earn approximately \$25 per sale after my commission. So, I need to bring in a **measly 20 sales** in order for them to "break even" after giving me the extra \$500 up front.

If I make 50 or 100 sales, they're really into profit ... and it's because they offered me a cash "bribe" up front.

And that's just for sales of the product I've promoted **at this point**. Think of all the backend sales, the list they're building, affiliate offers, etc. that they'll be bringing in!

Do the math here and see what works for you and your situation.

It's all about the numbers. What's it worth to you in order to get a "super" affiliate to say "yes"?

Cash is a powerful incentive, but so are other "bribes" such as electronics (Ipod®, laptop, etc.), vacations, licenses, services (I'll design your next 20 websites), etc.

Bottom line ... you can increase YOUR bottom line by offering "super" affiliates some kind of GUARANTEED incentive they'll receive in ADDITION to the regular commissions on referred sales.

## **7. Promote them first ... even if it means investing money.**

Robert Cialdini calls it the “Law of Reciprocity”.

The Bible calls it the “Law of Sowing and Reaping”.

The idea is simple: you get back what you give, often many times over.

Let me ask you a simple question that you really need to address if you’re going to get “super” affiliates to promote you ...

### ***Why should they?***

Seriously, why should they promote your offer? Sure, you’ve got a great product. Your commission structure is solid. You’re using some of these great ideas I’m sharing. But, the question remains the same, “why should they promote you”?

Said another way...

### ***Have you promoted them?***

It always amazes me when I get emails from people – even “gurus” – who ask me to promote their products and services and they’ve never offered to promote mine.

I’m supposed to be thrilled at the invite?

Now, on the other hand, I receive emails from my top affiliates and other “gurus” who HAVE brought in many sales for my products and services and I am always more inclined to get involved in their promotions simply because they’ve already made me money.

That’s not being selfish, that’s being reciprocative. (Yeah, I know, that’s a word I just made up right now. It’s my report and I can go by my own vocabulary if I want to! 😊)

Seriously, who would YOU rather do business with – someone who has already done you a favor and actively promoted YOU, or someone you don’t even know who hasn’t even joined your affiliate program?

Point made.

***Promoting a "super" affiliate's products  
(assuming they have a product) will go a long  
way towards getting them to promote yours.***

I highly recommend that you bring in sales for your potential partner, even if it means buying advertising to do so.

Again, think about the numbers ... if you spend \$150.00 to buy a solo mailing or some PPC ads and drive in some sales to a "super" affiliate's product, then you've got a much better chance of getting them to endorse yours ... especially in conjunction with all we've talked about so far.

And, really, it's a no-brainer. It's not like the \$150.00 is going to simply be given away with no return ... you'll be earning a commission on sales you've generated from the affiliate link you're promoting.

Here's how you get the attention of a super affiliate in this manner...

- 1) APPROACH them prior to promoting them.** Ask them for a brandable report that you can send to your list. Or, inquire about an ezine article to reprint ... which one converts best? Solicit a recommendation for a place to buy a solo mailing. Basically, get on their radar screen and let them know sales are coming.
- 2) ARRANGE for advertising.** If you have your own list, then fire out a mailing for the "super" affiliate's product or service. If not, buy a solo mailing or some PPC ads. Track your results so you can have specific details to share with the "super" affiliate.
- 3) ASSEMBLE the results.** Contact the "super" affiliate a few days after you promoted them and let them know what results you generated. How many visitors, subscribers and sales did you produce? Are you going to repeat the promotion? Ask them for their recommendations on getting more sales for them.
- 4) ASK for a return favor.** Using the other strategies outlined in this report, ask the "super" affiliate to consider promoting YOUR offer since you've invested heavily in them. You'll be amazed at the increase in "yes"

responses you'll now receive. People who previously wouldn't have even responded to your email at all will now do business with you.

I mean, I'll be honest with you. I'd be very receptive to someone who sent me this email...

Hey Paul,

I'd like to spend \$200 on promoting your course at Nicheology.com. I'm ready to begin tomorrow.

Do you have any suggestions on how best to spend my budget? Any particular ezines to buy ads in? How would you recommend that I use this \$200 to generate the most sales for us?

I've already got my affiliate link and ads ready to go and I'm looking forward to hearing from you.

Best regards,  
Paula Shrable

When this person contacts me back in a few days asking for a favor, they'll reap what they've sown.

Learn this -

***The important unseen, unmentioned factor in attracting "super" affiliates is relationship-building.***

With this scenario...

- A) You make FIRST contact by asking for recommendations on where to purchase advertising ... and you've got the attention of the "super" affiliate. You're interested in THEM.
- B) You make SECOND contact to let them know the ads have been placed and you'll keep them informed on the results.
- C) You make THIRD contact to share the specific results of the campaign and inquire as to how you can continue to promote them for even more results.

D) You make FOURTH contact and ask them to return the favor for all you've done to promote them.

That's how you build relationships and alliances.

That's how you build your business.

I'm reminded of a scene from one of my favorite movies, The Sting. The mob boss gives one of his subordinates some directions and the guy asks "*Why should we put our best people on this ... it's just a nickel and dime drifter we're after.*" The mob boss replies, "*It may take a little more time, but there won't be any holes in it.*"

The point: invest your time and get it done right.

It may be **easier** to simply fire out an email to the "super" affiliate and say, "Hey, will you promote me?", but it's more **effective** to promote them first.

## **8. Agree to promote them semi-permanently.**

The final idea that we're going to cover in this report can be a very attractive offer because of the appearance of impropriety that it yields.

***The "super" affiliate promotes you ONE time now and, in exchange, you promote her MANY times long-term.***

She's loving this already. ☺

Here's how it works ...

You pledge to place a promotional mailing message for the "super" affiliate's product or service into your autoresponder sequence(s) to remain indefinitely (or, you can specify a period of time) if they send a mailing to their list to promote your product.

You can place this promotional mailing in either...

**A) Your lead list autoresponder sequence (Pre-Sale).** That is, you capture leads prior to them purchasing either through a squeeze page, a fly-in window or an opt-in form on the sales page. After your regular follow-up

messages are loaded to the sequence, you load a promotional mailing for your "super" affiliate's product to go out about 3-5 days later.

**B) Your customer list autoresponder sequence (Post-Sale).** Another option is to include a promotional message for your "super" affiliate's product in the autoresponder sequence that your customer's receive after they have purchased your product.

What works best for both of these scenarios is to offer FREE CONTENT in these follow-up mailings. In other words, offer one of the "super" affiliate's rebrandable reports that promotes their product, or reprint one of their articles or conduct a short text interview with them, etc.

You'll code this free content with your affiliate link for their product, so you stand to make a profit from the sales generated.

You both stand to gain here ...

- The "super" affiliate gains because they promote you ONE time, they earn a commission for all referred sales they generate, and they get promotional mailings sent to all of your subscribers and/or customers for an indefinite amount of time! (They get the benefit of ALL traffic generated to your site.)
- You gain because you get a "super" affiliate to promote your offer. You generate profit from their mailing and you earn a commission for any referred sales generated through your promotional mailings loaded to the autoresponder!

The real beauty of this technique is this...

***You can involve an UNLIMITED number of "super" affiliates!***

That is, as many follow-up emails as your autoresponder service will allow, that's how many partners you can get to participate.

And, it's so easy to do since you'll be giving away their freebie (rebrandable report, article, etc.) in these follow-up mailings ... you don't have to write anything beyond the email itself to add real value to your lists, earn a referral commission for yourself, promote your partners long-term and get them to promote your offer NOW!



It's all automated money for you on both ends!

Wow, as I've been sharing these strategies with you, I've been revisiting some of my most successful promotions and am going to get my affiliate manager busy on many of the things I've talked about.

She'll never know what hit her. 😊

Anyway, that about does it. I hope you get busy working these strategies into your own affiliate management game plan. They are all proven effective and you can mix-n-match them to create proposals too "irresistible" for most "super" affiliates to refuse.

Here's hoping all your sales will be "super"!