Build Your Affiliate Army

Someone Else Is Ready To Do Your Work For You

Contents

Introduction

If there is any such thing as a natural career progression when you are involved in making money from your own online business, it probably goes something like this.

When you first come online to make money, you very quickly realize that there are thousands of products for sale that will, in theory, teach you how to be a successful online entrepreneur. It is likely that you will invest some of your hard earned cash in a few of these products.

Some of them will contain information that you can use, while others will inevitably be disappointing. However, while you're buying these products, you will realize that you did so because somebody, somewhere sent you to a sales page where you read about the product, liked the idea, and got your credit card out.

Perhaps you even put two and two together and realized that it was not the product creator themselves who sent you to the sales letter page. In all likelihood, it will have been one of their affiliates, someone who was working on a freelance basis promoting that product in return for a commission paid on every successful sale.

Realizing that there is good money to be made from being an affiliate, you begin to look into the positives and negatives of promoting and selling as an affiliate yourself. When you do so, you will undoubtedly come to the conclusion that there are far more positives to affiliate marketing than there are negatives from the individual affiliate's point of view.

In the first place, you can start marketing as an affiliate within a couple of minutes of finding a product or service that you want to promote. There is no need to carry any kind of inventory, and you do not need to create your own product either.

Especially if you're working with one of the larger network sites, there are no problems with getting your commission payments.

Affiliate marketing is a perfect starting point for anyone who wants to create their own online business.

It is not, however, completely without its downsides.

For example, you can spend as much time and money as you like promoting a product as an affiliate, but unless you generate any sales, you will never earn any money in return. You can find yourself seriously out of pocket if you are not particularly successful as an affiliate.

Furthermore, unless you set your affiliate marketing processes and systems up correctly, you will spend your whole life chasing new customers. By doing

so, you are building the business of the original product vendor rather than your own.

Nevertheless, despite these disadvantages, it is still true that the vast majority of online marketers probably got their start as an affiliate.

Some people (but only a very small handful) realize that they have a genuine talent for marketing as an affiliate, and continue to do so throughout the rest of their online business career.

These people are often referred to as 'super-affiliates', as they are the people who generate healthy six-figure incomes primarily from their efforts to sell other people's products.

However, even these 'super-affiliates' realize that their online business 'arsenal' is not complete without unique products of their own.

Apart from the 'super-affiliates', the majority of online business owners and internet marketers move in the direction of creating their own products too.

At some point during their affiliate marketing days, they begin to feel that they no longer want to make their money by selling for other marketers, as the realization dawns that they want to become a product creator themselves.

Why does this happen?

There are several reasons, as you are about to discover.

Why create your own product?

You do the work once

There are many reasons why progressing to creating your own product makes good sense in terms of both your immediate financial situation and also as a long-term business development strategy.

As an affiliate marketer, every time you managed to 'land' a successful sale, you immediately had to start searching for your next customer. In effect, marketing as an affiliate is a never-ending process because every time the sale is completed, that is the end of the affiliate marketers' relationship with that customer.

Smarter affiliate marketers will quickly realize that this is not the way to build a secure long-term financial future. Because of that, they will include some way of capturing the individual customer's name and e-mail address somehow as an integral part of their affiliate product sales process.

This gives them the opportunity to go back to that same customer time and again to recommend other products and services that the affiliate believes they will be interested in. Sometimes the existing customer will buy another product, and because they do so from the same affiliate's link, they will get their share of the commission.

The sad fact is, however, most affiliates do not market in this way, and they will therefore continue having to find new customer after new customer.

If, on the other hand, you create your own product, then the situation is significantly different.

Of course, you must come up with an original and exciting product concept to start with, and that is not always going to be such an easy thing to do.

During your time as an affiliate, however, you have probably been in situations where having a particular resource available would have helped you, but that resource did not exist. You already have the kernel of a new product for which there may be market demand, right there!

So, once you have your original idea, the first job is to establish that there is demand in the market for the product that you're thinking of creating. This product can be anything, and whether it is primarily designed for internet marketers and online business people or not is irrelevant. No matter what market your idea is aimed at, the first thing that you must do as a nascent product creator is to establish that people are likely to buy your product once it becomes a reality. Once you have done that, you can then move on to the product creation process itself, safe in the knowledge that you have a potential 'seller' on your hands.

Of course, what is involved in the process and how long it takes you will very much depend on the kind of product that you make. For example, while it may be possible to create an e-book within a week or two, it is probably going to take considerably longer to create a complex software program that will automate several tasks at the same time.

The complexity of the product that you are building will also have some effect on the price that you will charge for it after completion.

That price will, in turn, have a knock-on effect on other matters such as the length of the sales letter that you write. It is generally accepted that the more expensive a product that you sell online is, the more explanation and justification for the price you will need to include in your sales letter.

The higher the product price is, the longer your sales letter will have to be.

However, irrespective of how long it takes you to get everything in place so that your product is finally ready for launch, you will only have to go through the product creation process once.

There may be further product development in the future, and you might include free product updates in your initial sales package, but those factors aside, product creation is a 'one-time only' thing.

After your product is completed, whether you sell one unit, one thousand units or even one hundred thousand is irrelevant.

Once the job is done, it is done, and that is a very marked contrast to selling someone else's product as an affiliate, where every individual sale is generated by your own efforts and, in direct contrast, if you do not make any effort, then there are no sales!

You make more 'upfront' money

As the original product creator, the chances are that you will make more money than you did as an affiliate, but perhaps not in the way that you might expect or anticipate.

Until recently, the commission 'split' on an average digital product would have been slightly tilted in favor of the product creator, or, in a 'best case scenario' (when viewed from the affiliate's position), it would have been 50/50.

Now, however, it is becoming increasingly common to see product creators giving away 70% or even 75% of the commission to the affiliates who are promoting their digital products.

The product creator is, therefore, only retaining 25% of the sales proceeds.

On the other hand, they are getting 25% on every single sale, whereas the average affiliate is going to get 75% of a relatively small handful of sales.

So, the commission 'split' that the creator is retaining is less than that been paid to the affiliate, but they will nevertheless still earn more money than the average affiliate from sales of their product due to the total 'weight' of sales generated.

You build your long-term business future

For the majority of product creators, the ability to use their product to build their business is probably the most important single reason for creating a product in the first place.

This is because every new customer that comes on board by buying the product is instantly added to their customer mailing list.

The owner of this new mailing list already knows that everyone on the list is willing and able to buy products and/or services within a particular market niche, as long as that product matches their requirements closely enough.

In fact, a smart product creator may have already tested their customers' willingness and ability to spend a little more money than they did on the initial product offer by following up the initial sale with an immediate 'upsell'.

Imagine that the initial product the customer bought was priced at $37. Once they completed the initial purchase, then the product creator will have a system set up where the customer is immediately shown another complementary product automatically.

This complementary product could be priced at a very similar level to the original one (somewhere between $35 and $40).

By doing this, the product owner would maximize his immediate revenues, because he already knows that this is a price point with which this customer is comfortable.

He also understands that the basic psychology of the buying process dictates that the first purchase is always the hardest. After that, it becomes considerably easier for the customer to feel comfortable buying again. At the same time, the product vendor is also aware that the customer has their credit card in front of them. This strategy will therefore maximize the amount of products sold 'on the back' of the original sale.

However, as a long-term business building strategy there may be a better way of structuring the 'upsell' scenario. Instead of offering a complementary product for a very similar price to that of the original, the vendor might offer an upsell product at a higher price point as a way of qualifying whether the customer is comfortable at that level too.

For instance, instead of offering another product for $37, they could offer an upsell product at $67. By doing so, they will generate fewer sales, but, as part of a long-term business strategy, it does make sense.

That is because those customers who buy the upsell product at $67 indicate their ability and willingness to buy higher priced products as long as they match their personal requirements.

The product creator might therefore add these 'premium' customers to a different mailing list and target them with higher priced products, rather than pitching products in the $35 to $40 range at them.

However, customers who do not take up the opportunity of buying the $67 upsell will be left on the original customer list. The majority of the offers made to members of this list will be priced in the $35-$40 range, but there will also be occasional higher priced product offers as a further attempt to qualify these list members.

The reason that this is so important is encapsulated by the Pareto principle or the 80/20 rule as it is sometimes known.

In business, this principle dictates that you will make 80% of your profits from 20% of your customers.

Your job is, therefore, to find out who those 20% of customers are as quickly as possible, because they are the people who represent the potential 'big profits' for your business in the future. The way you do that is by qualifying your mailing list members as suggested above.

You've got your product – what next?

While you are in the process of creating your product, all of your attention and focus is going to be on that product. Once you have created it and built your sales pages so that it can be promoted, then you need to look at the next stage, which is to consider how you are going to promote it.

As you will probably understand by now, entirely irrespective of how good your product is or how original the ideas behind it, if no-one knows about what you're doing, then you are not going to generate any sales.

In other words, once your product is completed, the next thing that you must focus on is driving visitors to your sales letter.

In order to do this, there are many different traffic generation tactics that you can employ. For example, you may decide to spend money on Pay-Per-Click advertising, or to write articles and submit them to the major article directories as methods for driving traffic to your site.

The disadvantage of doing this should, however, be self evident. If you choose to do all of your promotion yourself, that immediately limits what you can achieve because there only so many hours available in every working day. By following this route you are therefore naturally limiting your sales potential, as well as limiting the development of your business.

If you have been an active affiliate marketer yourself, then you should already appreciate how limited you are when you try to do everything yourself.

On the one hand, you have already seen how effective affiliate marketing is as a marketing strategy, and you will no doubt have enjoyed some of the financial 'fruits' of marketing as an affiliate at the same time.

On the other hand, however, once you have created your product and put everything in place to sell it, the profitable way forward is to start recruiting your own affiliates. In reality, this is the only way that you can hope to enjoy the volume of sales that will generate the levels of income that you would like to enjoy.

Knowing that having your own affiliate sales team is the way forward, the next step becomes obvious.

Give them the tools for the job!

As previously suggested, selling other people's products as an affiliate is for many people the first tentative step that they take into the world of internet marketing or online business. It follows that many affiliate marketers are online business beginners.

In the past, that often presented a significant barrier to many new affiliate marketers, because they had little or no idea how to promote products online. While the notion of becoming an affiliate marketer was very attractive, it often did not work out that way in practice, because the 'newbie' marketer had little or no idea of how to generate sales.

For this reason, over the past couple of years it has become increasingly common for product creators who are actively seeking affiliates to provide promotional materials for their affiliate, so that they can get their career off the ground as quickly as possible. While in the past the common assumption was that the affiliate was expected to create these advertising materials, promotional e-mails and the like themselves, nowadays it is far more common for the product creator to do most of the hard work for their affiliates.

This makes a program with all of these affiliate support materials in place far more attractive to prospective affiliates than one without. It follows that, in order to maximize the number of affiliates that are attracted to your program, you must create the tools and resources that those affiliates need to be successful.

The first thing that you should try to do is create a 'master link' at the top of the affiliate tools page that enables the affiliate to insert their link into every affiliate tool on that page at the same time.

An example that works with the Clickbank affiliate network site might look like his:

Use This Form Below To Replace Your Affiliate Link And First Name In all Tools On This Page

Enter Your Email Address:

Enter Your First Name:

Enter Your **Clickbank** Id:

Need A Clickbank ID? Click Here
To Get One In 30 Seconds.

Submit

Creating the coding so that this changes every affiliate link on the page may not be something that you can do yourself, in which case outsource the work to a coder - who you can find, for example, at scriptlance.com.

It is important not to lose sight of the fact that what you are doing here is making it as easy as possible for even the greenest 'greenhorn newbie' affiliate to work with you. Although they may be green at the moment, they might also be the affiliate marketing superstars of the future – everyone has to start somewhere, after all – and now is therefore a great time to make a terrific first impression on them!

Make it easy for them to promote your product and you make it easy for everyone to make more money, and for that they will surely remember you (and, more importantly, be keen to work with you again in the future).

After that, you can proceed to add specific promotional tools to the page, all of which should be linked to the automatic 'link updater' that you just created (or had created for you) and installed.

Some of the tools that you might include on your affiliate pages in order to make life easier for them (and thereby encourage them to work with you) are as follows:

- Text Links: You need to give your affiliates text links that they can copy and paste onto their own sales pages. These links should already be written in code (HTML or Javascript are the most commonly used options) so that everything is as easy as possible.

- Text Link with Audio: You could create a text link that has a short audio message attached, no longer than ten to twenty seconds of explanation highlighting exactly why the customer should buy:

Text link With Audio

White Button Play When Clicked

```
<P align=center>
<iframe scroll=no width=75 height=25 frameborder=0
scrolling=no
src="http://PlayAudioMessage.com/play.asp?m=329794&f=GOT
</P><P align=center>
```

Place this code on your website to link to us with your affiliate link.
It will produce the Audio Button and the link you see below.

▶ ❙❙ ■

Save Your Online Business

Give the affiliate a choice of audios that start only on demand (as in the case shown above) or automatically. Perhaps you could offer different color 'play' buttons as well:

Place this code on your website to link to us with your affiliate link.
It will produce the Audio Button and the link you see below.

Save Your Online Business

- Tell-A-Friend: You have probably seen sites that offer the ability to send a message to your friends about the program that you are promoting via a Tell-A-Friend script on the site:

Step #1 - Use The Tell-A-Friend to Earn Money

	Your First name	Your email
	Friend's name	Friend's email
#1		
#2		
#3		
#4		
#5		

Subject:
[FIRSTNAME], Check this out

Body:

```
Hi [FIRSTNAME],

I just thought you may want to know
about this cool site I just found.

I like it and I thought of you when
I saw it.

http://JoeSoap.productcode.hop.clickbank.net

It is cool and I knew you would want
to see it too.

Thanks,
```

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You simply add in the names and e-mail addresses of your friends to the form shown, and the software behind the program automatically sends mail with your name attached, and your own link inserted, as if it comes from you.

This can be a very powerful marketing tool, so if you make this available to your affiliates, many of them will use it, especially if you 'incentivize' them to do so! Try offering them a bonus gift for adding three names and e-mail addresses to the form, and it will increase the number of people who use the form. You will as a consequence see an increase in both product sales and affiliate numbers as a result.

There is a great free Tell-A-Friend script that, although it does need a little work, will nevertheless do a terrific job for you (and saves you having to buy anything) available [here](#).

- Create an e-mail series: Write a short series of e-mail messages (two or three) that the affiliate can add to their own autoresponder account:

Tell the affiliate to send them out three or four days apart, and encourage them to add additional messages of their own if they want to keep the ball rolling for a longer period of time. The fact that you have written the initial mails should give them enough guidance on the kind of things that they should be writing, so it should not be especially difficult for them to add extra messages of their own.

If you want to go 'the whole hog' for them, and make it as easy as possible for your affiliates to enjoy maximum sales, you might write

the complete autoresponder series, in which case, you should be looking at at least seven messages.

This is because many experienced marketers suggest that a prospect has to see your promotional message at least seven times before they respond to it. If therefore you are really keen to help your affiliates (and you should be), this is something that you could do to help them as much as possible.

Remember that the easier it is for affiliates to convert prospects into customers, the more affiliates you are likely to have, because there is nothing that attracts hungry affiliates more than a product that is a proven winner!

If you go the extra distance (the standard 'affiliate pack' is generally two e-mails, or three at the most) you will be helping yourself as well by improving your own conversion rates.

It is not absolutely necessary to write all of the e-mails yourself! Outsource the work by finding a writer using a site like Elance.com, or visit the appropriate Forum page at Digital Point.

In case your affiliate has not already got an autoresponder account of their own, point them in the direction of either Aweber.com or GetResponse.com (if they have money to spend on an absolutely top class service and product), or AutoSenders.com if they need to use a free service at least for now (this is the best free service that I know, because it leaves the outgoing mails ad free).

- Banners: Although they are not as effective as they were a few years back, offering your affiliates a few different styles and sizes of banner will give them the option of featuring some visually pleasing advertising materials on their own sites:

Banner #1 (468x60)

Banner #2 (160x80)

The two banners shown here, for example, correspond to the most popular sizes of Google AdSense advertising 'blocks'. These can therefore be used as a direct replacement should the affiliate already be using AdSense as a way of trying to make money from their own site.

- Add an e-mail signature: Encourage your affiliates to add a signature file to every outgoing mail that they send, whether they are business related or not:

Signature #1

~ ~
Increase your online sales up to 40% with your
own "intelligent" virtual agent making sales
for you 24/7 ... with NO commissions to pay
or NO monthly fees EVER!

Almost all e-mail programs will offer you the ability to add your own signature file to every outgoing mail that you send, automatically.

If, for example, you are using Microsoft Outlook to process all of your outgoing e-mails, look under 'Tools', then 'Options' and finally 'Mail Format'. Once you arrive there, you will see that there is a 'Signatures…' button, which is where you can add your signature ads.

Make two or three different signatures available, as not everyone will feel comfortable using the same one. For that reason, you might want to create signatures that are pretty 'salesy' while you can make others available that are not quite so forward.

Suggest that your affiliates join the leading forum sites in your (their) niche and that they add signature files to all those that will allow them to do so. Stress that they should read the rules of every individual forum that they plan to join before they do, because some will not allow signature files to be added under any circumstances.

That will make it extremely difficult to advertise on those particular forums, so they may want to give them a miss in that situation.

- Pay-Per-Click advertising: Suggest that your affiliates should consider using PPC advertising through Google AdSense, Yahoo Search Marketing and MSN Ad Center.

Then, in order to make it easy for them to do so, create the ads for them:

PPC Ads

Virtual Smart Agent
Boost Online Sales Up To 40%
No Monthly Fees. Ever!
www.VirtualSmartAgent.com

Virtual Intelligent Agent
Increase Website Sales Up To 40%
Lifetime Money Back Guarantee!
www.VirtualSmartAgent.com

Automated Chat Solution
Increase Sales + Build Your List
Reduce Cart Abandonment!
www.VirtualSmartAgent.com

Virtual Chat Agent
Increase Website Conversions
Up to 40% in 14 Days on Autopilot!
www.VirtualSmartAgent.com

In order to be able to run an effective and profitable PPC advertising campaign, the affiliate will need a targeted keyword list that they can use to draw visitors to their advert.

Generate the list for them and add it to the affiliate area next to the pre-written PPC adverts so that they have everything that they need to begin their advertising campaign almost immediately.

- Article submission: Create (or outsource the creation of) half a dozen articles that your affiliates can submit to the major article directory sites like:

http://ezinearticles.com/

http://goarticles.com/

http://searchwarp.com/

http://www.articlealley.com/

http://www.articledashboard.com/

http://www.isnare.com/

Stress that the affiliate should change a proportion of the articles in an effort to make sure that they are unique, because one of the advantages of submitting articles to the directories shown is that they are favorites with the search engines, especially the #1, Google.

For that reason, there is every possibility that the article could feature highly on the results pages as long as the search engines recognize that the article is unique. So, they need to change at least 30% of the articles, focusing especially (but not exclusively) on the first and last paragraphs. As long as the search engines recognize the articles that they submit as being unique, they will gain maximum exposure from those search results pages.

- Classified advertising: Create a couple of classified ads and suggest that they can submit them to sites like:

http://www.craigslist.org/about/sites.html

http://www.usfreeads.com/

http://www.1second.com/bizop.htm

http://www.classifiedsforfree.com/

http://www.1stopclassifieds.net/

http://www.inetgiant.com/

Some of these sites are not that keen on advertising for anything related to online business or internet marketing, so they may take the

ad down pretty quickly, but that just means that the affiliate needs to be persistent about changing the ad so that it stays 'live' longer!

- Pop-exits and pop-unders: Create both pop-exits (that only appear when someone is attempting to leave your site):

POP EXIT
Copy this code on to your website to have
our site load when people leave your site.
Your affiliate link is built in already.

```
<SCRIPT LANGUAGE="JavaScript">
<!--begin
/*
 * Popup code generated by PopUpMaster Pro
from
```

and pop-unders that your affiliates can add to their sites or blogs to try to grab those that are leaving the affiliates web page without acting on the request contained thereon:

POP UNDER
Copy this code on to your website to have
our site load under your site. When people
close your site, this site will be already loaded
for them to view.
Your affiliate link is built in already.

```
<SCRIPT LANGUAGE="JavaScript">
<!--begin
/*
 * Popup code generated by PopUpMaster Pro
from
```

- Blog reviews: Add a reasonably objective review or two to the affiliate area of your site, and suggest that they post them to their blogs. Try not to make the review too over-the-top 'in love' with the product, as the idea is that a review should give a picture that portrays both the good and a couple of minor downsides in a product.

You created it, so you know better than anyone whether it has any weaknesses and what they are. Don't be afraid of including them in the reviews that you generate for your affiliates to use. Try to focus on small downsides that can, in fact, be said to be positives if viewed in a slightly different manner. For example, you might admit that a new anti-virus software program that you have created is quite slow, but that this is a direct result of the fact that it is totally comprehensive! In other words, the downside is actually a small negative side effect of a

major positive, and you know that most buyers would be happy to live with that!

- Include a Press Release: Create a Press Release that the affiliates can use. Make sure that it complies with these guidelines for writing an effective Press Release (there is an excellent article that shows you just how to do this here), and that the affiliates understand that they will need to do some rewriting because otherwise there will be dozens of identical Press Releases flying about!

  Alternatively, you can introduce your affiliates to the free Press Release software that they can sign up for here so that they can create their own release which will therefore be unique by definition.

  Give them this list that they can submit their PR to manually for free:

  http://www.24-7pressrelease.com/

  http://www.1888pressrelease.com/http://www.prleap.com/

  http://www.free-press-release.com/submit/free-press-release.php

  http://www.i-newswire.com/submit.php

  http://www.pr.com/press-releases

  http://www.clickpress.com/releases/index.shtml

  http://www.prfree.com/

  or suggest that they take advantage of the great value offered by the $19.00 Press Release submission service at WebWire. This is, incidentally, a service that I have had great success with myself, so it is thoroughly recommended!

It's all about conversions!

As you can probably tell by now, there is are lot of different resources and tools that you can supply to your affiliates to help make their jobs easier. The basic reason for doing everything that you have read here (and anything else that you can think of to make your affiliate's life easier) is very straightforward.

The easier it is for our affiliates to land sales, the more sales they will land. The more sales that you enjoy, not only are you increasing your own income but you are also increasing your conversion rates too.

The higher the conversion rates your product enjoys, the more attractive other affiliates will consider it to be to join your affiliate program. Get the conversion rates looking good enough, and the people that you really want to get on board, the true six-figure super affiliates, will start to get interested, because they are looking for nothing more than that.

A product that converts well is what they want just as much as that is true of the greenest 'newbie'!

Incidentally, all examples in this section come from the affiliate program pages for [Virtual Smart Agent](#) and [Butterfly Marketing](#), so take a look at either of these if you want to get a more complete picture of what their affiliate programs offer. Both are excellent products that convert well too, so you might want to sign up while you are there as well!

What affiliate system to use?

Once you have spent some time creating all of the materials that you are going to supply within your affiliates area, the next thing that needs to be considered is how you are going to market your product, and what affiliate system you are going to use to do so.

You have a couple of choices here.

The first option is to use one of the major affiliate network program sites, and the type of site that you choose would depend on the type of product that you have created.

If it is a digital product like an e-book or a software program, then you will use one of the digital product sites like Clickbank.com or PayDotCom.com. If, however you created a physical, tangible product, then you would be more likely to use Commission Junction, LinkShare or Share-a-Sale.

As I suspect that 99% of people reading this will have made their own digital product (making a physical product is, after all, considerably harder and more time consuming), I am going to proceed on the assumption that your product is a digital one.

The second option is to create your own affiliate program that sells the product straight off your own site and pay your affiliates from there.

Both methods have advantages and disadvantages attached to them, so let us consider them now.

Using network sites

Clickbank.com is by far the largest digital product network site, with over 100,000 active affiliates and 10,000 products on offer at any one time, with PayDotCom.com being significantly smaller.

The first advantage of using Clickbank is that there are thousands of active affiliates who are all on the lookout for high converting products to sell. The chances of picking up lots of new affiliates from Clickbank simply by listing your product on the site (with a fee payable the first time you do so of $49.95) are very good.

When your product is first listed, it will also be shown on a couple of other sites that are frequented by Clickbank affiliates that are looking for good products to promote as well.

These sites are CBEngine.com and CBTrends.com. What they do is track all of the latest comings and goings at Clickbank. For example, they both show all of the latest products that have been listed on Clickbank on a regular basis. Savvy affiliates keep their eyes on these lists to get an idea of which

products look likely to take off, so if you can get your site into that elite category, you should have hungry affiliates swarming all over your site!

Using CBEngine as an example (which to my mind is a little easier to use than CBTrends), this is how the latest listed products table appears:

	Rank	Product	Earn%	Earn$	Grav	Price$	Info
		Product Averages View					
	366	Horse Racing Tips NEW!	51%	PRO		PRO	
	833	Cash Practice Secrets Home Study Course NEW!	32%	PRO		PRO	
	708	Cash Making Power Sites NEW!	75%	PRO		PRO	
	1019	Socail Niche Builder NEW!	75%	PRO		PRO	
	1158	~*~* Earn $$$ With One Question!! ~*~ NEW!	60%	PRO		PRO	
	1163	eBay(R) And CB Affiliate Niche Store Scripts NEW!	38%	PRO		PRO	
	189	SimpleWaterFuel NEW!	55%	PRO	1	PRO	
	1022	Make A Big 75% Commission On Every Sale! NEW!	75%	PRO		PRO	
	369	Street Smart Forex NEW!	60%	PRO	1	PRO	
	72	Google Manipulator - Killer Info...Enough Said NEW!	75%	PRO	10.72	PRO	
	349	Im Power Tools - Greatest Software Tools Used By ... NEW!	75%	PRO	1	PRO	
	502	In To Geographic Location Script For Web Marketers NEW!	25%	PRO		PRO	

There is already a product there that is showing a 'grav' figure of 10.72. 'Grav' or gravity is Clickbank's own measure of popularity, and the fact that this product has acquired some almost immediately on its release indicates that this is probably a product that is going to become very popular. This is therefore a product that a lot of affiliates are going to jump on very quickly.

It follows that, if you are to list your own product on Clickbank, you want to start acquiring gravity as quickly as you can. However, in order to do so you need to start selling your product, and in order to do that you need affiliates!

It is very much like the old chicken and egg story - which comes first?

How gravity is calculated is a closely guarded secret, but there is some evidence that creating all of the affiliate tools that you added to the site earlier seems to help push your gravity forward.

There is also another fairly sneaky way that you can increase your gravity, but I will come back to that in a few moments after looking at a couple more Clickbank advantages, plus the downsides!

Another appreciable advantage to using Clickbank to manage your affiliate program is that affiliates know that Clickbank will always pay them on time. Note the distinction here – Clickbank pay them, not you, and they have paid on time, every two weeks, since the day they first opened their doors for business, which makes them extremely trustworthy.

Affiliates trust Clickbank because they know that they will get paid. That certainly helps to draw additional affiliates to the site, which should, in turn, help you - as you will see.

It is easy for an affiliate to start pushing any product that they find on the Clickbank site. They simply find a product they like, create their own unique

affiliate link using the Clickbank on-site software (known as a 'hoplink'), and that's it, they're good to go!

So, putting your product up on the Clickbank site and using the many strengths of the program to attract affiliates will definitely make it easier to find affiliates to start promoting your product without too much input from you.

On the other hand, using Clickbank also means that you do not really control your own affiliate program, and you must follow the Clickbank rules at all times.

For example, Clickbank have a 60 day, no-questions-asked refund policy that they will impose on you, even if, for example, you offer only a thirty day money back guarantee yourself.

They are also very keen (it might be said far too keen) to make sure that every Clickbank customer is aware of this 60 day refund clause, so you will lose some sales as a result, I have no doubt!

Until recently, Clickbank were also pretty unresponsive to their affiliates' wishes, although, thankfully, that seems to be something that appears to be changing for the better very rapidly.

Running your own affiliate program

Almost everything about running your own affiliate program is pretty much the opposite of working with Clickbank.

For example, there is a great deal more flexibility to be had running your own affiliate program, and you are, of course, entirely in control of what you do.

You can pay whatever levels of commission you like, and you can pay the affiliates when you want to as well.

For example, by using the excellent [Instant Split Commissions](#) (ISC) software, you can pay your affiliates instantly, even before you are paid - if you want to set it up like that. Plus, the customer pays their commission share to the affiliate directly. That removes the question of the affiliate worrying about whether you will pay them, and they see the money hit their account literally minutes after the sale is completed.

There is no waiting around for two weeks until Clickbank issues a check, which could make a lot of your affiliates happy. This is especially true of those who are not based in the USA, because cashing a US$ check overseas can be an expensive business!

Another attraction of running your own in-house affiliate program is that it is easier to offer additional enhancements when you are running the whole thing yourself. For example, one of the most successful ploys to attract extra

affiliates is to run a competition with a significant prize for the affiliate that sells the most units of product. That is going to be far easier to manage if you are in total control.

Having said that, many of the plus points of working with Clickbank also represent the downsides of running your own affiliate program.

There is no pre-existing 'bank' of 100,000 affiliates who are all eagerly searching for top converting products to promote. There isn't the degree of trust that many affiliates have when working with Clickbank, because many of the people that you want to bring on board as your affiliate don't know you from Adam!

Having said that, by using the ISC software highlighted above, and by pointing out to affiliates that there is an automatic system in place that guarantees that they get paid immediately, should certainly help convince them that it is a good idea!

Both using a network site and having your own affiliate network will work in the right circumstances.

Here is how you get the best of both worlds!

Use both!

Create three separate sales pages, one of which is going to be used with Clickbank, one with PayDotCom and one for your own affiliate program.

You do this because what you are going to put in place is a strategy for maximizing both your revenues and the number of affiliates that you can draw to your product.

However, it is important to understand that when you are working to attract the maximum number of affiliates, you are not so much focused on earning 'upfront' money, but rather on building a list of future customers.

The first pillar of the strategy that you're going to put in place is focused on using Clickbank from the outset.

However, you should also publish the PayDotCom pages, but wait a couple of days before you do so. PDC has the advantage that, almost as soon as you add your product to the site you will pull in a few affiliates, and probably start seeing sales as well.

Notwithstanding that, the primary effort is still going to be focused on Clickbank.

Pay your $49.95 and get your product accepted. Pitch your initial commission level between 60% and 70%. You will understand the reason for this particular commission level later.

After that, it is time to start putting your affiliate maximization strategy into practice.

A 'Moth to a flame' – landing massive numbers of affiliates

Using Clickbank – step one

Your whole objective from now on is to draw as many affiliates as you can into promoting your product. The easiest way of doing this is to start with Clickbank, launching with them first.

In order to get things into top gear as quickly as possible, the first thing is to find a way of building your gravity as quickly as you can. By doing this, you can quickly push your product up the popularity charts, and that in itself is probably the quickest and easiest way of attracting new Clickbank affiliates.

Here is how you do it.

When you are creating an infoproduct, there is no recognized formula or system for knowing what is the right price for that product or what is a 'fair price'. The price is what the market will stand, so add in plenty of value to the package – bonuses, training videos, an audio version (if it is an e-book), and price it at, say, $89.00.

As soon as it is accepted and you are ready to go 'live', take a copy of the original sales letter and add a date stamp to it. Take a screen shot that clearly shows the price using the free version of [Screen Hunter](#), and that will automatically add a date and time into the file name.

Now you have proof that the product was originally posted on the Clickbank site for $89. This is important, because everyone who puts their product for sale on Clickbank claims that the price has been reduced. How many times, for example, have you seen products where there is a series of decreasing prices with slashes through them to indicate that the price had been reduced?

I would guess that the answer is, 'many times', and I will also guess that you are not convinced by this ploy. It is therefore critical to have incontrovertible proof that the price was originally $89.

Once you have that proof, then you immediately reduce the price to $49.

As previously suggested, at this point it is quite likely that you have already sold products as an affiliate from Clickbank in the past.

For that reason, you already have a nickname under which you sold those products and that account is probably already 'qualified', in that you have sold to more than five customers with different credit cards (which is Clickbank requirement before they will pay you for the first time).

In order to be a product publisher, however, it is better to have another account, preferably registered under a business name. This simply looks

more professional, and the more professional you look, the more likely your customers are to feel comfortable when purchasing from you.

So, at this point, you have two separate Clickbank accounts. You now sign up (using your original affiliate marketer nickname) as an affiliate for your own product. The product itself is, however, being sold under the new 'professional' nickname.

The next step is to write a top notch report about your market sector or niche, in which you highlight and stress the problems that people regularly face. You also stress that the solution to these problems is this fantastic new product that you have found at Clickbank.

Of course, this report is published under your new professional nickname, but the affiliate link inside it is 'hoplink' created under the nickname that you were previously using as an affiliate marketer.

You might even want to 'incentivize' anyone who downloads your report to pass it on to others by adding rebrandable links in that report. If, for example, you mention a couple of other affiliate products beside your own in the report, why not allow those links to be rebrandable using a program [ViralPDF](#)?

This would let anyone who downloads your report rebrand the links with their own. That, in turn, means the commission on any sales generated through those links will be paid to the person who recommended the report, rather than to you. In this way, you have given them a financial inducement to help you get your report distributed as widely as possible.

Now, you give this report away free to anyone and everyone that you can think of. You send it to your mailing list, offer it as a free product to anyone who would like to send it to their list members on a joint venture basis, feature it on your blog and your websites, send articles to the major directories about this terrific new report you have found, etc.

You should already know all of the major forum sites in your market sector. With any that you are already a member of, visit them and add the free report to your signature file.

If there is a marketplace or freebies section of any of those forums, make sure that the report is added there as well. For example, if you are operating in the internet marketing niche, you can make your report available to members of the Warrior Forum by paying $20 to have it released through the '[Warrior Special Offers](#)' section of the site. In a similar manner, you could give it away in the '[Freebies](#)' Forum at Digital Point.

As soon as anyone starts buying the product through your link, then your system should be set up so that they automatically become affiliates for the product themselves. As long as you have highlighted that the product was

genuinely available for $89 previously, and that they are now paying only $49, they should appreciate the value of the product package that you supplied.

They are also perfect affiliates for you, because they have used the product, and can highlight to their own potential customers and prospects everything they like about it and also some other things that they are not so keen on. In other words, as long as they approach the sales process correctly, these new affiliates should start generating sales for you quickly, and that will generate even more new affiliates.

As a consequence, your product should soon gain momentum, and (more importantly) your acquired 'gravity' should also begin to increase.

When it does so, your product will start climbing the popularity tables, and that in itself is going to pull in dozens of new affiliates.

At this stage, you are not necessarily looking for individual affiliates yourself. All the focus should be on promoting the free report that you are giving away, and to a large extent, the recruitment of new affiliates will come about because of Clickbank and your free report.

Using PayDotCom —step two

I suggested earlier that a few days after your product initially goes live with Clickbank, you should also add it to the PayDotCom affiliate program.

Have a completely separate payment system in place, and make sure that everything is entirely isolated from what you're doing with Clickbank.

Pitch the commission level the same as you did with Clickbank. As suggested, you will not land nearly as many affiliates from PayDotCom as you will with Clickbank, but the affiliates that you do attract will tend to be more active and therefore likely to generate more sales per individual affiliate.

Moving in-house – step three

Once you have managed to attract lots of affiliates from Clickbank and PayDotCom, the final thing to do is to try to bring as many of them as possible into your own in-house affiliate program.

The reason is that by doing so, you will build your own affiliate sales team for any future product launches that you run.

Remember my earlier suggestion that, as an affiliate marketer, you are always chasing brand-new customers? If every time you launch a new product you do not already have your own in-house affiliate sales team in place, then you are in very much the same situation.

In that situation, with every product launch you need to build a brand new affiliate sales team, but by bringing them in-house you already have the nucleus of a sales team already in-situ before every product launch.

This is why I suggested that you pay somewhere between 60% and 70% as your initial commission through Clickbank and PayDotCom.

This enables you to pay your affiliates a higher commission through your in-house affiliate program, and also to offer additional bonuses, prizes and the like as a further incentive for switching.

Of course, you will then be 'lifting' these affiliates out of the 'safety net' of Clickbank and PDC.

This is where using the Instant Split Commissions software comes into its own, because you have it set up so that the affiliate gets their 80% or even 85% before you get the balance.

This money goes directly from the customer to the affiliate, while the software will only release the product after both you and the affiliate have received confirmed payments. Your affiliates should have no worries whatsoever about whether they will get paid for their efforts, even if they are working with your in-house affiliate program.

Plus, as suggested earlier, they will get paid immediately, which should represent another significant inducement for moving over to your in-house program.

One problem that you will face is that Clickbank do not disclose full information about who your affiliates are, although you will know their Clickbank nickname. It is not as easy as it may seem to switch people to your in-house affiliate program, simply because you do not know who they are.

What you should do, however, is run a Google search using the search term "affiliate-id clickbank", replacing the highlighted section with the Clickbank nickname of the affiliate that you are trying to track.

This should bring up many of their own sites, links and so on, so that by doing a 'WhoIs' search, you should be to find their contact information.

Free in-house affiliate program software

As suggested, because of the ability for the affiliate to be paid directly by the customer, Instant Split Commissions is an extremely effective tool for helping to pull affiliates over to your in-house program.

Having said that, there are other in-house affiliate program software packages where you can download and install a functional (but generally limited) free version if money is presently an issue.

You might also want to experiment with your own in-house affiliate program, and, in order to do so, using free software may be an option worth considering. Whatever the reason, you can find free in-house affiliate program management software on all of the following sites:

http://www.affplanet.com/

http://www.qualityunit.com/postaffiliate/

http://www.cosmicperl.com/affiliateclick_features.shtml

Attracting even more affiliates…

In addition to 'leveraging' the popularity of the leading network sites like Clickbank and PDC, there are many other ways of attracting even more affiliates to promote your product.

Whether you then choose to recruit these affiliates to your in-house affiliate program, or whether you choose to send them to Clickbank as a way of further increasing your gravity and therefore your product popularity, is entirely your decision.

What you should do, however, is test one strategy against the other and see which is the most effective in terms of adding new affiliates to your programs and new customers to your mailing list. Whichever one works best is the one that you should focus your primary efforts on.

Through forum sites

I suggested previously that you should give away a free report containing your own affiliate link by using signature files on appropriate forum sites.

Go back to the same forums and create a new account with each one, using an entirely different nickname and profile. If it is necessary to make a certain number of postings in order to be able to add a signature file, do so as quickly as possible, and then add a signature with a link to your affiliate program contained in it.

In this situation, because many of the forum members will also be experienced in your niche, it is probably best to promote your own in-house affiliate program, simply because of the higher levels of commission available. Whereas a Clickbank product that is paying 70% or 75% is nowadays nothing out of the ordinary, a product that is paying 80% or 85% is. Your signature file anchor text might therefore read something like 'unique affiliate program pays 85%!'

Write and submit articles

Write a series of articles, and create new accounts with the leading article directory sites highlighted earlier such as Ezinearticles, GoArticles and Search Warp.

Understand that many of the people who read your articles on these directory sites will not be particularly familiar with making money as an affiliate marketer. Your articles should, therefore, explain the concept of affiliate marketing, why it represents such a perfect introduction to the world of making money online, and why your product and the associated affiliate program are such a standout.

I would, however, not recommend that you publish these articles under your own name, because you have already created articles for your affiliates and suggested that they should submit those articles to the directories.

If, therefore, you publish articles under your own name, you are in direct competition with your own affiliates, and that is not something that is going to be particularly popular with them!

Affiliate program directory sites

There are quite a number of individual websites that list affiliate programs that are looking for new affiliates to join them. The sole purpose of these sites is to bring affiliates and affiliate program owners together, and they are, therefore, an ideal place to post details of your project:

• www.affiliateseeking.com

• www.affiliateranker.com

• www.associateprograms.com

• www.affiliatesdirectory.com

• www.jv-alert.com

• www.refer-it.com

Another excellent place to post the details is ABestWeb, which claims to be 'The #1 Affiliate Marketing Forum'

Advertise your affiliate opportunity

ABestWeb also offers you the opportunity of [advertising your affiliate program](), which, given that the site does have a great deal of credibility within the affiliate community, may well be worth considering.

You can also place advertising in newsletters or ezines that are targeted at the online business and affiliate marketing community. There are literally dozens of these available which a Google search using a search term like 'internet marketing e-zines' or 'affiliate marketing newsletters' should uncover.

Alternatively, take a look at the leading e-zine directory sites like:

http://new-list.com/

http://www.homeincome.com/search-it/ezine/index.html

http://bestezines.com/

A search of any of these directories would highlight lots of relevant and appropriate e-zines and newsletters which you should contact to see how much advertising your affiliate program would cost.

Try to make your advertising as interesting and dynamic as possible, because there will be other advertisers who are looking for affiliates. You must, therefore, try to do something that will make your program and proposal standout.

For example, instead of a headline like 'Brand new affiliate program' (factually accurate, but nevertheless 'dry'), try something like 'Are you the affiliate who will win $1000 next week? Join our program NOW!' (which provides a far more exciting answer to the 'what's in it for me?' question that any potential affiliate might be asking himself).

Find potential affiliates using keywords

- Method 1: Make a list of all the keywords that you can think of that are related to your product. If in doubt, take a look at the [free Word Tracker](#) keyword research tool to find out what keyword terms and phrases other people are using in your market sector or niche.

  Next, run a Google search using each of those primary key terms and phrases. Almost every website that will be returned on the first half-dozen results pages (assuming that it is a relatively popular keyword) will be a website in your market sector or niche.

  Get in contact with the owner and ask them whether they would be willing to promote your product to their list as an affiliate, and, if there is no contact information on the site, do another 'WhoIs' search to get the appropriate contact details.

- Method 2: Sign up for a free account at [Jigsaw.com](#) and search the site for other companies in your market sector using your keywords once again. Contact them and put your proposal forward.

- Method 3: Take your primary keywords and run another Google search, but, this time, add 'forums', 'noticeboards' and 'chat' to that keyword.

  So, for example, if you are focusing on the weight loss market, then you would look for 'weight loss foruns', 'weight loss noticeboards', etc.

  Every site that this search will turn up has hundreds or perhaps even thousands of members all of whom are interested in your primary topic or subject matter. It would, therefore, clearly make a great deal of sense to propose to the forum owner or main administrator that they could make a great deal of money from becoming an affiliate for your program.

- Method 4: Run a direct Google search for e-zine and magazine publishers in your niche. All you do is type in 'weight loss magazines', get in touch with the publisher of any that you find and put forward your affiliate proposal to them.

Use Amazon.com

Open up the Amazon.com website, and use your keywords to find books that are related to your market niche. Find the author's name, hunt for their website, and once you find it, get in contact with them to put forward your suggestion.

Create a viral e-book

Using the ViralPDF software highlighted earlier, create a viral e-book (ie. one that contains rebrandable affiliate links) that teaches people how to be an effective and therefore profitable affiliate.

Use your own affiliate program as the primary example of how the reader can become a successful and profitable affiliate.

Leveraging the power of eBay

If you look at the eBay site, you will probably find that there are a large number of people selling products and/or services in your market niche.

Look up the details of the people who are most actively selling and promoting in your niche, and focus your attention on them, especially any Powersellers that you find.

As long as you offer attractive affiliate terms, these people may well be willing to work with you, and you will, therefore, be able to reach out to a very large audience of brand-new potential customers.

In addition, it is my experience that this particular affiliate finding technique has another significant advantage. That is, very few internet marketers will ever think of using it, and therefore the chances of any Powerseller who you approach working with you are significantly increased.

They do not, in other words, get bombarded with similar offers every week, and they are therefore far more likely to be willing to listen.

Hire an affiliate program manager

Perhaps you may not appreciate this as yet, but, as you develop throughout your internet marketing career, you will arrive at one conclusion. That is, there are not enough hours in the day to do everything that needs to be done if you plan on doing it all yourself.

It is for that reason that I have suggested on a couple of occasions that you might want to outsource some of your work.

In a similar manner, if you're going to run an in-house affiliate program, and you want to attract masses of affiliates to join you, then having a full-time (or even part-time, virtual) affiliate program manager could be a significant step forward.

A quick look at the job listings on the major sites such as Yahoo Jobs and Monster.com will reveal many advertisements from people not unlike yourself who are looking for affiliate program managers.

Look at the salaries that are being paid to these people, and, as soon as you are in a position to afford to do so, give very serious consideration to bringing someone on board for your own business.

Without a doubt, having someone who can focus all of their attentions on optimizing the effectiveness of your affiliate program will skyrocket both the number of affiliates that you attract, and the growth of your business as a direct result of that.

Steal your competitors' affiliates!

Have a look at the sales letters and websites of your major competitors. In particular, try to find their affiliate area, the place where they have created all of the promotional materials which they are recommending their affiliates use.

As they are recommending that the affiliates use their materials, a significant proportion will do so.

If, therefore, they feature a text link that says something like "Make $250 using this insane Craigslist profit tactic", run a search on Google using that exact phrase enclosed in inverted commas (".").

This is likely to bring up all of the affiliates who are using that specific term to promote the product. You have just unearthed a literal treasure trove of affiliates who are already operating in your marketplace.

All that you need to do is approach them and explain why your affiliate program is better or more attractive than the one that they are already working with, and you should be able to steal a significant proportion of those affiliates right from under the noses of your primary competitors!

Who wrote their testimonials?

Looking at your primary competitors' sales letters once again, note who gave them testimonials for their product. All of those testimonials are likely to have a website URL attached to them, so there is no harm in getting in touch with those site owners and explaining to them what you have to offer.

Using affiliate finder software programs

There are plenty of software programs in the market that will help you find affiliates for your product. For example, Affiliate Elite is often recommended as one of the primary products that can give you a significant boost in your efforts to find and attract more affiliates.

The downside of most of these products, however, is that they are not cheap, and a significant proportion of what they do can be done manually if

you follow the instructions in this book. For that reason, I would recommend that you start off following what you read here, and only give serious consideration to buying software when you have already earned enough money to do so.

Conclusion

As you will have gathered by now, there is a very wide variety of different tactics and techniques that you can adopt in order to attract an army of hungry affiliates to your product. While I have listed most of the tactics and techniques that I have discovered over the years, I make no claim that this is a complete and comprehensive list.

In fact, I hope that after reading this book, your head is teeming with original ideas about how you are going to attract your own massive affiliate sales force.

If not, here is a final thought that may help you.

Every person who is currently somehow involved in your market sector is already a knowledgeable enthusiast for the topic around which your product was built. They know other similar enthusiasts, some of whom will be more knowledgeable than others.

If, therefore, you have a product that is going to train people and increase their knowledge about their favorite topic or subject matter, these people represent an ideal (perhaps even a perfect) target market for you and your product.

Who better or more ideally placed to introduce your product to them than our original enthusiast?

The bottom line is that you know you have created a high-quality product, and you are aware that your product can help or answer the questions of a large number of people in your market sector.

However, as I suggested right at the beginning, if people do not know that your product exists, then they cannot benefit from it.

For that reason alone, it is almost your duty to find as many affiliates as possible, so that you can spread your message as far and wide as possible.

Without any doubt, having a team of enthusiastic affiliates marketing your product for you is probably the easiest, simplest and most profitable way of doing this.