

S.A.L.E.S. A.R.M.Y.

Secrets™

How To Get Thousands Of Other People
Promoting Your Product

By

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About The Author

Jimmy D. Brown



Jimmy D. Brown is widely considered one of the web's **leading email marketing consultants**.

He's been one of the featured speakers at the world's largest Internet marketing seminars, such as the **Big Seminar** and the **System Seminar**. He's been interviewed by some of the most successful marketers in the world, like Yanik Silver and Jim Edwards. He's privately counseled some of the top "gurus".

And those who've *submitted testimonials* for his products are like a who's who of Internet marketing...

- John Reese
- Armand Morin
- Terry Dean
- Paul Myers
- Stephen Pierce
- Jim Edwards
- Alex Mandossian
- Phil Wiley
- Ryan Deiss
- Jason Potash

Just to name a few.

His SmallReportsFortune.com course is getting rave reviews from seasoned Internet Marketers as well as from college students, stay-at-home moms and retired grandparents. In the Small Reports for Big Profits system he outlines a step-by-step plan that is simple to follow, yet incredibly powerful when it comes to generating large amounts of profits (think 6 figures).

Jimmy has helped thousands of people establish and grow online businesses since 1999, and has created ***dozens of best-selling internet marketing courses***.

When he's not working, Jimmy is found spending time with his family (lovely wife Paula and "just as stubborn as his daddy" son, Jacob) or out playing tennis.

He has an online daily devotional site at Living4Jesus.com where over **700 of his original devotionals** are archived.

Other products from Jimmy:

www.SubjectLineSecrets.com
www.GetEmailResults.com
www.SmallReportsFortune.com
www.SubjectLineSecrets.com
www.ListProfitSystem.com

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Introduction

Hello, this is Jimmy D. Brown. I'm really excited about this course because, if you are selling your own product, then this is the one thing that you absolutely **must** have in order to make a significant amount of money online.

Today we're going to talk about generating web site traffic. A LOT of web site traffic.

In fact, since I started selling information products online back in 1999, this has been my #1 source of traffic by far.

I'm talking about "*partner traffic*". Traffic that other people send you without any effort on your part.

Let's suppose that you're a great marketer for just a moment and you do all the traffic generation stuff known to man ...

- ✓ You buy Adwords® and other PPC advertising.
- ✓ You get traffic through SEO techniques.
- ✓ You write and distribute free ezine articles.
- ✓ You buy solo mailings to popular opt-in lists.
- ✓ You interact at forums and post your signature file.
- ✓ You create viral marketing tools and services.
- ✓ You distribute content-rich special reports.
- ✓ You syndicate your blog posts.
- ✓ You publish a monthly newsletter.

The list goes on and on and on. You're a marketing machine. You're good at what you do and you get results.

But, there's one thing you need to consider: you're only one person.

Think about it –

You are LIMITED in what you can accomplish on your own.

I don't care how good you are at generating traffic; you can only do so much by yourself.

But –

What if there were others like you? Many, many others like you? What if they agreed to generate traffic for you?

That's the beauty of partner traffic.

Other people buy those ads to send traffic to your site. **Other people** do the SEO thing. **Other people** write the articles, interact at the forums, distribute the reports and make the blog posts ... each pushing traffic your way.

By setting up an "affiliate program" where you pay a commission for referred sales generated by your partners, you can generate a LOT of web site traffic ... for free.

As I mentioned earlier, my affiliate team is responsible for my #1 source of traffic and has been since the very first month I was selling information online.

Example: In fact, I recently added 500 new PAYING members to my [List And Traffic™](#) membership site without lifting a finger ... my affiliate team brought all of the new members in and I didn't send out a single mailing, buy a single ad or even leave my comfy position on the tennis court during the process. After paying commissions, I make an extra \$2,500 per month without investing ANYTHING. And that's just one example.

With your own affiliate program you get two great traffic generating demographics...

- ✓ A few very skilled traffic generators pushing a lot of visitors to your web site.
- ✓ Many marginally skilled traffic generators pushing some visitors to your web site.

Bottom line: free traffic (and a lot of it!) to your site.

I don't think I really have to sell you on the concept of starting your own affiliate program. It's a no-brainer.

If you set up an affiliate program correctly (as we're about to talk about) then you should be able to see a significant amount of traffic consistently driven to your site for months and even years to come.

I call these affiliates your "sales army".

SPECIAL REPORT -

S.A.L.E.S. A.R.M.Y. Secrets™

How To Get Thousands Of Other People Promoting Your Product

I've searched all over the web for quality courses on the subject of starting your own affiliate program and frankly there just isn't much good information on the subject.

So, we're gonna change all that!

***You're about to get a crash course
– from A to Z –
in affiliate program marketing.***

I'm going to walk you through everything from start to finish in a sequential, chronological, step-by-step format.

I use the acronym "SALES ARMY" to describe the 9 steps of the system. Each letter, S-A-L-E-S A-R-M-Y, will represent one of these steps.

S - SETUP your program.
A - ASSEMBLE tools.
L - LOOK for an edge.
E - EXPLAIN the benefits.
S - SEARCH for partners.

A - APPLY gentle pressure.
R - RECRUIT indirectly.
M - MAKE an investment.
Y - YEARN to expand.

NOTE: There is ONE requirement for using the information that I'm about to share with you: you must have your own product to sell, preferably a digital product (I.E. "Ebook"), but a physical product will work, as well.

If you don't have your own product, then you need to get one. You can use the system in [Small Reports Fortune](#) or [Infoproduct Mastery](#) to create your own products, spruce up some PLR content, hire a ghostwriter, interview someone or buy reprint rights to an existing product ... but you need something to sell.

So, it's important that you have your own product to sell before proceeding with this particular traffic generation system.

Having said that, let's dive in.

We'll begin with step #1, the first "S" of your **S.A.L.E.S. A.R.M.Y.™**, and that is...

Step #1: S – SETUP your program.

Of all the sections of our course here, this is the one that I'll spend the least amount of time on.

Not because it's unimportant or that it's so easy that it doesn't require explanation, but rather because there is existing literature available for you to access.

Let me begin by saying that there are MANY affiliate program management solutions available on the market today.

You have two basic options –

1. ***You can do it yourself.*** That is, you can purchase or lease an affiliate program "script" to manage your affiliate program at your own site. You would be in charge of paying affiliates.
2. ***You can have someone else do it for you.*** That is, you can use a service to manage your affiliate program offsite. The service would be in charge of paying affiliates.

Now, I'm gonna make this simple for you: I'm gonna recommend that you go with Option #2 and "have someone else do it for you".

Specifically, I'm gonna recommend Clickbank.com® simply because it is an easy, turnkey solution that is the best option for 90% of the clients I work with.

Note: If you would prefer to use another vendor or "do it yourself", then please feel free to do so. Everything I'll explain in the remainder of this course will work regardless of how you choose to setup your affiliate program.

For our purposes, Clickbank.com® is my recommendation for a variety of reasons.

1. Firstly, because I personally use them. I've been using their service since 2000 and feel very comfortable recommending them.
2. Secondly, because of what they offer. They have the affiliate program infrastructure in place which provides affiliate links, offers tracking, processes and fulfills order, pays your affiliates on your behalf and sends

you a check twice per month. It's a total solution.

So, that's why we're going to go with [Clickbank.com®](http://Clickbank.com) during this training.

Now, setting up your account with [Clickbank.com®](http://Clickbank.com) is a relatively simple process. Everything is explained at their site –

- ✓ How to open an account with them.
- ✓ How to setup things in order to sell through them.
- ✓ How to use your affiliate program admin panel.
- ✓ How to check your sales stats.
- ✓ How to create payment links.
- ✓ How to get listed in their affiliate network.
- ✓ How to add products to sell.
- ✓ How to test the order process.

There's really no point in me trying to explain something they've already taken years to fine-tune at their own site, so I'm gonna hand off to them.

If you don't already have an affiliate program in place, then visit their site to setup your account. There is a one-time signup fee to get started. At the time of this writing, the fee is \$49.95. [Click Here](#) .

Note: I also use a third-party [Clickbank.com®](http://Clickbank.com) script called [Easy Clickmate](#) that allows you to better manage your affiliate program. It gives you the ability to setup an affiliate center, keep track of who your affiliates are, make regular contact with your affiliates and much more. If you really want to make your affiliate program first-rate, then this tool isn't optional. I wouldn't be using it myself if it wasn't beneficial.

So, by setting up [Clickbank®](http://Clickbank.com) and [Easy Clickmate](#) , you'll have your affiliate program actually in "working order" ready to begin.

You can normally have a [Clickbank®](http://Clickbank.com) account approved within 48-72 hours and [Easy Clickmate](#) installed in about the same amount of time. So, I encourage you to get those in the works before you proceed so they can be in the process of being established while you're working your way through the remainder of the course.

Once that has been established, it's off to step #2, the first "A" of your **S.A.L.E.S. A.R.M.Y.™**, which is...

Step #2: A – ASSEMBLE tools.

That is, you'll want to create an **affiliate center** to equip, educate and enlighten your team for success in promoting your product line.

Listen to me carefully –

There is no better long-term strategy for your affiliate program than the practice of developing an ever-growing affiliate center.

I can personally attest that the affiliate programs which have stayed around the longest during the past 7 years I've been online, the ones that are considered "Five Star", the ones that continue to produce stellar sales and loyal affiliates are the ones which ***devote themselves to developing their affiliate centers.***

Let me share a little secret with you. If you just breeze by this and don't give it the proper attention due, then it won't mean anything to you. But, if you let my words sink in here, this is going to permanently change your business approach and success from this point out.

If you really want someone to point to **ONE THING** that you need to do in order to make a lot of money online; if you really want someone to point to **ONE THING** that will significantly increase your profit; if you really want someone to point to **ONE THING** that should be your priority among all the "tactics" that are being promoted to your inbox on a daily basis;

If you really want that then...

It's all about the affiliate center.

You educate and equip your affiliates with what they need to make money and they'll do it. And they'll keep doing it for as long as you keep educating and equipping them.

This affiliate center should be the **#1 priority of your traffic generation** efforts simply because your affiliates can take care of your marketing for you if you provide them with the tools and training they need.

Got it?

For the remainder of this step, I'm going to talk about developing your affiliate center. As I make my way through this step, I'm going to give you some examples and screenshots from my own affiliate program at InfoProfitShare.com to illustrate the things we'll be examining.

This isn't stuff I just pretend, it's stuff I practice!

Now, if you really want to explode your affiliate program sales, you have to use what I have dubbed **Affiliate C4™**.

As you probably know, C4 is a military grade plastic explosive.

Well, I refer to the 4 elements of a great affiliate center for your program as "**Affiliate C4™**". And if you use it, you'll definitely ignite some explosive sales from your affiliate team!

So, let's talk about **Affiliate C4™**.

Affiliate C4™ #1: Creatives.

Affiliate C4™ #1 is "*Creatives*". That is, you should develop "marketing materials" for your affiliates – both **content** to distribute and **advertisements** to publicize.

Let's talk about these for a few minutes.

First, let's talk about "content".

There is a long list of "kinds" of content you'll want to provide your affiliates with to distribute.

Things like –

- ✓ Articles
- ✓ Ebooks
- ✓ Reports
- ✓ Mini-Courses
- ✓ Blog Posts
- ✓ Quick Tips
- ✓ Interviews
- ✓ Bonuses
- ✓ Follow-Up Sequences
- ✓ Audio Files

- ✓ Videos
- ✓ Surveys
- ✓ Compact Discs
- ✓ Teleseminars
- ✓ Ongoing Series

Here's a quick screenshot of a report that we allow my affiliates to rebrand with their affiliate link and give away...

Now, just give away the goodies!

2) Brand the Free Report so you Can Give it Away
Customize this special report, "*5 Steps to a Big-Profit, S.M.A.L.L. Report Business*" with your affiliate link and begin giving it away for immediate results.

Start by downloading the report here --> [click here](#) (.zip file)

Included in the .zip file are three files.

1. Step-by-Step Instructions
2. The branding tool
3. The pdf report, ready for branding

It's quick and easy. Takes less than a minute.

If you need any help branding your pdf file, please contact nicole@infoprofitshare.com

Where Can you Give It Away?

[Click here](#) for an ever-expanding list of places to share these free reports -- and make money!

Notice several key things here...

1. Description. The name of the report is listed. The contents of the file are listed. The purpose is explained.

2. Instruction. There are step-by-step instructions included in the file to explain how to rebrand the file. There is a link provided to a listing of places to share the free reports.

3. Consultation. An offer for assistance is provided, along with a contact email address to offer support for any affiliate needing help.

It's brief – it's simple – it's effective.

We even take it a step further with our content by providing ads and solo mailings to promote the free report! ...

Ads to Promote the Free Report

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. Find out how in this free report (link to free report here)

7 Days from now, you could have your own Infoproduct Empire -- already making money. Find out how in this free report. (link to free report here)

Sample Solo Email to Promote the Free Report

[FIRSTNAME], if you can write a 7 page report, you can build a 6 figure business

Hi [FIRSTNAME],

I don't know about you, but, for me, the thought of creating an entire ebook is just overwhelming.

You have to choose a topic, write 50-100 pages, make a sales letter, find a shopping cart, and figure out how to sell the

Just as a sidebar here, you can look inside the InfoProfitShare.com affiliate program anytime you want for an actual working example of everything we're talking about here to get an idea of what kinds of marketing materials to create.

Now, what I consider to be **MANDATORY** when it comes to creating "content" for your affiliates to customize with their affiliate link and give away is ...

- ✓ 3-4 ezine articles.
- ✓ 1 special report.

That's the minimum amount of content you should have inside your affiliate center **PER PRODUCT** in order to get your affiliates started.

If you can add in other things that I've mentioned (I.E. Mini-courses, videos, blog posts, etc.), then that's even better.

The important thing is to provide quality content for your affiliates to customize with their affiliate link and begin distributing to their network of contacts.

And I don't want to get off on a tangent here, but I think it's worth reminding you of the purpose of this content:

To pre-sell.

That is, you want this content to be good enough to show that you know what you're talking about so the reader will click on inserted links to arrive at your product sales page.

I always use the phrase "*useful, but incomplete*" to describe this method of pre-selling. You want the content to be "*useful*" enough to the reader that they can get some benefit from it on its own, but "*incomplete*" enough that it can be maximized by investing in your product.

That's the ultimate freebie-to-product conversion ratio.

So, that's the "*content*" side of things.

What about the "*advertisements*" side of things?

What kinds of "*advertisements*" do you need to include in your affiliate center? Again, there is a wide variety of items...

- ✓ Classified ads
- ✓ Solo mailings
- ✓ Product reviews
- ✓ PPC Keywords
- ✓ Banners and Buttons
- ✓ Thank You Pages
- ✓ Error Pages

The more different "*kinds*" of advertisements you can provide your affiliates, the better.

And make it as **EASY** as possible for your affiliates to use the materials. Look at this screenshot from my affiliate center...

8) Graphics

Of course we have more graphics coming. We'll let you know as they are completed.



```
<a href="http://infoprofitshare.com/go.php?offer=getresults&pid=5"></a>
```



```
<a href="http://infoprofitshare.com/go.php?
```

Notice that we do more than just provide the affiliate with graphics to use ... we pre-populate those graphics with the affiliate referral link so all they have to do is copy some code into their page.

We'll talk about this more later, but I want you to learn this immutable law of affiliate management –

The easier you can make it for your affiliates, the more likely they are to actually take action!

So, what's the "mandatory" requirement for ads to include?

Here's what I recommend –

- ✓ 3-4 classified ads.
- ✓ 2 solo mailings.
- ✓ 1 banner, button and cover graphic.

Now, before we move on the **Affiliate C4™ #2**, let me share the single biggest mistake most affiliate managers make with their affiliate centers.

You ready?

Here it is –

The biggest mistake affiliate managers make with their affiliate centers is allowing them to become dormant.

In other words, they initially stock it with a little bit of content and a little bit of advertisements ... and they move on.

And sooner or later so will their affiliates.

My money's on sooner.

A smart affiliate manager (you, you, you!) will continue to provide additional content and advertisements (especially content) for their core products so their affiliates can continue to promote those products.

It's the difference between a passive and active affiliate team.

Don't let your affiliate center gather dust. You heard it here first. ;-)

So, on to **Affiliate C4™ #2** which is...

Affiliate C4™ #2: Checklists.

This may surprise you.

Did you know that you can actually get affiliates more active by simply **telling them what to do, in what order?**

Over the years, I've watched affiliates in the various affiliate programs that I've managed and there is a **noticeable difference** in action among affiliates when I've provided them with a chronological listing of steps to take in promoting my offers.

Here's what usually happens –

Affiliate program manager offers some content and ads with a quick "Let's make some money together" rah-rah speech. And that's it.

Here's what should happen –

Affiliate program manager offers those same things, blurts out that pep talk and adds "This is what you do first. Then, when you've completed that, do this. Next, you'll do this."

When Ryan Deiss and I launched our [How To Create Best-Sellers Online](#) course several years ago, we provided our affiliates with what we called an "*Affiliate Attack Plan*".

Our early version of this concept walked the affiliates through detailed marketing steps for **EIGHT WEEKS** of promotion.

Do you get that?

We gave affiliates something different to do to promote us for eight straight weeks (that's two months!).

That's a huge canyon of a difference between the usual 1-2 times an affiliate does something proactive with an affiliate program.

What's the difference?

We handed them a plan.

Week one, you do this. Week two, you do this. Week three, you do this. All the way through eight weeks.

We had it setup so it wasn't bombarding their subscribers with ad after ad. It was very strategic.

- ✓ Solo mailing was week one.
- ✓ Free report was week two.
- ✓ Newsletter article was week three.

And it worked beautifully.

Listen to me carefully: people, in general, want a sequence of steps to follow. They don't want to have to figure it out on their own. They don't want to have to make decisions about what to do next.

They'd rather follow a proven plan. They'd rather check off this step and then move on to the next step.

If you'll notice in my affiliate center at InfoProfitShare.com, we still have a checklist of action steps in place. Here's a quick screenshot...

Ready... Set... Go...

1) Mask or redirect your affiliate link
I recommend you mask your affiliate link using one of the methods below.

www.TinyURL.com – This is a free program to shorten your links. It is extremely simple, and works well, especially if you plan to promote SmallReportsFortune in your email or forum signature file. (If you don't have a website or blog, this is the best option.)

Set up a redirect on your website –
If you have your own website, this is actually quite easily done. Just create a new page on your website and enter this code into the html area.

```
<html>
<head>
<title>:: Small Reports Fortune::</title>

<meta HTTP-EQUIV="REFRESH" CONTENT="0;
URL=http://infoprofitshare.com/go.php?offer=getresults&pid=5">

</head>
</html>
```

Need help? Here's a video for creating a redirect in Front Page. [click here](#)

We let affiliates know the first thing they should do is mask or direct their affiliate link to diminish affiliate theft.

Then, we systematically move them through steps 2, 3, 4 and so on, getting them to rebrand the PDF report, distribute articles, etc.

It's all laid out in step-by-step order, with detailed instructions on what to do each step of the way.

And that, folks, is what makes an affiliate program successful.

Note: Another idea is to setup an autoresponder sequence for

your "affiliate attack plan". This can be an OPTIONAL part of your program. (I.E. The affiliates can join the autoresponder sequence or not at their choice from within the affiliate center)

If they decide to join it, they would receive an email each Monday with an action step to complete for that week to promote one of your products.

I would highly recommend that you create an "*affiliate attack plan*" for your affiliates – a chronological checklist of action steps for them to complete in promoting their affiliate link.

Do this for each product you have in your lineup. The best part is, the basic structure can remain the same for all of your products – just make changes as necessary. (I.E. Insert different ads, articles, etc. for the specific product being promoted on the "affiliate attack plan".)

That brings us up to **Affiliate C4™ #3...**

Affiliate C4™ #3: Coaching.

You know, I find that there are many affiliates who are motivated, but they don't know HOW to do many of the things they are "*instructed*" to do.

And so, they don't.

Ouch.

You must provide MORE than content and ads. You must provide MORE than a step-by-step plan to work through.

You must provide training to help affiliates do the things necessary to make money for both of you.

Each of these Affiliate C4™ components builds upon the previous. As you add these 4 components to your affiliate center, your sales begin to see greater explosions.

- ✓ Content and ads gets you started.
- ✓ A workable checklist increases the profit.
- ✓ Training takes it up another notch.

Here's the thing about training –

***You only need to create the training materials once.
All affiliates can use them for a lifetime after that.***

Now, when I talk about training, I speak in regards to two areas –

1. Basic.
2. Advanced.

Simple enough, right?

Basic training would include teaching the steps necessary to accomplish the tasks outlined in your "*affiliate attack plan*".

What Nicole – my affiliate manager (we'll talk more about that later) – has done for my InfoProfitShare.com affiliate program is put together text and video tutorials explaining how to do several of the basic tasks we refer to in our checklist.

For example, we found that quite a few of our affiliates were completely new and didn't understand how to create a redirect page to hide their affiliate link.

So, Nicole put together a short video walking viewers through the process and we loaded it to our affiliate center blog.

Here's a quick screenshot...

Creating a Redirect in Front Page.

February 20th, 2007

Here's another question I received about creating a redirect for SmallReportsFortune.com :

Hi Nicole

I have a website and I would like to have a redirect set up, but I am not sure how to go about this . You're advice and suggestions would be very helpful. I am using front page 2003.

Here's a short video I put together on the fly to help answer his question. (It was created BEFORE I had my first cup of coffee, so, yes, I'm groggy!) 😊



Your **basic training** needs to provide the affiliate with instructions on how to accomplish the steps necessary to distribute your content and publicize your ads.

Taking It To The Next Level

There is an incredibly lucrative step that you can take in your "*basic training*" for your affiliate center that will send your sales over the edge.

And that step is to provide **multiple recommendations and resources**.

Don't just say "*use this solo mailing*", but rather say, "*here is a list of 25 places to buy solo mailings*".

Don't just say "*here are some keywords*", but rather say, "*here are the top 5 PPC search engines to advertise in.*"

Don't just say, "*distribute this ezine article*", but rather say, "here are 12 ways to distribute this ezine article".

Give the affiliate as many recommendations and resources as possible and you'll find that many won't just do ONE thing, they'll do NUMEROUS things!

Now, the other side of your training is "advanced training". That is, teach your affiliates how to become SUPER affiliates.

You know, we all talk about finding "super" affiliates to promote our products and services - wouldn't it be nice if we invested in those who aren't quite ready to leap tall buildings in a single bound and help them become the caped crusaders of tomorrow?

Okay, I'll step back down off my soapbox. ;-)

But seriously, if you will train your affiliates to become better affiliates, you'll get the benefit of it as it translates into more referred sales.

- ✓ Teach them how to write their own ezine articles to promote you.
- ✓ Teach them how to buy PLR content and convert it into original materials to promote you.
- ✓ Teach them how to create their own products that "backend" your product.
- ✓ Teach them how to become experts at using PPC advertising.
- ✓ Teach them how to develop viral marketing tools that lead back to your site.

I'm not going to give you a long list of marketing activities to stress the point. If you give your affiliates advanced training, you stand to gain from additional referred sales.

And, again, these are training materials you put together one time. Or, you can purchase reprint rights to other people's products and give them to your affiliates. Or, as we'll talk about later, you can get an affiliate manager to create them for you.

The point is: you need to train your affiliates, and train them well.

So, we have "creatives", "checklists", "coaching" and the fourth and final part of **Affiliate C4™** is...

Affiliate C4™ #1: Communication.

When you culminate in this final step of "*communication*", you'll build upon everything we've talked about so far and reach the biggest explosion of sales through your "sales army" – your "*affiliate team*".

It's important that you regularly communicate with your affiliate team.


Now, we'll talk about this more in a later section, but I do want to introduce the concept here and explain the two important aspects of communication.

1. Announcements. These would include any noteworthy news about the affiliate program, notices of added content and ads, new training resources, product launches, contests, etc.

2. Answers. It is absolutely critical that your affiliates be able to receive support from you (or an affiliate manager as we'll talk about later) for any questions they might have regarding the affiliate program.

One of the best communication tools you can use is a blog. It's good for making announcements, offering training and even answering generalized questions.

(Again, here's a quick screenshot...)



Jimmy D. Brown's
InfoProfitShare
Working Together to Make Money Online

Affiliate Program
Earn 50-75% on
Best-Selling
Products

Where Should you Give Away your Brandable Reports?

February 26th, 2007

Where Can you Give Away the free brandable reports from InfoProfitShare.com?

1. Your Ezine! Your subscribers will love you for sharing this great report with them.
2. Your Autoresponder! It is HIGHLY recommended that you load mailings for the ready-made content permanently in your autoresponder sequences such as your newsletter list, lead list, mini-courses, customer follow-up, etc. This way, as new members join your various lists, you'll automatically have a system in place to get many of them to buy Small Reports Fortune through your link - giving you more income. This is the "set it and forget it" kind of income we all can appreciate.

Pages
[About Jimmy We're Listed In](#)

Archives
[February 2007](#)

Categories
[Brandable Content \(3\)](#)
[Q&A \(5\)](#)
[Uncategorized \(1\)](#)

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(click on the image to read the blog post if you're interested)

You can also keep affiliates up-to-date by...

- ✓ Posting notices inside the affiliate center.
- ✓ Developing an affiliate forum where you post announcements.
- ✓ Publishing a weekly newsletter. (More on this later)
- ✓ Sending out email announcements.

The important thing is to regularly communicate with your affiliates. Don't bombard them with messages, of course. But do interact with them on a regular basis.

Again, we'll talk more about "communication" in its own section a bit later in our presentation.

So, there you have **Affiliate C4™** - the four components of an affiliate center that leads to explosive sales: Creatives, checklists, coaching and communication.

Now, before we move on to our next section, I need to backup just a bit and mention some basic things that you'll want to know about creating an affiliate center. We're going to do this by answering three simple questions.

1. What is the name of your affiliate program?
2. Where is your affiliate program found?
3. What does your affiliate program offer?

Let's answer each...

1. What is the name of your affiliate program?

It's not critical that your affiliate program have a "name", but I think it's important to have one "*overall*" affiliate program to promote ALL of your existing and upcoming products.

Instead of having affiliate stuff strung out over several different sites for several different products, it just makes it easier to **put it all under one roof**.

(And, it can actually make you more money as affiliates promote offers of yours that they didn't even know about.)

You can call it whatever you want, but "Jimmy's Affiliate Program" doesn't sound nearly as good as "InfoProfitShare™", does it?

I recommend that you develop a catchy, memorable name. Matching graphics would be a nice touch as well.

2. Where is your affiliate program found?

You can't have an affiliate center without a home for it.

My recommendation is that you register a domain name that matches your affiliate program name (Ex. I registered InfoProfitShare.com since that's the name of my affiliate program.) and host your affiliate center at its own exclusive site.

Again, this isn't critical. You can always host the affiliate center at your existing domain.

What you will need to include on some kind of "sign up" page is the following ...

- ✓ Instructions on how to join your affiliate program.
- ✓ When and how the affiliate will be paid.
- ✓ How much per referred sale the affiliate will be paid.
- ✓ Information regarding how the affiliate will access stats.
- ✓ A brief overview of how the affiliate program works.
- ✓ An affiliate program terms of agreement page.

For a complete example of this, visit InfoProfitShare.com and look for each of the components that I mentioned above.

Most of this will be taken care of by using Clickbank® and Easy Clickmate® as we talked about earlier if you go with those solutions.

Note: I do recommend that you have your own "terms of agreement" available at your site that affiliates must agree to before they can join your program. There are some standard forms you can find by searching Google.com or you can have someone like [Bob Silber](#) create a unique agreement for your program (this is what I did).

Okay, so that's the first "A", "Assemble tools". Now it's time to move on to step #3, the "L" of your **S.A.L.E.S. A.R.M.Y.™**, which is...

Step #3: L – LOOK for an edge.

News flash: you aren't the only person with an affiliate program.

You've got competition.

So, why should anyone join YOUR affiliate program instead of (or in addition to) that of your competition?

I want you to learn something today about affiliates that should be engrained in your head from now on –

Affiliates are fickle.

Listen, they go where the money is. And, rightfully so. Why promote a product or service that's making you \$100 per month when you can devote the same time and energy to a product or service that's making you \$200 per month?

So, what makes your affiliate program attractive to affiliates?

Let me quickly run down some things that affiliates want in an affiliate program and then I'm going to give you three simple strategies for making your affiliate program irresistible.

7 Things That Attract Affiliates

- 1. Something EASY.** We've talked about this earlier, but it's worth mentioning again. Affiliates want things that are "turnkey". They want to copy and paste, point and click.
- 2. Something RESIDUAL.** More than commission from a one-time sale, affiliates want to earn profit from multiple customer transactions. Offer numerous products to your customers and pay your affiliates commissions on all additional sales generated from the customers they refer.
- 3. Something SUPPORTIVE.** You need to be visible and accessible to your affiliates. One of the largest virtually ignored demographics is "non-super affiliates". That is, newbies and intermediates who can only generate a handful of sales for you. Support them and see how hundreds of these kinds of affiliates can produce thousands of dollars in profit each month.

4. Something INCLUSIVE. Affiliates also want a sense of community. They want to “belong” to something. Turn your affiliate program into more than “just another program”; make it a place where affiliates can repeatedly visit and interact with others. (Hint: An affiliate forum would be a great addition.)

5. Something VALUABLE. Everyone seems to be giving away “creatives” these days as we talked about earlier. However, most of them just really aren’t that good. If you provide high-quality free content to distribute, chances are you’ll separate yourself from your competition. Don’t just throw together some materials, make them first-rate.

6. Something RELIABLE. Affiliates want to be paid promptly. They want to know that you are a person of integrity; that they can count on you.

7. Something PROFITABLE. Let’s face it, this is the biggie. Affiliates want to make as much money per time invested as possible. That’s the primary reason why they are affiliates, right? You’ve gotta do everything in your power to help them make the most money they can.

Now, those are all pretty straightforward. No big surprises there. What I want to do now is give you three simple strategies you can implement to attract new affiliates. I call them “*affiliate magnets*”.

By using these three ideas, you should be able to easily distance yourself from your competition and attract affiliates for your program.

Affiliate Magnet #1: Better Compensation Than The Competition.

There’s a joke told about two guys out hiking when they see a bear running towards them. One guy begins to quickly take off his shoes so he can run faster. The other guy says, “Hey, you can’t out-run that bear!” The first guy says, “I don’t have to out-run the bear. I just have to out-run YOU!”

Here’s the point: all you need to do is out-run your competition. All you need to do in order to attract affiliates is to be better than those who are offering affiliate programs in your chosen field.

Now, specifically, in reference to “affiliate magnet #1”, you need to offer **better compensation than your competition.**

That is, your affiliate program should offer greater financial rewards than your competition does.

What I want to do is give you four suggestions on how to make your affiliate program more lucrative and attractive for affiliates in regards to earning them greater profit.

1. Adjust Your Selling Price.

Let's do the math here. Your competition all sell ebooks for around \$27.00 and offer 50% commission. Instead of doing the natural thing that so many people want to do – lower the price – you do the opposite and RAISE your price. You sell your ebook for \$47.00 and offer 50% commission.

Now, if you're an affiliate, all things begin equal, would you rather earn 50% commission on a \$27.00 sale or a \$47.00?

So, the first lesson to learn is this –

To attract affiliates, offer a higher profit-per-transaction commission than your competition.

If you need to add extra content, bonuses, alternate formatting, and other stuff to make your offer "worth" the higher price, then do it.

An easy way to attract more affiliates is to edge out your competition in price. Instead of reducing your price, consider raising your price.

2. Adjust Your Commission Percentage.

Most "digital" products (I.E. Ebooks, downloadable software, member sites, etc.) offer the standard 50% commission rate. In fact, if you aren't offering at least 50% commission, you probably won't get much interest among prospective affiliates unless you've got some X factor that's too hard to refuse.

So, most affiliate programs stick to the middle of the road 50% commission rate.

Take a look at your competition. Chances are, most of them are at 50%, right?

So, how can you distinguish yourself among the competitors? How can you attract affiliates to YOUR program?

You raise your commission rate to 75%!

Now, at first glance you might be thinking, *“But, but, but, I’d only be making 25% of the sale price if I raise the commission that high!”*

Here’s what I want you to consider: which of these would you prefer to have as the owner of your affiliate program ...

1. 50% of no sales generated or very few sales generated.
2. 25% of a bunch of sales generated.

Do you see the point here?

By offering a HIGH commission percentage, you will DEFINITELY get attention from potential affiliates. Combine a high commission percentage with a higher-selling price (see point 1 above) and you’ve got new affiliates ready to join now.

So, the second lesson to learn is this –

To attract affiliates, offer a higher commission percentage than your competition.

Don’t take my word for it. Go to [Clickbank’s Marketplace](#) and take a look at the top-ranked affiliate programs. Most of them offer 75% commission. That’s what gets the attention of affiliates.

In fact, there are those affiliates that will AUTOMATICALLY spend their time promoting the sites that offer the highest commission percentage.

3. Adjust Your Conversion Rate.

Another thing that is completely under your control is how well your product sells. That is, you can **continually improve** your sales process, your offer, etc. to convert a higher number of visitors into paying customers.

That’s another very critical part of the affiliate puzzle that most people don’t spend much time on.

Think about this for a moment. What does an affiliate LOVE to see in their inbox?

They love to see SALES NOTIFICATIONS. They love to see that email which lets them know they’ve referred a customer and earned a commission.

The more of those sales notices they receive, the more excited they're gonna get about you and your product. That excitement turns immediately into more effort in promoting you.

And that means more profit for you!

It also allows smart affiliates to spend more money on advertising your products. Let me say that again. It also allows smart affiliates to spend more money on advertising your products.

The higher your conversion, the higher the value of each visitor to your site. The higher the value of each visitor, the more money affiliates can spend to get that visitor.

So, the third lesson to learn is this –

To attract affiliates, generate a higher conversion ratio of visitor into customer than your competition.

Again, we're talking about a phenomenal amount of sales growth when you add each of these concepts to your program.

4. Adjust Your Sales Opportunities.

In other words, give the affiliate multiple opportunities to earn profit from their effort.

There are a variety of options for this, including –

- ✓ **Up-sells.** That is, you offer an additional report or "deluxe" version of your product at a higher-price on your order page. Instead of spending \$47.00 with you, the customer has the opportunity to spend \$67.00 with you and your affiliate earns extra commission.
- ✓ **Down-sells.** That is, for those who can't afford (or aren't willing to invest) the \$47.00 for your product, they are offered a \$27.00 "lite" version. Your affiliate earns a commission on a lower-priced offer rather than no commission at all.
- ✓ **One-Time Offers.** You present a premium-priced offer that is only available one-time during or after the process that you reward the affiliate a commission on.
- ✓ **Backend Offers.** Offers inside the product, on the fulfillment page, and inside follow-up emails can all be included to give the affiliate more opportunities to earn referral commissions.

It's all just a part of marketing and it makes for an attractive offer for affiliates – the opportunity to earn multiple commissions per customer referred.

So, the fourth lesson to learn is this –

To attract affiliates, present more opportunities to profit than your competition.

When you do these four things you'll have "affiliate magnet" #1 attracting new affiliates for you with an irresistible force!

So, let's move on to "affiliate magnet" #2...

Affiliate Magnet #2: Impressive Incentives.

While everyone else is standing around with their standardized, run-of-the-mill affiliate commission structure, you'll be enticing all of their affiliates away from them to your program -- if you **offer incentives**.

In fact, if you offer the kind of incentives I'm going to talk about briefly, you'll...

Convince new affiliates to join your affiliate program!
Convince both new and existing affiliates to stay active!

That's exciting, huh?

So, let me explain what I mean by offering "impressive incentives". There are five of them worth mentioning...

1. RECRUIT. This would be some kind of free gift to be received upon joining your affiliate program. By offering a "signing" bonus of some kind, you'll get the attention of prospective affiliates. Put together something valued at \$97.00 and offer it for free to anyone who joins your affiliate program. This will get you new recruits. Will they join primarily as a "freebie seeker"? Maybe, but once you've gotten them to join, you'll be able to use the remaining "incentives" to get them active.

2. REFERRAL. This is a big one that virtually no one uses – and that is to offer an incentive (a cash award or some kind of free product or service) when the affiliate gets their first referred sale. This is a SUPER way to get affiliates to promote you immediately upon joining your program. Let them know that all they need is one referred sale to qualify for the incentive. You'll get quick sales, plus many will produce more than one referred sale!

3. REACH. This would include incentives for reaching a specified number of referred sales. Whether you increase their commission rate upon reaching the level, award them a one-time cash bonus or present some kind of gift/prize, this is another way to motivate affiliates. If you can notify them with a message like "Only 3 more sales to GOLD status", you'll have them scrambling to promote you again and again.

4. REVIEW. While this one wouldn't be something you want to offer to EVERY affiliate (otherwise you'd have customers join your program just to get the product free), it is a good idea to offer a free copy of your product to certain affiliates that you feel would have the potential to produce a lot of sales for you.

5. RECIPROCATION. That is, you offer to reciprocate the promotion favor for certain affiliates (I.E. "super" affiliates). In other words, "If you promote me, I'll promote you." Or, you could offer some other kind of reciprocation. (Ex. I'll transcript your audios, I'll host your web site, I'll create graphics for you, I'll do XYZ in exchange for you promoting my offer.)

What affiliate program do you personally know of that offers these kinds of incentives? How about your competition? If you can think of any at all (doubtful), chances are you can count them on one hand.

It's a tremendous way to not only attract affiliates, but get them to become **active participants** in your program.

There's one more "affiliate magnet" to go...

Affiliate Magnet #3: A Different Approach Than The Norm.

The problem with most affiliate programs is simply that they aren't very good. They don't do much (if anything) that we've talked about so far.

And, of the small percentage of affiliate programs that do some of the things we've identified (or even MANY of the things), they pretty much take the "cookie cutter" approach. In other words, they all look the same.

Developing a "unique sales proposition" (USP) is just as important for your affiliate program as it is for your product, website and business.

If you want to make an impression upon potential affiliates, one of the surest ways to do it is to BE DIFFERENT. Be unusual. Be unique.

Think about this –

If you went to the zoo and there were five monkeys playing in a cage and one of them was wearing a wedding gown, which would get your attention?

And, even to a lesser degree, think about this –

If you went to the grocery store and saw five identical corvettes parked side by side. Four of them were black and one was red. Which would get your attention?

Different stands out.

A critical first step to getting affiliates to join your affiliate program is to get them to notice your affiliate program. And a sure way to do that is to take a different approach than the norm; to take a different approach than your competitors.

Now, I can't tell you what to do in order to make yourself different. If I start making suggestions, everyone who gets this course will start doing them and then no one will be different anymore!

It's like Dash said in The Incredibles, "Saying everyone is special means no one is."

I will give you a few examples of what I've seen other people do to make their affiliate programs stand out just to give you some ideas...

- ✓ Instead of offering a rebrandable PDF report for your affiliates to give away, why not offer a rebrandable video presentation?
- ✓ Instead of sending an email to a "super affiliate" to entice them to take a look at your program, why not send them \$10 to their Paypal account with your request?
- ✓ Instead of asking your affiliates to promote your latest article, why not give them a set of comics to distribute?
- ✓ Instead of asking affiliates to quit doing what they are already doing, why not provide them with materials to ENHANCE what they are already doing while indirectly promoting you? (More on this in an upcoming section.)

- ✓ Instead of giving affiliates 50% commission, why not give them 100% commission on the sale and be content to build your list to backend other offers?

There are many ways that you can be different than your competitors.

And different can be very good.

I encourage you to try thinking outside of the box. How can you do something that others aren't doing?

I've just handed you detailed instructions on how you can get an edge over your competition and attract more active affiliates into your program.

I'm telling you the truth here. If you'll do some of these things – not necessarily everything we've talked about – but if you'll just get some of these things in place, you'll find that the results will speak for themselves.

Up next we have step #4, the "E" of your **S.A.L.E.S. A.R.M.Y.™**, and that is...

Step #4: E – EXPLAIN the benefits.

By this point, you should have something pretty special in place.

If you've followed the instructions thus far, then you've got a nice affiliate program with an attractive offer.

It's almost time to let the world know about it and begin recruiting affiliates. The only thing standing between here and there is this idea of "*explaining the benefits*".

That is, you want to create a contact letter to send to potential affiliates when you begin communicating with them as we'll talk about next. So, let's talk about that for a few minutes.

Seven Parts Of Professional, Personal and Profitable Contact Letters (Try saying that five times as fast as you can. ;-)

- 1. Remark.** You want to begin your contact letter with a personal remark. That is, you want to quickly let your contact know that you are communicating with her on an individual basis, not as a mass mailing. Mention something about the person, their newsletter, their web site, their comments ... something specific for the individual reading the email.
- 2. Relation.** Next, you'll want to point out some connection you have with them; something in common which you both share. By establishing some sort of bond you'll not only be able to "click" with the contact, but will also be able to seamlessly move into "why" you're contacting them in the first place.
- 3. Reason.** Next, you'll want to mention the reason why you are contacting them ... specifically, to establish a working relationship in which you both stand to gain something.
- 4. Requirement.** Inform the contact what their involvement in the project will consist of. Remember the golden rule: you want to make this as simple and easy as possible. It's all about YOU doing most of the work and them simply tapping into their existing assets to bring about mutual gain.

5. Reward. Then, you'll want to let the contact know exactly what they stand to gain. Don't go overboard with potential results and, for goodness sake, don't hype up the arrangement. Simply point out the specifics of your offer: commission percentage, profit per sale, conversion rate, etc. Here is what you get.

6. Recognition. While it isn't necessary, it would be a benefit if you can also point to some familiar "names" within your industry who are working with you on the project, who have worked with you in the past or who have referred you to the person you are contacting. Social proof goes a long way to establishing credibility. Credibility fosters trust. And trust gets you in the door.

7. Response. Always close out with an "open ended" question. Why? Because it elicits a response. When you start, and then extend, a conversation, you'll be well on your way to getting a participant in your project. End your contact letter asking the person to respond in some way to your inquiry.

Now, let's put this all together. Let me give you a quick example letter that was written based on the formula that I've just given you.

Dear Nicole,

I was visiting your LadyPens.com site this evening (here's hoping you hit the 10,000 article mark soon!) and I noticed that you give away free memberships for women writers.

I also am very involved in working with writers (it's my passion as I can tell it is yours as well) and was wondering if you might be interested in working together on a simple project.

I've just finished a 24-page report entitled, "5 Steps To A Big-Profit, S.M.A.L.L. Report Business" that teaches how to create 7-15 page small reports to sell online. I'd like to offer you this free report to give to your members and subscribers.

At the end of the report is an advertisement for my Small Reports Fortune course and we can customize the report with an affiliate link so you would earn 75% commission on any sales generated by simply giving away the report.

Several of your contributors (Alice Seba, Kristie Tamsevicius and Kelly McCausey) have already been giving away the report and have seen very good results.

You can download the report to preview at
<http://www.smallreportsfortune.com/preview/nicole.pdf>

Please let me know if you would be interested in giving this away to your contacts. I'll be glad to customize it for you and set up everything on your behalf.

How close are you to your goal of 10,000? Maybe I can help.

Best regards,
Jimmy D. Brown

Now, that's an email that will get interest. Guaranteed.

Now, after explaining the benefits, it's time to go find someone to explain them to!

All right, up next we have the "S" of your **S.A.L.E.S. A.R.M.Y.™**, and that is...

Step #5: S – SEARCH for partners.

What I'm going to do is give you – to my knowledge – the most comprehensive index of ways to find potential affiliates that exists.

If it's not THE largest list of ways to find affiliates, then it is certainly one of the largest lists.

I'm going to share 20 different ways to find affiliates for your program ranging from free to low-cost to premium-priced solutions.

Note: These are in no particular order.

1. Tap into your existing network.

Those most likely to become your affiliates are those who already have a relationship with you. Assuming, of course, that they like you. ;-)

Seriously, your subscribers, customers and site visitors (even if they are few) should be the first contacts you make in recruiting affiliates for your program.

- ✓ Send out a broadcast mailing to your subscribers notifying them of your affiliate program.
- ✓ Make contact with your customers ... both as a one-time mailing and in your "thank you for ordering" emails.
- ✓ Create a shortlist of your "best" contacts (those who've repeatedly ordered, make multiple communications and / or have a solid relationship).
- ✓ Mention your affiliate program INSIDE the product you are selling itself.
- ✓ Load an automated message about your program to your autoresponder sequences.
- ✓ Post links, buttons and other notices for your affiliate program in high visibility locations at your website.
- ✓ Mention your affiliate program on your order fulfillment page. (I.E. "Download" page)

The best place to begin promoting your affiliate program is to use your existing assets – your relationships with your network of influence. This should yield a decent number of quality affiliate recruits.

2. Submit your program to affiliate directories.

You'll want to get your program listed in as many of the affiliate program directories as possible, especially the "popular" ones such as AssociatePrograms.com .

This can be a tedious and time-consuming task, but it's a one-time chore that gets you long-term exposure, so it's definitely worth doing.

Note: There are many directories out there, but I recommend that you spend time working your way down the list that Google® has compiled. They have the index ranked based on their Pagerank® system, so you'll be focusing on the most valuable sites instead of wasting time on affiliate program directories with very little real benefit to you.

You can access their index by [Clicking Here](#) .

Note: There is also an affiliate directory spreadsheet included with this course.

3. Use an affiliate program announcement service.

As I mentioned, it can take some time to manually do the submissions to the affiliate directories.

If you have the budget to support it, an easy way to speed up the process is to use an affiliate program announcement service to make the submissions on your behalf.

If you go to AffiliateAnnouncement.com you'll find a service that will submit your affiliate program to all the major directories for you.

Note: Their "All-Inclusive" package is the best deal and includes a variety of submission, research, writing and review services.

So, that's another method of promoting your affiliate program. The more visibility you get, the more affiliates you get.

4. Post to an affiliate program announcement forum.

There are affiliate program forums where you can "announce" your affiliate program for all visiting affiliates to see. One example is <http://forum.abestweb.com/forumdisplay.php?f=344>

There are others as well. Drop by Google.com and search to find forums where you can announce your program.

Note: Don't forget to read the posting guidelines at these forums to learn what the "rules" are BEFORE you post.

5. Search ezine article directories.

There are many ezine article directories online which index articles that the authors have given permission to reprint.

Some of the more popular directories are –

www.EzineArticles.com
www.SubmitYourArticle.com
www.GoArticles.com

Now, how do you use these ezine article directories to find potential affiliates?

1. Visit the site and click on a category related to your product. (Or, you can search for a "keyword".)
2. Identify articles that are related to your product.
3. Click on one of these articles.
4. Click through to the URL listed in the resource box of the author.
5. Find the author's contact email.
6. Make contact.

You'll find that ezine article writers can be great affiliates because usually they are marketers ... that's the primary reason why people write and distribute ezine articles.

6. Look in blog directories for active bloggers.

Again, there are numerous blog directories such as <http://search.blogger.com> and <http://www.blogcatalog.com> . (You can find more by searching for "blog directory" at Google.com.)

Look for active bloggers who have blogs related to your product topic and approach them for potential affiliate partnership.

7. Attend conferences to make personal contact.

There are workshops, conferences and other events for virtually every industry in the world. Find out when and where upcoming events will be located and **make plans to attend**.

Take business cards, copies of your product and proposal letters with you to hand out to other attendees and to panelists.

You'll find that some of your best affiliates come from personal introductions at these conferences.

8. Interact at affiliate marketing forums.

There are dozens of affiliate marketing forums – many of them with a lot of traffic – where you can interact (Ask questions, provide answers, etc.) and include a link to your affiliate program at the close of each post you make.

The key to finding affiliates at these marketing forums is two-fold ...

1. Quality Contribution. That is, your posted messages must be informative and helpful ... to show that you know your stuff so you can gain credibility.
2. Attention-Grabbing Resource Link. Make the most of your resource link. It's not, "Join My Affiliate Program", but rather "Give Away This Video And Earn \$100!"

The more visibility you get in these forums, the more visibility your resource link gets ... and that translates into people clicking thru to your site and, ultimately, joining your affiliate program.

9. Join available partner networks.

You'll also want to consider joining one or more of the available "*joint venture partner networks*". There are a growing number of these networks whose primary purpose is –

To connect partners for promotion.

The concept is simple: members are made up of persons interested in promoting offers related to their own market. As a member, you post your offer and those who want to participate do so.

Of these partner networks, there are both free and paid groups available. Just a few include...

<http://www.JV-Network.com>
<http://www.JVNotifyPro.com>
<http://www.JVAlert.com>

You can find others by searching for "JV network" and "joint venture network" at Google.com.

10. Buy advertisements in affiliate newsletters.

Look for high quality affiliate newsletters (Ex. AssociatePrograms.com) and purchase classified ads (and/or solo mailings, if available) in these publications to advertise your affiliate program.

Don't be afraid to spend money to make money!

Think about this –

Let's suppose you pay \$100.00 for an ad in one of these affiliate newsletters. All you'd need to get out of it is ONE quality affiliate to make more than that back from their referrals!

And the results are incredibly fast. While posting at forums, etc. is a great way to get new affiliates, they can take some time. By purchasing ad space in newsletters, you can see results on the same day the publication is released.

To find quality affiliate newsletters to advertise in, consider these four suggestions...

1. Search Ezine Directories such as <http://www.ezine-dir.com/> and <http://www.DirectoryOfEzines.com> .
2. Search Google.com for "affiliate newsletter".
3. Visit the affiliate program directories I mentioned earlier and see if they offer a newsletter – many do.
4. Drop by marketing forums (both "internet" and "affiliate") and ask for recommendations.

That should yield several quality publications to advertise in.

11. Search the Clickbank® marketplace.

Product owners who are selling goods similar to yours (and, sometimes, even directly competing with yours) make for perfect affiliate partnerships.

Visit <http://www.Clickbank.com/marketplace.htm> and choose the category related to your product. The author of virtually every product listed in your category will be a potential partner.

Variation: Go to affiliate program directories and see who has affiliate programs that are related to your own. They are potential affiliates as well.

Make it mutually beneficial and you should find new partners who are already actively marketing similar products.

12. Purchase low-cost newsletter advertisements.

There are several places online, including Partenon.com, who offer "2 Bucks An Ad". That is, you can purchase classified ads in newsletters for only two dollars each.

While you probably won't get a ton of affiliates this way due to the abundance of ads being sold, even if you just get one new affiliate per ad, it's well worth the two bucks!

(Note: Use a "junk mail" email address if you choose to sign up for this service, as you may be required to sign up for the lists that are mailing your ads.)

13. Buy Google Adwords® and other PPC ads.

You can advertise your affiliate program on Adwords® and other pay-per-click search engines to attract affiliates as well.

Example: You can advertise for "keyword affiliate program" such as "diet affiliate program".

You may not get a lot of visitors by using this method, but those that you do receive will be very targeted due to the searched phrase.

14. Look for existing advertisers with your keywords.

There are a couple of great ways to see who is already advertising products and services similar to your own that are worth mentioning –

1. Drop by Google.com and search for keywords related to your offer. See who is advertising in the Adwords® section (tiny ads to the right of the screen). These are potential partners.
2. Drop by Yahoo.com and search for keywords related to your offer. See who is listed in the top twenty spots (these are generally paid advertisers). Again, these are potential affiliate partners.

You should find another selection of people to contact about your affiliate program.

15. Identify those who rank highly in search engines for your keywords.

The other side of search engines (the opposite of “paid” advertising) are those who are listed “naturally”.

Visit Google.com (and other search engines such as Yahoo.com, etc.) and search for keywords related to your product.

You should find page after page of sites indexed in the listing. Visit these and contact the owners to recruit new affiliates.

16. Use specialty search tools.

There are several really good software programs that can be used to search for new affiliates on your behalf, cutting your research time down to virtually nothing.

A few of these tools include –

- <http://www.Arelis.com>
- <http://www.LinkCapture.com>
- <http://www.SuperAffiliateFinder.com>
- <http://www.scamfreezone.com/spider/>

If you have the money to invest, these can be great resources to use in finding new affiliates to recruit into your program.

Note: I personally use Arelis and find it extremely robust.

17. Outsource your affiliate recruiting.

There are actually services available such as the one at partnerific.com where you can have someone else recruit affiliates on your behalf.

If you have the budget for this, you may want to consider outsourcing your affiliate recruitment to one of these resources.

It's not for everyone, but it can take a lot of the work off of your hands so you can concentrate on other things.

18. Watch for those who participate at forums.

I've talked several times about forums for good reason. It's the community gathering place for many of those within your market.

So, let's look at one more great way to use the built-in traffic to your advantage in finding potential affiliates.

The idea here is to watch for those persons at your favorite forums who actively participate in discussions. Specifically, for those whose posted messages indicate that they have a level of experience.

These individuals can be great assets to your program for a variety of reasons: they are experienced/knowledgeable, they are visible, they are active. Three adjectives that you'd hope would describe each of your affiliates!

19. Join every related list you can find.

That is, join ezines, mini-courses, etc. and look for products, resources, etc. that are being announced and reviewed. The owners of those resources are potential partners.

Look at who is advertising and what is being advertised. Again, these are people you should contact about joining your affiliate program.

If you'll become a "spy" by joining as many lists as possible and be observant, then you'll find many potential affiliates along the way.

Note: Make sure you join with an email address other than your primary one because you'll be receiving a lot of email!

20. Tap into the search power of Google®.

I've found Google.com to be the best free research tool on the planet for finding new affiliates for your affiliate program.

There are (at least) seven ways to search Google's massive database for potential partners:

Popular Products. Conduct a search for the title of your competitors' products to see which sites are actively promoting those products. Those who are already promoting similar products are likely candidates to promote yours. (And, they are obviously already familiar with affiliate marketing.)

Example: If your product is about "niche marketing" do a search for "Nicheology".

Article Titles. Conduct a search for the title of articles related to your product. Identify which sites are currently showcasing those articles and see if they will load your article to their site as well. (Note: You can find article titles at popular article directories such as GoArticles.com)

Example: If you've got an article related to free traffic, do a search for "How to Sell 300% More Of Your Product in 72 Hours Than You Did All Month". (Use quotations)

Accessories. Conduct a search for items that are related to your offer, but not identical to your offer.

Example: If your product is about "web site templates", do a search for "hosting" or "salesletters".

Advertising. Conduct a search for terms that are related to your product and then look for those who are currently advertising using Google's Adwords(R). (The tiny ads in the right margin of the browser window). These will be more experienced marketers and more likely to be open to a joint venture proposal.

Example: If your product is related to "dieting", then search for "diet", "diet program", "weight loss", "exercise", "lose weight", etc.

Authors And Experts. Conduct a search for the names of well known authors and experts within your field of interest. You'll likely find NUMEROUS sites mentioning that expert ranging from promoting their products to posting their articles to making comments about their influence. Look specifically for those who are using affiliate links.

Example: If your product is related to "internet marketing" then search for "Jimmy D. Brown".

URLs. Conduct a search for a word or phrase related to your topic of interest in the URL of the sites listed in Google's database. You can do this by using the search string, "inurl". I.E. inurl:"travel discounts". This will return a listing of all indexed URL listings that contain that phrase.

Example: If your product is about "rose gardening" do a search for inurl:"rose gardening".

Tips And Articles. Conduct a search for a combination of a word or phrase related to your topic of interest, along with the words "tips" and "articles". I.E. "marketing tips", "time management articles".

Example: If your product is about "UFOs" do a search for "UFO articles".

Using Google.com's search features makes it easier than ever to find affiliate partners.

Recap and What's Ahead

We're talking about creating your own S.A.L.E.S. A.R.M.Y.™; starting your own affiliate program.

Just as a quick recap, we've just covered the first 5 steps in the process:

- S - SETUP your program.
- A - ASSEMBLE tools.
- L - LOOK for an edge.
- E - EXPLAIN the benefits.
- S - SEARCH for partners.

Now we're about to go through the next 4 steps:

- A - APPLY gentle pressure.
- R - RECRUIT indirectly.
- M - MAKE an investment.
- Y - YEARN to expand.

We're about to look at other ways to recruit new affiliates indirectly. That is, you'll learn some specific things you can do that will automatically yield more affiliates as a secondary by-product of the activity.

We'll also look later in this **S.A.L.E.S. A.R.M.Y.™** course about how to hire an affiliate manager to do 90% of everything we've talked about so far FOR YOU. In other words, most of what we've looked at (setting up an affiliate center, recruiting affiliates, etc.) can be done by someone else ... even without spending any money. That's still to come.

Step #6: A – APPLY gentle pressure.

One of the most frequently asked questions that affiliate managers pose is simply this –

How do I get my affiliates to actively promote my products and services?

If you've been around internet marketing long enough, then you know it's not an easy task to keep affiliates active and loyal. Why? Because there are a lot of competitors out there who want your affiliates' attention just as much as you do.

And, as we've discussed earlier, affiliates are fickle.

- ✓ They go where the money is.
- ✓ They go where the allure of ease is.
- ✓ They go where the latest craze is.

If you want to keep them – AND keep them active – you've gotta do more than simply put up some ads and articles and keep your fingers crossed that they won't go off searching for greener pastures.

They will.

It won't be long until they're gone. Guaranteed.

If you want them to stick with you, then you need to give them some compelling reason to do so. You need to "apply gentle pressure".

That's what we're going to talk about now -

How To Keep Affiliates A.C.T.I.V.E.™ In Your Program

I've used the word "Active" as an acronym to illustrate the 6 Keys to keeping affiliates "A.C.T.I.V.E.". These 6 keys are...

- A – ALERTS.
- C – COMMUNICATION.
- T – TRAINING.
- I – INCENTIVES.
- V – VISION.
- E – EXTRAS.

We're going to make our way through these 6 keys and, as we do, I'm going to share a staggering 30 different strategies you can use in order to get your affiliates "a.c.t.i.v.e." in promoting your products and services.

Let's begin with key #1...

A.C.T.I.V.E. Affiliates Key #1 – Alerts.

That is, you want to notify your affiliates of something which requires their immediate attention in order to cash in on a revenue-generating opportunity.

If they snooze, they lose.

Now, what I want to do is just share 5 simple ideas for creating limited opportunities for commissions which will "force" your affiliates to get active or get left out.

1. Raise the commission for a limited time.

Let's assume that you offer 50% commission as your standard rate. With this idea, you'd raise that commission to 75% for a short amount of time, say for instance *"the next 3 days"* or *"the next week only"*.

What this does is give your affiliates a compelling reason to get off the fence and do something NOW ... because they'll be getting a significantly higher commission if they refer sales during the special increase.

2. Offer 100% commission for a special project.

Why not take this one step further and offer all the sales proceeds to your affiliates for a short period of time. This is certain to get interest.

Why would YOU do this?

It's simple: you build a list of leads and customers to offer "backend" products and services to. You sacrifice some initial profit to gain even more profit after that first sale ... and you've got new leads/customers you can profit from for an **extended period** of time.

3. Create a 3-day firesale or special offer.

Put together some kind of special package deal that you offer for 3-5 days only.

This is another great way to get affiliates active – again, if they want to cash in on the opportunity, they have to do it during the 3 days of the firesale or they'll miss out because the offer is no longer available.

Note: A variation to this idea is to limit the units sold.

4. Make special bonuses available.

Again, this is a nice way to get benchwarmers into the game. Create a special report or use another product or some additional premium that you allow your affiliates to give away to THEIR customers who buy your product or service.

But, here's the catch: only the first 25 affiliates are allowed to give away your additional bonus, or the bonus is only available for a limited time.

A great idea to use in conjunction with this is to contact your **inactive** affiliates and make this offer to them to kickstart their interest in your program.

5. Develop a time limited, 3-part video series.

Something that you see more and more of now – and will see even more in the future – is this idea of hosting different “episodes” of a video series at your site and then removing each “episode” after a few days when the new one is released.

In other words, you'd have a 3-part video series sharing content on a particular subject that's designed to promote your product. You put video #1 up for 72 hours then you take it down and replace it with video #2. After 72 hours you remove it and put video #3 in place.

This is a great idea to get affiliates active for several reasons:

- (1) They have to promote it NOW or the videos will no longer be available,
- (2) They can promote the same series THREE times – when each new video is released,
- (3) They can expect results because their contacts have to view the videos NOW or they will no longer be available. Superb way to get affiliates active.

A.C.T.I.V.E. Affiliates Key #2 – Communication.

Let me warn you not to do what you are almost certainly going to do despite my warning not to do it. ☺

Do not minimize this section.

I know what's gonna happen. I'm gonna start telling you about communicating with your affiliates and it's not gonna sound nearly as "sexy" as what we just talked about or what we'll talk about next.

So, you're gonna say, "Yeah, he's right – I need to communicate" and you're not gonna devote yourself to it nearly as much as you do many of the other strategies we're looking at.

Don't make that mistake.

Communication is critical to ALL of your affiliate management strategies.

It's not to be treated as an afterthought. It's not an "also ran" – it's the race winner. Communication is the fuel source for everything good about your affiliate program.

Don't ever forget that.

Now that the National Weather Service has issued the storm warning, I hope you'll be wise enough to take cover. ☺

Let's look at five ways to integrate solid, results-generating communication into your affiliate program management...

1. Publish a weekly newsletter and/or blog.

Every week your affiliates should hear from you with affiliate training, tips, news, "alerts", notifications of new content and so forth. I recommend that you answer at least one or two affiliate questions every week.

Regularly hearing from you is a REMINDER to do something proactive.

And that will automatically translate into more sales for you. Especially if your newsletter is instructive – I.E. You tell them what to do.

2. Maintain an active forum.

Most affiliates want to belong to a “community”. They want a place where they can hang out, swap ideas, ask questions and feel like they are a part of something. By creating your own affiliate program forum, you’ll give your affiliates just such a meeting place.

And when you (or your affiliate manager) actively interacts at the forum, you’ll be able to get affiliates visiting often. Again, this increases awareness, and awareness increases action.

3. Make personal contact.

When was the last time a “guru” or affiliate manager contacted you personally? I don’t mean an email that was sent out to every affiliate that “sounded” personal. I mean an email that was actually sent to YOU ... one-on-one.

Hasn’t happened in a while, huh? Probably has never happened. And, yet, wouldn’t that mean something to you if it did happen? Wouldn’t you think “this person cares”? At a minimum, you’d think “this person is different”.

There’s a real good chance if you contact your affiliates personally, it’ll get them active. Start at the top of your affiliate list and personally contact 10-15 affiliates each week. Thank them. Ask them to share what they need. Make special deals with them.

4. Respond quickly to questions.

One of the quickest ways to lose an affiliate is to ignore them. Or, to respond to them in an unacceptable time frame. The flipside of that is also true: if you respond promptly to the inquiries of your affiliates, you’ll be much more likely to create loyalty. No one wants to promote someone who has no interest in supporting them. Whether you outsource this, have your affiliate manager handle it or do it yourself, it’s imperative that you answer questions promptly.

Note: If you create a “standard answer” to common questions, you can simply “copy and paste” your response in communicating with your affiliates.

5. Develop a FAQ page.

Speaking of frequently asked questions, it's a good idea to put together a FAQ page at your site to refer affiliates to when they need help.

How does this get your affiliates "active"?

Think about it -

- ⇒ If affiliates don't know how to retrieve their login details, how can they access the promotional materials?
- ⇒ If affiliates are unsure of how to verify their affiliate link, will they promote something they don't know is crediting them?
- ⇒ If affiliates are having trouble branding a report, will they distribute it without their affiliate link?

Bottom line: get a FAQ page in place.

A.C.T.I.V.E. Affiliates Key #3 – Training.

I know that we've talked about training in an earlier section, but there are some additional things that I want to mention in this specific part of getting affiliates "a.c.t.i.v.e."

Let me quickly explain what you need to do to separate yourself from your competition –

Offer more.

It's like Affiliate Program Survivor, you gotta outwit, outplay, outlast your competition.

And the best way to do this is outtrain your affiliates!

Learn this –

If you provide more training for your affiliates than your competition does, you'll automatically increase your chance of keeping your affiliates active and loyal.

In fact, I recommend you ...

Provide your affiliates with some new promotional activity to do every single week.

Now, as with the other methods of keeping affiliates “a.c.t.i.v.e.”, I’d like to share five simple strategies you can implement in this key, the “training” key...

1. Give them a checklist of things to do.

If I’m repeating myself here on this particular idea, it’s because it’s so important and so under-used. You need to provide your affiliates with a checklist of action steps. Do this first. Then this. Next comes this. Break it down into simple steps.

One of the worst things you can do is provide your affiliates with brilliant advertisements and content arranged in a completely disorganized clutter of a mess. Affiliates need, affiliates require, some sense of order.

If there are three things that I think are MANDATORY (in some form) when it comes to training your affiliates that I haven’t mentioned they are –

(1) A Quick-Start Guide.

Explain to your affiliates the easiest way to see results quickly. Nothing will get and keep affiliates active better than racking up commissions. Nothing. So, it’s imperative that you provide your affiliates with a “this is what you need to do first” set of instructions. Fire your biggest guns early so they’ll see profit early.

(2) A 30-day checklist.

Have your affiliates’ first month of promotion all planned out for them. Day 1 do this. Day 2 do this. Day 3 do this. Give them a very simple set of activities to accomplish on each day of their first month. Be sure to include things like: visit the blog for tips, take the day off, study XYZ training materials, watch the XYZ video, etc.

(3) A Weekly Planner.

After their first month is over, they should have a set of activities that they’ll do every week from that point on.

Example: On Mondays, they'll publish a newsletter. Tuesdays is forum interaction. Wednesdays is purchase advertising. Etc. Provide them with some general guidelines for promoting your products and services throughout a regular "work" week schedule.

The Real Key To Training Affiliates

Let me quickly say something about training -

Be as specific as possible in your instructions and always refer to YOUR marketing materials in those instructions.

- It's not, "*choose one of the articles to post to your blog*", but rather "*Reprint the first article, '5 Keys To ...' at your blog*".
- It's not, "*Send out a mailing to your list*", but rather, "*Send out the 'Next 5 Minutes' solo mailing to your list.*"

Why the distinction?

1. Firstly, as trivial as it may seem, most affiliates don't want to make choices for themselves. Which article should I post first? Which of these will get the best results? Etc. Make it as easy as possible.
2. Secondly, by mentioning YOUR specific materials you'll increase the likelihood that your affiliates will use the training to promote you instead of your competition. Remember, you are educating people to become better affiliates – once they are trained they can use that training to promote anyone they want. By mentioning your materials in the instructions you subconsciously plant the seed to stick with your program.

2. Host a monthly teleseminar.

That is, you hold a 60-90 minute training call once per month. Why? Because people will tune in. Especially if you give them some compelling reason to -

"This Thursday night I'm going to share a simple way to double your commissions working about 15 minutes each day".

You can answer questions, have a guest speaker to interview, create a tutorial, and so forth. The important thing is: you've got your affiliates' attention and that's an important part of getting them to take action.

3. Create an affiliate marketing library.

Begin with article training since articles are relatively easy to write ... and systematically cover all the different aspects of affiliate marketing.

Teach your affiliates -

- ⇒ How to setup things like their affiliate link, rebranding reports, setting up a blog, loading autoresponders, etc.
- ⇒ How to generate traffic to their affiliate link through PPC advertising, writing articles, posting at forums, etc.
- ⇒ How to build their lists, preselling, copywriting, etc.

Create one new training article each week and walk your affiliates through affiliate marketing from "A to Z" and systematically train them.

Note: A variation on this would be to use other people's existing articles, reports and other resources as you have permission to do so. The important thing is to create a library where things are organized by category and easy to use.

4. Teach them to build their own business.

Here's a scary idea – but a great one – teach your affiliates to grow their own internet businesses beyond the affiliate marketing model.

Example: Teach them how to create their own information products and then promote you inside the product, on the thank you pages and in follow-up autoresponder sequences.

Example: Teach them how to sell things on Ebay® and then promote you on the backend to all of their auction customers.

Example: Teach them how to create their own viral marketing services, content sites, membership sites, etc. and promote your products and services as part of their marketing funnel.

Example: Teach them how to create their own "plug-in sites" where they promote a variety of different offers related to the same market and they center YOU as the primary offer.

Listen to me carefully -

If you show your affiliates how to make money they will make you money.

There is something referred to as the **law of reciprocity** or as the Bible calls it the law of "*sowing and reaping*". If you invest in your affiliate team and train them to run their own businesses, ultimately it's gonna come back to you in their ability to promote you.

5. Identify a smaller, core group to train.

That is, let your affiliates know that you are looking for 25-50 motivated, determined affiliates to personally work with as your "*inner circle*".

- o These affiliates will be able to offer your products at a discount to their contacts,
- o They'll get a higher commission percentage,
- o They'll get exclusive marketing materials,
- o They'll have access to personal training,
- o They'll get more incentives and
- o They'll be able to give a special bonus away to anyone who orders through their referral link.

There's only one catch –

They must pay or produce.

That is, you can make it a program where they pay \$50.00 per month to be in this "*inner circle*". Or, you can have it setup so they must generate X number of sales per month in order to remain in the "*inner circle*".

Either way, it translates into better trained, revenue-producing affiliates ... which means more money in your pocket.

A.C.T.I.V.E. Affiliates Key #4 – Incentives.

1. Host a contest once per quarter.

There is very little that will get affiliates active more than a contest with a desirable prize awaiting the affiliate who generates the most sales. Whether it's a hefty cash award of \$500.00+ or a valuable non-monetary prize, it's a great way to boost sales.

The better the prize, the better the participation from your affiliates.

I've tried contests ... some successfully and some not so successfully. Let me quickly just share my top 3 tips for running a successful contest for your affiliate program.

☞ ***The right duration is critical.***

If your contest lasts for a long time (say a full month) then there isn't as much "urgency" to get involved. If your contest lasts for a short time (say 3-5 days) then many affiliates won't have time to participate. A "two-week" contest generally seems to be a good, middle-of-the-road time period, so that's what I recommend.

☞ ***Leveling the playing field helps.***

Let's face it: all affiliates aren't equal. Some have more resources. (I.E. Bigger lists, more traffic, reputation, etc.). So, if you're not a "super" affiliate, you may not participate in an affiliate contest because you're thinking, "I've got no chance at winning, so why try?"

That's why you should consider offering a grand prize for your "winner" (I.E. Affiliate with the most sales.) AND the same grand prize for a RANDOMLY SELECTED affiliate among all those who record at least one sale. That way, your "super affiliates" can slug it out for first place while ALL of your affiliates can actively participate with an equal chance at winning the same prize through the random drawing.

☞ ***Something new offers a reason.***

It's always a great idea to make something "new" available for your affiliates to promote during the contest. A few ideas include –

- A new marketing resource of some kind. (Article, video, report, etc.)
- A discount price of some kind. (I.E. 25% off the regular price.)
- A special bonus incentive that is normally unavailable.

What this does is allow your affiliates to contact their lists about your product **again** (hopefully they have already done this in the past) without overly mentioning the same product. In other words, they have something new to mention that they haven't told their contacts before ... which gives them a legitimate reason to promote your product without seeming like it's overkill.

Note: Now, when I mention "something new", let me point out that you do NOT want to hold a contest for a "new product launch". Why not? Because your affiliates are probably going to actively promote a new product anyway. Don't waste a contest on something they are probably going to be actively marketing anyway ... save your contest to boost sluggish sales and get affiliates active again after their initial interest has waned.

**Profile Of A Successful Affiliate Program Contest
Infoprofitshare™ Contest: Small Reports Fortune (Product)**

We recently had an contest for my affiliate program at Infoprofitshare.com to promote my [Small Reports Fortune™](#) course.

The prize: Free enrollment in my 4-week personal e-coaching program at SixFigureFormula.com. (Value = \$997) Both the top-selling affiliate and a randomly chosen affiliate from all participants with at least one sale won the prize.

The duration: The contest ran from March 15th to March 31st – approximately two weeks.

The communication: We regularly sent mailings to the affiliate database and posted messages to our affiliate blog with updates about the contest, ideas for generating sales, new materials and other reminders to keep affiliates active.

The results: What I was most pleased about concerning the results was this: we had a number of previously inactive affiliates who participated and brought in a handful of sales each. Not only were sales generated short-term, but this should serve as a launching board for more sales as the passive affiliates become more active in our program.

2. Offer incentives for sales goals.

This is similar to the contest in that there is a time period involved, but is different in that EVERY participating affiliate "wins".

The idea is simple –

Determine a period of time in which every affiliate who refers a set number of sales will receive a pre-determined "prize".

Let's look at a few quick examples –

Example 1: All affiliates who refer at least 2 sales during the next 10 days will automatically receive a free copy of the product.

Example 2: All affiliates who refer at least 1 sale during the next week will automatically receive a special report that is unavailable anywhere.

Example 3: All affiliates who refer at least 3 sales during the remainder of this month will be granted free access to a teleseminar that's only available to qualifying affiliates.

Example 4: All affiliates who refer at least 5 sales during the week of the 15th – 22nd will automatically be given a one year subscription to a membership site.

The bottom line that makes this so attractive is that "anyone" can win. If you reach the number of sales referred within the specified time period, you win.

You aren't competing against someone else – which makes it attractive. And, yet, there is a time period and a criteria to reach ... which builds urgency.

All in all, another great way to get affiliates active.

3. Use prize collections.

Who says that the prize you give away has to be something that YOU create?

If you're going to create an incentive as we just mentioned where "everyone wins", then a nice variation would be to put together a "prize collection" of other people's products and services.

In other words, contact several partners and inquire about including their entry level products, trial subscriptions to their programs, etc. in your prize collection.

I'm not talking about stuff they normally give away for free, I'm talking about items that they are currently selling.

Now, why would they do this? They'd do this because they get a free lead to sell something more to later.

Let's look at a few examples –

Example 1: Joe sells a \$30 ebook and promotes a \$97.00 course on the backend. He'd likely be glad to give away a free copy of the ebook to 50 of your participating affiliates because they'd have to join his customer list to get access ... and he'd be able to promote the \$97.00 course on the backend and anything else he wanted to promote.

Example 2: Jimmy runs a membership site. He'd likely be glad to give away free 3-month memberships to your 50 participating affiliates because after the 3 months was up, they'd automatically be billed for months 4, 5, 6 and beyond – as long as they want to remain members.

Example 3: Cindy does graphic design. She'd likely be glad to give away a free ebook cover to your 50 participating affiliates because she'll offer them a complete webpage layout (with header, multiple ebook cover sizes, footers, order graphics, etc.) for \$147.00. Many of the participating affiliates will buy the complete package, thus earning her money.

Example 4: Susan has a "basic" and "deluxe" version of her software program. She'd likely be glad to give away a free copy of the "basic" version to your 50 participating affiliates because she'll promote the "deluxe" version to them and earn money when they upgrade.

There are many, many ways to get other people to FREELY contribute their existing PAID products and services for your contest if you just ask ... and explain how they benefit.

Hint: I'd be open to discussions if you have some kind of arrangement in mind with my ListAndTraffic.com membership site.

4. Publicly recognize your affiliates.

While it will never replace cold, hard cash, recognition is another great way to keep affiliates active.

- ✓ RECOGNIZE: Publicly recognize your top affiliates for their sales and profile how they achieved their success. Congratulate and thank them for a job well done for all to see.
- ✓ REFER: Publicly mention any ideas that your affiliates share with you, mention their newsletters and blogs, point others towards their web sites as examples.
- ✓ RECIPROCATE: Publicly promote the products and services of your affiliates when relevant. (Ex. If someone needs a transcriptionist, point them to one of your affiliates. They'll be even more loyal to you for mentioning them!)

I discovered by accident how powerful this can be. I once mentioned one of my affiliates as a "perfect example" of a particular marketing strategy ... and then I notified him about this so he could go see what I had written about him.

The result: He was overjoyed ... and he was more active than ever in promoting my products. That wasn't my original intent, but my gesture was returned ten-fold.

5. Give unadvertised bonuses.

Without telling them in advance, drop an “unadvertised” bonus to your affiliates. Talk about goodwill!

Example 1: I remember the first time my mentor Terry Dean sent me out a \$50.00 Barnes And Noble gift card. Do you think that got my attention and made me want to market his products even more?

Example 2: Once time I was sent a set of Omaha Steaks from another well-known affiliate manager ... I promptly started promoting one of his high-ticket items!

Example 3: There was a time when a big-time marketer found out it was my birthday and he sent me a \$300.00 Amazon.com gift certificate. Shortly thereafter, I promoted a product of his WITHOUT my affiliate link ... I just sent traffic straight to his site for no reason other than to do something nice back for him.

What's the point? The point is, when you do something special for your affiliates just because they're important to you and you want to build a solid relationship with them ... most of them will reciprocate.

You almost certainly will gain their respect and their loyalty.

And that, folks, is how you get affiliates actively promoting your products and services.

So, send out \$10.00 to their Paypal account. Drop a gift card in the mail. Or, here's something that costs you NOTHING: send them out a free copy of a PAID product or service with no strings attached.

- o Unadvertised bonuses to your top affiliates.
- o Unadvertised bonuses to your inactive affiliates.
- o Unadvertised bonuses to all of your affiliates.

A.C.T.I.V.E. Affiliates Key #5 – Vision.

There are many principles and practices for keeping affiliates active in your program. But, despite the fact that there are dozens of different strategies you can implement, they all stem from one universal foundation -

The real key to keeping affiliates active is keeping them satisfied.

Whether it's making them money or inflating their egos or supporting them or any of the 30 practices we're talking about in this section, it's all about making affiliates happy.

So, one of the many hats that you're gonna have to wear in order to do this is that of a "visionary". You need to be able to see what makes affiliates happy – how to continually and progressively improve your affiliate program in such a way that it retains the activity and loyalty of your sales team.

Again, let's talk about 5 ways to do this -

1. Make improvements based on suggestions.

One of the most difficult things I've ever had to learn is that I'm not perfect and there will be many people – both friends and foes – who will let me know about my inability to measure up.

Now, let me back up just a second and explain what I mean by that.

I'm not arrogant or ignorant ... I KNOW for a fact that I'm indeed not perfect. I'm nowhere near perfect, that's why I need Jesus. ☺

But, at the same time, for years I struggled with accepting criticism about any part of my business. To be honest, it's still a struggle, but at least now I'm able to recognize the importance of constructive criticism.

Constructive criticism allows you to make improvements; to make changes that better yourself or, in this case, your affiliate program.

So, instead of taking offense when someone suggests something about your affiliate program that could be improved, take action.

- o If an affiliate tells you that your instructions are unclear, then make them clearer.
- o If an affiliate tells you that you don't have enough articles, then add more articles.
- o If an affiliate tells you that you need a better way of notifying them because they aren't receiving your emails, then find a better way.

Now, understand that some people are just nuts and their "advice" isn't logical, let alone practical. I'm not talking about jumping through hoops to make every single affiliate happy.

I'm talking about identifying suggestions that are relevant and repeated – and making improvements to your program based on useful feedback.

Warning: Don't underestimate the impact this can have on your business. Take away obstacles and frustration that are hindering your affiliates from being participants and you'll see an increase in activity.

And don't wait for your affiliates to contact you – get proactive and you contact them! Ask your affiliates to tell you what they think about your program – how to improve it.

Want to know what the best possible question to ask them in regards to critiquing your affiliate program is? Here it is ...

If you could recommend ONE change to the affiliate program in order to make it better, what would that change be?

In most cases, there will be one thing that immediately comes to mind. And, you'll find that more affiliates will give you feedback because it's simple. Instead of spending time analyzing your affiliate program, they can quickly identify something that's been troubling them.

2. Use surveys and votes.

Another idea is to use "surveys" and "votes". Let your affiliate team as a whole sound off on what they are most interested in seeing happen with the program.

- Add a new poll each week to your affiliate center for members to vote on. (I.E. Which of the following would you most like to see training on? Which of the following would make you more

active?)

- Add a "question of the week" to your forum or blog for members to respond to. (I.E. What's your biggest gripe about affiliate marketing in general? What's your biggest challenge as an affiliate?)

Can you imagine what your ability to fine-tune the affiliate program for maximum results will be like armed with this kind of information?

It's the smartest thing you can do in terms of getting people active because you are, in essence, learning what is keeping them from being active and subsequently taking that barrier out of the equation.

3. Get your top affiliates to spill their guts.

The next thing you want to "see" is to identify what your top affiliates are doing to effectively promote your products and services.

Ask them to share what they are doing.

- Some will not want to do this because it could possible create competition for them if their practice is somewhat limited in scope, so that's fine.
- But, others will be glad to be the "expert" and share their insight in the spotlight.

Think about this -

Dear Nikki,

You are consistently one of my top affiliates and I was wondering if I could interview you for the next issue of our affiliate newsletter.

I'd like to ask you a few questions about what you do in order to generate all the orders that you get. I'll even mention your web site and your main list to hopefully get you some new leads.

If you are interested, please let me know so I can "show you off" to the rest of the affiliate team.

Thanks in advance,
Jimmy D. Brown

Now, unless there is some compelling reason why you are keeping your practices covert, most of us would jump at the chance to be showcased.

4. Find out why affiliates are inactive.

We recently posed one very powerful question to our inactive affiliates, and that question was –

What will it take to get you actively promoting our products?

I mean, if I've got 1,000 affiliates and only 50 of them are active, I'd like to know "what's wrong" with the other 950, wouldn't you?

Instead of just letting them sit there and gather dust, I'd like to find out what's keeping them from participating and then doing my best to remove that obstacle.

So, we sent out that mailing. And we got a lot of responses that we were able to then structure a plan of attack around in order to boost affiliate participation.

You want your affiliates active?

1. Ask them why they aren't active.
2. Then do something about it.

5. Study your competitors' affiliate program.

Finally, you want to really analyze the affiliate programs of your competitors. What are they doing that you aren't? How do you measure up against them?

I want you to learn something here that you really need to engrain in your mind in terms of growing your program ...

Your number one goal is to make your affiliate program better than your competitors'.

Seriously, that's what it takes.

- √ If you have better marketing materials,
- √ If you have better training,
- √ If you have better compensation,
- √ If you have better conversion,
- √ If you have better support,
- √ If you have better products...

If your program is better than your competitor's, then you win!

That's why it is so important that you join the affiliate programs of every major competitor and take inventory of what they are doing. And you do it better.

A.C.T.I.V.E. Affiliates Key #6 – Extras.

That is, there are a few other things – 5 to be precise – that you can do in order to get passive affiliates to take action and active affiliates to take their efforts to even higher levels.

So, let's talk about a few of these "extras"...

1. Use your imagination in creating new resources.

What creates "buzz"? What gets people talking about you? What compels affiliates to take action?

Is it the same standardized, cookie cutter, same song / new verse, ordinary, dare I say "boring" stuff that everyone seems to put out?

Or, is it something fresh, exciting, controversial and different that stands out from everything else in the lineup?

You need to get creative in the marketing materials you put together for your affiliate team. Don't just crank out the same old content – even if it's good content – the way that everyone else does.

Make yourself stand out and be noticed.

Let me refer to just a handful of examples to get your creative juices flowing...

Example: Affiliates in my [List And Traffic](#) affiliate program have access to more than one affiliate link to promote the offer. They have, for example, a "regular" affiliate link that goes straight to the sales page. They also have a "special" link that goes to a 12 minute, 28 second video presentation which presells leads on joining the membership site. Instead of saying, "Here's another report to download or another article to read", they can tell their contacts, "Watch this inspiring and informative 12 minute video that teaches '3 Keys To Getting Everything You Want Out Of Your Life And Business'". See the difference?

Example: Affiliates in my main [Infoprofitshare™](#) affiliate program have a special affiliate link where they can direct leads to a Marketing Comics™ site that promotes several products along with a special package. Comics and marketing. Unique and original. Different is a good thing.

Example: Affiliates can also link directly to my [FYI Success™](#) newsletter and send traffic to the free ezine page. And, in the initial "welcome" email there is an offer made as well as in the issues of the newsletters themselves - all of which give the affiliate a commission.

The point I want to make is this –

You can increase affiliate activity by being creative.

Give them something out of the ordinary to promote and you'll certainly increase the number of affiliates who will participate.

2. Mention other useful resources.

If you discover something that will enable your affiliates to better market your program – and increase their commissions – then be sure to pass those on to them.

⇒ Have you come across a PPC search engine that is offering \$100 in free ads for anyone opening a new account? Tell your affiliates.

- ⇒ Is there some little-known place to advertise that is producing good results? Tell your affiliates.
- ⇒ Have you discovered some great software program that automates a marketing practice? Tell your affiliates.
- ⇒ Does someone else have a great free training program that will benefit your team? Tell your affiliates.

It's a good idea to forward on as many useful resources as possible to your "sales army" so they can take advantage as well.

3. Organize an affiliate joint venture.

In other words, get a couple dozen of your affiliates working together to not only promote your products and services but to promote each other as well.

There are numerous ways to do this, but I'll just quickly give you one idea –

Create a "your best tip" report.

The idea is this: you find 20-30 affiliates who each contribute a one-page tip on a particular topic. At the close of their tip, you would include a link to their web site or, preferably, their list page. Compile these tips into a report and put a one-page ad at the front of the report to promote your product. Then, all participating affiliates begin giving away the report to their contacts...with the ad at the front of the report branded with their affiliate link.

So, what do we have here?

1. Firstly, we have 20-30 affiliates all promoting each others sites and newsletters through the tips profiled in the report. That's good news for each of them!
2. Secondly, we have 20-30 affiliates all promoting YOUR product as that main ad at the front of the report. It is embedded with their affiliate link. Again, more good news.

A variation would be to simply compile existing articles that affiliates want to contribute to the project.

This is an incredibly simple way to get people actively promoting you and your product while giving them an "extra" reason to do it – they are promoting

themselves as well ... actually, they are getting 20-30 other people to promote them!

4. Give them more profit.

We'll talk about this more a bit later, but I want to introduce the idea to you here because it fits in terms of using "extras" to get your affiliates active.

The idea is to take whatever offer you have now and create a "deluxe" version of it that you charge a premium price for. Studies show that as many as 40% of your customers will automatically buy the "deluxe" version for the higher price.

So, instead of your affiliate earning 50% commission on a \$47.00 product, they now earn 50% commission on a \$77.00 product without doing anything differently on their part.

- √ Create a deluxe version.
- √ Offer reprint rights.
- √ Create a "part 2".
- √ Develop a high-ticket backend.

There are numerous things to do here, but they all have one common denominator: they earn your affiliate more money without any additional work on their part.

And that is always welcomed!

5. Develop personal interviews.

If you are selling a product for \$97.00 or more, a great idea would be to put together a 60 minute interview script where a different affiliate interviews you each week in order to generate sales.

The short version of the process is this –

- √ CONSTRUCT a 60-minute interview script where you answer questions related to your product and then promote your product about 45 minutes in.

- √ CONTACT your affiliates and let them know that you are available to be interviewed by qualified affiliates. (I.E. You can say "you must be able to get at least 100 people on the call")
- √ COMPILE a list of all the affiliates who want to participate and schedule one teleseminar per week for each of them.
- √ CREATE an opt-in page where the affiliate's contacts register to receive the call details. (You get to build a list to promote the product to in follow-up sequences!)
- √ CONDUCT the interviews and generate immediate sales at the conclusion of the presentation during your "call to action".

It's a win-win-win situation!

You get to build a list of prospects to promote the product to and use the call to promote the product.

The affiliate gets a commission on any sales generated.

The prospect gets great free content on the call.

Everyone wins.

So, there you have it – everything you need to know about "applying gentle pressure" to get your affiliates "a.c.t.i.v.e." in your program. We've just gone over 30 different practices that you can implement to boost activity.

If you just pick 5 of them and get started you should see some almost immediate results.

That brings us up to step #3, the "L" of your **S.A.L.E.S. A.R.M.Y.™**, which is...

Step #7: R – RECRUIT indirectly.

What I want to talk with you about in this section are some “advanced” affiliate recruiting techniques. I say recruit “indirectly” because the primary purpose in these activities is not to bring new affiliates into your program – that’s going to be a secondary purpose here.

These are some activities that will – *almost as a byproduct of the activity itself* – bring in new affiliates.

So, let’s talk about five of these techniques –

1. Create Stealth Reports.

A “stealth” report is a typical small report that is designed to pre-sell the reader on a product or service by providing “useful, but incomplete” content.

The content itself is useful, but it can be maximized by making a purchase – namely, the product or service promoting in the report.

Where a “stealth” report is different is that it promotes two different products at the same time – yours and someone else’s product which is related to but not directly competing with yours. Part 1 of the report promotes the related product and part 2 promotes your product. You find affiliates who are promoting the product referenced in part one and have them give away the report – and you get to tag along for the ride.

Let me refer to an example:

Example: I put together a report that teaches “How To Make \$1000-\$2000 Per Month Online”. In the first part or chapter, there is a 15-page interview with John Reese where he teaches about how to make money with Ebay®. His Auction Secrets course is promoted as the offer.

In the second part of the same report I explain how to make money online selling 7-15 page small reports and I promote Small Reports Fortune.

Now, here's where it gets interesting - I find who is promoting John's Auction Secrets course and I tell them about this free report they can brand with their affiliate link to promote the course they are already promoting.

And, if they'd like to brand the second part of the same report that promotes my course, they can join my Infoprofitshare affiliate program and get a link.

Do you see how powerful this concept is? Not only does it get more promotion for your product - whether the person joins or doesn't join your program doesn't really matter ... your part 2 of the report is going along for the ride even if they are only interested in promoting John's course.

But, at the same time, many of the affiliates WILL want to embed that second part of the report with their link so they can profit from it as well ... and those people will join your affiliate program.

You've just recruited affiliates indirectly.

Example: We created a "stealth report" called "PLR Secrets". You can see it here: www.infoprofitshare.com/nicheology/ We can find all the affiliates who are promoting Nicheology and let them brand this report. And, we tag along for the ride.

2. Use Plug-in Sites.

If you are unfamiliar with a "plug-in site" then do a quick search at Google.com for the phrase and you'll locate several very quickly.

The idea is to create a "portal" page where several different related offers are referenced, among which will be yours.

In order for you to recruit affiliates indirectly with this strategy, the process is very straightforward -

1. Create an example "plug-in site" template that includes paragraph descriptions of resources, top 10 list of resources, banners, buttons, freebies, etc. devoted to about 10 related resources.
2. Include a mention of your own product or service in the most prominent position on the page design.

3. Locate and contact the affiliates of each resource mentioned on the portal and let them know they can customize the template and load it to their own site.
4. Inform them that they can join the affiliate programs of any recommended product or service (I.E. YOURS!) that they aren't already an affiliate of and plug their link into the template before loading to their site.

Again, you'll be able to get affiliates to join your program as a result, not to mention the fact that you'll have your product being promoted in a prominent place at each web site where the portal page is uploaded!

Note: Here is a portal-type page that you can use as a general example of this idea.

⇒ <http://www.123webmarketing.com>

3. Sell Master Rights.

Another great way to indirectly recruit affiliates is to create a shorter product and sell it with "master reprint rights".

In other words, anyone who buys a copy of the product automatically is authorized to sell the product and keep 100% of the profit.

Now, there are two quick things that I need to mention for you to understand how this is worthwhile to you ...

1. Firstly, you'll promote your regular, full-sized product in this smaller product. That way, anyone who gets a copy of the smaller product from any source will be exposed to your premium product. As the distribution of the smaller product with reprint rights virally spreads, so will the exposure for your premium product. That, in itself, is a great reason to do this. But, there's an even better reason...
2. Secondly, you make it known with the master reprint rights license comes the added benefit of embedding an affiliate link inside the product to promote your premium product. Remember the ad for your premium product? Well, whoever obtains a copy of your master rights product can insert their affiliate link into that ad. When, where and how do they get that affiliate link? At the moment they join your affiliate program!

Once again a primary activity gets the secondary benefit of indirectly recruiting affiliates for you.

4. Bring In An Established Partner.

Let me ask you this –

If you could get a powerful “guru” to become your partner for the next 6 months in exchange for you giving them 50% of every penny earned through your affiliate program, would you do it?

I hear people all the time whining about the fact that they can't get “super affiliates” or “gurus” to promote their offers. And when you see that all they are offering these world-class partners is a standard 50% commission, it's not a big surprise that they don't get any takers.

Let me tell you what would work on ME.

- ⇒ If someone contacted me and said, “Jimmy, here's my product, I'd like you to promote it and I'll give you 50% commission”- I'd probably politely decline the offer simply because there are many better options.
- ⇒ If someone contacted me and said, “Jimmy, here's my product, I'd like you to promote it and I'll give you 100% commission” - I'd at least take a look and see if the offer was something I would be able to endorse. But...
- ⇒ If someone contacted me and said, “Jimmy, here's my product, I'd like you to become my PARTNER in this project and I'll give you 50% of everything this site makes for the next 6 months”. If that offer is something I feel comfortable endorsing, you've probably got yourself a partner.

Now, let's look at things from YOUR point of view.

You've got your product and your affiliate program and it's doing okay, but not spectacular. Wouldn't it be to your benefit to go to some “super” partner who already has their own established business, who already has their own huge list, who already has their own AFFILIATE team and JV network and say to them,

“I'll give you half my business if you'll be committed to helping me build it?”

1. First of all, your sales would soar because of your partner's established network of influence. He'd promote your offer to his lists. He'd get his existing affiliates to promote your offer. He'd get his network in on marketing the product. Listen, you couldn't buy that kind of promotion. So, instead of getting 100% of your own efforts, you get 50% of a world-class partner's efforts from his established business.
2. Secondly, think about the aftereffect here. When your arrangement with the partner has concluded, the sales you've generated are just the icing on the cake. Think of the list you'll now have built. Think of the affiliate team you'll now have in place. Think of the credibility you'll have gained. Think of the position you'll have created. All of these things are the real benefit because you'll be able to profit from them many times over for years to come.

So, one of the things you can do to not only indirectly recruit affiliates, but also to directly build your business, is to find an established business owner and bring him or her in as your equal partner.

I'm telling you the truth, this ONE idea is worth more than the cost for this entire course and can, literally, be worth a fortune to you if you put it into practice. You can thank me later. 😊

Okay, the final way to recruit affiliates indirectly that I want to mention is -

5. JV with other affiliate managers.

There are likely other affiliate programs out there that are related to yours without being in direct competition with you. Work with the affiliate managers / owners to mutually build each other's programs up.

There are numerous ways to do this. Let me just quickly mention a few ideas...

- ✓ Mention each other's programs in your respective affiliate centers.
- ✓ Publish each other's articles in your affiliate newsletters.
- ✓ Host an affiliate contest together where affiliates promote both of your products for prizes and incentives.

- ✓ Conduct a training call for both groups of affiliates.
- ✓ Participate as a guest expert in forum posts at each other's forums.
- ✓ Combine your products into a "package deal" that both sets of affiliates promote.
- ✓ Co-author a freebie report that both groups of affiliates can rebrand and distribute.

With any of these strategies, you'll automatically get affiliates to join your program. The possibilities are limitless.

Listen, don't be a "scarcity" thinker. Don't be one of those people who think "If I work with someone else, they'll get all my stuff". Be willing to work together for mutual benefit.

Okay, there you have some ways to "recruit indirectly", some advanced affiliate recruiting techniques.

That brings us up to step #8, the "M" of your **S.A.L.E.S. A.R.M.Y.™**, which is...

Step #8: M – MAKE an investment.

What kind of “*investment*”? When I speak in terms of making an investment, I’m referring to the concept of bringing in an “*affiliate manager*” to basically run your affiliate program operations.

Note: Now, I’ve included this at step #8 simply because that’s where it fit best in the **S.A.L.E.S. A.R.M.Y.**™ acronym, but you can just as easily work this in right after step #1 when you setup the affiliate program.

In fact, if you can do it, it actually will benefit you the most by finding an affiliate manager prior to the launch of your affiliate program simply because he or she can do much of the preliminary work for you.

I guess the best place to begin is to define what an affiliate manager is. I’m going to borrow a definition that my own affiliate manager, Nicole Dean, provided in an interview that I’m including later in this section.

Nicole defines an affiliate manager as...

“A Contractor, Employee or Consultant who is responsible for Recruiting, Training, Managing and Motivating a team of Affiliates for an online business.”

Basically, an affiliate manager generates revenue for your business through the enlisting, equipping and educating of affiliate partners.

Now, that includes a LOT of different activities that I’ll just briefly touch on here –

1. **Recruiting.** An affiliate manager actively and continually seeks out new affiliates to join your affiliate program through personal contact, announcement services, directory submissions, advertising and a variety of other methods. With an affiliate manager in place, you don’t have to spend time finding and engaging new affiliates – she’ll do it on your behalf.
2. **Training.** Of course, it’s not enough to get affiliates to join your program. They need to be educated in various promotional techniques in order to generate revenue. A good affiliate manager will provide ongoing tools and training so affiliates are able to effectively market your products and

services.

3. **Managing.** A good affiliate manager takes the time-consuming duties of overseeing your affiliate program off of you. Instead of answering questions, troubleshooting problems, setting up or modifying accounts, dealing with commissions and fulfilling other supervisory tasks, you can be doing creative work (or, if you're like me, playing more tennis ☺) while your affiliate manager takes care of affiliate needs. Affiliates are directly accountable to your affiliate manager instead of you.
4. **Motivating.** Finally, your affiliate manager will be responsible for turning passive affiliates into active ones by starting and sustaining relationships with your affiliates. By regularly communicating with your affiliates, using incentives, giving public praise, and so forth, your affiliate manager will motivate your affiliates to not only be more active, but to be more loyal to YOU and your program as opposed to your competition.

Some specific things Nicole does for my InfoProfitShare.com affiliate program (that you will likely want your affiliate manager to do for you) include –

- ✓ Distributing my ezine articles to directories and partners.
- ✓ Setting up and expanding my affiliate center.
- ✓ Formatting, branding and compiling marketing materials.
- ✓ Recruiting affiliates to join the affiliate program.
- ✓ Personally contacting major players on my behalf.
- ✓ Creating and running affiliate contests to boost sales.
- ✓ Creating training video tutorials and informative reports.
- ✓ Establishing and posting to our affiliate program blog.
- ✓ Answering affiliate support questions.
- ✓ Helping me plan for short and long term success.
- ✓ Giving me counsel on various affiliate program related decisions.

- ✓ Creating affiliate training pages for each of my products.
- ✓ Performing various behind-the-scenes tasks. (Uploading files, etc.)
- ✓ Submitting affiliate program to various directories.
- ✓ Distributing rebrandable reports to directories.
- ✓ Generating web site traffic to the affiliate program site and product sites.

I could go on and on, but this just gives you a brief look at some of the things that you can have your affiliate manager do on your behalf.

Basically, Nicole and I have an agreement –

She can do whatever she wants to grow the affiliate business as long as she does it with integrity.

I pretty much give her free reign to do what she feels is necessary to increase our affiliate program revenue.

She is an invaluable part of my overall business and I guess the two words that would best describe her are ... phenomenal and unavailable! 😊 She works with ME and I'm not letting her go. 😊

So, let's get that settled from the beginning. U-n-a-v-a-i-l-a-b-l-e. 😊

Now, before I get to the interview with her that I'd like to include for you, let me talk through a few important things here about working with an affiliate manger.

- ⇒ 5 Keys To Finding An Affiliate Manager
- ⇒ 5 Keys To Succeeding With An Affiliate Manager

First, let's look at...

5 Keys To Finding An Affiliate Manager

1. START Within Your Own Circle.

Do you know someone who would make a good affiliate manager? Perhaps someone who already has experience in affiliate marketing or someone who is a quick learner?

When possible, it's a good idea to consider working with someone you already have an established relationship with since trust is an important issue. Ask yourself, *"Who do I personally know who is qualified for this position?"*

If you don't have anyone in mind, that's okay...

2. **SEEK Recommendations From Others.**

Ask for recommendations from those on your lists. (Heck, one of your subscribers just might be the one!) Post a request for a personal recommendation on your blog. Contact other affiliate program owners and ask if they have anyone who might be available.

One of the best ideas is to ask for recommendations at one of the major marketing/affiliate marketing forums.

It can be very simple:

"I'm looking for an affiliate manager for my XYZ site. Does anyone have any personal recommendations that might be interested in the position? Or, can you direct me to a site where I might find an affiliate manager?"

With just a bit of asking, a contact is probably forthcoming.

3. **SEARCH Among Existing Candidates.**

Just because an affiliate manager is already overseeing someone else's affiliate program doesn't mean they wouldn't be interested in working with you too.

Many affiliate managers only work part-time for an affiliate program and therefore have time to oversee several different programs at the same time.

Join the affiliate programs of your competitors and the affiliate programs of those who offer products and services similar to yours and identify any existing affiliate managers. Contact those managers and inquire about their services.

At a minimum they can probably **put you into contact** with another potential candidate if they are not interested themselves.

4. **SELECT** A Top-Producing Affiliate.

Since the best affiliate managers are in fact affiliates themselves, identify top-producing affiliates within your own program (if you have one) or the programs of your direct or indirect competition.

Why would someone who is already making a lot of money as an affiliate be interested in becoming YOUR affiliate manager? It's simple: MORE money.

We'll talk about compensation later, but the bottom line is this: if they stand to make a percentage of ALL sales from the entire affiliate sales force as opposed to a percentage of only sales they are generating themselves, the reward is worth the effort.

5. **SECURE** A Freelance Professional.

If nothing else pans out for you, you can always hire someone who offers affiliate managing as a service. I'm not going to mention any specific sites or services, but you can search "*Affiliate manager*" at Google.com and find several services available.

Additionally, you can go to Elance.com and post a project for an affiliate manager and actually have people bid on filling the position.

It's like this: if you want to bring in an affiliate manager, there is someone available for you.

1. START within your own circle.
2. SEEK recommendations from others.
3. SEARCH among existing candidates.
4. SELECT a top-producing affiliate.
5. SECURE a freelance professional.

Okay, next up let's talk about a few keys for success...

5 Keys To Succeeding With An Affiliate Manager

1. **COMPENSATE** according to performance.

I know that Nicole is going to tell you in her interview that it's best to have several different options available for compensation.

Generally this is going to include either –

- (a) Hourly Rate,
- (b) Commission, or
- (c) A Combination of both.

While I wouldn't dare argue with Nicole ☺, I will stress that a straight "*commission*" is the best option.

Why?

Because the more dedicated the affiliate manager is, the more money they make. By giving them a large percentage of the overall profit produced through the affiliate program you, in essence, give them a **partnership** in the business.

- ⇒ It eliminates risk on your part: they only get paid if they produce.
- ⇒ And it encourages hard work on their part: they only get paid if they produce!

Now, I will say that in order to attract a quality affiliate manager on a commission only compensation package, the percentage should be at **least 25%** of the total revenue produced.

You may also want to consider "revenue level bonuses". In other words, if X number of dollars are generated in revenue, the affiliate manager gets X number of dollars as a bonus.

That's another great way to attract a quality affiliate manager who will be dedicated to your project.

2. CONSIDER the duration of the partnership.

In talking with Nicole, most quality affiliate managers want at least a six-month contract if the arrangement is commission-based.

The reason is very simple: affiliate programs generate "popcorn" revenue. That is, sales often come in more frequently over time.

An affiliate manager wouldn't want to take the risk of working hard for your program for 3 months only to realize the most significant results of her work come in after she is no longer working with you.

In the early months, much of the affiliate manager's work is on establishing your program (Setting up the affiliate center, recruiting affiliates, training, etc.). While profit is generated during this time frame, the real harvest comes after the introductory period when the foundation is being laid.

So, you'll need to consider how long your affiliate manager partnership will be in place.

I know, I know: as long as things are going well, you plan on keeping the person in the position.

Not good enough.

You need something solid in place. A quality affiliate manager wants some assurance that you're not just gonna dump him after he gets things setup for you or begins to generate sales before he's able to reap the profit from his effort.

Decide on a time frame – the recommendation is six months minimum.

3. **CONVEY your expectations up front.**

It's important that both sides have an understanding of what the affiliate manager is expected to do going into the new relationship.

Ask yourself several key questions in developing a job description for all candidates –

- ✓ How many new affiliates do you expect the manager to recruit during the first 30 days? 60 days? 90 days?
- ✓ What are your sales goals for the same time periods?
- ✓ How much time do you expect the affiliate manager to invest in your project each week?
- ✓ What specific skills and abilities do you require the affiliate manager to possess?
- ✓ What specific activities and responsibilities will the affiliate manager be required to take on?

- ✓ How often will the affiliate manager need to “check in” with you?
- ✓ How will the performance of your affiliate manager be measured and evaluated?

It's important that you put together a simple 1-2 page overview of your expectations so you both are aware – and agree to – what the objectives for the position shall be.

4. CREATE a startup checklist and weekly activities.

Once you've made your selection of the affiliate manager, it's time to get her started quickly.

There are two things you'll want to provide to get things rolling...

1. Startup Checklist.

This will be a list of tasks you'd like the affiliate manager to do in initially setting up your affiliate program and/or revamping it for maximum effectiveness.

A few activities include: setting up an affiliate center, submitting the program to directories, distributing articles and other content, creating training tutorials, etc.

2. Weekly Activities Checklist.

This will be a list of tasks you'd like the affiliate manager to do daily, weekly, bi-weekly or monthly to grow the affiliate program.

A few activities include: contacting affiliates, training affiliates, recruiting affiliates, answering support inquiries, adding to the affiliate center, etc.

You'll need to provide her with a level of access needed – or, at a minimum, be available to perform “restricted area” tasks yourself. (I.E. Access to your admin panel, FTP details, sales reporting, etc.)

5. **COMMUNICATE** on a regular basis.

During the initial stage of your relationship, the affiliate manager will need time to adapt to your way of doing business. As she gets to know you and how you do things, she'll be able to do more and more without asking questions.

Expect a lot of questions early on – and be patient.

I talk with Nicole on an almost daily basis, sometimes several times during the day. I say "talk", but it's actually "chatting" through Yahoo® Messenger, but you get the idea.

Your affiliate manager is your partner.

She is a vital part of your success and so it's important that you have a great working relationship with her.

- ✓ Plan things together.
- ✓ Evaluate progress together.
- ✓ Make decisions together.
- ✓ Review goals together.
- ✓ Brainstorm ideas together.
- ✓ Discuss problems together.
- ✓ Restate expectations together.
- ✓ Make money together.

The key is "together".

I can't stress enough how important it is to communicate with your affiliate manager on a regular basis.

Now, there are just a couple of quick things I need to mention and then we're on to the interview with Nicole.

1. Firstly, you'll want to put everything in writing. Get a contract drawn up that lists everything we've talked about so far. Have it signed. A legal document will protect you both.
2. Secondly, offer your affiliate manager some way to verify sales and pay them promptly. Whether you give them access to the sales panel, forward sales notifications to them, take screenshots of the sales totals or scan your check – let them SEE how much revenue has been generated through the

account. And pay them promptly ... as soon as you are paid they should be paid.

Okay, having said all of that, let's take a look at 10 questions I asked Nicole. This will give you a look at the position from the viewpoint of an actual affiliate manager.

Take it away, Nicole. 😊

- BEGIN INTERVIEW -

Interview with Nicole Dean, my InfoProfitShare.com Affiliate Manager

What is an "affiliate manager", and what specific duties does an affiliate manager perform?

The job of "Affiliate manager" is quite new, considering we're still in the infancy of the Internet Marketing Age.

This position was invented to fulfill a need.

Where there's a problem, comes invention.

The problem in this instance is that most affiliate programs ***stink***. Plain and simple. (Sorry, but if you have an affiliate program, odds are that it stinks. Most do.)

It's just that the focus of most online businesses is not on the affiliate program. In fact, the affiliate program is usually the most neglected part of any online business.

Your products may be fantastic.
You may invest time and money into providing quality customer service.
And, you may invest resources into a web department and even SEO firms.

Then, you sit with no affiliates, under-performing affiliates, or just un-happy affiliates who aren't even a bit loyal or motivated to do much of anything.

Obviously, this is a fatal flaw. And, at first, many companies did not see the value in investing any money into their affiliate programs because, in their view -- they'd have to not only pay their affiliates, but they'd have to pay a Consultant, as well. And, so they focused elsewhere. This is pretty short-sighted, if I do say so, myself -- not that I'm biased or anything! ;)

You see, when I get a new client interested in hiring me as their affiliate manager, the first thing I have to do, oftentimes, is to teach the company some basic math. I ask them, "Would you rather have 100% of ***nothing*** or a percentage of something?" Because that's what an affiliate program means.

Can you see how silly it is for some companies to view their affiliates as competition? And, they grumble when they pay out HUGE checks each month to their affiliates, *"I can't BELIEVE how much I have to pay these people."* Again, flawed logic. ;) If you're paying your affiliates a bunch of money, that means you're making a big, fat profit yourself.

I digress. My point here, is that, because Affiliate Marketing is in its infancy, many highly successful online businesses don't know how to recruit, train, manage or motivate an affiliate team.

That's where I come in. Affiliate manager to the rescue!!!

My short definition of an Affiliate manager would be –

"A Contractor, Employee or Consultant who is responsible for Recruiting, Training, Managing and Motivating a team of Affiliates for an online business."

Short, simple, and to the point. ;)

What do you think makes a good "fit" for an affiliate manager and an affiliate program?

For me, I look for programs that I'm excited about working with. The products have to be something that I feel are quality (which is why I'm working for Jimmy). ☺ Basically, I can only work for a program that I would feel proud to be an affiliate of before I can RUN that affiliate program.

In addition, for me, personally, I mostly work with programs that reach a certain target market, because I've built a solid infrastructure in my business. I have connections in that field so I can easily contact people who I know and get them on board with the affiliate program. For instance, I wouldn't accept a client that sold fly-fishing supplies. It just wouldn't be a good fit for me, and I don't think the client deserves any less than 100% enthusiasm.

Example

I turned down a position as an affiliate manager of an online Credit Card application company, even though it would have been quite lucrative.

For me, I'm very deeply entrenched in the Internet Marketing and Work at Home Mom markets. It just made no sense for me to take

the position. I knew it wouldn't be a good fit for me, and I just wasn't excited about it.

However, when Jimmy approached me about being his affiliate manager, I jumped at the chance. I'd been a member of www.ListandTraffic.com since December of 2005 and had a million and ten ideas for promoting his www.SmallReportsFortune.com course, and all the rest of his courses. I actually couldn't sleep because I had too many ideas in my head that I needed to get onto paper! And, I was absolutely giddy to dig in.

THAT's the kind of Affiliate manager you'll want to find.

It's like hiring any other position in your company. You'll want someone bright, motivated, excited, knowledgeable and loyal. Once you find that person, grab them before someone else does.

What are some keys to SUCCESSFULLY hiring an affiliate manager?

From the company's standpoint, it's crucial to make sure the person enjoys what he or she does. This is oftentimes a self-motivated, highly-paid, consultant position. You want the person you hire to look forward to doing the work.

Talk on the phone with the potential affiliate manager to see if you get along. Ask what his or her action plan is. Talk over the terms of the contract and come to an agreement.

Some questions you'll want to ask are:

- What is your action plan? (What ongoing tasks will you be doing?)
- What kinds of projects need to be done?
- Will you work directly in the website or with my web department?
- How many hours per month will you be working?
- Is there an hourly fee or a percentage or both?
- Is there a term for the contract? (monthly, 3 months, 6 months, etc)
- When is the invoice paid and how? (check, paypal, etc.)

One thing I do with my service is provide an initial consultation where I actually go through the company's entire affiliate program step by step and give them a report outlining my recommendations. Each section includes an action plan. I charge for this report, of course.

From there, the company has the option of either hiring me to do the work for them, bringing me on as a consultant to train their staff, or having me and my staff come in so they don't have to handle a thing. Whichever option they choose, they'll walk away with a solid game plan.

This can be a perfect "testing-ground" if you find someone you're interested in working with. Pay them for an initial review of your existing affiliate program, and use that review as an indicator of whether or not you want to bring the person on for more work.

Where can an interested affiliate program owner look to find an affiliate manager?

Here are a few ideas:

Look for go-getters in the industry. Some of the jobs I've gotten have been just from someone asking "Do you happen to do affiliate managing?"

You may check out places like www.warriorforum.com where you'll find oodles of people who enjoy learning about Internet Marketing, and who want to find a way to make money.

Network with others in business and ask them if they recommend anyone.

If you get approached about joining someone else's affiliate program, take note whether that person works for the company or owns it. If they work for the company, you may have just found your next affiliate manager.

Top affiliates can make great affiliate managers. One quality I feel is a necessary requirement of any affiliate manager is that he or she has actually done affiliate marketing. Perhaps it seems obvious, but... it isn't. ;) As someone who has done affiliate marketing, and has run her own affiliate program, I can see things from both sides of the fence. I do think this is a requirement for anyone you're considering hiring. If they haven't been an affiliate (and a successful one, at that), then how can that person really step into an affiliate's shoes and create what an affiliate wants and needs? So, logically, if you can find someone who is a

successful affiliate marketer, you may want to connect and ask him or her a few questions about being your next affiliate manager.

Keep an eye out for a great Virtual Assistant who's really on the ball with Internet Marketing. If he or she has the right stuff, see if you can get that person started doing basic affiliate management like promoting your affiliate program and doing some recruiting for you.

And, of course, if you see someone who's a fantastic affiliate manager, then ask if they have openings. If not, ask if they have any recommendations for other affiliate managers.

How can an affiliate owner convince an affiliate manager to join the team?

There are a few basic areas of motivation that apply across the board for hiring employees. (Motivation 101). Can you offer a potential affiliate manager these things?

1. Job Satisfaction (ie. Feeling like you're doing something that makes a difference). If you can present your company to a future employee in the right light, it can make all the difference. Show the benefits you're providing for others and it may be enough to interest a potential affiliate manager. What is your company's mission? Do you make life better for a group of people? Do you solve a problem? Is your product special in some way? (I sure hope your answer is "yes" or you'd better go back to the drawing board!) ;)
2. Appreciation (Make them feel special) Flattery DOES get you everywhere. If you are honest and appreciative and warm towards your potential affiliate manager, that may give you an advantage over some other company that's all business, and no fun.
3. Moola. Of course, money talks. However, giving options of an hourly commission versus a percentage is always nice. I've been given several options by potential clients for compensation. They've seen the rates at my website and came up with some innovative payment options. If you can't pay as much hourly, then come up with a generous percentage (of all sales) that'll make their jaw drop.

For instance:

- Option 1: \$50/hour + 3% of all sales (10 hours minimum per month)
- Option 2: \$35/hour + 10% of all sales (20 hours min. per month)
- Option 3: No hourly compensation, but 40% of all profits (as many hours as you'd like)

You'll have to run the numbers for your company. Figure out your profit margin and your current sales to come up with an appealing compensation plan that the affiliate manager you're courting can not refuse.

4. Lifestyle. If your affiliate manager wants to work from home and spend time with her family, then make sure that fits into your business model. If she works at night, while her kids are in bed – these are definitely assets for some people. (Like me.)

How much responsibility and access should you give an affiliate manager?

This is absolutely your call. With some of my clients, I have absolutely no ftp information, no passwords, and barely any access to the programmers. In my opinion, this makes it quite difficult for me to do my job since I have to jump through hoops and then wait for others to do what I could have done in the first place. It's simply creating extra work.

With other clients, I have access to everything and can just roll ahead whether it's 6 am. or 11 pm. I have free reign, basically, to move the project ahead.

It does come down to trust, and to knowing the person and their capabilities. It also kind of depends on how much a new affiliate manager can really screw things up. ☹

If your risk level is low (you have an affiliate program that's been completely neglected or one that is brand new), and you trust the person, give them full access.

On the other hand, if you have a rocking affiliate program and a very well-trafficked site – then you do have to be more careful. Also, of course, you'll want to have backup systems in place like mozy.com – just in case.

That's just the access portion of things. As for responsibility, that, again, depends on your situation. If your affiliate program is new or your level of risk is low, then give the person a chance while you focus your energies on other things (the things that make you money!).

If you have a big affiliate program with a lot to lose, then have everything run by you or another person in your company before it goes live.

What are some realistic short-term and long-term results from hiring an affiliate manger?

In the short term, you will need to focus time on the admin side of things, like getting an email address set up, training, and helping your affiliate manager get familiar with your program and how you do things.

During that time, a very easy task that can be assigned is affiliate recruitment. Have your affiliate manager start contacting people about your affiliate program (assuming it's up and running). This can pay off for years to come, so there's no reason to wait.

Another immediate task that can be done is getting the affiliate center whipped into shape. This is something that does not pay off immediately, but is essential to any affiliate program. Add a variety of tools for your affiliates to easily copy and paste:

- Text ads
- Email ads
- Banners, buttons, covers, graphics
- Articles
- Reviews of your Product
- Product graphics (if you have an online store)
- Brandable reports
- Teleseminars that the affiliates can link to

In addition to that, long term goals would be recruiting more affiliates weekly, providing more affiliate tools, offering ongoing support, motivating the affiliates with contests or incentives, submitting the affiliate program to affiliate directories, and providing reminders to the affiliates in the form of a newsletter and/or blog.

An affiliate manager should also be an advocate for the company and be watching for any ideas or improvements that can be made overall. If the website is not using proper Search Engine Optimization, not submitting articles regularly, not submitting press releases, or has any errors on the website – your affiliate manager should be staying on top of this stuff and offering to handle it for you.

Find a team player!

What is the #1 activity that you should get an affiliate manager to do weekly? How?

Staying in contact with current affiliates and providing them with more tools. This is a key part of building the relationship.

Other areas are highly important, like recruiting new affiliates, but you don't want to neglect those affiliates that have already signed up, are loyal, and are promoting the site!

If you had to sum up the process of hiring an affiliate manager in 5 steps, what would they be?

I've got 6 steps for you. I couldn't leave any out.

1. Determine what your needs are. Whether you want a Consultant to come in and teach your employees or whether you just want the affiliate manager to handle everything for you and run with it.
2. Start putting out feelers and find a few people who might be right for your company.
3. Call each person you're interested in, or talk extensively via email, to get a feel for their personalities and processes.
4. Once you find someone you think will be perfect, pay that person to do a review of your affiliate program, critiquing and putting together an action plan for improvement and growth.
5. If you're pleased with the review, then work through the terms of the contract. Make sure everything is agreed upon.
6. Once the contract is signed, provide an action plan or checklist of items you'd like done immediately, so your affiliate manager isn't stuck spinning her wheels. If she can get right to work and make a difference, you'll both be happy with the arrangement.

What's your top advice concerning the subject of affiliate manager?

Having someone dedicated to growing your affiliate program is a great asset for any online business, and it can really get you boosted ahead of your competition. However, many companies do not have the resources to bring someone on staff.

My #1 piece of advice would be "Don't Wait". Every day your affiliate program is neglected is another day you're not profiting and building a team of salespeople.

If you're strapped for cash, you may wish to find a Virtual Assistant (VA) that has a lot of potential (but is affordable) and also bring on an Affiliate Manager as a Consultant just for a few hours to train that VA. The Consultant can then leave and you can continue to pay the VA for a few hours each week at an affordable rate.

Or, negotiate a percentage of all sales. I've seen Affiliate managers make anywhere from 5% of all sales to 50%. It really depends on the number you're starting from.

But, no more excuses. Where there's a will, there's a way. Start networking, and keep your eyes open for that perfect person that'll boost your affiliate program to make it one less affiliate program that stinks! ;)

- END INTERVIEW -

That brings us up to the final step, step #9, the "Y" of your **S.A.L.E.S. A.R.M.Y.™**, which is...

Step #9: Y – YEARN to expand.

After all that we've covered so far, this is almost going to be anti-climactic in comparison, but it's essential to making the most of your affiliate program so indulge me just a few minutes to wrap everything up.

If you've gotten this far – *and I don't mean just reading this far or listening this far, I mean actually putting things into practice this far* – if you've gotten this far, then you should have a great affiliate program in place and a system in place for continually improving and multiplying it.

Good for you.

The final step you want to complete is to continue to present new opportunities for your affiliates to bring you sales.

That, in its simplest form, means you'll need to create more offers.

- √ Offer reprint rights licenses to one or more of your products for a high-ticket offer.
- √ Create a part 2 – an “advanced” version of one or more of your core products.
- √ Buy reprint rights licenses or private label rights licenses to someone else's related product and let your affiliates promote it.
- √ Get your affiliates involved in promoting other people's 2-tier affiliate programs so you'll make a 2nd-tier commission on any referrals they generate.
- √ Hire someone to create a software program that your affiliates can promote.
- √ Put together a high-ticket coaching program or a membership site for your affiliates to promote.
- √ Assemble your products and others into a package offer or a firesale for your affiliates to promote.

- √ Hire someone to ghostwrite an entire series of related products and get your affiliates to promote them. You don't need to write a thing!
- √ Hire someone to interview one or more experts and convert it into a product for your affiliates to promote.
- √ Create an entire series of [small reports](#) for your affiliates to promote.

The list could go on and on here.

Then, the promotion is almost automatic.

Think about just this one possibility –

You create a 26-lesson mini-course for your affiliates to give away at their own site which promotes 26 different products of yours ... one each day for each of the lessons.

Sales come in automatically through your entire affiliate network as subscribers read lesson after lesson.

Here's the thing: Once you have an affiliate program in place ... a thriving affiliate program ... you can focus on creating new offers for them to promote. You have a built-in traffic source ready to explode with each new offer you put together.

CLOSING THOUGHTS

We've covered just a ton of information in this course and I trust that is been useful to you. Take your time and systematically work your way through it.

I never call someone a liar, but I'd have to seriously question your honesty if you told me you tried all this and it didn't work. 😊

To recap, here's how you do it ...

S - SETUP your program.
A - ASSEMBLE tools.
L - LOOK for an edge.
E - EXPLAIN the benefits.
S - SEARCH for partners.

A - APPLY gentle pressure.
R - RECRUIT indirectly.
M - MAKE an investment.
Y - YEARN to expand.

You're only one person.

Think about it –

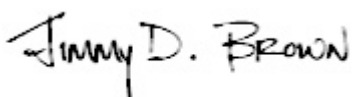
You are LIMITED in what you can accomplish on your own.

I don't care how good you are at generating traffic, you can only do so much by yourself.

It's time for you to get thousands of other people promoting your products for you.

It's time for you to launch your own S.A.L.E.S. A.R.M.Y.™!

Make me proud. And make you profit.



Jimmy D. Brown, Author, **S.A.L.E.S. A.R.M.Y. Secrets™**

Other Resources from Jimmy:

- SmallReportsFortune.com – Find out how writing tiny, 7-15 page small reports that sell like crazy can bring you profits to the tune of over \$100,000 per year!
- ListProfitSystem.com – This course will teach you the exact, 6-step list marketing system that every "guru" on the planet uses to make money on autopilot! (Here's the twist: It's laid out in simple terms that even "newbies" can understand!)
- SubjectLineSecrets.com - If your emails aren't opened, it doesn't matter how good the offer inside is. Make sure you have the best possible chance to get your message read with Subject Line Secrets.
- EmailStrategiesExplained.com – How would you like to spend 8 hours learning from Jimmy, teaching you *everything* you need in order to earn some serious cash with email? The Email Strategies Explained Course will do just that.
- GetEmailResults.com – Did you know that less than 10% of your subscribers might actually be reading your email messages? Find out what you can do to reverse this problem and get more subscribers to open your email with the proven techniques of Get Messages Read!