



The ULTIMATE Affiliate Marketing Blueprint

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1. The Ultimate Affiliate Marketing Blueprint

Whether you've decided to use affiliate marketing as your main business model or you're looking to promote affiliate offers alongside your own offers, the key to success is to get everything set up the right way. So slash the learning curve and avoid costly mistakes by using this ultimate affiliate marketing Blueprint...

NOTE: For this Blueprint I'm going to assume that you've already chosen a niche. If you haven't done this step yet, then do your market research to uncover profitable niches. If you have no idea where to start, you might begin with large, evergreen markets such as make money online, weight loss, golf, dog training, gardening, home improvement and similar markets. Then carve out a smaller niche for yourself (*e.g., weight loss for women over 40*).

Onward...

Step 1: Find a Product

There are two ways to approach this:

1. Find an affiliate network first and then search for a product. Reputable affiliate networks include:

Even better than affiliate networks are self-hosted affiliate programs. They are generally a lot less known so there is less competition and more room for growth. Take a look at my [Ultimate List of Recurring Affiliate Programs Here](#).

Primarily Digital Products:

- **ClickBank.com** one of the oldest and most reputable networks that takes care of everything (tracking, paying affiliates, etc.).
- **JVZoo.com** Large digital product database with an emphasis on online marketing markets.
- **Zaxaa.com** Similar to JVZoo, but not as well known.
- **RevenueWire.com** ecommerce for subscription businesses.
- **WarriorPlus.com** similar to JVZoo and ClickBank

TIPS:

- If you're unsure of the vendor, use a network such as Clickbank.com, which pays you directly (rather than you having to wait for the vendor).
- Digital products usually pay better than physical products, with commissions around 50% and often even higher.

If you decide to sell physical products, here are the top affiliate networks:

- Amazon.com
- CJ.com
- Ebay.com
- Rakuten.com
- ShareASale.com

NOTE: All of these are reputable networks. In most cases, you will need to submit an application, so get your site up and running first. Take note that some networks, such as Amazon.com, tend to have higher conversions because people already know, like and trust them.

2. Search for a product, and then check out the network. If you have a type of product in mind already (perhaps uncovered during your initial market research), then you can search Google to find vendors.

Next...

Step 2: Review the Product

Don't even think of promoting something until you've purchased, reviewed and used the product. If you wouldn't recommend it to your best friend, then don't recommend it to your audience.

Step 3: Do Your Due Diligence

Be sure the product and vendor have a good reputation before you start promoting. Take these steps:

- Search for the product name in Google and look for evidence that the product has a good standing in the market.
- Search for the vendor's name and website in Google to be sure the vendor is honest and reputable.
- Check the sales letter and overall sales process for commission leaks, such as extraneous links or cookies being deleted and replaced with another affiliate's cookies.

Next...

Step 4: Add Value to The Offer

No matter what you're selling, you have a lot of competition. You can stand out from the crowd by adding value to the offer in the form of a valuable (related) bonus.

For example, if you're selling a bodybuilding course, then here are three ideas for bonuses:

- Create a set of lifting videos.
- Offer a bodybuilder's cookbook with delicious, high-protein meals.
- Offer a meal-planning app.

Next...

Step 5: Set Up a Lead-Generation System

You're not going to send your traffic directly to the vendor's page. Instead, you're going to get people onto your mailing list, build a relationship with them, and then promote affiliate offers on the backend.

Here are the pieces of this system:

- Lead magnet. This should be tightly related to the affiliate offer, so that anyone who wants your lead magnet will naturally want to buy the affiliate offer. Naturally, your lead magnet will include links to your affiliate offer.

For example, if you're selling an in-depth course on traffic generation, then you might create a lead magnet with "27 Surefire Traffic Generating Tips."

- Lead page. This is a short sales letter – sometimes just a headline, a handful of bullets and a call to action – which tell viewers the benefits of your lead magnet and why they should join your list now.
- Autoresponder series. This is a series of around five to seven emails that are related to the main offer. Each email is mixture of content and pitch.

In keeping with the example of selling a traffic generation course, your email series might be something like: "The Five Traffic Secrets Of Million-Dollar Marketers." Each email would include one of the secrets plus a pitch for the paid course. Be sure to promote your bonus offer when you promote your affiliate link.

Step 6: Drive Traffic To Your Lead Page

Once everything is set up, then you can start driving targeted traffic to your lead page. This includes:

- Setting up a blog and using content marketing and search engine optimization to drive traffic.
- Setting up social media pages (e.g., Facebook, Twitter, LinkedIn, etc.).
- Using video marketing to promote the lead magnet. (Use sites like Vimeo.com and YouTube.com to distribute the videos.)
- Viral marketing.
- Guest blogging.
- Doing content swaps or ad swaps with other marketers in your niche. For example, your partner promotes your lead page from within his newsletter, and you do the same for him.
- Interviewing the vendor on a live webinar. Then distribute this interview as a lead magnet to further build your list.
- Purchasing advertising on niche sites, or by using big ad platforms such as Facebook and Google Ads.

Conclusion

Many affiliate marketers make the mistake of driving traffic directly to the vendor's pages, but that results in low conversion rates and wasted traffic.

A better idea is to build a mailing list (which is an asset), and then build a relationship with your mailing list subscribers.

You can then promote multiple offers on the backend over the span of months or even years!

2. Your First \$1000 In Commissions Blueprint

I'm going to say something that might surprise you. If you can make \$1,000 in affiliate commissions, then you have the tools and know-how needed to make \$100,000. So what do you need to do to make that first \$1000? Just use this Blueprint...

Step 1: Pick a Profitable Product

If you want to hit the ground running, then you need to promote in-demand products that people are already buying. Here's how to do that:

- Run a search for your keywords in marketplaces like Amazon.com and ClickBank.com. The bestsellers in your niche will generally appear at the top of the list. Amazon even shows you the sales rank. Meanwhile, ClickBank will show you seller stats, including "gravity," which shows you how many affiliates have sold the product in the past three months. (Hint: a high gravity usually means a popular product.)
- Check what the top sites in your niche are selling. Just run a search for your keywords in Google, and see which products are popular across multiple sites. Chances are, these products have affiliate programs.

Once you've located popular products, then complete these steps:

- Review the sales page to be sure it looks professional. You may even ask the vendor about conversion statistics.

TIP: If the product is really good but the sales page stinks, there may be ways to work around this. For example, some affiliate networks let you create your own sales page and then simply link directly to the order form. Another work around is to work with the vendor to get a personalized

landing page up with better copy. Finally, solid preselling may help you overcome a poor sales page.

- Purchase the product and carefully examine the ordering process. You want to make sure affiliate cookies stay intact.
- Check the sales page for leaks, such as links to other products or even other payment methods for which you won't get credit.
- Review and use the product to be sure it is a solid product, something which you'll be proud to promote.

Chances are, as you do all this research, you're going to find multiple products you'd like to promote. Which leads us to the next step...

Step 2: Select Backend Offers

Here's one of the keys to making those first \$1000 in commissions: create a sales funnel of affiliate offers, rather than selling just one affiliate offer. So while you're finding and reviewing products, pick several products that are highly related to each other.

Here's what your sales funnel will look like:

- Entry by way of a free lead magnet.
- A low cost, high value offer, to turn browsers into buyers (this is your tripwire product that will be from \$7 to \$20).
- Higher ticket core offer (e.g., \$97 price tag).
- Assorted other backend products. This could include membership sites, high end offers, services and more.

- Assorted bonus products to add value to every affiliate offer you promote. This will boost conversions, build loyalty and improve customer satisfaction.

Example: You're selling a blogging plugin. You can offer free installation and customization to anyone who purchases the plugin through your affiliate link.

Example: you offer a sales letter template as a lead magnet. You promote a copywriting overview course as the tripwire. You promote an in-depth copywriting course as the main offer. On the backend you sell an assortment of affiliate offers including additional copywriting instruction, sales copy templates, copywriting services, and copywriting apps.

Your goal is to bring prospects into your sales funnel, build relationships with them, turn them into buyers, and then turn them into repeat buyers. Which brings us to the next step...

Step 3: Create a Lead-Generation System Around These Offers

Now you need to put together the following pieces:

- Design your lead page. For design help, check out [Builderall](#). For help with the copy, see [The Sales Copy Game Plan](#)
- Create a lead magnet that's directly related to the tripwire product in your sales funnel. Promote the tripwire at the end of the lead magnet. Your lead magnet may take the form of:
 - Report or eBook.
 - Video.
 - Audio.
 - Gear list.
 - Worksheet.
 - Blueprint.
 - Templates.
 - Cheat sheets.
 - Planners / calendars.
 - Mind maps.
 - Webinar (or replay).
 - App.

... Or any other similarly valuable and useful product.

TIP: Create a lead magnet that your prospects will refer to often, such as an Blueprint. That way, they'll see your links and calls to action often too!

- Create an autoresponder series that's purpose is to close the sale on the tripwire product. For example, if the tripwire product is a copywriting course, then you might create an autoresponder series that shares five psychological sales tactics and how to use them. Every email would include useful info plus a pitch for the paid offer.

Final step...

Step 4: Drive Traffic and Build Relationships

At this point you've set up a system where people enter your sales funnel by requesting your lead magnet, you turn them into buyers with a "no brainer" tripwire offer, and then you sell more products (and more expensive products) on the backend. So, your next step is to send traffic to your lead page.

Elsewhere in this package of Blueprints I've shared specific traffic strategies. What you'll want to do is choose just ONE of these strategies and focus on it until you get results. Once you see traffic coming in from that one strategy, then you can add a second strategy.

For example:

Do content swaps with others in your niche. E.G., you post their article on your blog and social media pages, and they do the same for you.

Focus on this strategy until you have traffic coming in regularly.

Purchase advertising. You can buy ads or solo emails through niche sites directly or use platforms like Facebook Ads and Google Ads to find a targeted audience.

And so on.

Keep these points in mind:

- Do something every day to get new traffic to your lead page.
- Focus on solving your subscribers' problems. This builds liking, trust and familiarity, which makes it more likely they'll purchase your affiliate offers.
- Add new offers to your sales funnel frequently. That way even long-term subscribers will have something new to buy from you.
- Create multiple mailing lists. Once a prospect has purchased something through your affiliate link, move them to a customer mailing list so that you can start promoting your other offers.

In Summary...

Your first \$1000 in commissions is easier than you think. To recap, here are the keys:

- Create a sales funnel with a lead magnet, tripwire, core offer and multiple backend offers. Review each product to be sure you're only promoting awesome products.
- Craft a lead generation system with a lead magnet, lead page and autoresponder.
- Pick ONE traffic source, master it, and then add another source.

And yes, it really is that simple. So put this Blueprint to work for you today!

3. The Affiliate Email Marketing Blueprint

One of the biggest affiliate marketing mistakes is to send traffic directly to a vendor page, which often results in wasting up to 99% of your traffic. Instead, what you need to do is get people on your list, build relationships, and close the sale via follow up emails. Here's how to do it...

Create An Enticing Lead Magnet

Your lead magnet has two jobs:

#1, its job is to be enticing enough to persuade prospects to exchange their email addresses to get access to the lead magnet.

#2, its other job is to promote your paid affiliate offer.

Elsewhere I've listed the different types of lead magnets you can create, from cheat sheets to reports to videos and everything in between. Now let me share with you some tips for creating an effective lead magnet:

- Create something useful yet incomplete. That way, the lead magnet is enticing enough to attract subscribers, and yet it leads to making a sale.

For example:

- Give an overview of a "how to" process, then point to the paid offer for the in-depth instructions.
- Offer tips for a how-to process, then point to an in-depth course.

- Offer tools such as templates and cheat sheets, then point to a paid course to make the most of these tools.
- Give in-depth instructions on one step of a process, then promote a course that teaches the rest of the process.
- Offer a call to action. Your lead magnet should naturally offer the paid product as the next step in solving the prospect's problem. Be sure to share the benefits of the product along with a call to action.

For example: "Discover how to double your revenues in just five minutes a day! Click here to get started..."

- Craft an attention-getting title. Specifically:
 - Showcase benefits. E.G., "How to Lose Weight Without Exercising."
 - Arouse curiosity. E.G., "The 2000-Year-Old Weight Loss Secret That's Making a Huge Comeback."
- Consider using high-quality PLR. Need to create a lead magnet fast? Tweak a high-quality PLR piece, like the kind you find [here...](#)

Next...

Design a Persuasive Lead Page

Your lead page doesn't need to be a long sales letter.

In fact, you may use short form copy, which consists of:

- An attention-getting headline. E.G., "Who Else Wants To Discover Hollywood's #1 Weight Loss Secret... FOR FREE?"
- A bulleted list of your top four to six benefits. E.G., "You'll get a full month of delicious and easy meal plans and recipes!"
- A call to action. E.G., "Enter your name and email address below and click submit to get started – and do it now, because you deserve to get back into those skinny jeans!"

TIP: If you're unfamiliar with writing good copy, check out this course at [The Sales Copy Game Plan](#)

Next piece...

Craft An Effective Autoresponder Series

Now that you have people on your list, you need send them emails with these goals in mind:

- Build a relationship. When people know, like and trust you, they're more likely to buy products through your affiliate links.
- Promote your affiliate offers. You'll start by promoting your tripwire in a series of emails, and then you can branch out and promote other affiliate offers.

Keep these points in mind:

- Set yourself apart. What makes you better and different than the other affiliates out there? Why should customers buy through your links? This is referred to as your USP (unique selling position), and it's something you should promote throughout your emails.

Examples:

- Are you the "go to" guy or gal for a particular problem/specialty?
- Do you have a special credential that makes you an expert in the niche?
- Do you offer vendor bonuses or exclusives that your competitors can't get?
- Be honest. If an affiliate product is bad, then don't promote it. If you're reviewing a product, then share the good, bad and ugly. Above all, be totally honest with your prospects – this builds trust, which grows sales over the long term.

- Send multiple emails about the same offer. Every time you promote a new offer, send at least two or three emails about it. If you're promoting a new launch, then build anticipation over a week or two with four or five emails.
- Presell products with a personal touch. Don't just copy and paste the vendor's ad into your emails. Instead, be a trusted gatekeeper from whom prospects can get the truth. Review products by honestly sharing your opinion.
- Edutain people, which is to entertain them while you educate them. For a good example of an edutainer who knows how to build relationships with his audience, check out SethGodin.com.

Conclusion

So here's how to build and monetize your list:

- Create a high value, enticing lead magnet that people are sure to refer to repeatedly. Include a call to action.
- Craft a high-response lead page that persuades people to join your list.
- Send emails to both build relationships and close the sale. People buy from those they know, like and trust, which is why your relationships and good reputation are two valuable assets you'll want to protect.

There is of course one more part to building your list, and that's to send targeted traffic to your lead page. We've covered that in another Blueprint, which is why I won't repeat it here. For now, think about how to set yourself apart from your competitors and create an entertaining, useful newsletter that your prospects are sure to love!

4. The Win Affiliate Contests Blueprints

Sure, winning an affiliate contest is fun, and it puts a lot of money and some cool prizes in your pocket. But the other thing it does is raise your standing in the niche. Next thing you know, all the vendors are beating a path to your door to beg you to promote their products. They'll even dangle some really cool perks in front of you, such as super affiliate commissions and bonuses.

Point is, winning affiliate contests can open a lot of doors for you. And this Blueprint will show you how to do it...

Start Early

If you want to win the affiliate contests, you need to start months ahead of time doing the following:

- Building a mailing list.
- Creating a following on social media.
- Growing your blog readership.
- Developing relationships with your prospects.

So basically, you're doing two things: increasing the size of your platforms and building relationships with your prospects. You can build good relationships by:

- Providing good content and recommendations to your followers.
- Interacting directly with them on social media and on your blog.

Next...

Get In With The Top Vendors

The second group of people with whom you need to start building relationships are your niche's top vendors. That's because the top vendors are the ones with the big contests. And oftentimes, only the vendor's "inner circle" gets to participate in contests and launches.

Making money for the vendor will put you on their radar. You can also start interacting and building relationships on social media, on the vendor's blog, and in any other communities that he or she participates.

This will help you with the next step...

Interview the Vendor

The idea here is to hop on a 30 minute or so webinar where you extract some niche secrets from the vendor, and then promote the product at the end using your affiliate links. This is a great way to associate yourself with the vendor, which in turn lets you borrow the vendor's credibility. And that means more sales for you.

But heads up: If this is happening before a launch, keep in mind that the vendor is going to be super busy in the weeks leading up to and directly after the launch. So be sure to schedule it well ahead of time.

Next...

Create Exclusive Bonuses

Whenever there is a big contest in a niche, prospects are going to find themselves with a lot of choices. You need to stand out from all the other affiliates by offering an exclusive, relevant and valuable bonus.

Specifically:

- Create something specifically for this product. Don't just dig around on your hard drive and look for relevant PLR. Instead, create something special, something that your prospects can't get anywhere else.
- Design a bonus that enhances the use and enjoyment of the main offer. For example, if the main product is a collection of WordPress plugins, then you might craft a report or video that shows people how to make the most of those plugins.

E.G., if they are SEO plugins, then your report would cover in-depth SEO strategies for bloggers.

- Be sure the bonus is something prospects really want. If you don't know what prospects want, then roll up your sleeves and do some market research to find out what they are already buying in your niche.
- Offer something valuable. The more valuable the main offer is, the more valuable your bonus should be.

TIP: Don't make the mistake of cheapening an offer by offering a load of semi-related, rehashed PLR reports or something like that. Instead, offer one or more highly related and valuable bonuses which will boost the value of the overall offer.

Next...

Generate Excitement Across Platforms

If you're looking to win an affiliate contest, then you need to do two things:

1. Post ads and content across multiple venues and platforms. This includes both free and paid venues.
2. Reach out multiple times across these venues and platforms. Send a series of emails before the contest to build anticipation by highlighting the main benefits of both the product and your bonus offer.

Specifically:

- Send out a series of three or four emails to your list building anticipation before the contest begins, and then send out an email every day or two while the contest is going on.
- Post on social media about the product before the contest, and then post daily while the contest is going on.
- Create a "pinned post" on Facebook and other social media pages that presells the product and includes a call to action and link at the end.
- Blog about the product before and during the contest.
- Post a graphical ad in your blog sidebar.
- Post ads on niche sites, as well as on Facebook and Google Ads.
- Do some guest blogging to expand your reach.
- Write and distribute a press release (using a site like PRWeb.com).
- Place local ads (you won't have any competition there).
- Run a contest on your blog, social media and in your newsletter to drum up excitement about the product and to grow your platforms.

PRO TIP: Create a lead magnet that's highly related to the product and use it to start building your list well before the contest begins. You'll then have a list of warm leads who're highly targeted to the offer.

And finally...

Write Your Own Ads

Don't use the vendor's ads, because your prospects are going to see those everywhere else. Instead, give your prospects your own unique opinion of the product. What's good about the product? What's bad about the product?

TIP: Sharing the product flaws does two things to boost sales. First, it shows that your honest, which builds trust. And secondly, it gives you an opportunity to raise and handle objections, which boosts conversions.

Conclusion

You don't need to be a guru to win affiliate contests in your niche. You just need to prepare ahead of time by building anticipation by reaching out to your audience repeatedly across multiple platforms. So make connections with vendors, learn about those upcoming affiliate contests, and get to work winning them!

5. The Affiliate Blogging Blueprint

The beauty of setting up a blog is that it gives you a great chance to build relationships with your audience, especially with those people who haven't yet joined your mailing list. But it also gives you an opportunity to promote your affiliate offers in a variety of ways. Take a look at this Blueprint for ways to maximize your affiliate sales using your blog...

Post Product Reviews and Comparisons

Your audience is looking for someone they can trust to give them the straight scoop on products in your niche. You can become that someone by doing honest product reviews and comparisons.

The components of these articles include:

- A quick summary of what the product is and what it purports to do for the user.
- The good features and benefits of the product.
- The product weaknesses and flaws, along with how to overcome these flaws (where applicable).
- The verdict: do you recommend the product? If so, include a link and call to action to purchase the product.

Next...

Post Direct Ads

Though you certainly don't want to have a blog full of direct ads, you can post them from time to time. Think of this as a mini sales letter where you presell the prospect before sending them to the vendor's sales page. The components include:

- An attention-getting headline.
- An opener that draws attention to the pain of the problem, perhaps by sharing a story.
- Introducing the product as the solution to the problem.
- Listing the benefits of the solution.
- Closing with a link and a call to action to click on the link/buy the product.

Embed Soft Sells In Content

The idea here is to post content and then drop a recommendation directly into the content. This isn't a hard sell like a direct advertisement. Instead, it's more like a gentle recommendation from a friend.

Here are two examples of different ways to embed a soft sell:

- "Before you can start building your list, you'll need to get an account with a reputable email service provider. I suggest [Builderall's MailingBoss](#)."
- "You just learned how to write a good sales letter. If you want to make copywriting even faster and easier, then start with a good set of swipes and templates like the ones found a [Unfair Advantage Cheat Sheets](#)

You can embed soft sells in a wide variety of content, including:

- List articles (gear lists, resource lists, etc.).
- Tips articles.
- How to articles.

- Infographics.
- Cheat sheets.
- Templates.
- Blueprints.
- Worksheets.
- Mind maps.
- Videos.
- Audios.
- Reports.
- Planners or calendars.

And any other content you share with your blog readers.

Which brings us to the next strategy...

Get Guest Articles From Vendors

You don't need to create all these tips articles, how to articles and other content on your own. You can ask vendors to create this content for you, and then insert your affiliate links at the end.

Heads up: most vendors provide blog articles in your affiliate dashboard. The problem is, this content is often used by dozens of other affiliates. If it's good content, you can post it. Otherwise, you may seek out exclusive content from the vendor in one of these three ways:

- Ask the vendor to create a unique article for you. You may even propose a content swap, where you exchange articles for your respective blogs. That way you both get content, and you both get traffic and exposure.
- Ask for permission to excerpt out part of the product itself and post it as an article on your blog. Be sure you get explicit, written permission for this activity, as doing otherwise could land you in lot of legal trouble.
- Request permission to rework the vendor's content. If the vendor has posted content in your affiliate center, then ask if you can tweak the content to make it more unique. For example, you might consider:
 - Taking an excerpt out of a report to create a blog article.

- Combining multiple pieces of the vendor's articles to create an entirely new article to post on your blog.
- Creating the transcripts for a vendor's video and turning that into a blog article.
- Taking a blog article or excerpt from a report and turning it into a video.

Next idea...

Use a Blog Series To Boost Sales

Instead of posting a direct ad or product review, create a series of related posts that are part content, part pitch.

For example, create a series called, "The Five Secrets For Getting Massive Traffic." Each post would describe one secret, and then pitch a traffic generation course at the end.

Interview Vendors

Still another great way to use your content to boost affiliate sales is by posting interviews with vendors.

PRO TIP: Ask the vendor to post the interview on their blog as well, or link back to the interview on your blog.

Here are your options:

- Create a webinar and get your bog visitors to watch the live webinar, as well as share the replay/recordings on your blog.

TIP: Share the video recordings on sites like YouTube, as well as other social media platforms such as Facebook.

- Do a teleseminar and share the recordings on your blog.
- Do an email interview and post it on your blog.
- Pull the transcripts from an audio or video interview and share these transcripts on your blog.

Better yet, share multiple versions of an interview whenever possible. For example, if you do a webinar, then you can share the video recordings, the audio only, and the transcripts – visitors can consume the content in their preferred format.

Conclusion

You just discovered six proven ways to use your blog to boost affiliate sales. To maximize profits even more, be sure to let your social media followers and newsletter subscribers know whenever you post something new on your blog. The more people coming to your blog – and the more often you get readers making a repeat visit – the more exposure and sales you'll generate for all your affiliate offers!

6. The Affiliate Blog Monetization Blueprint

Posting articles on your blog that either soft sell or directly sell products is a good strategy for increasing sales. But a lot of marketers overlook the many ways you can boost sales by inserting features that sell more affiliate products.

How do you design your blog to maximize sales? By using this Blueprint. Take a look...

Present a “Featured Product”

The idea here is to create a special section of your blog and present a weekly featured product. Here’s how to make this feature more effective for generating sales:

- Post the “Featured Product” in a prominent place. For example, create a special section near the top of your blog for this special feature.

TIP: Many blog themes let you create a “pinned post” that stays at the top of the blog until you unpin it. You may decide to use this pinned post to feature your weekly product.

- Offer something extra special to those who purchase the featured product via your affiliate link. This bonus could be access to a free webinar, free feedback or coaching from you (if it’s a high-ticket offer), an app, or even a report or video.
- Create a graphic to go along with the offer. This graphic can showcase the product as well as your bonus offer.

Here’s another idea...

Insert Ads Around The Content

Another way to monetize your blog is by inserting text and/or graphical ads around the content. Here are good places to do it:

- Put a banner in or near the header. Don't use loud, blinking banners that look like garish ads. People tend to have "banner blindness," meaning that if graphic looks like an ad, they'll ignore it.
- Place an ad in the footer. This could either be a text or graphical ad.
- Insert one or more ads in the sidebar of your blog. You'll also want to insert a link to your lead page.
- Put a "featured product" ad in a prominent place, such as the top of the sidebar. Once you determine the best place for this as through testing, then keep it in the same place so that regular visitors will know exactly where to look for it.
- Insert ads after blog posts. You can do this manually, or you can use a plugin that inserts the ads for you. You can rotate through different ads, or match ads directly to the content.

TIP: Matching ads to the convert better than random ads. However, sometimes you may want to have uniform ads across your blog, such as when you're promoting a big product launch.

- Insert ads directly into blog posts. These are often called "jumps," and you'll see them across the web, such as in news articles on big news sites. You can insert videos, graphics or even text ads.

Which brings us to the next point...

Use Multimedia To Get Attention

Different people respond to different types of ads, which is why you'll want to present your ads in different ways. This includes:

- Straight text ads. Try inserting these right after an article when people are still paying attention and reading. Be sure the ad is directly relevant to the content.
- Eye-catching graphical ads. This means:
 - Create ads with bold colors. These colors should “pop” on your blog.
 - Use pics that naturally attract attention. Where relevant, use picture of smiling people or cute animals.
 - Bonus tip: use graphics inside your content to draw readers' eyes back into the article. Then caption the graphic using an important benefit or call to action. E.G., A picture of a slim, happy woman with a caption such as, “You too could lose 10 pounds by clicking here!”
- Videos. You can insert videos between articles in your blog, within the article itself, or even in the sidebar of your blog. Generally, you shouldn't auto-start videos, as this irritates visitors (especially those who are at work, or those who are on mobile phones with limited bandwidth).
- Audios. While not as popular as other multimedia, you may try inserting audio advertisements into your content.

TIP: Whenever you have an audio or video, be sure to include a call to action to encourage people to watch or listen to the media.

E.G., “If you're looking for an easy way to write a novel, then you're going to watch this short video – click the “play” button now!”

And finally...

Test Everything

One of the best ways to increase your conversions and revenue on your blog is by testing everything. This includes:

- Testing your overall blog design. Some designs (themes) will convert better than others.
- Testing ad placement. Here you can find out where to place ads for maximum results.
- Testing the ad copy. This includes testing your headlines, benefits and calls to action.
- Testing other elements of the ad. This includes the format (such as audio, video or text), as well as design elements such as graphics, size and colors.
- Testing your offers. For example, you might rotate through two or three different products in your sidebar to see which one your audience responds to the best.

TIP: You'll need to pick up a testing tool to do these tests. You can use a tool like Piwik.org, which is similar to Google Analytics. Or you can use a simple A/B split testing tool like the one at [Builderall](#).

In Summary...

As you can see, there are a whole lot of ways to monetize your blog. However, your audience won't respond to every method described above. That's why you'll want to test them out to determine what types of ads to place and where to create maximum conversions, sales and commissions!

7. The Affiliate Traffic Generation Blueprint

You're promoting the highest-converting, most in-demand affiliate offers on the planet. You've got some great ads. But if you don't have targeted traffic, then you're going to be hurting for sales. And that's why you'll want to take a good look at this Blueprint, which will show you three great ways to start bringing in traffic.

Take a look...

Partner Up

Look around your niche, and you might realize you have a lot of competition. But in reality, all these "competitors" can actually become partners. That's right, you can join forces with other marketers for mutually beneficial activities.

Here are some of the top ways to partner up and start getting some traffic:

- Be a guest author. You can swap content with your partner for your blogs, social media pages and newsletters.
- Partner up with vendors. One good way to do this is by interviewing the vendor (preferably live on a webinar). You'll get traffic since vendors will usually publicize the interview. You can also create a bonus and offer it to a vendor to give away to all of their customers.
- Do ad swaps. You and your partners can endorse each other on your blogs, social media pages, in your newsletter, on thank you/confirmation pages, in your lead magnets and more.
- Create content together. You can partner up with others to create lead magnets or other content. Everyone contributes content, and everyone drives traffic to the end result.

So how do you get started partnering up?

By following these steps:

Step 1: Find Partners. Cast a wide net by:

- Searching your keywords in Google to see who owns the big platforms (social media, popular blogs, big newsletters).
- Searching marketplaces like ClickBank.com to see who owns the bestselling products in your niche.
- Asking your network which authors, blogs and marketers they follow.

Step 2: Research Partners. Search a prospective partner's name and business name in Google to be sure they have a good history. Your name is going to be associated with their business, so you only want to work with well-respected people.

Step 3: Develop Relationships. It's easier to get someone to say "yes" to your partnership request if you build a relationship first. You can do this by:

- Making money for them by promoting their products.
- Interacting with them on their blog and social media pages.
- Talking to them at offline events.

Step 4: Propose a Joint Venture. Once a prospective partner knows, likes and trusts you, then you can start proposing a partnership.

Here's an example message you may send via email or through a social media private messaging system:

=== Start Example ===

Subject: I have an idea...

Hi [Name],

I noticed your blog readers are looking for information about [topic], which is my specialty. Meanwhile, my blog readers are desperate to get their hands-on information about [topic], and you're the niche expert on that topic.

So here's an idea: let's guest blog for each other on our respective specialties.

In exchange for creating one article with a byline, you'll get exposure to my [number] blog readers. In addition, I'll also post it on social media for my [number] followers and send it to my [number] newsletter subscribers.

I think this is a great way for you to get more traffic and exposure with minimal effort.

What do you think?

[sign off/name]

=== End Example ===

Now let's take a look at the next way to drive traffic...

Participate On Social Media

Your audience is already on social media, which means you should be too. Here's a mini Blueprint you can use to get up and running:

- Focus on the platforms that are the best fit. Don't spread yourself too thin trying to have a presence on every platform. Instead, pick two or three platforms that are good fits for your audience and business.

TIP: Pick from the top platforms, including Facebook, Twitter, LinkedIn, Instagram, Pinterest and YouTube.

- Run a viral contest. Use a tool like [UpViral](#), which gives your contestants extra entries for sharing your contest. In turn, this makes the contest go viral in a big way.
- Post good content regularly. You'll need to do some testing and experimentation to see what types of content your audience responds to the best. This could include articles, quotes, memes, videos, Blueprints, tips and more.
- Integrate social media with your blog. This sends traffic from your blog to join your social networks, and it sends traffic from your social pages back to your blog. Examples include:
 - Post social share buttons/badges on your blog, and encourage people to share your content.
 - Post your blog articles on your social media pages with a teaser and a link back to your blog.

Next...

Purchase Advertising

This is a quick way to start bringing in targeted traffic to your lead pages, as in some cases you can start receiving traffic in just a few hours. Here are popular places to advertise:

- Google Ads.
- Facebook advertising.
- Directly on niche sites or in niche newsletters.
- Via solo ad sellers [Learn More Here](#).

Keep these points in mind:

- Select a targeted market. This includes:
 - Choosing longtail, targeted keywords when advertising on Ads.
 - Using Facebook's ad platform to show your ads to people who've shown an interest in your niche.
 - Purchasing ads on niche sites that cater to your exact market.
- Start small. If you get good results, then you can invest more money in a particular venue. Be sure to test out the ads themselves, the best day for posting, the best keywords and the best venues.

Parting Thoughts

Building traffic to your site is all about taking consistent action every day using these three methods, plus the methods we've talked about elsewhere in these Blueprints (*such as blogging*).

So make a traffic plan and get started now – because the sooner you do, the sooner you'll see your list and affiliate commissions grow!

8. The Profitable Preselling Blueprint

There are plenty of ways to promote your affiliate links, including via blog posts, webinars, reviews, videos, through emails and on social media. But no matter which method you select, there are proven preselling tactics you can use to boost your conversions.

This Blueprint reveals these surefire tactics to you.

Take a look...

Share Something Not Found On The Sales Page

If you tell your prospects the exact same information that they can find on the sales page, then they don't really have a reason to check with you before they buy a product. That's why you need to read and review all products before you promote them, and then share information not mentioned on the sales page.

For example:

- Share a screenshot or picture of the product that really captures the product.
- Do a case study to prove that the product works.
- Share information about new ways to use the product, or how to make the most of its features.
- Let prospects know about the product flaws. (*More on that in a moment.*)

Next...

Turn Liabilities Into Assets

No product is perfect. You know that. Your prospects know that. So if you write glowing reviews that don't mention any product flaws, then your "review" is going to come across as a completely biased ad. And your prospects are going to lose a little trust in you.

So here's what you do instead: tell the whole truth about the product, including its flaws. This accomplishes two things:

1. Your prospects appreciate your honesty... which leads to them trusting you... which leads to more sales.
2. Revealing product flaws gives you chance to turn those flaws into assets. For example, if an ebook seems relatively short compared to similar products, you can turn this perceived flaw into an asset by saying it's a "no fluff, no filler" book for busy people.

Next...

Showcase the Benefits

No matter what kind of content you're creating, from a review to a hard-sell direct-response ad, your prospect is going to read it with one question on their mind...

"What's in it for me?"

Your content needs to answer that question. And you do that by showcasing the benefits of the product.

For example: "The titanium casing on this laptop is tough and durable, so it protects your most valuable data if you drop the laptop."

Handle Objections

No matter what you're selling, your prospect is going to be looking for a reason why they shouldn't buy the product.

These are called objections.

You need to raise and then handle the most common objections in your preselling content.

Here are three common objections and how to handle them:

- "This won't work for me." You can handle this objection by:
 - Offering testimonials.
 - Showcasing the money-back guarantee (where applicable).
- "I don't believe the sales letter." You can handle this objection by:
 - Building the vendor's credibility. Share what credentials and experience he or she has.
 - Share your own review of the product. This works particularly well when you've already established a good relationship with your prospects.
- "It's too expensive." You can handle this objection by:
 - Justifying the price. You may show how other options are more expensive. For example, if you're selling premium PLR content, you can point out that hiring a ghostwriter would cost ten times as much.
 - Showcasing the bonuses. This includes the vendor's bonuses as well as your own. Show what a good deal it is.

Next...

Add Value to The Offer

You probably have a lot of competition out there. The vendor is selling the product. Perhaps dozens of affiliates are selling the product. So you need to stand out. You need to give your prospects more bang for their buck.

How?

By adding value to the offer. This means you give a free bonus product or service to anyone who purchases the offer through your affiliate link. For example:

- If you're selling software, offer free installation.
- If you're selling a dieting course, offer a free low-calorie cookbook.
- If you're selling a copywriting course, offer a free sales letter critique.
- If you're selling an autoresponder service, offer a course on email marketing.

Next...

Craft a Call To Action

When you get to the end of your review, product comparison, direct ad or other preselling piece, be sure to offer a call to action. This is where you specifically tell people to click the link and take action.

For example: "If you want to learn how to write faster, better and easier than ever before, then you need to get your hands on this amazing package now. Go to [Unfair Advantage Cheat Sheets](#) to get started..."

TIP: Don't use your direct affiliate link. Instead, use a redirect link through your own domain. For example, a link such as [yourdomain.com/nifty-offer/](#) redirects to your affiliate link.

Why do this? Because if the affiliate program ever closes down, moves or you simply do not want to promote that product any longer, you can simply change the link to a different offer. That way, you don't have thousands of dead links floating around in lead magnets, old blog posts, old videos, etc.

And finally...

Use Attention Bars

Now here's a nifty little trick that a lot of people don't know – but those who do know about it are pulling in nice commissions.

If you're promoting a vendor which allows you to use iframe technology, then you can actually overlay an attention bar (AKA notification bar) on top of the vendor's sales page. This floating notification bar is a great place to emphasize the bonus you're offering to those who buy through your link.

Take a look at this tool to see this strategy in action at [Builderall](#).

Parting Thoughts...

One of the biggest pieces of the preselling puzzle is to build an audience, and then build a trusting relationship with that audience. Once you have that piece in place, then use these other tactics to really boost your conversions, sales and affiliate commissions!

9. The Incentive Creation Blueprint

One really good way to start pocketing commissions is adding value to the vendor's offer. In other words, give away an exclusive bonus for those who buy an offer through your affiliate link.

But here's the catch: just going through the motions of adding a bonus to the offer isn't going to boost your commissions. You need to create something that's going to get people clicking on your affiliate link. This Blueprint shows you how to create a bonus that generates more sales. Ask yourself these questions...

Is the bonus highly desirable?

Here's the deal: if people don't want your bonus, then your bonus does absolutely nothing to add value to the offer. That's why you'll want to do your market research to find out what your prospects really want. If your prospects are already buying similar products, then you know they'll jump at the chance to get your version for free as part of the vendor's offer.

TIP: Check marketplaces like Amazon.com, Google Play store, Apple iTunes store, ClickBank.com and JVZoo.com to see what products are selling well in your niche.

Next...

Is the bonus valuable?

Again, the idea here is to add value to the offer. Just because you're giving this bonus away for free doesn't mean that it should be worth very little. On the contrary, your bonus should be valuable – something you could easily sell.

Heads up...

The key here is to offer something valuable without going overboard. For example, if you offer a bonus that's worth way more than the main product, it's going to create skepticism. People are going to think the entire offer is junk if they can get so much for so little money. Or they're going to wonder what the catch is.

When in doubt, offer a bonus that's valued between approximately half the price of the main offer up to the price of main offer.

For example, if the price of the vendor's offer is \$100, then you can offer a bonus that's valued at \$50 to \$100.

Next...

Is the bonus highly related to the main offer?

In order to help move people towards the order button, your bonus should enhance the use and enjoyment of the main offer.

In other words, don't just toss any product into the mix. Instead, create something that is a good fit for the main offer.

For example:

If the main offer is...

- Copywriting course
- Heart-healthy guide
- Kettle bell training course
- Organic gardening guide
- WordPress plugin
- Resume writing guide
- Weight loss guide
- Business start-up guide
- Retirement guide
- Stop smoking guide

Then you can create a bonus like this...

- = Sales letter templates
- = Heart-healthy recipes
- = Kettle bell training videos
- = Pest identification video
- = Guide for making the most of this plugin
- = Resume swipes and ideas
- = Meal planning app
- = Start-up Blueprints
- = Debt management worksheets
- = Access to a private support group

Is the bonus easy to deliver?

To make this process as hands free as possible, it's a good idea to focus on delivering digital bonuses. In fact, with certain affiliate platforms (*such as JVZoo*) you can deliver these bonuses automatically. Just upload the bonus, and JVZoo will deliver it whenever someone purchases through your affiliate link.

However, in some cases you may decide to deliver something manually, such as a service. However, be sure to reserve these sorts of time-consuming bonuses for high-ticket offers where you believe the service-related bonus is the BEST way to boost conversions.

Here are examples of valuable services you might offer alongside premium products:

- Plugin, software or app installation and customization. For example, if someone orders a blogging course through your link, you might offer to set up and customize their WP blog.
- Personal coaching, critiques and feedback. For example, you promote a resume-writing course, and then offer free resume critiques.

Again, since these sorts of bonuses are more difficult to deliver since they take time, you need to weigh the potential conversion boost and commission rate to decide if it's worth offering a service.

Next...

Will customers reference the bonus often?

The next thing you need to consider is if you're creating a bonus that people will look at repeatedly. The reason for this is twofold:

1. The more they reference your bonus, the more often they'll see your links and calls to action. (More on that in just a moment.)
2. The more they reference your bonus, the higher their satisfaction with your product. This means the next time they go to buy a product in the niche, they're going to check with you first to see if you're offering a bonus.

Here are examples of items that are likely to get referenced often:

- Support forums/groups.
- Membership sites.
- Software and apps.
- Tools such as Blueprints, gear lists, templates, worksheets and cheat sheets.
- Demo videos (e.g., exercise videos).

And finally...

Is there a backend income opportunity in the bonus?

While your bonus's primary purpose is to persuade prospects to buy an affiliate product through your link, its second purpose is to generate even more sales for you on the backend. That's why you'll want to insert an offer and a call to action.

For best results, follow these best practices:

- Be sure the backend offer is a popular, in-demand product. Again, do your market research. This could be your own product or another affiliate offer.
- Be sure the offer is highly related to the bonus, so that anyone who uses the bonus will naturally want this backend offer too. E.G., If the bonus is a set of kettle bell training videos, then the backend offer might be a set of advanced training videos.
- Share the benefits of the backend offer. E.G., "You'll get 101 delicious low-calorie recipes that the whole family will love!"
- Provide a call to action. This is where you specifically tell people to click on a link and check out the backend offer. E.G., "You too can boost your conversion rates – click here to get started now!"

Parting Thoughts

Creating a highly valuable, related and in-demand bonus is a great way to incentivize people to purchase an offer through your affiliate link. Even better is if you insert a backed offer into the bonus, which in turn generates even more profits for you!

10. The Joint Ventures For Affiliates Blueprint

Whether you are brand new to a niche or an established affiliate marketer, partnering up with other like-minded marketers is a great way to get traffic, generate fresh leads, create content fast and produce sales. Best of all, not only is partner traffic highly effective, it's also completely free.

Take a look at this Blueprint to find out for yourself some of the best ways to leverage other peoples' assets...

Do Ad Swaps

As the name suggests, this is where you and your partners swap ads and links, and post these ads on your respective properties.

Where can you swap ads and links? Here:

- Within a newsletter.
- In a solo email.
- In a blog article.
- At the end of a blog article.
- In the blog sidebar.
- On a thank you/download/confirmation page.
- Inside a lead magnet.
- On your social media pages.
- During events, such as a webinar.

Basically, you can post an ad for your partner whenever you communicate with your prospects, whether that's in a social media group, a newsletter, or even in a live webinar.

TIP: Generally, you'll need to choose partners that you can provide you with similar traffic and exposure as you can provide to them. For example, if you have a newsletter list with 5000 subscribers and you want to do ad swaps in the newsletter, then your partners should have right around 5000 subscribers too.

TIP: Promote your lead page in these ads, not your affiliate links. It's much more profitable in the long run for you to build your own list. You can then promote your affiliate links on the backend via follow up emails.

Here's a related idea...

Swap Content

Instead of swapping ads, you can swap content with your partners.

For example:

- Be guest authors on each other's blogs.
- Swap newsletter articles.
- Trade content for your social media pages.
- Exchange videos.
- Swap lead magnets.
- Trade bonus products. (When you promote an offer, you'd give you own bonus as well as your partner's bonus. This further boosts the value of the offer, plus increases exposure to you and your partner's backend links.)

Next...

Create Content Together

The idea here to create content together, especially lead-generating content or content you intend to use as an affiliate bonus.

For example:

- Do a webinar together, promote an affiliate product, and then split any commissions generated as a result of that webinar.

TIP: Does your partner sell a product? Then do a webinar with your partner and use your affiliate link. You'll both make money when someone buys through your link.

- Create a lead magnet together. This could be a report, video, app or anything else. You can both give away this lead magnet, and the lead magnet will include both of your backend offers.
- Build a bonus offer together. You and your partner can create a bonus together, and then both offer this bonus when promoting offers. For example, perhaps you split the cost on developing an app, and then you both get the rights to give away the app.
- Co-author blog posts. You can then both post this article on your respective platforms, or you can even submit it to another blog as a guest article.

Next idea...

Run a Group Together

This group could be a lead-generating group, or it might be a private customers-only group that the two of you offer as a bonus.

For example, you might create a weight-loss support group on Facebook that's free for anyone to join. Both of you promote the group, both of you moderate it and help it grow, and both of you get to promote an offer on the backend.

Do Offline JVs

While it's often easiest to do joint ventures with others who are online, don't forget to consider what sort of offline JVs you might do.

For example:

- Create a weight-loss report and offer it to personal trainers for free to give to their clients. This report would include your backend offers.
- Do you ship any bonuses or other physical products on eBay, Etsy or similar? If so, then you can team up with someone else who ships physical products and swap flyers to ride-along in all shipments.

Now let's think outside the box for a moment...

Offer a 100% Commission Product

Wait, hang on... you're an affiliate, so why would you create a product?

Easy: because if you create a product, then you can build your own affiliate team. And you can offer your affiliates 100% commissions. They get the profits, but you get the valuable list of proven buyers. You can then promote high-ticket affiliate offers on the backend to this list.

TIP: Not interested in the hassles associated with selling your own product? Then here's another idea: create a product with backend offers inserted into the content, and then sell the resell rights to this product to other marketers. You get cash up front, plus the opportunity to make a passive backend income... without having to deal directly with customers.

Which brings us to our final idea...

Create Bonuses For Vendors

The idea here is to create exclusive bonuses that are made specifically to go along with a vendor's product. But instead of merely offering this bonus to your customers, you offer it to the vendor to give to ALL of his or her customers.

The vendor gets the benefit of having a ready-made bonus that helps boost commissions. You get the benefit of residual income via the backend offer you've embedded in the bonus. It's a win-win situation!

Conclusion

As you can see, there are plenty of ways for you to team up with other people in your niche to get more traffic, subscribers and sales. It's also a good way to establish yourself in a niche if you focus on working with well-known, reputable partners. So go ahead and start looking for partners today, because you could be reaping the benefits of this partnership soon after!

11. The Increase Your Commissions Blueprint

Here's the question that's on every affiliate's mind: How do I increase my commissions?

Increasing your traffic and growing your mailing list and platforms are two ideas that spring immediately to mind. But that's just the tip of the iceberg when it comes to making more money with your affiliate business. Check out these other seven proven ways to boost your commission checks...

1. Look For Recurring Income Opportunities

It takes just as much effort to sell a product like an ebook as it does to sell an offer with a recurring commission, such as a monthly membership site. In both cases, you find the prospect and sell them on the offer. But in the case of the membership site, you get paid every month for your referral!

Point is, you can boost your commissions by looking for opportunities such as:

- Recurring commissions. This is when you get paid for subscriptions, memberships and similar recurring-billing offers.
- Lifetime commissions. Some vendors will give you commissions on everything a customer buys for the lifetime of that customer.
- Upsell commissions. This is where you get paid for the frontend sale, as well as any immediate upsell that the customer takes advantage of on the order form.

Next...

2. Ask the Vendor For Super Affiliate Status

Here's another easy way to increase your commissions: ask for a higher commission rate!

Of course, before you ask, you should offer some proof that you can generate a lot of sales for the vendor.

If you've already made a name for yourself in the niche, then vendors will probably be offering higher commissions for you to promote their offers.

But if that hasn't happened to you yet, no problem. Just do a hard promo push for a vendor, generate some sales, and THEN ask the vendor for a higher commission rate.

3. Request Exclusive Discounts

There are two offers that tend to almost always boost your conversion rates:

1. Adding value to the offer in the form of a bonus, which we've already talked about.
2. Offering your prospects an exclusive discount. If prospects can get a better deal through you than anyone else, you can bet they'll be clicking on your affiliate link.

One way to offer a discount is in the form of a "rebate," which is where you basically give part of your affiliate commission to the buyer. For example, if your affiliate commission is \$50, you might offer a \$10 rebate out of that commission.

Take note, however, that many vendors frown on this practice, and it may even be illegal, as it takes the pricing control away from the vendor. So don't ever use this UNLESS you've received permission from the vendor in writing.

The second approach is to talk to the vendor directly about getting exclusive discounts for your customers. Again, it helps if you already have a proven track record of generating sales. Vendors are more willing to go the extra mile for affiliates who've proven themselves.

Next idea...

4. Promote High-Ticket Offers

Sometimes affiliates make the mistake of thinking that if they'd personally never spend X amount of money on a product, then no one else would either. And so these affiliates stick to selling low-priced items, which means small commissions.

Big mistake.

There are plenty of people in your market – and probably already on your mailing list – who are perfectly willing to pay a premium price or premium products. Many times, it's almost as easy to sell a tripwire product as it is to sell a premium offer. So seek out high-ticket products. These might be \$100, \$500, \$1000 or more.

For example, just imagine selling \$1000 seats to a workshop and getting a \$500 commission. Sell just 20 seats, and you'd pocket \$10,000! Big commissions like that add up really fast.

Here's another way to boost commissions...

5. Write Your Own Copy

Ever notice that sometimes a vendor has a really great product, but their sales copy or even poor site design are tanking your sales? Seems like no matter how much you presell the product, prospects flee when they get to the sales page.

Now if you're a pretty good copywriter (or you're willing to hire one), AND you're using ClickBank, then there's a pretty simple solution. All you have to do is write your own sales page, and then link the payment button directly to the vendor's order form.

You can do that in the form of this link:

http://1.MYUSERNAME_VENDERSUSERNAME.pay.clickbank.net/

WARNING: You must ask the vendor's permission before you use this tactic.

In addition, this link doesn't set a cookie. So if your prospect visited the site previously using another affiliate link, you won't get credit for this sale.

TIP: If you're unable to use this method, then consider using an attention bar overlaying the sales page. See [Builderall](#) for ideas.

Next...

6. Segment Your Lists

Another good way to boost your conversion rates is by segmenting your lists. This lets you send out highly targeted messaging and offers that are good fits for the specific audiences.

You can segment in the following ways:

- Create a buyers list and prospect list.
- Segment into various lists according to which lead magnets the prospect signed up for.
- Segment according to what the customers purchased.
- Segment by event, such as when someone joins a webinar or a contest.

And finally...

7. Test and Track Everything

Don't guess what your audience responds to. Instead, test and track. This includes testing:

- Email subject lines.
- Preselling content.
- Product reviews.
- Calls to action.
- Ads on your blog
- Promos over social media.
- Different offers from vendors.
- Different bonus offers.
- Graphics and design.
- Lead pages.

In short, test everything. The higher you can boost your response rates, the easier it will be for you to grow your list and make more sales!

In Summary...

You don't necessarily have to work harder to make more money with your affiliate business. As you just discovered, sometimes it's a matter of simply working smarter. So put these seven proven tactics to work for you today to boost your commissions!

12. The Affiliate Mini-Course Blueprint

Your prospects aren't "one size fits all." So if you send out a preselling email that appeals to one type of prospects, that email is going to fall flat with the other prospects.

So here's the solution: send out a series of three emails with a different appeal in each email. Specifically, send out a Fear, Logic, Gain sequence.

Use this set of templates to get started...

The Fear Email

Some people respond best when you push the fear button, such as when you make a limited time offer, or make them feel like they're missing out on something good. These are the types of folks who'll line up around the block and camp out for days so they don't miss out on a Black Friday door buster at their favorite store.

Here's an example email of how to move people towards the order button by appealing to fear...

Subject: Don't miss this incredible offer!

Hi [Name],

People are freaking out over this sale. That's because we've never offered such a steep discount, and we're unlikely to ever offer it again.

Yeah, it's that big.

Here's the scoop...

Act now, and you'll get a whopping 50% discount on [product name]. All you have to do is go to [link] to claim your discount!

But hurry, this offer ends in 72 hours, so order now while you still can!

[sign off]

P.S. If you act now, I'll also toss in a bonus offer that you won't find anywhere else: [describe a limited-time bonus that you're offering as part of this sale]. But this bonus offer ends when the sale ends, so order now to avoid disappointment!

PPS. You're going to kick yourself if you miss out on this incredible offer, so order now before it's gone forever: [order link]

The Logic Email

This is the email that appeals to those who are very logical when it comes to a sales pitch. They don't respond to hype. They don't respond very well to all those stories and attempts to push their emotional buttons. But give them facts, figures and proof, and they'll be all over your sales button.

Here's an example email...

Subject: The results are in - this really works!

Hi [Name],

You've probably been hearing a lot about [Name of Product]. People are saying some pretty amazing things about it, aren't they?

They're saying this product [delivers some benefit]. They're saying [it delivers some other benefit]. They're even saying [name of product] [produces some other desirable outcome].

I don't know about you, but all of that makes me pretty skeptical.

So I set out to find out for myself if any of this is true by doing my own case study. And you won't believe what I found..

[Insert your case study here. Remember that the people who are influenced by logic want real data, statistics and proof. So be sure your case study is well documented and full of data.]

The bottom line: everything people are saying about [product name] is absolutely true - and my case study undeniably proves it.

But you don't even have to take my word for it. See for yourself at [affiliate link].

[sign off]

P.S. The results absolutely blew me away! Now just imagine what sort of results YOU'LL get. Find out for yourself at [affiliate link].

The Gain Email

The gain email is all about appealing to those folks who are most concerned about the benefits of an offer. These are the readers who are thinking, “What’s in it for me?” as they read your email. So not only should your email cover the benefits of the affiliate product, but you need to also mention the bonus you’re offering when they buy through your link.

Here’s an example email that you can feel free to swipe, tweak and use...

Subject: The best way to [get some benefit]?

Hi [Name],

If you’re like me, you’ve been looking for way to [get some benefit].

And let me guess what you’ve found...

Most solutions epically fail you.

Am I right?

Here’s why...

The reason why most [types of products] don’t work is because [succinctly explain some reason why these products don’t work].

Makes sense right?

And that's why [Name of Product] is so totally different than everything else you've tried. This product [explain succinctly how it's different - how it overcomes the problem mentioned before].

End result?

You [get some benefit].

And that's not all. Because [this product is different in some other way], you also [get some other big benefit]. And [you get some desired result].

No other product on the market even comes close to [delivering some big result for you]. Simply put, this is the absolute best way to [gets some good result]. So if you too want to [get a good result], then you need to get your hands on [Name of Product] right now.

Click here to get yours: [affiliate link]

[sign off]

P.S. There's never been an easier, faster or better way to [get some good benefit]. But don't take my word for it - see for yourself right now at [affiliate link]

PPS. I almost forgot! If you order now, you'll also get [bonus product] absolutely free! This product [describe what it does and how it enhances the use and enjoyment of the main offer].

So order [product name] now to get [the bonus product] free! Click here to get yours: [affiliate link]...

Conclusion

Your prospects are all different, so you need to send out different emails to appeal to those who operate based on fear, logic or gain. If you send out this sort of three-email sequence for every product you promote, I'm betting you'll see a nice boost to your commission checks!

13. The Affiliate Webinar Blueprint

Live events tend to carry a high perceived value, which is why webinars are so popular right now. And because you can gauge the audience's reaction and take questions, a webinar also makes a great platform to presell affiliate products. Best of all, you can offer the webinar replays or recordings to future prospects, so you can keep generating sales for weeks or months to come.

Here's how to set it all up...

Step 1: Choose a Format

The goal of your webinar is to sell the affiliate offer at the end. That means your webinar will be useful yet incomplete, in that you'll share useful tips and strategies, yet prospects will need to order the product to get the full solution.

For example, let's suppose the main offer is an in-depth traffic guide. You can set up a webinar that does one of the following:

- Provides an overview of the different methods, but viewers will need to get the guide to get in-depth instruction.
- Shares in-depth instruction on one method, and then promotes the guide at the end where viewers can get info about all the other methods.
- Shares general traffic tips, and then promotes the guide.

Now there are two ways to set this up:

1. Interview the vendor. This is a good option for the following reasons:

- The vendor often helps you promote the webinar, so you get more exposure.
- The vendor's presence often boosts conversions (especially if the vendor is already a trusted name in the niche).

2. You provide the instruction. If the vendor is busy, says no, or you simply don't wish to involve him or her, this is a good option.

Next...

Step 2: Contact The Vendor

If you've decided to involve the vendor, then you'll need to dash off an email to invite him or her to do the webinar with you. Here's an example email...

Subject: I'd like to interview you to promote [name of product]

Hi [Vendor's Name],

It's [your name] here from your [your site]. You may recognize my name as one of your affiliates, as just last month I sent [number] new customers your way.

The reason I'm writing is request a webinar interview with you on the topic of [topic] to sell [the vendor's product]. This webinar is guaranteed exposure in front of my [number] newsletter subscribers, blog readers and social media followers.

When can we set up an interview? Please reply back to let me know what works for you.

Kind Regards,

[your name]

===End Sample

Next...

Step 3: Create Your Content

Your next step is to create the content for your webinar. This may include:

- An outline of the main points you'd like to discuss during the webinar. If you're interviewing the vendor, send this outline to the vendor so they have an idea of what to expect.

TIP: While you should create an outline so that you don't forget to cover any important points, do NOT script your webinar. If you read from a script, you'll sound robotic. It's much more natural sounding and makes for a better webinar to have an idea of what you intend to say, but don't read from a script.

- Any slides you'd like to show. If you're doing a slide presentation style webinar, then be sure to prepare slides with both text and graphics.

TIP: Do a practice run or two through your slide presentation to be sure you're changing slides often enough to keep the audience engaged. You may want to ask a trusted friend to watch the practice run and give you feedback on your overall presentation style.

- The call to action at the end. Be sure your content naturally leads to the paid offer at the end of the webinar.

E.G., "You just discovered five proven ways to start making more money with your website. That's a great start. But if you want to grow your business as quickly as possible, then you're going to want to check out the [15 Day Business Builder Challenge...](#)"

Step 4: Complete The Set Up

Now it's time to set up the final pieces for your webinar, which include:

- Choosing a webinar platform. You can find a great webinar platform inside the [Builderal Software Suite](#), or search Google for a different webinar platform to meet your needs.
- Set up a registration page. This page will consist of sales copy to promote the webinar, and an opt-in form where people will join your mailing list to register for the webinar. As soon as they join, you can send them the webinar details, including date, time and how to access the webinar.
- The registration confirmation page. After people join your list, they'll get taken to this page. You can thank them for registering, remind them of the webinar details, and tell them to whitelist your email address.
- Follow up emails. There are two sets of emails you need to create:
 1. Reminder emails in advance of the webinar to build anticipation. The last email will be sent right before the webinar with all the information participants need to know to attend.
 2. A set of emails to send AFTER the webinar is over. These emails will include a link to the replay, as well as promotional material to

close the sale on the vendor's product. Be sure to offer a bonus product to boost conversions!

Parting Thoughts

Holding a webinar is a great way to share useful info with your audience, while also pitching a solution to their problems. You can even ask the product vendor for an interview, which lends credibility to the webinar and usually boosts conversions. So start planning your first promotional webinar today – you might be surprised by the results!

14. The Affiliate Sales Funnel Blueprint

When some affiliates think about a sales funnel, they assume that is something that only vendors need to worry about.

And you know what? That's a big mistake. Because if you want to make a lot of money as an affiliate, then you need to create your own sales funnels. How? By using this Blueprint as your guide to setting up you own profitable sales funnel...

Step 1: Plan Your Funnel

At a minimum, each funnel you create will require the following products. For the examples, let's suppose you're building a funnel around a dieting niche (such as weight loss for women over 40)...

- A free entry point into the funnel by way of a lead magnet to turn browsers into subscribers.

Example: A free report about how a woman's hormones after the age of 40 can make weight loss more difficult (and what to do about it).

- A low-price, high-value tripwire product. This turns subscribers into customers.

Example: A set of healthy, delicious and low-calorie recipes and meal plans to help women lose weight.

- The core offer. This is a premium offer to turn customers into repeat buyers.

Example: A complete diet and exercise guide to help woman over 40 shed the weight.

- Backend offers to promote to your existing buyers. This will include a variety of products at a variety of price points.

For example:

- Access to a weight loss support forum (subscription based).
- A meal planning app.
- A high-ticket personal training offer.
- A high-ticket weekend workshop.
- A variety of reports on topics such as weight training, cardio, nutrition, supplements, motivation and similar topics.
- Diet supplements, such as vitamins or pre-packaged meals.

Next...

Step 2: Pick Your Products

Your next step is to find affiliate offers to fill out your funnel. You'll need to find everything from your low-priced tripwire product to the premium backend offers.

Follow these tips and best practices:

- Search marketplaces such as ClickBank.com, JVZoo.com, CJ.com, and Amazon.com to find suitable products.
- Run a Google search for the type of product you want, alongside words to find affiliate programs. E.G., "diet ebook affiliate."
- Review and use all products before deciding whether to include them in your sales funnel.
- Check factors that will affect your revenues, including:
 - Does the website look professional?
 - What is the conversion rate for the sales page?
 - Are there any commission leaks during the sales process?
 - Does the vendor have a good reputation?
 - Does the vendor work to close sales on the backend?
 - Do you get credit for any backend sales or recurring billing offers?
 - What is the price of the product?
 - What is the commission rate?
- Pick multiple good products to fill each spot in your funnel. That's because you'll want to test several different products to see which ones convert the best.

TIP: Always promote the BEST product, meaning a high-quality product that will solve your prospects' problems. But when you're faced with several good products, then test them to see which one your audience responds to the best.

Next...

Step 3: Produce Additional Products

While affiliate offers will fill the bulk of your sales funnel, you'll still need to create additional products. These include:

- Lead magnets and other freemiums. These are the free products you use to pull people into your sales funnel and to generate interest in the tripwire product and other offers.
- Bonus products. For every product you promote, you should have a bonus product in place as an incentive for people to purchase the offer through your affiliate link.

Keep in mind you have multiple ways to create or acquire these products, including:

- Create them yourself.
- Create them with the help of a joint venture partner.
- Outsource them to a competent freelancer.
- Create them using PLR (private label rights) content.
- Purchase the resell rights to other high-quality products.

And finally...

Step 4: Promote Across Your Funnel

Once you've selected the affiliate offers you intend to promote and created your lead magnets and bonuses, then you can cross-promote offers all through your sales funnel. This includes:

- Embedding offers in your lead magnets and freemiums. This includes:
 - Inserting links in reports and books.
 - Creating "Recommended Resources" lists.
 - Including offers in videos.
 - Putting links and calls to action in the dashboard of apps and software.
 - Embedding offers in membership sites, forums and groups.
 - Promoting offers when you're providing a service, such as coaching/consulting.
- Putting offers on your confirmation/thank you pages. For example, you can include an offer on the page that confirms a new subscriber's subscription to your mailing list.
- Inserting offers into your bonus products. This includes any bonuses you give to the vendor.

TIP: Don't forget to put offers on the bonus delivery page!

- Putting offers on your blog. This includes in the actual content itself, as well as in the header, footer, and/or sidebar.
- Promoting offers during your webinars. You can also promote offers on the registration page and the registration confirmation page.
- Sending offers directly to your mailing list. This is one of the most powerful ways to generate sales. You can:
 - Send solo emails.
 - Send a series of emails to promote a specific product.

TIP: This is one of the BEST ways to increase your conversion rate. Whether you're selling a newly launched product, or you just want to make more sales of an old standby, send out a series of at least three emails to share the benefits of the product, overcome objections and create a sense of urgency so that people will buy now.

- Insert an offer in the header or footer of your content emails.
- Insert an offer in between articles in your newsletter.
- Create content that soft sells an offer.
- Include an offer in the P.S. of your email.

TIP: Obviously, you won't do ALL of these things in every email. For every email you send, pick ONE offer to promote, and then one or two ways (at most) to promote it. For example, you might embed a soft sell in the content, and then include a stronger call to action in the postscript.

- Letting your social media networks know about your offers.

Be sure to employ as many of these cross promotions as possible for best results!

Conclusion

Don't make the costly mistake of leaving the sales-funnel building to the vendors. Start building your affiliate funnel today, and you'll see your revenues start rising accordingly!

15. The Affiliate Marketer's Gear Blueprint

There is one thing that almost all successful affiliate marketers have in common: they use tools to make daily tasks in their business easier, faster and better. And if you want to up your game and take your business to the next level, you're going to want to get your hands on these tools too. Take a look...

Lead Capture Page

The lead page is an important piece of your business, as it often your prospect's entry point into your sales funnel. That's why you'll want to make sure you have a professional looking page with persuasive sales copy.

TIP: If designing a lead page isn't in your skillset, you have options.

Option 1 is to hire someone.

Option 2 is to use page templates (either find a flexible WordPress theme, or search "html templates" in Google).

Option 3 is to use a service like [Builderall](#).

Of course, you can't have a lead page without this next tool...

Autoresponder

Your email service provider (ESP)/autoresponder will become one of the main points of communication with your prospects. So be sure you choose a reliable, reputable platform that you can trust to deliver your messages. Stick with big

names such as [Builderall's MailingBoss](#), [Aweber](#), [GetResponse](#), and similar services.

Content Management System (CMS)

Most marketers today design their sites using a CMS, typically a blog platform such as WordPress. You can download the WordPress files for free at www.wordpress.org, plus search for themes and plugins to customize your site.

Affiliate Network Accounts

The next tool on your list is to sign up for affiliate accounts on the major networks. Depending on what you're selling, you may get accounts at sites such as:

- ClickBank.com
- JVZoo.com
- Amazon.com
- iTunes.com
- CJ.com
- LinkShare.com

NOTE: Some of the bigger vendors in your niche may require that you apply and get approved before you can actually join their affiliate program. For those cases, make sure you have a professional-looking site up and running before you apply.

Next...

Keyword Tool

If you're planning on optimizing your content for the search engines, then you absolutely need a keyword tool. But a keyword tool also comes in handy for market research, as you can get some insight into what your market wants.

Stick with a well-established tool like Ubersuggest, WordTracker.com or your favorite tool.

Video Tools

Videos are great ways to share information, including how-to videos, product reviews, demos and more. In order to create these videos, you'll need:

- An HD camera if you're doing talking head style videos.
- A microphone. (Audio Technica is a good brand.)
- Slide-share presentation software, such as PowerPoint™.
- Video editing software. Camtasia.com is a good option, especially if you're doing screen-recording videos.

Audio Editing Software

You may create audios for podcasts or voice-overs. The open-source Audacity editor is free and easy to use. See <https://sourceforge.net/projects/audacity/>.

Webinar Account

There are plenty of webinar platforms from which to choose. You can find a great webinar platform included in the [Builderal Software Suite](#), or search Google to find a platform that meets your needs.

TIP: When searching for a webinar platform to meet your needs, be sure to check these two features:

1. How many people can be on the webinar at once? Some platforms allow as few as 25, which isn't suitable if you're doing lead-generating webinars where you hope to have dozens, or even hundreds attend.
2. How are replays/recordings handled? It's best if you're able to download the recording and offer it on your own sites, meaning you control the content completely once the webinar is over.

Social Media Tools

Social media is a good place to communicate with both your prospects and customers, as well as your potential joint venture partners. Here are some of the accounts and tools you'll want to consider:

- Facebook account. You can set up a Facebook Page for your business, plus having an account also gives you access to their paid advertising platform.
- Other social media accounts, such as Twitter, LinkedIn, Instagram, Pinterest, and YouTube. Don't sign up for all of them. Rather, choose one or two that best serve your business needs.
- Social media posting tools, such as HootSuite.com. These tools let you schedule content, as well as help you track your results.

Next...

Google Account

A Google account gives you access to multiple tools, including:

- Google Analytics and Google webmaster tools. These help with testing, tracking and optimization.
- The social media platform YouTube.
- The pay per click advertising platform, Google Ads.

Next...

PDF Tools

As an affiliate marketer, you're going to create and distribute a lot of content, which means you need to have a way to convert this content into a downloadable format such as PDF. Here's what you need:

- A word processor. This could be something like Microsoft Office's Word program, or you can opt for the free Open Office suite at OpenOffice.org.
- A PDF converter. You can use professional tools such as Adobe.com's PDF software, or you can opt for open-source versions such as CutePDF.com.

And finally...

Testing Tools

One of the best ways to give yourself a pay raise without getting more traffic is by optimizing your conversions. But in order to do this, you need to have one or more tools so you can test and track things like your ads, lead pages, offers and more.

NOTE: Some of the other tools mentioned above may have testing tools built in. For example, many major autoresponders such as [Builderall's MailingBoss](#) have the tools built in to measure open rates and click-through rates. Likewise, a page-building tool like [Builderall's Cheetah Builder](#) will give you basic data on impressions and conversions.

If you're doing simple A/B split tests – such as if you're testing two different headlines on a lead page – then you need an A/B split testing tool. Luckily there is already one included in [Builderall's Software Suite](#)

For more extensive tracking and testing, you can use a more powerful tool such as Google Analytics, or the open-source version at Piwik.org.

Conclusion

If you want to make affiliate marketing faster, easier and more profitable, then you too will want to get your hands on the tools mentioned above. Some of them cost a little money upfront, and some of them will incur an ongoing monthly fee. But in all cases, the benefits they provide are well worth the investment!

16. The Demo Review Video Blueprint

One of the benefits that brick and mortar retailers have is that customers can come into the store and hold the product in their hands. When someone holds a product, they start imagining what it would be like to own the product. And when they imagine owning the product, it's just a short leap to buying it. That's why car dealers are so eager to get prospects in for a test drive.

Of course, you don't have that luxury online... *or do you?* Truth is, a well-crafted demo/review video can serve as a virtual "test drive" of the product you're promoting, which in turn boosts conversions and generates a whole lot of sales. And this Blueprint shows you how to do it. Take a look...

Step 1: Gather Your Tools

The types of tools you need for this video depend on what type of video you're creating. Specifically:

- If you're reviewing a physical product, then you need an HD camera and a microphone to do voiceovers.
- If you're reviewing a digital product such as an ebook, video or software, then you need screen recording software (like Camtasia.com), as well as a good microphone.

Next step...

Step 2: Get Permissions

If you're reviewing a digital product, then you may need to acquire permissions from the product vendor in order to produce your video. That's because your video may show copyrighted content. So contact the vendor in writing, tell them exactly what you plan to do and why, and get permission in writing to produce your video.

TIP: To avoid any misunderstandings between you and the vendor, it's a good idea to prepare a rough draft of the video and show it to the vendor. That way, you're getting explicit permission to produce and distribute that exact video.

Next...

Step 3: Give Prospects a Tour

Now what your video is going to do is show prospects exactly how the product works and what it looks like. As you show the product in your video, you'll be explaining the main features and the benefits of these features.

Here's how to create your tour:

- Determine which features and benefits are most important for prospects to know about.
- Create an outline for yourself that includes these main benefits so that you remember to cover all these important points. Your outline will look something like this:
 - Introduce yourself and let viewers know what the video is about.

E.G., "My name is [your name], and today I'm going to take you on a tour of [name of product]."

- Summarize in a few sentences what it does for the user. In essence, what are the top two or three benefits?

E.G., “You’re about to find out what this app does that no other apps on the market today do – and how you can use this surprising feature to [get some benefit]!”

- Give prospects an overview of the product. Now this is where you actually begin the tour. Think of this as a “zoomed out” portion of the tour, where you are showing all sides of the product in a general way.

For example:

- If you’re reviewing a laptop, you’d show the laptop from all sides so that the viewer can get an idea of the size, the ports, etc. If it’s a physical product, give the viewer the next best thing to holding it in their own hands and turning it over.
- If you’re reviewing an ebook, this is where you’d show the table of contents.
- If you’re reviewing software, this is where you’d show the software’s dashboard.
- Give prospects a closer look at the main features and benefits of the product. In the previous step you “zoomed out” – now here you “zoom in” to show the most important features.

TIP: Show EVERYTHING, including the perceived flaws of the product. This builds trust and generates sales.

For example:

- If you're reviewing a laptop, now you'd show the features in depth, such as showing where the USB ports are (and talking about how fast they are), letting viewers judge the quality of the sound, demo'ing processing power while opening multiple applications, etc.
- If you're reviewing an ebook, this is where you'd talk about the specific information the viewer will find inside the book.

NOTE: Rather than showing the interior of the book, you'd now demo what you learned. For example, if it's a cookbook, then you'd show the meal you made using the recipes inside.

- If you're reviewing software, you'd go into the specifics of the most important features. For example, if you're reviewing a WP plugin, you'd show how easy it is to set up and customize, and then you'd show the plugin in action.
- Promote the product. Once you've gone over all the features and associated benefits, then it's time to close the sale. Let viewers know why you recommend the product. Remind them of the top benefits. And then call them to action.

E.G., "As you can see, this product is a great solution for those who want to [get some benefit], which is why I highly recommend it. The best part of this product is [name top benefit]. I think you'll agree that [describe how it's a great product], so go to [link] now to check it out for yourself..."

- Do a practice run. Be sure that you can move through your demo smoothly, while providing good narration without sounding either unpolished OR too scripted.
- Film your video. Once you've done a practice run or two, go ahead and film your video.

TIP: You don't need to do it all in one take, as you can edit the video before distributing it. Camtasia works as a video editor as well.

In Summary...

A good demo video does the following:

- Gives the viewer the sense that they are practically holding the product in their hands, which lets them start imagining what it would be like to own and use the product.
- Shows both the highlights and the potential flaws of the product. Again, this lets viewers imagine ownership, but showing the product flaws also builds trust.

In short, your video should show the product in action while highlighting the best features. Don't forget to end with a call to action where you specifically recommend the product and tell viewers why they should buy (and what link they should visit to buy it now).

17. The Affiliate Copywriting Blueprint

As an affiliate, copywriting is hands-down one of the most profitable skills you can develop. That's because learning the art and science of persuasion is a sure way to boost your conversion rates, which means you'll get more clicks, more traffic, more subscribers and more sales.

So how do become a master of persuasion? By starting with this Blueprint. Take a look...

Profile Your Audience

Before you even think about writing one word of copy, your first step is to gather as much information as you can about your audience. Because the more you know about your audience, the easier it is for you to create copy that really connects with them.

TIP: one of the best ways to learn about your audience is to just spend time with them on forums, blogs, and groups. Find out what their problems are, what frustrates them, what they desire. You'll also want to find out the demographics of your audience, such as age, gender, where they live and so on. You may survey them to gather some of this information.

Next...

Understand the Product

Don't depend on a vendor's cut and paste ads to promote the product. That's because some vendors don't write sales copy well, so they may be missing a major "hook" or benefit in their ads. Review and use the product yourself, take note of all its features and benefits, and THEN write your own ads.

Orient Copy Towards The Reader

Remember this: the reader doesn't care about you. That's why you need to make all your content and ads about your reader.

TIP: Here's a quick way to tell if your copy is oriented towards the reader: look at how many times you use words like "I" or "me" versus reader-oriented words like "you" and "your." You should be using "you" words more often than "I" words.

For example:

"I will reveal my secrets" is author-oriented writing. (Not good.)

"You will discover these secrets" is reader-oriented writing. (Much better.)

Next...

Showcase Benefits

Remember that prospects want to know what's in it for them, so you can answer this question by sharing the benefits of a product. This is particularly important when you're creating headlines, which often work best when they're benefit-driven.

For example:

- Here's The #1 Way To Get Rid of Belly Fat!
- Housetrain Your Stubborn Puppy In Just 24 Hours!
- Land a \$100k a Year Job – Without a College Degree!

Next...

Arouse Curiosity

There are two main ways to use curiosity to your advantage:

1. Use it in your headlines and content to make people curious about what's coming up so that they keep reading. E.G., "You're about to discover how to lose 10 pounds quickly, easily and safely – without hunger pangs!"
2. Use curiosity about the product itself to get people to click your affiliate link and buy the product. E.G., "See page 57 to find out which tool can double your conversion rates in just five minutes – this is going to blow you away!"

Next...

Evoke Emotion

If you want people to take action, they need to be motivated by an emotion. That's why your copy needs to evoke emotion. You can do this through stories, by using emotionally laden words, and by getting people to imagine what it feels like to have a problem (or to get rid of the problem).

For example:

- Remind prospects about the pain of their problem. E.G., Have you ever felt humiliated when trying on bathing suit?
- Get prospects to imagine the joy of the solution. E.G., Just imagine how you'll feel when your new lean body drops jaws at the beach!

- Create fear to get people to order now. E.G., This 50% discount ends soon – order now so you don't miss out!

And then there's this...

Overcome Objections

Your prospects really don't believe the claims you're making. They've been burned before, and they don't want it to happen again. That's why your sales copy needs to raise and handle objections.

One of the most common objections is that people don't think the product will work for them. You can overcome this objection in this way:

- Provide your own proof, such as a detailed case study.
- Emphasize the vendor's proof, such as testimonials.
- Emphasize the guarantee, where applicable.

Next...

Call Prospects To Action

If you've shared benefits, pushed some emotional buttons, and overcome objections, then your prospects are ready to click your affiliate link.

But you know what? They're not going to click it just because you drop it in front of them. Truth is, you'll get a much higher conversion rate if you explicitly tell them to click the link and buy the product.

Want to really ramp up those conversions? Then give your prospects a reason to take action right now. Create a sense of urgency by stoking a little fear.

For example:

- This extraordinary offer ends tonight, so click here before you miss out!
- If you do nothing, you're going to wake up tomorrow with the same sized bank account, the same nasty boss, and the same general sense of dread about your life. Or you could click here to open the doors of opportunity...

Putting It All Together

So there you have it – a handy Blueprint you can use the next time you write a piece of sales copy. This could be a short Facebook ad, a solo email to presell your prospects or even an article you post on your blog.

Here's the overall sequence for most ads:

- Get attention using a benefit-driven headline.
- Evoke emotion – remind prospects of their pain.
- Introduce the solution as a way of getting rid of the pain of the problem.
- Share the benefits of the solution and build value for the offer.
- Raise and overcome objections.
- Create a sense of urgency with a very specific call to action.

If you use this sequence effectively in your ads and presell content, you're bound to see your conversions go up!

18. The Affiliate Makeover Blueprint

Are you making any of the common affiliate marketing mistakes that could be killing your conversions, your commissions and your business? Find out by using this affiliate makeover Blueprint, plus get the quick ways to fix these problems!

Take a look...

Sending Prospects Directly To The Vendor's Page

Plenty of affiliate marketers place ads on Facebook, via Google Ads, or even on niche websites – and they send this traffic directly to the vendor's page.

That's a big mistake, because most traffic will leave the vendor's site without buying.

Here's the solution: instead of sending prospects to the vendor's site, send them to your own lead page instead. This makes the traffic more valuable to you, since you're building a valuable asset (your mailing list). And it also boosts conversions, since you can follow up and send a series of preselling emails for every product you promote.

Here's the next mistake...

Promoting Products You Haven't Used

Sometimes it's easy to just grab an affiliate link and start posting ads, especially when you see a lot of other affiliates enjoying success with the product.

But hold up there for a moment...

If you haven't reviewed and used the product, then you have these problems:

- You don't truly know if it's a good product, and you don't know if it's a good fit for your audience. If your audience just wanted to read an ad, they could go anywhere for that. They're looking to you as someone to help them weed through the overwhelming choices in the niche.
- You won't have an in-depth understanding of the product, which would allow you to share selling points and even problems not found in the vendor's sales copy.

Of course, the fix for this one is easy: don't promote until you've used a product.

TIP: If you're buying these products yourself, the purchases are likely tax deductible. Check with your tax professional for confirmation.

Here's another mistake...

Failing To Research The Vendor

When you promote a product, you're hooking your name almost indefinitely to the vendor's name and business. So make sure this vendor has a good reputation in the niche. You do this by Googling the:

- Vendor's name.
- Vendor's business name.
- Vendor's website.
- Product names.

Look for any pattern of red flags by prospects, customers and partners, including:

- Not honoring guarantees.
- Poor customer service.
- Slow paying or no paying of affiliates.
- Broken promises and broken legal agreements.

When in doubt, skip a vendor and work with someone else.

Next mistake...

Not Establishing Authority / Expertise

People are desperately looking for someone trustworthy to follow in the niche. If you don't establish this authority with your prospects, they'll move on to someone else.

Here's how to start positioning yourself as an authority and expert in the niche:

- Share any relevant credentials. For example, if you're writing in a health niche and you have a medical background (such as being a nurse), then mention it.
- Share endorsements from authorities. You can borrow their credibility by showcasing these endorsements. For example, if Tiger Woods endorsed your golf blog, you'd have instant credibility with the golfing market. (Point is, find the Tiger Woods of your niche!)
- Become the go-to person for a specialty in your niche. Whenever news breaks related to this specialty, you should be the first in your niche to blog about it, share it on social media, and let readers know how it affects them.

- Solve your prospects' problems. Share good information. Recommend good products. This builds your authority and it builds trust.

Here's the next mistake...

Focusing On Your Wants And Needs

You started this whole affiliate business to make money, right? But when it comes to actually promoting products, you need to consider your market's wants and needs first. Ask yourself, what is the BEST way for me to help my prospects?

HINT: The best way to help your audience doesn't always put a commission in your pocket. However, consistently putting your market's needs first builds trust, which in turn leads to long-term gains for you. And that means you get what you want too!

Next mistake...

Copying Pre-Written Ads

It's super easy to copy and paste the ads from your affiliate dashboard, but using the same ads as everyone else is a mistake. You want your content to be in your voice, and you want to share benefits, features and even product weaknesses that aren't in these pre-written ads. So skip the cookie cutter ads and write your own.

TIP: Sure, you can use the prewritten content as a place to start if you're feeling stuck. But tweak these ads to share the benefits you feel are most important, as well as the potential product flaws that your prospects ought to know about.

Here's another mistake...

Not Working With the Vendor

A lot of affiliate marketers just go about their business without ever contacting the product vendor. But that's a mistake, because working with the vendor can help you increase your sales and commissions.

Here's how:

- Ask the vendor to do a webinar with you.
- Ask the vendor to give your prospects special perks, such as exclusive discounts and bonuses.
- Ask the vendor to increase your commissions.
- Ask the vendor to inform you in advance of upcoming product launches, sales, affiliate contests and other events.

And finally...

Using Direct Affiliate Links In Content

The direct link we're referring to here is the link the vendor gives you to promote their product. But if you use this direct link in your lead magnets, webinars, blog posts, social media post and other content, you could be making a huge mistake.

Here's why...

Things happen. An affiliate platform changes their links. A vendor moves to a different platform. The vendor retires the product. The vendor goes in a murderous rampage, and you decide you don't want to promote them anymore.

But if you have direct links in all your content, then you'll end up with thousands of useless links.

Fortunately, the solution is pretty easy: just redirect your affiliate links through your own domain. That way, you can quickly and easily change these redirects to point to another product or web page, if necessary. And that puts more money in your pocket.

Parting Thoughts

Don't fool yourself into thinking that some of these mistakes are no big deal. Truth is, any one of these mistakes can rob you of thousands of dollars in affiliate commissions. So use this Blueprint to avoid leaving money on the table!

19. The Passive Affiliate Income Blueprint

Making money as an affiliate doesn't mean you need to be directly and personally engaging your prospects every minute of the day. In fact, one of the beauties of a well-run affiliate business is that you can make money passively. Nothing is better than getting up in the morning to see your PayPal account flooded with commissions overnight. And this Blueprint shows you some of the best ways to earn this passive income! Take a look...

Create An Evergreen Autoresponder Series

Most affiliate marketers create an initial autoresponder series with at least five to seven emails that are designed to start building relationships and closing sales.

But imagine this: what if you set up an autoresponder series that ran for three months, six months or even a year?

I can tell you what would happen: you'd make money all year long in a completely passive way. Once it's set up, you wouldn't have to lift a finger, because your autoresponder would do all the work.

Just be sure your content is evergreen. This means:

- Share time-tested solutions and content. It should be relevant last year, right now and still be relevant a year from now.

For example, sharing tips on reducing calories and increasing exercise are time-tested ways to lose weight. On the other hand, promoting a new diet supplement is NOT time-tested, and it shouldn't be included in an evergreen series.

- Don't date the content by referring to dates, referencing products or strategies as "new," mentioning events that would give away when the content was written, etc.

Next...

Distribute Freemiums

The idea here is to create and distribute freemiums that are designed to lead users to make a purchase. For example, a freemium report about setting up a WordPress blog would then sell a blogging course on the backend.

You can distribute these freemiums by:

- Loading them up into your autoresponder to be distributed every month or two as a reward to those who stay subscribed.
- Posting them on social media. You can schedule a post to announce a new freemium every month or so.
- Posting them on your blog. You might even include a special section in your sidebar to announce the latest freemiums.

Next...

Post Videos

You can create a wide variety of videos that will work to create a passive income for you, including:

- How to or demo videos that lead to a product endorsement at the end.
- Viral content (such as a humorous or inspirational video) that gets shared for many months or even years.
- Product reviews and comparisons.

Here are tips for creating and distributing these videos:

- Create evergreen videos so they remain relevant over the long term.
- Distribute widely on social media platforms, video-sharing sites like YouTube, and your own blog.
- Use keywords in the tags, titles and descriptions to draw in traffic from the search engines over the long term.

Next...

Do Guest Blogging

Again, the idea here is to share evergreen content so that it remains relevant over the long term. Keep these points in mind:

- Create a useful yet incomplete article so that people need to follow your link to get the rest of the solution.

TIP: Send visitors to your lead page to pick up “Part 2” of the article, and then presell prospects on the paid offer via follow up emails.

- Use keywords to bring traffic in over the long term. Use Google Trends at <https://www.google.com/trends/> to find out which keywords have consistent interest over time and/or are trending upward.

Next...

Partner Up

The idea here is to swap ads and content with other marketers in your niche, especially in places where those ads will be seen for months and years to come. For example:

- Endorse each other within your evergreen autoresponder series.
- Include a permanent link in your blog sidebar for each other (in the “blog roll”).
- Trade links on your download/thank you pages.
- Create freemiums together and distribute them.

Here’s another way to earn passive income...

Sell Recurring Billing Products

This includes:

- Membership sites, such as a PLR site.
- Subscriptions, which include service subscriptions (such as for an autoresponder).
- Consumables with auto-rebilling options (such as dog food).

...And similar recurring billing opportunities. Just make sure the affiliate program gives you a commission for every month that your referral remains a paying customer.

Create Free Training

The idea here is to create a FREE fixed-term membership site, where you provide training for several months.

For example, you can create 52 lessons and drip these lessons out one per fortnight. And every lesson you send out is a chance for you to promote a related product.

If you want to see an example, go to [Serious About Six Figures](#)

License Your Content

This is where you give other marketers the rights to resell and/or give away your content, including your blog posts, social media content, videos, lead magnets and other products.

The key is to include offers embedded within the content. So instead of you being the only one to distribute your content, soon you'll have dozens of people selling or giving away your content to thousands of prospects. Your license holders do all the work, and you make the profits on the backend.

Conclusion

So as you can see, there are a lot of really good ways to make a passive income with affiliate marketing. But don't cherry pick your way through these ideas – give them all a try and watch your affiliate commissions grow... effortlessly!

20. The Super Affiliate Blueprint

There are three types of affiliates:

1. The struggling affiliate who can't seem to bring in any consistent cash.
2. The so-so affiliate who makes a few hundred dollars per month, but wants more.
3. The super affiliate, who pulls down a nice commission check every month like clockwork.

If you're either a struggling affiliate or a so-so affiliate, then you're going to want to use this Blueprint to take you to super affiliate status. Take a look...

Keep It Simple

Struggling affiliates tend to throw stuff at the wall to see what sticks. They jump from promoting one product to another, they deploy a dozen different traffic methods, and they're always hustling but not getting anywhere very fast.

If you want to take your business to the next level, keep it simple. Here's how:

- Start with one offer to promote.
- Create one autoresponder series to promote it.
- Create one lead magnet to attract people to your list.
- Select one source of traffic and use it to send people to your lead magnet.
- Then optimize until this process is creating results for you.
- Once you have one source of traffic up and running, then and only then should you add another source.
- Start building your sales funnel with additional offers.

Get the point? Focus on one step at a time and get that piece working for you before you move onto the next step. Keep it simple.

Next...

Set Goals

Struggling affiliates may set goals, but they're vague goals without any basis in reality. Super affiliates do it differently. Not only do they set goals, they then figure out exactly how they'll achieve those goals.

Now in order to "reverse engineer" your goals, you need to start keeping track of the data. This includes:

- How much traffic you generate.
- What percentage of this traffic subscribes to your mailing list.
- What percentage of these new subscribers buy an offer from your initial autoresponder series.
- How much money you make per subscriber per month.

You'll need to plug in your own numbers to determine how to achieve your goals. But here's a good rule of thumb: a well-targeted list can make about \$1 per subscriber per month. So if you're looking to make \$10,000 per month, then one of your goals should be to grow your list as quickly as possible to 10,000 subscribers.

Next...

Plan Ahead

Super affiliates don't create promotions and emails off the cuff. Instead, they have a plan as to exactly what they'll be promoting for the next several months. This plan is based around when their favorite vendors are launching products. Knowing about product launches, sales and contests gives super affiliates plenty of time to build anticipation with "sideways sales letters" well in advance of the event

TIP: This is another reason to work closely with vendors. Let them know you're interested in hearing about their upcoming launches and other events as soon as possible.

Next...

Outsource

Super affiliates don't try to do everything themselves. Instead, they outsource low value tasks to competent freelancers, which frees up their time for high value tasks. They also outsource tasks that they don't have the skills to do.

You can outsource:

- Blog posts.
- Social media posts.
- Lead magnet creation.
- Bonus product creation.
- Video production.
- Copywriting.
- Graphics and design.

Here's something else...

Reinvest Your Profits

Super affiliates don't blow their commission checks on a new car or fancy dinners. Instead, these affiliates know that the best investment they can make is to put all or part of the money right back into their business. So super affiliates reinvest their profits into things like advertising and outsourcing.

Generate Sales On the Bonus Delivery Page

That's right, you can increase your income significantly simply by embedding backend offers into your bonus delivery pages. These can be your offers or another affiliate offer.

For example, if your bonus is a dessert cookbook, you can promote "Volume 2" of this cookbook right on your delivery page. Some affiliates have found this slick strategy actually puts more money in their pocket than the original affiliate commission!

Focus On One or Two Niches

You've seen affiliates talk about all the niches they're covering, from gardening to golf to weight loss and everything in between. But these same affiliates probably aren't making very much money.

If you want to reach super affiliate status, then you need to focus on building your assets in just one (or maybe two) niches. Devote all your time, money and other resources to building your list, expanding your blog, growing your social media presence, establishing your expertise, creating partnerships, driving traffic and generating sales in that one niche.

Set Your Sights On Big Markets

Sometimes affiliates opt for small markets where there isn't much competition. But the reason there isn't much competition is because a small market also isn't very profitable. If you want to create a high six-figure or seven-figure business, then you need to go where the money is. And that means you need to go into the big markets, such as weight loss, make money online and similar markets.

So how do you deal with competition? You need to create a USP (unique selling proposition). This is the one thing that makes you different and better than your competitors.

For example:

- You were the first in your market to do something special.
- You specialize in something that very few others do.
- You have some special credential, experience or expertise in this niche.
- You offer special bonuses (like apps with every purchase, while everyone else in your niche offers ebooks).
- You offer personal guarantees on products you promote.
- You provide telephone support.

And so on. What you'll need to do is research your competition to see what USPs they're claiming, find out what is important to your audience, and then pick an unclaimed USP that your audience truly values.

Parting Thoughts

Becoming a super affiliate isn't something that accidentally happens to you. If you want to start getting respect in your niche, get vendors approaching you, and generate large commission checks consistently, then you need to start taking the steps outlined above. Need a good place to start? Begin with setting your goals and creating a plan to achieve those goals. Then use the other strategies in this guide to take your affiliate business to the next level!

Found this content useful? Check out our community for more digital marketing tips and tricks...