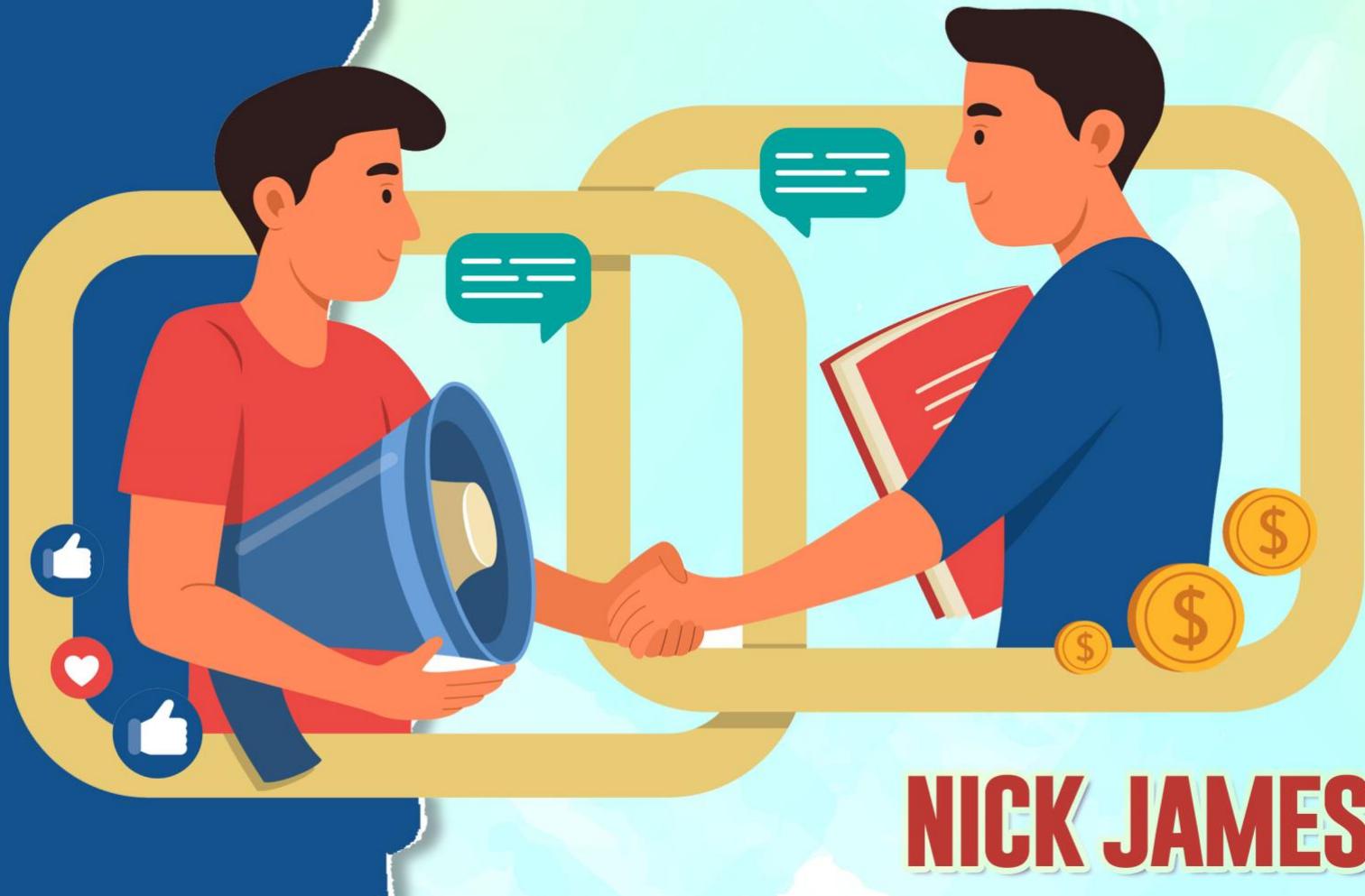


AFFILIATE MASTERY

How To Get More Clicks
& More Commissions,
More Quickly



NICK JAMES

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Guide 1: The Guide To Affiliate Market Research

17 Keys To Figuring Out What Your Audience Really Wants

In order to have a successful affiliate business, you need to start by doing your market research in order to figure out which market you should be targeting, what your audience is interested in, and what they want to buy. Check out these 17 keys for gathering these valuable insights...

1. Find Out What They Are Already Buying

Let's suppose you already know your market, and now you need to determine what this audience wants. While there are plenty of research steps you can take to figure this out (which we'll cover in this guide), the #1 step is to determine what your audience is **ALREADY** buying.

Simply put, if you know what your audience is already buying, then all you need to do is put that offer in front of them. And since many affiliate platforms give you insight into what products people are buying, this is easier than ever for you.

Which brings us to the next point...

2. Research These Four Marketplaces

When you are doing both your overall market research (to pick a niche) as well as your product research, you'll want to search marketplaces to see what people are buying. Here are four places to start your search:

- Amazon.com
- ClickBank.com
- Udemy.com
- JVZoo.com

Look for bestsellers and products with a healthy amount of competition, both of which point to potentially profitable products and niches.

Next...

3. Check ClickBank Gravity

ClickBank has a large affiliate marketplace where you can do your market research, as well as find products to promote. As you're doing your research, you'll see that ClickBank has a data point called "gravity."

The gravity is a measure of how many different affiliates have made sales of the product in the last 12 weeks, with more recent sales being given a heavier weight. Thus, a high gravity number means a lot of different affiliates are making sales.

On the one hand, you want a somewhat high gravity number as it shows you the product is selling well for a lot of people. On the other hand, you don't want to pick the product with the highest gravity, as then you'll likely find yourself competing with too many other affiliates. Pick something with a relatively mid-high rating (as compared to similar products).

4. Use Google

There are two good ways to use Google for market research:

1. Uncover general market demographics and data. For example, you can search for your niche keywords followed by a search term such as "demographics." For example: bodybuilding demographics. Just be sure to focus on legitimate, reputable sources of information (such as peer-reviewed journals or reputable research organizations).
2. Check what your competitors are doing. Search for your niche keywords, and then take note of how many competitors there are (more competitors means it's a healthy market) and what sort of products they're selling.

Which brings us to the next point...

5. Look For Evidences Of Popularity

As you're researching marketplaces and doing keywords searches in Google, you'll want to look for the following evidence that tells you a market and/or a product is popular:

1. Look for multiple products on the same topic.
2. Look for bestselling products.
3. Look for evidence that marketers are paying to advertise a specific type of product.
4. Look for "buzz" on blogs, forums, groups, social media and other communities.

Next...

6. Use a Keyword Tool

A keyword tool (like the classic WordTracker.com, WordRecon.com or similar) can help you determine how popular a topic is or what people in your niche want. Just enter your niche keywords, and pay particular attention to "commerce" related keywords (e.g., "buy _____" or "free shipping _____" or "PayPal _____").

7. Check Google Trends

Your average keyword tools can give you insight into how popular a particular topic is, just based on how many searches it receives in a month. However, in most cases, this snapshot is just that – a snapshot. It tells you what kind of searches people in your niche are conducting right now.

In order to figure out if a particular topic is evergreen, you need to use Google Insights at <https://trends.google.com/trends/>.

This special keyword tool gives you the current snapshot of searches, as well as giving you historical data. You can look at data that was captured in the last few hours to the last 15 years or so. This is a great way to

determine if a particular topic has enduring interest in your market (e.g., is it evergreen?).

8. Gather Audience Demographics

It's important to not only know what your audience is buying, but also know every other little thing you can about them. This includes age, gender, location, income, hopes, fears, education level, marital status, whether they have kids, and so on.

Simply put, the more you know about your audience, the easier it is for you to create content that resonates with them and send offers that they really want. To that end, you can research Google for your audience demographics as mentioned earlier, plus you can also survey your audience....

SIDE BAR: I recommend that you download the 8 free content creation cheat sheets at <https://Pages.Nick-James.com/write-like-a-pro> to help you create great content (from start to finish) that your audience will love.

9. Survey Your Audience

There are multiple ways to gather valuable insights using both formal surveys and informal surveying techniques. These include:

- Distribute a formal survey to random people in your audience.
- Conduct a small focus group to gather information.
- Post questions in informal settings, such as on your blog or social media.
- Ask questions via email and ask people to answer via email.

Keep in mind that if you ask questions in public areas (such as on a social media page), peoples' answers will be influenced by the other answers they see. This can skew results, but it can also tap into the power of brainstorming and get people thinking about ideas they may not have come up with on their own.

10. Ask The Right Questions

If you survey your audience, you'll want to ask questions such as this:

- How old are you?
- What is your gender?
- What is your education level?
- What is your marital status?
- What is your annual income?
- How much do you spend in the niche?
- What products have you purchased to [solve some problem]?
- What did you like about these products?
- What did you dislike about these products?
- Why didn't these products solve your problem?
- What features and benefits do you want [in a specific type of product]?
- What sort of products would you buy if they were offered?
- What are your biggest problems [in the niche]?

Keep in mind that what people say and what they do are often two different things, so use surveying to gather insights into how people THINK (rather than trying to predict what people will do).

11. Look At Advertising

If you want to know if a market is popular or if a particular product is popular, then follow the money. In other words, see if marketers are spending money to advertise on Google Ads, Facebook Ads, Twitter ads, on niche websites, in niche newsletters, in offline publications and similar. If business owners continue to invest money in ads OVER TIME, that's a good clue that the market as a whole and the particular product are profitable.

12. Check the Newsstand

Offline publications spend a lot of money and time doing research to see what will help them sell their magazines. That's why looking at your local newsstand (or just looking at magazines online, even on Amazon) will help you determine what's popular.

If you're still doing general market research, then check if there is an offline publication devoted to your market.

Once you start doing more focused research in a particular niche, then pay close attention to the cover articles (as these are the topics that sell the magazine). You'll also want to thumb through the publications to see what businesses are paying to advertise.

13. Look Elsewhere Offline

Even though you're primarily selling affiliate offers online, doing some research offline will help you confirm whether a market is viable. Ask yourselves these questions:

- Are there offline stores and other businesses dedicated to this market?
- Do people have "meet ups" in this market?
- Can you find expos, tradeshows and similar events in this market?

Let's take an easy example. If you were researching a dog-related niche, you'd be able to tick off all three of the boxes above. Namely:

- There are dog supply stores, veterinarians, groomers and other business owners catering to dog markets.
- People on meetup.com get together with their dogs.
- You can find plenty of dog events, from expos to dog shows to agility competitions and more.

When you tick off all the offline boxes, then it's a good bet that the market is profitable and evergreen.

14. Consider Your Resources

Once you decide on a specific market, then you need to ask yourself this question: can you REACH this market using common advertising methods, both free and paid?

If you say “no” to this question, then cross that market off your list and pursue something else. If a market is difficult to reach, then you’re likely to find it expensive to advertise and/or it’s simply an unprofitable market to target.

15. Narrow Down Your Niche

In order to have any success in a market, you need to focus on a smaller subset of the overall market.

For example, trying to compete in the greater weight loss market is next to impossible. However, if you target a smaller niche, then you can dominate it. You might focus on types of diets (e.g., low-carb dieting) or different types of dieters (women trying to lose baby weight), or some combination (women trying to lose baby weight with low-carb dieting). The more focused your niche, the more your content and offers will resonate with your intended audience (and the more money you’ll make in your affiliate business).

16. Choose Evergreen Over Trendy

When it comes to picking a niche, you should definitely choose an evergreen niche. This is a market that’s popular today, it was popular a year ago, and it will be popular for the foreseeable future.

For example, weight loss is a classic evergreen market, as it’s unlikely that people are going to lose interest in it any time soon.

However, while your niche itself should be evergreen, and MOST of the offers you promote should also be evergreen, you can promote trendy products (fads) from time to time too. Just be sure to promote trendy products through channels such as your live email broadcasts. In other words, don’t upload them to evergreen channels such as your autoresponder.

17. Test Different Offers

As you’ve seen throughout this guide, there are plenty of ways to determine what your audience wants. But there is only one way to know

for sure what your audience is going to buy. And that method is to test different offers to see what your audience responds to the best.

For example, if you've set up a mailing list, you can send an identical email (or series of emails) to your list, except the emails promote different products. Most of the larger email service providers give you the tools to create and run these sorts of tests so you can easily split your list into random groups and then see what your list responds to.

Email is just one example. You can also test and track ads on your blog, on social media, via paid advertising, and all the other ways you promote offers. Once you know what your audience is buying, then focus on selling those particular offers.

Conclusion

As you can see, there are plenty of steps to take when researching markets as a whole or researching specific products to see what's selling. Don't skip these steps, as choosing a profitable market and putting in-demand offers in front of this market is the key to your success as an affiliate marketer!

Guide 2: The Guide To Selecting Profitable Products

17 Questions To Ask When Deciding What To Promote

You've got your eye on an affiliate product. Maybe you've just discovered it, or maybe it's something that it seems like everyone else is promoting. But before you grab your affiliate link, you're going to want to check out these 17 things to look for before you promote an affiliate offer.

Take a look...

1. Does the product solve a problem?

Sometimes people judge an infoproduct based on how entertaining or well-written it is. Yes, it's good to have an engaging product. But you need to set that aside for a moment and check that it actually solves a problem. Don't just review the product – use it and see for yourself what it does.

As you're reviewing it, keep the audience in mind. For example, if this is a beginner-level product, does it provide enough information so that the average beginner can indeed solve their problem?

2. Is this product something your audience wants?

No matter how stunningly awesome the product seems, you need to determine if it's something your audience WANTS. Not just needs, but WANTS. (Your audience may need something, but if they don't also want it, then they're not going to buy it.)

As always, the answer here is to do your market research in order to determine whether your audience is already buying this product or similar offers.

3. Is the product well-written and engaging?

Yes, now here's the question of whether the infoproduct reads well. An engaging product will keep people hooked and reading through until the end, which in turn boosts their satisfaction and lowers refund rates.

Here's a related point...

4. Does the product present a professional image?

First off, look at whether the product looks good on the inside and has been proofed. If it's riddled with typos and errors, people are going to form a lower opinion of it (and likely ask for a refund). So, be sure it's laid out nicely and polished to present a professional image.

5. Does the product include professional ecover graphics?

Now look to the outside of the product. Does the vendor provide high-quality ecover graphics that will make a great impression on prospects? Remember, people do judge a book or other product by its cover, so be sure anything you promote uses attractive cover graphics.

6. What are the product's weaknesses?

No product is perfect, so you need to take a moment and catalog the perceived weaknesses of the product. Then ask yourself, are any of these weaknesses dealbreakers?

Secondly, take a moment and think about how you can handle these objections (the weaknesses), and perhaps even turn them into assets to persuade people to buy.

For example, maybe you're selling an ebook that's short compared to other similar products in the market, but it carries a high price tag. Some people may feel like they're not getting their money's worth if the product doesn't have X number of pages. You can turn this perceived weakness into an asset by talking about how the ebook isn't full of fluff or filler, which makes it an excellent guide for busy people who don't have time to read extraneous material.

7. Does the sales page look professional?

Your next step is to glance over the sales page. Does the overall design, layout and graphics look professional? Will this page make a good impression on prospects?

Here's a related point...

8. Does the sales letter convert well?

Having a beautiful sales page doesn't mean too much if the sales copy itself doesn't convert prospects into buyers. If you know a little something about writing good copy, then you can probably look at the sales page and know instantly whether it's something that will convert.

However, you'll also want to get in contact with the vendor to learn more about their conversion rates. Be sure you understand what sort of traffic created the conversions they're giving you. For example, there's going to be a big difference in conversions from the vendor's own mailing list versus conversions coming from affiliates, paid ads, and so on.

NOTE: A low-converting sales page isn't a dealbreaker, if you can do the heavy lifting with your preselling material.

Next...

9. Are there any "conversion leaks" on the sales page?

The next thing to look for are any extraneous links that could dampen conversions. The primary way to leave a sales page should be through the order button. There may be some other necessary links, such as a contact link, privacy policy and/or terms of service links. However, there shouldn't be links to other pages that are not directly related to the sales page.

For example, a sales page may link to a FAQ page about the product (and this FAQ should also link to the order form). The sales page should NOT link to a general FAQ that has nothing to do with the product.

10. Are there any commission hijacks on the sales page?

Here you need to examine the sales page and order form carefully to be sure your affiliate link doesn't get hijacked (either on purpose or inadvertently). Pay particular attention to the following:

- Are there any popups, lightboxes, exit redirects or similar that hijack the affiliate link?
- Do all payment methods give credit to the proper affiliate?
- Are there any links anywhere on the page that go to other offers, overtake your affiliate link or similar?
- Does your affiliate link remain intact during the ordering process? (This is important to go all the way through the process just to double check that tracking stays intact and you get credit for the sale.)

Next...

11. Is ordering easy/user-friendly?

As you're going through the ordering process, take note of how easy it is. Do you have to jump through any extra hoops, such as filling out extraneous information on the order form? Are there a ton of upsells/cross-sells that could potentially dampen conversions? (Upsells and cross-sells in moderation are perfectly okay – it's only a problem if there are so many placed between the prospect and the order form that they get frustrated trying to order.)

12. Is collecting the product easy?

Once you've placed your order, how do you collect the product? Do you get instant access the moment you've completed the order form?

If it's not an instant-access type product (such as a physical home study course that needs to be shipped), does the confirmation page and emails clearly lay out what happens next? And are you kept in the loop with tracking numbers?

All of this is important, because it's part of what will contribute to the customer's satisfaction (or lack thereof), which in turn impacts refund rates.

13. What happens after you order?

Another factor that's going to impact satisfaction and refund rates is what happens in the coming hours, days and weeks after the order is complete.

For example, does the customer receive a nice onboarding sequence that offers additional information, encourages them to use the product, and promotes additional related offers? If so, that's good, because an onboarding sequence will boost satisfaction.

On the other hand, if there's no onboarding sequence and instead the customer starts receiving a flood of promotional emails (sometimes even more than once per day), the customer's satisfaction may drop. If they're not 100% thrilled with the product, then a poor after-purchase experience can boost refund rates.

14. Does the vendor have a good reputation in the niche?

Even if absolutely everything else about the product is wonderful, you need to be sure the vendor has a good reputation. Your customers won't forgive you if you send them to a vendor who has poor customer service, doesn't honor their refund policy, etc.

To that end, you'll want to do some research if you're not already familiar with the vendor. Run the vendor's name, website, business name and product names through Google. While it's fairly normal for a business to have some complaints, you want to be wary of any vendor who has an unusually high number of complaints (especially serious complaints) and/or they don't seem to resolve the complaints.

15. What is the commission rate?

If everything above is passing muster, then now is the time to get a little selfish and start seeing what's in it for you. Namely, what is the product price, and what sort of commission rate do you get on this price?

This obviously shouldn't be at the top of your list. The big thing is whether the product is a solid, useful product that's going to solve your prospects' problem. However, if you're deciding between promoting two or more very similar offers, and they are basically equal as far as helping the customer, then you can make your decision based on commission rates.

If you're selling digital products (such as apps, membership sites, ebooks, videos and similar), then in most cases you should be making right around a 50% commission. In some cases, you may be able to secure higher rates, especially if you're a very good affiliate.

If you're selling services or physical products, then expect much lower rates.

For example, some physical products offer as little as 1% to 2% commissions, while others may give as much as 10% to 15%.

Bottom line: be sure the offer gives you at least the "industry standard" in terms of conversion rates. You're providing a great service for the vendor, so don't promote offers that don't value the customers you're sending. (E.G., if a vendor selling a digital product is offering you 20%, they don't really value what you're offering.)

16. Do you get commissions for any upsells/cross-sells/backend sales?

Most vendors offer some sort of commission on any order form upsells or cross-sells. In many cases, these commissions may be lower than the frontend commission, and that's okay.

For example, you may get a 50% commission on the main product, and then get 30% on upsells. (If they give you 50% or more on upsells, that's excellent – but it doesn't always happen.)

The other thing to look at if you're selling subscriptions or memberships is if you get a recurring commission for as long as your customer remains a paying member. It's a good idea to promote recurring offers, as this creates a passive income for you (sell it once, and make money on it month after month).

And finally...

17. What sort of marketing materials does the vendor provide?

One more factor to look at is if the vendor makes it easy for you to promote, by offering marketing materials such as rebrandable reports, graphical ads, and copy-and-paste articles, emails, social media blurbs, ads and similar.

You don't necessarily want to use all of these materials as-is. However, it saves you a lot of time to start with these materials – such as a blog article – that you tweak to add in your own voice and insights. This saves you time, while ensuring your promos are unique and stand out from other affiliates.

TIP: While many vendors give you a free license to modify the marketing materials they provide, some don't. Be absolutely sure you're allowed to modify the materials – and if there is any doubt, then get explicit permission in writing from the vendor.

Now let's wrap things up...

Conclusion

You just discovered 17 things to look for before you promote an affiliate offer. Some of these items are absolutely disqualifying, such as if the product is low-quality. In other cases, you can work around the issue. For example, if the sales letter isn't all that professional, you can do a great job of preselling the offer to the point where the sales letter doesn't even matter.

Point is, use this list as a mini-checklist before you select an offer to promote, be wary of the red flags, and be prepared to "repair" some of these issues yourself. Good luck!

Guide 3: The Guide To Beating Your Competitors To Get More Sales

17 Ways To Add Value To An Affiliate Offer

As an affiliate, you're always going to have a lot of competition. Not only are you competing with others who are selling similar products, but there may be dozens, hundreds or even thousands of serious affiliates who are selling the EXACT same product as you are.

How do you beat your competition? By adding value to any affiliate offer you promote. This means providing some sort of a bonus – a freebie – to anyone who buys an offer through your affiliate link.

Here are 17 ways to do exactly that...

1. Offer a Free Report or Guide

The key to this strategy (and with all bonuses) is to offer something that works alongside the main offer. In other words, the two products shouldn't just be related – ideally, they should be something that people use together to achieve a goal or complete a task.

For example, let's suppose you're selling a bodybuilding guide. You might take the nutrition information in the guide and use it to create a set of meal plans and recipes. Thus, the main product and your bonus work in tandem to help bodybuilders achieve their goals.

One thing to note here: even if you're offering an "ebook," don't call it an ebook. That's because the word has a low-value connotation, and so prospects may not see much value in your bonus.

Instead, offer a report, guide, system, formula, blueprint or something similar. It's still an "ebook" in the traditional sense, but the name change boosts the perceived value of your bonus.

2. Provide a Supplemental Video

Another valuable bonus you can offer is a video. This works alongside just about any type of product, from infoproducts to physical products.

For example:

- If you're selling a cookbook, then provide a supplemental video showing how to cook the recipes outlined in the cookbook.
- If you're selling a physical product that requires assembly – especially if the instructions aren't that great – then you can provide a step-by-step video showing how to assemble the product.
- If you're selling a piece of exercise equipment, then you can provide a video demonstrating how to perform a wide variety of exercises using that equipment.
- If you're selling something like a dog-training guide, then you can provide a video showing people how to perform the obedience commands outlined in the guide.

Next...

3. Give Access to a Membership Site

A membership site is a high-value bonus, which means this sort of offer serves as a good way to boost your conversion rates.

There are a few different ways to set up your membership site, including:

- Vault-style membership, where you give all the information instantly to members.
- Monthly membership site, where you send members fresh content each week (or each month) indefinitely.
- Fixed-term membership site, where you drip-feed content for a predetermined amount of time (such as three months, six months, etc.).

One of the benefits of offering a membership site as a bonus is that it gives you a chance to follow-up with your buyers repeatedly to offer fresh content while simultaneously promoting related offers. That's why a fixed-term membership is your best bet, as you can follow up repeatedly, and yet you don't have to commit to sending new content indefinitely every month.

4. Offer a Webinar Seat

Live events tend to have a high perceived value, which is why a webinar is a good choice for a bonus. This type of bonus works well during a launch special, a flash sale or some other special event, as you can hold the webinar a few days after the event ends. You can then offer the recordings/replay as a bonus to future buyers.

5. Give Away an Audio

An audio tends to have a higher perceived value than a text product, which again makes it a great option to offer as a bonus. This is particularly true when the product could benefit from an audio.

Here's the classic example: if you're selling a language-training course, then you can provide a supplemental audio with common phrases.

Or if you're promoting a stress-reduction guide, you can offer a guided meditation to anyone who purchased the guide through your affiliate link.

6. Offer Free Installation/Support

Are you selling apps, plugins or other software? If so, and if the company doesn't offer installation as part of the package, you can offer free installation as a bonus. This works particularly well for scripts that require customization, such as if you're selling membership site scripts.

Note: If you offer a service like this, just be sure your commission rate justifies the time you'll spend performing the service. For example, if the service takes 30 minutes and you're making a \$500 commission, that's well worth your time. On the other hand, if you're making a \$25 commission, that's likely not worth it (especially if you put any money into advertising the offer).

Which brings us to the next way to add value to an offer...

7. Provide Feedback/Coaching

This is a premium bonus that you can offer for high-ticket products (or services). For example, if someone has joined a copywriting membership, you can offer a free sales letter critique to anyone who purchases through your link.

8. Offer an Ecourse

Another good bonus to offer is a multipart ecourse delivered by email. Not only does this carry a higher perceived value than a report or ebook, it also gives you the opportunity to follow up repeatedly with your customer.

For example, if you're selling a beginner's competition bodybuilding guide, then you might offer a supplement 10-part ecourse that teaches people how to prepare for a competition (meaning you share tips and tricks not offered in the guide). Every week you can send a new lesson, as well as a promo for a related product or service. As long as you keep sending great information, you'll have satisfied customers who'll keep opening your emails (which means they'll see your backend ads and offers).

Next idea...

9. Share a Checklist

If you're promoting an infoproduct –especially one that teaches a complex or multistep process – then a checklist makes a good bonus.

For example:

- If you're selling a travel guide, then you might offer a packing checklist.
- If you're selling a guide about how to set up an online business, then you can create a checklist that summarizes all the steps.

You can also sell checklists to go alongside physical products. For instance, if you're promoting prepackaged/precooked diet meals, you might offer a dieting checklist that summarizes what all the person needs to do to start losing weight.

10. Provide a Gear or Resource List

Some niches naturally require a lot of gear or resources to get started. Many people find it overwhelming to go through all the research to identify the best tools, gear or resources. That's why this sort of list is so valuable, as it saves people time and points them to the best solutions.

For example, if you're selling information about how to set up an online business, then you might provide a gear list that includes platforms, resources and tools such as recommended payment processors, autoresponders, content management systems, social media tools, keyword tools and more.

TIP: To make this gear list valuable, offer multiple recommendations for each category, and let users know which recommendation is right for them. E.G., "If you don't plan on having affiliates, then the ABC payment processor is a good choice. If you're going to run an affiliate program, then XYZ is your best option..."

Next...

11. Offer “Cliff’s Notes”

The idea here is to create a short summary of a longer guide or course. People who are in a hurry can get the gist of the guide quickly, and as needed, they can turn to the full guide to get more information.

If you decide to offer this sort of product as a bonus, be sure to get written permission from the product owner. Let them know that the only people who’ll ever get this guide are people who buy the product. In other words, assure the vendor that this benefits them too, and that offering this bonus will boost sales rather than dilute them.

NOTE: If a vendor refuses to give you permission, don’t argue with them or try to persuade them otherwise. Thank them, and then create an acceptable bonus and get to work promoting the offer.

Here’s the next idea...

12. Distribute Worksheets

If you’re selling an infoproduct that teaches a process and/or requires the user to do some thinking or planning, then a worksheet or workbook makes a nice bonus. That’s because this sort of tool helps people take action on the information they’re learning.

For example, if you’re promoting a guide that helps people set up an online business, then you might include worksheets such as a niche-selection worksheet and a customer-profiling worksheet as bonuses.

13. Offer Templates or Swipes

Another good tool to help people take action is a set of templates and/or swipes.

For example, if you’re selling a copywriting course, then you might offer a set of both templates and swipes such as:

- Various sales letter templates.

- Headline swipes.
- P.S. (postscript) swipes.
- Transition swipes.
- Guarantee swipes.
- Bulleted benefit list swipes.
- Call to action swipes.

The buyer can use an overall sales letter template to get started, and then use the various swipes to help them fill in the blanks.

14. Give Away a Planner

Most “how to” infoproducts teach people what to do in a step-by-step manner, but many of them don’t provide any sort of timeline or planner. You can add value to a how-to product by offering a planner that tells people exactly what to do on various days.

For example, if someone is looking to set up blog, drive traffic to it and monetize it, you can offer a 30-day planner that tells them which steps to take on which days.

Next...

15. Offer Software/Apps/Plugins

Software and apps tend to be high-value bonuses, which again makes them good options for adding value to an offer.

For example, if someone purchases a search engine optimization guide through your affiliate link, you might offer them an SEO plugin for their WordPress blog.

Another example: if someone purchases a weight-loss course, you can offer them a meal-planning app as a bonus.

16. Provide Access to a Community

The idea here is to give people access to a private forum or group where members can get peer-to-peer support and advice, as well as valuable information from you.

For example, if you're selling car-restoration video guides, you can set up a members-only forum for people to ask questions as well as show off their restorations. For instance, you might have a member who's having troubles installing the upholstery without wrinkles or bumps, so they can turn to the group to ask for tips and tricks.

Another example: if you're selling quit-smoking information, you can set up a group where members can get practical advice as well as motivation and support as they work on quitting.

17. Ship a Physical Product

This is an idea that works well for high-ticket purchases. Your physical product can come in the form of an infoproduct – such as a guide, a workbook, a DVD or similar – or it can be another type of product.

For example, if you're selling high-end gas grills, you might offer a BBQ tool set and cookbook to anyone who purchases through your link.

Or if you're selling a debt-management course, you might offer a "get out of debt" workbook to help people create a budget and pay off their high-interest loans first.

Now a few parting thoughts...

Conclusion

As you can see, there are a whole lot of ways to add value to an affiliate offer. The key is to do your research to determine what your audience wants. That way, you'll have an in-demand, valuable bonus that's sure to boost conversions!

Guide 4: The Guide To Better Conversions

17 Best Practices And Tips For Improving Your Lead Page

If you're an affiliate, then a big, responsive list is among one of your most valuable assets, and building it is one of your most important priorities. However, if you're sending targeted traffic to your lead page and not getting the response you want, then it's time to figure out what might be wrong. You can start by following these 17 best practices and tips for improving your lead page. Take a look...

1. Get a Professional Design

When someone first lands on your lead page, they're going to form an impression of your page, your lead magnet, and your business as a whole in just a second or two. Question is, are you making a good impression?

To answer this question, look at your page design as a whole. Before anyone even reads your headline, they're forming their impression based on your web design. If you don't have a professional design in place, visitors may assume that your lead magnet is amateurish too.

Fortunately, it's pretty easy to install a great design. You can use a platform like WordPress.org and pick a professional theme, you can outsource your page design, you can use a template, or you can even use a service like LeadPages.com.

2. Use Professional eCover Graphics

In addition to a great design, you want to make sure your lead magnet is well-represented with a professional graphic. Whether it's an ebook, membership site pass, webinar, app or anything else, be sure the graphic is compelling, professional and makes a good impression. If you're not skilled at creating these graphics yourself, then outsource (try Fiverr.com).

3. Install a Reputable Email Service Provider

Imagine for a moment that you have an awesome lead page, but right as the visitor is joining your list, there's a technical hiccup, and the opt-in doesn't go through. Or suppose you have no troubles building the list, but your emails aren't getting to their intended recipients.

To avoid these sorts of problems, you'll want to be sure you're using a reputable email service provider. Do your due diligence to pick a provider with good customer service and a good reputation for deliverability and reliability.

4. Eliminate Unnecessary Links

The next thing you need to look at is whether your lead page has any unnecessary links. Generally, you should set it up so that the main way to leave this lead page is by filling in the form. If the visitor doesn't do that, they'll need to hit the back button or close the window.

Point is, don't put other offers or unnecessary links on the page as it will dilute your conversions. The keyword here is "unnecessary" as there are some links that you'll need to include (which we'll get to in just a few moments).

5. Understand Your Audience

Before you create any sales copy for your lead page, be sure that you know as much about your audience as possible. This will require some market research on your part to determine:

- Audience demographics, such as age, gender, location, marital status, educational level, income and more.
- What your audience's biggest challenges are in the niche.
- What your audience most wants in the niche.
- Any jargon your audience uses.

And similar information.

The more you know about your audience, the easier it will be for you to create sales copy that really resonates with them. Essentially, you want to write for your ideal customer so that when they arrive on your lead page they feel like you wrote it just for them.

6. Present an In-Demand Offer

The next big component of your lead page is to be sure you are indeed offering something that your audience really wants. If you're not sure what they want, you shouldn't be guessing. Instead, once again do your market research to know for sure.

Secondly, you want to make sure that your lead magnet is closely related to whatever it is you're selling from within the lead magnet (and within your initial autoresponder series). Anyone who wants your lead magnet should REALLY want the paid offer you're promoting.

For example, you might offer a set of sales letter templates as a lead magnet, and then sell a copywriting course on the backend. The templates are useful yet incomplete, in that someone certainly could put them to use immediately, but they'll make the MOST of them and get higher conversions if they purchase the copywriting course.

7. Craft a Benefit-Driven Headline

The next component of your lead page is to create a strong, compelling headline. When it comes to the copy on your page, this headline is the most important component. If your headline doesn't get your audience's attention, then the rest of your lead page doesn't even need to exist because no one will read it.

Use this mini-checklist to be sure you're creating a strong headline:

- Does the headline present the top one to three benefits of your offer?
- Does the headline include the word “free” (which is very powerful)?
- Does the headline include other powerful words such as: you, how to, amazing, proven, discover, etc.?
- Does the headline arouse curiosity? (Not a requirement, but when done right it is powerful.)

Next...

8. Start With a Strong Opener

Once your lead page headline gets your visitor’s attention, then you need to hold their attention with a strong opener. Here are three ways to do this:

- Elaborate on the benefits expressed in the headline. E.G., “Imagine if you woke up tomorrow to an inbox full of sales notifications...”
- Ask a question. E.G., “Do you get a lot of traffic but very few sales?”
- Tell a story. E.G., “Traffic wasn’t a problem for Jane. She could drive traffic to her sales page all day long. And yet something was wrong...”

Note that this opener doesn’t need to be long – even just one paragraph will often do the trick. (Indeed, your lead page as a whole doesn’t need to be long either – in many cases, you can do it all in 500 words or less.)

9. Identify the Problem... and the Solution

Once you’ve engaged people with your opener, you need to clearly identify the problem, and then introduce your lead magnet as the solution.

E.G., "Maybe you can relate to a sales page that's suffering from a lack of sales. If so, then I have some good news for you. Introducing..."

10. Present a Bulleted List of Benefits

The next component of your lead page is the bulleted list of benefits, and this is extremely important. Sometimes skimmers will read the headline, skip to this list, and then glance down at the bottom of the page. As such, this list can make or break your lead page.

A benefit statement should be very similar to a headline, in that it presents a strong benefit and, where relevant, arouses curiosity about the lead magnet.

E.G., "You'll discover a 30-second tweak you can make to your sales page right now that could double your conversion rate!"

11. Craft a Persuasive Call to Action

After the visitor reads your benefits, they're going to want your lead magnet. Just dropping an opt-in form in front of them isn't good enough, even if it seems really obvious what the visitor should do next.

Instead, what you need to do is create a call to action that tells people exactly what to do and why.

E.G., "Fill in your name and email address in the form below now, and you'll get instant access to this free conversion-boosting report!"

12. Offer Hope (Not Hype)

You've probably seen a few lead pages in your time that are the virtual equivalent of a carnival barker yelling at prospects. You know what I'm talking about: the kind of lead page that makes hype-filled, over-the-top claims in an attempt to get as many people as possible to sign up.

Don't do that. Offering a lot of sales hype will only result in your disappointing the prospect when they start reviewing your lead magnet. In turn, they're not going to trust you since you already burned them once.

Instead, focus on creating sales copy that provides hope. Let them know you understand their problem, and then provide honest, genuine hope that they can solve this problem with your help.

13. Provide Proof

Even though you're not creating any hype-filled copy, and even though you're offering something for free, your audience is still a little skeptical. In order to move your prospects past this skepticism and to the opt-in form, you can offer proof of your claims. This proof may take the form of:

- Two or three strong testimonials.
- A quick case study.
- Pictures (such as "before" and "after" pics where relevant).
- Videos.
- Screenshots.

And similar items.

For example, if you're sharing copywriting tips, you might provide a quick case study of how someone doubled their conversion rate with your tips.

Another example: if you're selling information about how to train a dog, you might provide a quick video showing a very well-trained dog that knows plenty of commands and even tricks.

14. Engage People Emotionally

Let me be clear here: we're not talking about psychologically tricking anyone to join your list or using any sort of strongarm tactics.

Instead, what we're talking about is simply engaging people on an emotional level. In order for most people to be motivated, they need to feel something. That's why a good lead page helps engage these emotions.

One good way to engage people emotionally has already been mentioned: offer people hope. You can do this by reminding them of the pain of their problem, and then getting them to think about how good it will feel when they have a working solution.

E.G., "Imagine the joy you'll feel when you start seeing the sales notifications hitting your inbox..."

15. Install Your Legal Documentation

Earlier, I mentioned that you shouldn't have unnecessary links on your lead page, and that's true. However, in many jurisdictions you need to have certain legal disclaimers or even complete policies in place.

Since this varies according to where you live, as well as where your prospects live, I can't give you a list of what you need. Examples, however, include a privacy policy and GDPR compliance.

16. Consider Using Video

A short sales video may boost your conversion rates. You can use this video sales letter instead of a text sales page, or you can offer the sales letter alongside the regular sales copy. You'll need to test it to be sure (more on that in the next tip), but many people find that a short video alongside a limited amount of text seems to work best.

Alternatively, you can use a video as a supplement to show your audience something. I gave a good example of this before, such as using a video as proof that a dog-training product works.

And finally...

17. Test and Track Your Page

As mentioned at the top of this guide, your lead page is extremely important, as it has a huge impact on the success of your affiliate business. That's why it's worth getting it right – and the only way to know for sure what's REALLY working is to test and track your lead page.

You don't need to track and test every little thing. Instead, focus on the parts that will have the biggest impact on your conversion rates, including:

- The lead magnet you're offering.
- The title of the lead magnet.
- The headline on your lead page.
- The bulleted benefit list.
- The call to action.
- The overall design of your page.

Use an a/b split testing tool to run your tests, test just one variable at a time, and be sure not to stop the tests prematurely. That way, you can be confident in the results you receive.

Conclusion

Your lead page is an important part of your affiliate business. If your sales funnel collapses at this point, then you're going to struggle with sales. Following up with your prospects is one of the big keys to boosting your conversions and sales, so be sure to use these tips to improve your lead page because that's where it all begins!

Guide 5: The Guide To Email Marketing

17 Ways To Make Sure Your Subscribers Open And Read Your Emails

Let's imagine for a moment that you're well on your way to building a big list, where you intend to promote affiliate offers. But once you start promoting them, you find that your results are less than dazzling.

You know you're working with a targeted audience, so that's not the problem. Instead, it seems that people aren't opening and reading your emails as often as you'd like. And when they do open them, they're not clicking.

So, how do you fix these problems? Check out these ideas...

1. Choose a Meaningful "From" Field

When you're first setting up your "From" field, be sure it's something that your audience recognizes.

For example, sometimes affiliate marketers use their branding on their lead page. But when they actually send out emails, they use their first and last names. If the subscriber signed up for "XYZ Branding" emails, but they start receiving emails from "John Doe," they're not going to recognize them – and that means they're not going to open them.

Point is, be sure your "From" field is something your audience will recognize immediately. And once you've decided what to use, don't change it (or you're back to the problem of people not opening your emails because they don't recognize who they're from).

2. Craft a Compelling Subject Line

Your subject line is the "make or break" component of your email. If it doesn't get attention, then no one is going to open your emails (much less read them).

To that end, ask yourself these questions as you construct your subject line:

- Does your subject line showcase one or two big benefits of opening the email?
- Does the subject line arouse curiosity about what's inside the email (where applicable)?
- Does the subject line use compelling words such as: you, free, how to, discover, amazing, guaranteed, proven, scientific, quick, easy, reveal (and similar words)?
- Does the subject line employ social proof where possible? E.G., "Now you too can get rid of belly fat..."

While you may not be able to say "yes" to every point above (such as the one on curiosity, which is optional), you should incorporate as many points as possible.

Here's a related note...

3. Keep the Subject Line Short

While your subject line needs to capture attention, it also needs to do it in about 60-65 characters or less. That's because most email clients truncate the subject line, so it needs to have an impact in as few words (and characters) as possible.

TIP: Go through your own inbox and take note of how subject lines are truncated. You'll note that the compelling subject lines put their most powerful words upfront (and the less-powerful words end up at the end where they may be truncated by the email client).

Next...

4. Entice Readers With a Good Preview

Many email clients allow for a preview of the email, which is what the recipient can see without opening the email. This preview can range from

a few words to a line or two. Or to be more precise, it typically is about 30-90 characters long.

This means that you need to be sure your first 30-90 characters are compelling to the point that they help persuade the recipient to open the email. If you put a salutation at the top of your email, be sure it uses the recipient's name to help capture their attention. Beyond that, use power words, engage readers fast with benefits, tell a story, share a startling fact, or do something similar to compel people to open your email to read the rest of it.

5. Provide Consistently Good Information

If you want people to open every single email you send to them, then get in the habit of sending high-quality information in every single email. By doing this, you train subscribers to look forward to your emails, open them, and read every word.

Which brings us to the next point...

6. Know What Your Audience Wants

One of the keys to providing great information in every email you send is to know what your audience wants. What problems are they facing for which they're actively looking for solutions? Your emails can help them solve these problems by offering tips, how-to information and other advice, plus you can point readers to paid resources that will help them overcome their biggest challenges.

7. Create a Publishing Calendar

If you're randomly sending out whatever content suits your fancy, then you're going to struggle to create a responsive list. Instead, what you want to do is create a publishing calendar about six months in advance. This will ensure you stay focused on your goals for your list, that you get time-sensitive emails out on time, and that you create email sequences where needed.

Ask yourself these questions to help develop your calendar:

- How many emails will you send (per week or per month)?
- On what days will you send emails?
- What products will you be promoting in the next six months?
- Which of these products have time-sensitive promotions in the form of a product launch, a special sale, etc.? (Ask vendors if you're not sure.)
- How many emails will you send for each product you promote? (You should send sequences for best results.)
- Will you be sending any seasonal content, such as Christmas-themed emails?
- What else will you promote? (E.G., contests, webinars, etc.)

Once you answer these questions, then you can start planning your publishing calendar.

Next...

8. Provide a Variety of Content

Offering a variety of content helps keep subscribers engaged. It also lets you do some testing to see what they respond to the best (so you can send more of whatever is converting). To that end, you can provide a variety of content such as:

- How to/guides/tutorials.
- Tips.
- Lists (e.g., resource lists).
- Checklists.
- Worksheets.
- Swipes.
- Templates.
- Cheat sheets.
- Planners.
- Mind maps.
- Inspirational/motivational stories.
- Case studies.
- Demo videos.
- Infographics.
- Product reviews.
- Product comparisons.
- Direct-response ads.

And similar content.

SIDE BAR: For over 880 pages and an arsenal of resources (checklists, worksheets, templates, etc.) to create content faster, easier and better, go to <https://UnfairAdvantageCheatSheets.com>

Now, no matter what sort of content you create, you need to keep this next tip in mind...

9. Create Engaging Content

You could be offering the most amazing piece of information – such as a strategy or tip very few people know – but if reading your email is as boring as watching paint dry, very few people are going to learn about this tip.

In order to get people reading and opening your emails, you need to create engaging content. This includes:

- Using a friendly, conversational tone.
- Formatting the content so that it's scannable. (This guide is an example.)
- Sprinkling in light humor, where appropriate.
- Telling stories.
- Using unexpected words or phrases.
- Utilizing analogies, similes and metaphors to describe content.
- Simplifying complex subjects.
- Offering actionable tips that create "quick wins."

Next...

10. Be Sure Autoresponder Content is Evergreen

When you're sending out live broadcasts, you can certainly write about any topic. However, when you're uploading content to your autoresponder, you need to be sure it's evergreen. Ask yourself, is there anything in this email that will date the content?

This includes:

- Referring to a product or strategy as "new."
- Promoting untested/unproven products or ideas that may fall out of favor.
- Mentioning anything that dates the content, such as a holiday, an event, a month or even a season.

Point is, if someone opens up an email and realizes you wrote it weeks, months or even years ago, they're not going to be too eager to open and read your future emails.

Next...

11. Create Reengagement Campaigns

Sometimes parts of your list grow cold. When that happens, you'll want to attempt to re-engage this segment of your list with a reengagement campaign. This is a series of highly compelling emails that's designed to get people back in the habit of opening and reading your emails.

Typically, you should offer something really enticing to bring people back into the fold, such as a highly desirable and valuable freemium (such as a guide, webinar, video, membership or similar).

What happens if a reengagement campaign doesn't work for a segment of your list? Then you may consider removing them from your list, as getting rid of cold prospects will allow you to focus on your best subscribers (which in turn boosts your conversion rate).

12. Build a Good Reputation

Your reputation is one of your most valuable assets, which is why you need to fiercely defend it. Consistently providing high-quality content in your emails is one way to develop a good reputation, which in turn increases loyalty and open rates.

The second factor is to be sure you ONLY recommend high-quality products that you've personally reviewed.

In other words, don't recommend something to your list just because it's really popular right now, and a lot of other affiliates are recommending it. Likewise, don't recommend something just because it has a slick sales letter and a big commission rate, meaning you'll make a lot of money.

Put your subscribers first by asking yourself if you'd feel comfortable recommending a particular product to your best friend. If not, then don't recommend it to your subscribers either.

13. Offer Fresh Content

If your emails are the same as what everyone else in your niche is sending, then your subscribers really have no particular reason to open and read your emails. That's why you'll want to offer something fresh in every email you send. This could be:

- A unique tip not shared anywhere else.
- Information shared in a unique way, such as when you create a unique formula around a how-to process.
- A fresh angle on an old problem.
- Breaking news on a relevant topic (if you can provide the scoop).

Next...

14. Email on a Regular Schedule

You can't build relationships or name recognition with your list if you're not emailing them regularly. That's why you need to create a publishing calendar and stick to it. You can also upload evergreen content to your autoresponder. Either way, aim to get in touch with your subscribers at least once per week.

15. Set the Proper Expectations

Your lead page and your initial autoresponder series should tell your new subscribers exactly what to expect when they join your list. This includes:

- The type of content they'll receive.
- How often they'll receive the content.

One common reason for subscribers growing cold is when an email publisher goes against the expectations they originally set, such as sending different kinds of content, starting to send more frequently, etc. Once you decide on the specifics, be sure those expectations are clear, and then stick with them.

16. Segment Your List

Another good way to improve list response is by segmenting your list. For example, if you have multiple lead magnets sent via autoresponder, then segment your list according to which lead magnet the subscriber claimed. You can also segment based on:

- Which offers someone purchased (when you know this information, such as when you send bonuses).
- Contest entries.
- Webinar registrations.
- How they arrived on your list (social media, SEO, paid ads, etc.).
- Where they live (so you can send emails when they're awake and active).

And similar. When you segment your list, then you can send highly targeted ads and offers that really resonate with the recipient.

And finally...

17. Test and Track Your Campaigns

If you want to get more people opening and reading your emails, then you need to track and test your campaigns. The most impactful items to test include:

- Your email subject lines.
- The email preview.
- The offer you're promoting.
- The call to action.
- When you send the email.

Many big email service providers provide built-in testing tools which makes it easy to run these tests.

Conclusion

If you're like a lot of affiliate marketers, then your mailing list is a big part of your overall affiliate strategy. Being able to follow up with your audience is what allows you to grow your relationship with them, give them repeated exposure to offers, and thus boost your conversions. That's why you'll want to put the above 17 tips and ideas to work for you to improve the number of people who both open and read every email you send!

Guide 6: The Guide To Preselling

17 Tips, Hacks and Ideas for Selling More Affiliate Products

Just tossing your affiliate link out into the wind isn't going to rack up a whole lot of sales for you. Instead, you need to create a content strategy that works to presell the offers you're promoting. Below you'll find 17 tips, tricks and ideas for boosting your affiliate sales using presell content and other methods. Let's take a look...

1. Create a Product Review

The key to an effective product review (or comparison) is total honesty. If you write a glowing review that mentions not a single flaw in the product, your prospects are going to know you're lying. And they're not going to trust you from here on out.

No product is absolutely perfect, and certainly no product is perfect for everyone. If you're honest with your audience about the good, the bad and the ugly of every product you promote, you'll develop a trusting relationship with them. In turn, these folks who trust you will buy from you, so your honesty will pay off big in the long term.

2. Share a Case Study

Even though your audience wants to believe the vendor's claims (and yours), they're still a little skeptical that the product works as advertised. You can help overcome this skepticism by offering proof in the form of a case study. Depending on the niche and the product, you can do the case study on yourself, or you can recruit a prospect and conduct the case study on them instead.

For example, if you're promoting an offer that promises people will have better-looking skin in 30 days, then you can do a case study on yourself if your skin could use improvement. Be sure to document your skin daily with photos or videos to prove that the product really works as advertised.

3. Tell an Inspirational Story

Elsewhere in these guides, I mentioned that you need to stir some sort of positive emotion if you want people to take action. That's one reason why an inspirational story works so well to not only engage people, but move them towards an order button.

To that end, a story is usually inspiring if the person is 1) a lot like the reader, or at least very relatable and 2) the person overcomes a challenge to achieve their goal.

For example, if you're selling information about training for marathons and you tell a story about how a veteran overcame a double amputation and PTSD to run her first marathon, that's going to inspire plenty of people.

4. Do a Video Demo

Another great way to presell an affiliate offer is by doing a video demonstration. This is where you demonstrate a strategy from an infoproduct, or you demonstrate the product itself if you're selling software or physical products.

For example, if you're selling a dog-training book, then you can do a demo showing how you taught your own dog something outlined in the book. This is a great way to prove the information works.

Another example: if you're selling software, like a membership site script, you can take people on a virtual tour of the features and the user interface. This lets people imagine what would it be like for them to own and use the product.

5. Craft a Series

Whether you're writing a blog post or sending emails to presell a product, you'll have better conversions if you craft a series. Not everyone sees every email, so the multiple emails increase the number of people who see at least one email. In addition, those who get repeat exposure to the offer (i.e., the ones who are opening and reading most of the emails)

tend to be more open to the offer and ultimately they're more likely to buy it.

One common series is a three-part sequence called the Fear-Logic-Gain series. This includes:

- Email 1: Gain, which is where you share the benefits of the offer.
- Email 2: Logic, which is where you appeal to reason, such as by showing a case study as proof that an offer works.
- Email 3: Fear, which is usually a fear of missing out, such as when you send out a "last chance" email about a promotional offer.

Next...

6. Add Value to the Offer

When you've got a whole load of affiliates who are selling exactly what you're selling, you need a way to stand out. And one good way to do this is by adding value to the offer, such as giving a free bonus to anyone who buys through your affiliate link.

For example, if you're selling a do-it-yourself home remodeling and repair guide, you might offer a free video on how to regROUT bathroom tile.

7. Distribute a Coupon

Sometimes beginner affiliates don't want to use coupons, because it lowers the price of the product, which in turn lowers the affiliate's commission. In other words, an affiliate makes less money per sale if they're sharing coupons.

But that's the wrong attitude to have.

Instead, you want to offer coupons to your prospects every chance you get. That's because coupons boost conversions and even build loyalty in your prospects. As such, check with vendors regularly to see when they're

going to offer coupons so that you can make a plan to promote during those periods.

Now let's switch gears...

8. Share “Useful Yet Incomplete” Content

One really effective way to presell an affiliate offer is to distribute useful yet incomplete content. The content is useful in the sense that it solves part of your prospect's problem, yet it's incomplete because it doesn't solve the entire problem. This “incompleteness” is what opens the door for you to promote an offer that does indeed solve the entire problem.

Let me give you a few examples of useful yet incomplete preselling content:

- Provide an overview. Here you give people an overview of the steps they need to take, but you don't provide in-depth details of each step. Readers who want in-depth info will buy the product. E.G., you provide an overview of how to write a sales letter, and then promote a copywriting guide.
- Offer tips. For example, you offer a set of 10 useful weight-loss tips, and then promote a weight-loss membership site to help prospects achieve their fat-loss goals.
- Share in-depth info on ONE step. You then promote a product that provides in-depth info on the rest of the steps. For example, you teach people how to stage a home, and then you sell a home-selling guide that teaches everything else.
- Share in-depth info on an entire process. This works well when you're selling templates, tools or physical products. For example, you provide in-depth instructions on how to set up a mailing list, and then you promote your favorite autoresponder platform.

Next...

9. Plant a Seed in a Lead Magnet

Your lead magnet is designed to get people to join your mailing list, but it should also work to presell an affiliate offer. You can do this by creating a lead magnet that's useful yet incomplete (see above). To make it more effective, plant a seed early on in the lead magnet, and then "harvest" it at the end of the content with a link and call to action.

Let's suppose you're promoting a weight loss membership site, and your lead magnet is a report full of weight-loss tips. In the middle of the report you may say something like this, "In just a little bit, you'll discover my go-to resource whenever I need a boost of motivation or a great recipe..."

That last line plants a seed and starts building anticipation for your eventual link and call to action.

Next...

10. Follow Up Via Email

Very few people order a product the first time they hear about it. This is especially true if they're not familiar with the vendor or the affiliate who's telling them about it. That's why you need to follow up via email multiple times in order to familiarize the prospect with the product, build their desire for the offer, and handle any objections.

How many emails should you send to promote an offer? Generally speaking, each sequence should be about three to seven emails. You can use shorter sequences for inexpensive products and established offers coming from well-known vendors. Use longer sequences when promoting brand-new offers or offers coming from lesser-known vendors.

TIP: You can also segment your list according to how long people have been a subscriber. Your long-time subscribers can get your standard promotional sequence, while you may add an email or two for subscribers who are fairly new to your list (e.g., three months or less).

Next...

11. Craft Unique Preselling Content

Most good vendors provide all the content you need to presell an offer. While you can use these prewritten materials as a foundation, you should tweak them to create something unique. This sets your ads apart from other affiliate ads, and it also creates consistency by having all your content in your own writing voice.

12. Turn Liabilities into Assets

If a product has a perceived flaw that's not a dealbreaker, you can boost conversions by turning this perceived liability into an asset.

For example, let's suppose a diet guide doesn't include enough recipes. You can turn this flaw into an asset by talking about how the guide doesn't limit you to a specific set of recipes. Instead, it teaches you how to eat, and then gives you free reign to create your own healthy recipes based on the foods you're already eating.

Alternatively, you can handle it using the next method...

13. Overcome Objections

Your preselling content should handle common objections. For example, you can handle "it won't work" by sharing a case study.

If the product has a flaw, then another way to handle the objection is to create a bonus that takes care of it.

For example, if a flaw of a copywriting course is that it doesn't have enough examples, you can create a bonus that's full of examples, swipes and templates.

14. Distribute a FAQ

Another good way to presell an offer is by distributing a frequently asked questions (FAQ) list. This list may include questions such as, "Why is ABC Product better than XYZ?" and "How do I know it works?"

Next...

15. Justify the Price

Whether the price is low or high, you need to justify it for the prospect. *For example, "If you outsourced all this content, it would cost you \$1500. Which makes this PLR offer a great deal at just \$97..."*

16. Give People a Reason to Act Now

Whenever possible, urge people to act now – because if they don't, they're likely to forget about it. And that means you'll lose the sale.

If there is a built-in sense of urgency, such as a time-limited offer, then make use of that fact. *E.G., "You'll kick yourself if you miss out on this low price, so click here to get started now..."*

17. Be Transparent

When you're preselling offers, be transparent and honest. Let users know that you get a commission if they buy (in some jurisdictions, this is required). If you're upfront and honest about every aspect, people will trust you more... and in turn that leads to more sales.

Conclusion

You just discovered 17 preselling methods and tips to boost your affiliate sales. If your business is already up and running, then be sure to put this good information to work ASAP, in the very next blog post, email, social media blurb or other content you distribute to your prospects!

SIDE BAR: Download your free copy of The Content Creation Worksheet at <https://pages.nick-james.com/write-like-a-pro>

Guide 7: The Guide To Affiliate Advertising

17 Ways To Generate Highly Targeted Traffic

Whether you're trying to get targeted traffic to your lead page (which is the recommended strategy) or to your affiliate bonus page, the best approach is a multiprong approach.

Take note, however: this doesn't mean that you put every method below into play immediately. Instead, I suggest you choose ONE method, and get it set up, running and producing results. Once you've accomplished that, then you can add another method to your strategy.

With that in mind, here are some of the top ways to generate traffic (in no particular order)...

1. Guest Blogging

The key to generating traffic with this method is to choose high-quality blogs, and then submit high-quality, unique content. In order to find these blogs, use Google to search for your niche keywords, alongside words such as:

- List of guest blogging opportunities
- Best guest blogging
- Submit guest content
- Guest blogging
- Guest article
- Guest content
- Guest article submission
- Guest article guidelines
- Guest blogging guidelines
- Submit guest article

Here's an example search term: "dog training guest article submission" (without the quotes).

Be sure to read and follow the submission guidelines carefully. You can also read the archives to get a sense of what type of content the blog editor seems to like to publish (e.g., in-depth tutorials, tips, articles with plenty of graphics, etc.). Then you can create a unique piece of content in a similar format as previously published pieces.

2. Search Engine Optimization

In order to raise your visibility in Google and other search engines, you need to do the following:

- Use a keyword tool to discover what words your audience is typing into the search engines.
- Create high-quality content for readers FIRST, and sprinkle these keywords into your content when you can do so naturally.
- Offer longer content (to please the search engines), but make it scannable to please your readers.
- Be sure to optimize your pages, including links, titles, navigation menu, and meta tags.
- Focus on naturally acquiring high-quality backlinks, such as by creating viral content.

Next...

3. Social Media Marketing

Your audience is already on social media, which is why you should be too. For best results, pick the top two or three platforms where your audience is already congregated, and then develop a strong presence on those platforms. You can use a tool like HootSuite.com to schedule and post content across your platforms automatically and simultaneously.

NOTE: In addition to setting up a social media page, be sure to also explore other options, such as setting up a Facebook Group to build a community.

Next...

4. Blogging

Blogging is a good way to develop relationships with your audience as well as drive traffic to your blog.

A quick and easy way to set up a blog is by using WordPress.org. After that's done, determine the overall goal of your blog, and then build a publishing calendar around this goal. You may publish a variety of content, from tutorials to product reviews to case studies. Be sure to publish sequences to boost your conversions, and then do the following to generate traffic:

- Share your blog content and links on social media.
- Install social media “share” and “like” buttons to encourage visitors to share your blog content.
- Post viral content.
- Optimize the content for the search engines.
- Open up commenting to develop a community on your blog.
- Encourage users to subscribe to your RSS feed.

Next...

5. Video Marketing

The idea here is to post videos on platforms such as YouTube, as well as other social media and your own blog. You can then attract traffic to this video by optimizing the text description and title.

What sort of videos should you create? You'll want to look at what's popular in your niche, but tutorials and “unboxing” product reviews tend to be a hit no matter what niche you're serving.

6. Community Participation

Participating in communities not only helps establish your expertise, you can also use it to drive traffic to your lead page or bonus page. For example, you can comment on other peoples' blogs, on their forums, and in their Facebook groups. You can also contribute on question and answer sites such as Quora.com.

The key to this strategy is to contribute thoughtful, unique content that sets your answers apart from other peoples' answers. This is particularly important on sites like Quora, where the best answers rise to the top.

Whenever allowed, use a signature file to promote your lead page or bonus page. *E.G., "Discover the secret trick Hollywood actors use when they need to drop fat fast – click here to get it for free!"*

7. Paid Advertising

If you want to get highly targeted traffic quickly, then using paid advertising is the way to go. You can advertise on social media (especially Facebook, Twitter and Reddit), on big platforms such as Google Ads, as well as directly on niche sites.

In all cases, be sure to do the following:

- Pick a focused audience. For example, if you're doing pay per click marketing, then choose longtail keywords that are commercially oriented (e.g., "buy dog training book").
- Test your campaigns. Be sure you've got a high-converting ad and a good venue before you invest your full budget. In other words, start small and then scale up once you've optimized your campaigns.

Next...

8. Press Releases

The key to a good press release is to be sure it's newsworthy (and not promotional). For example, if you sponsor the local Little League team,

you can send out a press release about it and get some free publicity. Or if you're hosting a free webinar on an important topic, you can send out a release.

It's a good idea to send releases directly to local media, such as your local newspaper, TV and radio stations. You can also use a distribution service (such as PRWeb.com) to find a wider audience. Due to the enormous number of releases on these sites, however, your exposure is limited. That's why sending releases directly is likely to net you better results.

9. Webinars

A webinar is another good way to both establish your expertise and drive targeted traffic to your bonus pages.

For example, if you're promoting a weight-loss guide, you might host a webinar called "The 10 Secrets for Losing 10 Pounds." You'd then share your ten tips, followed by a promotion at the end for viewers to purchase the guide.

10. Viral Content

If you can create a unique piece of content that stirs up positive emotion in people (such as joy, surprise or inspiration), then you're well on your way to creating a piece of viral content. This may take the form of a meme, a report, a short video, a quiz or something similar. To see what works in your niche, spend some time on social media studying viral content.

Keep these keys in mind:

- Select your title carefully, as it can make or break the success of the piece.
- Be sure it's quick and easy to consume, such as a two-minute video, an infographic or a short article.
- Be sure it's easy to share, such as by placing it on social media.
- Launch your viral pieces by advertising them widely, which will help them get to critical mass more quickly.
- Do some testing to determine the right time to launch viral content. For example, Tuesday mornings in many niches work well, whereas a Friday night tends to have fewer people seeing it initially.

Next...

11. Contests

Another way to generate traffic and build your list is by having a contest. You can even make your contest go viral by using an app like Rafflecopter.com, which lets you award extra entries to anyone who shares your content.

The key to creating a targeted list with your contest is to give your niche prizes, as opposed to cash or general gift cards. Nonetheless, since some people sign up for every contest they find, it's a good idea to segment your list so that your contest entrants are separate from the rest of your list, as they may need some extra "warming up" (in the form of a welcome series) in order for them to become responsive.

12. Partner Marketing

The idea behind this method is to join forces with other people in your niche and engage in mutually beneficial activities. These activities include:

- Swapping guest content to post on your respective blogs or newsletters.
- Boosting each other's social media content.
- Co-endorsing each other inside your newsletters, on social media, on your blogs, and on other platforms.
- Exchanging links on your thank you and download pages.
- Exchanging endorsements or links within your lead magnets.
- Doing webinars together.
- Holding contests together.
- Going in together to purchase an advertisement.
- Creating a lead magnet together.

... and similar mutually beneficial activities.

TIP: Be sure to do your due diligence on a prospective partner, as your reputation will be impacted by their behavior.

Secondly, you'll be able to get more people agreeing to partner with you if you build relationships with them first. For example, engage them on social media and strike up conversations.

13. Slide Share

The idea here is to create something useful, such as a tutorial, and then post it on SlideShare.net. Be sure to include relevant keywords in the content as well as the title and description, as this will help raise your visibility on the site as well as in the search engines.

TIP: Be sure to use a professional slide deck and create a polished presentation, as this will create a great impression and make it more likely people will click through to your website.

14. Syndication on Medium

The idea here is to reach deeper into your niche by syndicating it, and that includes posting it on Medium.com. Be sure to only post your best content there in order to build a good reputation.

15. Vendor Bonuses

This strategy works best if you've already developed a relationship with a vendor and a good reputation in your niche. What you do is create a special, unique bonus that enhances the use or enjoyment of the vendor's product. While typically you'd offer this bonus to your customers only, what you do for this method is to offer the bonus to the vendor to distribute to ALL customers. Naturally, you'd include a link and call to action inside the bonus to drive traffic back to your site.

For example, if the vendor is selling a copywriting guide, you might offer a high-quality set of sales letter templates and swipes for the vendor to distribute to his or her customers.

16. Vendor Interviews

Many vendors make themselves available to affiliates for interviews, which you can do via email, on the phone, or even during a live video conference.

For example, if you're selling a gardening tutorial, then you and the vendor can give an overview of the steps and offer gardening tips. You can then use your affiliate link at the end to promote the offer.

NOTE: What makes this strategy particularly powerful is that many vendors will help you promote the interview (if it's high quality). That means more traffic and sign-ups for you, and more sales for both of you.

Next...

17. Local Talks

Here's an "old school" way to drive traffic: give a talk at a local meet up, organization, expo or other event. You can then hand out a flyer that includes your link and a call to action to go to your website.

For example, if you're selling gardening information, you might offer yourself as a guest expert at a gardening club meeting, or you might team up with a nursery to give a free talk.

Conclusion

And there you have it – 17 good ways to drive traffic to your lead page or affiliate bonus page. What I suggest you do is pick ONE method and commit to learning how to do it, and then implement what you've learned just as soon as possible!

SIDE BAR: Again, I recommend the 8 content creation cheat sheets that are available to help you at...

<https://pages.nick-james.com/write-like-a-pro>

Guide 8: The Guide To CTAs (Calls To Action) 17 Call-To-Action Templates And Tips For Using Them

As an affiliate, you're always trying to get your audience to take a specific action. Obviously, the big one is that you want your audience to buy what you're selling. But there are all sorts of other CTAs you use on a regular basis too, such as encouraging people to join your list, register for your webinar, check out a video, share a piece of content and much more.

Below you'll find 17 CTA templates that you can put to work immediately, as well as tips for using them.

Let's get started...

1. The Lead Page CTA

Your lead page is an important part of your business. If you can't persuade people to join your list, then your entire business begins to collapse at this point. That's why you need a compelling lead page followed by a strong CTA.

E.G., "If you've ever wanted to discover the secrets of [getting a desired outcome], then now is your chance to do it for FREE. Drop your name and email address below, click "join," and you'll get instant access to this eye-opening [type of product]..."

2. The "Watch This Video" CTA

Sometimes all you need your audience to do is watch a video. It might be a welcome video, a tutorial, or even a sales video. Be sure to give your audience a good reason to watch it when you call them to action. You can also arouse curiosity to get people to take action, as seen in the CTA below.

E.G., "I didn't know that I was actually [making a mistake, such as "sabotaging my metabolism"] until I watched this video – and I bet you're making the exact same mistake. Find out by clicking here..."

3. The “Join the Discussion” CTA

If you have a platform such as a social media page, blog, or group where you’d like to see more interaction, then you need to post compelling content followed by a CTA.

E.G., "Some experts [say you should do something in one way], while other [type of experts] [swear by some other method]. What do you think? Share your thoughts below..."

4. The Webinar Registration CTA

One advantage of encouraging people to register for a webinar is that there is a built-in sense of urgency, since people need to register before the webinar starts or risk missing out. And, depending on the platform you’re using, you might also have a limited number of seats available. Be sure to use this natural sense of scarcity in your CTA.

E.G., "You can sit in on this free [type of] training on [date and time] if you register now. But hurry, because there are only [number] seats available, and we expect them to go fast..."

5. The “Share This Content” CTA

Viral content doesn’t happen by accident. If you want people to share your content, then you need to start with unique, compelling content, and you need to finish with a call to action.

E.G., "Be a good friend and share [this type of content] with others who [would like to get some benefit]. All you have to do is click here to [share it on some platform such as Facebook, email your friends, etc.]..."

6. The “Enter This Contest” CTA

As with most things, you can increase your response rate for a contest by including a call to action. And since a contest has a built-in deadline, be sure to mention this in your call to action (as doing so will help boost response).

E.G. "You too can win up to [dollar amount] in [types of niche products]! All you have to do is [explain how to enter] – and do it now, as this contest closes soon..."

7. The "Follow Me on Social Media" CTA

It's a good idea to get your audience subscribed and following you on multiple platforms, as it increases the chance that they'll see your marketing message. To that end, here's an example CTA you can use to get people to follow you on Facebook, Twitter or some other social media platform.

E.G., "Be the first to [get some perk, like seeing all your best training videos] by following me now [on specific platform]. All you have to do is click here, and then watch your feed for [share benefits of following you]!"

8. The "Check Out My Lead Page" CTA

Earlier I shared with you a CTA template that would appear on your lead page. Now this CTA is where you encourage people to visit your lead page. For example, you might include this CTA at the end of a guest blog post to drive traffic to your lead page.

E.G., "If you liked [this specific article], then you're going to love Part 2, where you'll discover [share two or three of the main benefits]. Click here to get it now for free!"

9. The "Fill Out This Survey" CTA

If you're collecting market research, then you're going to want as many people as possible to fill in your survey. That's why it's a good idea to spend time crafting a call to action.

Be careful with your CTA, however. For example, you might be tempted to offer some sort of an incentive (such as a free in-demand product) to get more people filling in your survey. If you do this, however, then you may end up with biased answers. Simply put, people tend to tell you what they think you want to hear, especially if you're rewarding them with something they want.

Alternatively, you can appeal to your audience's good nature by simply asking them for a favor. Let me give you an example of what this looks like....

E.G., "I really need your help. Would you please complete this survey for me? It only takes 3 minutes, and it would help me start giving you more of what you want. Click here to get started..."

10. The "Fill In This Form" CTA

We've talked about contest entries, surveys, webinar registrations and opt-in forms. However, there may be other reasons that you want someone to fill in a form. For example, you might ask people to fill in a form to get notified about an upcoming event or perhaps when some particular offer is available again. For these reasons or others, you can use this type of "fill in this form" CTA template.

E.G., "If you want to [get some specific benefit], then all you have to do is complete the short form below. It only takes about 10 seconds, so go ahead and do it now..."

11. The Straight-Up "Buy This Offer" CTA

This call to action is where you directly tell someone to buy an offer, perhaps by reminding them of the benefits of this offer.

Take note, however, that this sort of CTA is usually tacked on at the end of a piece of presell content. In other words, you don't spring this CTA on your readers out of the blue. Instead, you build desire for an offer, and then use this call to action to encourage people to purchase it.

E.G., "If you've ever wanted to [get some benefit], then today is the best time to start. That's why I urge you to take out your credit card and click here to take the next step – and do it now, because [some good outcome] awaits you..."

12. The “Use This Coupon” CTA

If the vendor gives you coupons to share with your audience, then you’ll want to use a call to action that’s based around this coupon. If the coupon comes with an expiration date, then be sure to mention that in your CTA.

E.G., "Now you too can get a whopping [percent] off your purchase of [product]. All you have to do is use coupon code [insert coupon code] to claim your discount. Hurry, this offer ends [insert when the coupon expires], so click here to get your discount now while you still can..."

13. The “Act Now Before the Sale is Over” CTA

Here’s a call to action you’d use for a special promo, such as a launch week sale, a flash sale, a holiday sale or something similar.

E.G., "Just a short amount of time remains before this amazing deal ends. Why pay more when you don't have to? Click here to [get some dollar amount off or some percentage-off discount]..."

14. The BOGO CTA

Here another type of offer: the buy one, get one (BOGO) sale. How you construct this call to action depends on what you’re selling. For example, if you’re selling a product where it’s common for people to have at least two of the items (such as the same style shirt but in different colors), then you can just present your BOGO item directly.

Let me give you an example:

E.G., "Stock up and save with this buy one, get one free offer! Just use coupon code [insert coupon code] to get your second [type of product] free. Click here to start saving money now..."

Alternatively, if you’re promoting an offer where people typically don’t have two of the items – such as gym membership – then be sure to get people thinking about how to use the offer. For example, give it to a friend, share it with a family member, etc.

Let me give you an example of this type of BOGO CTA:

E.G., "[Type of product] makes a great gift, which is why you're going to want to take advantage of this buy one, get one free offer today! Keep one for yourself and give one away to a friend or family member. Click here to take advantage of this special offer now..."

15. The "Buy and Get This Bonus" CTA

If you're adding value to affiliate offers (and you should be), then your call to action should mention your bonus whenever appropriate.

As always, this call to action shouldn't come out of the blue. Be sure to tout the benefits of both the main product and your bonus with some compelling sales copy, and then drop a call to action to persuade people to buy now.

E.G., "Buy [name of main product] now using the link below, and you'll get instant access to [name of bonus product] for FREE! All you have to do is click this link to get started..."

16. The "Imagine This" Presell CTA

The idea behind this call to action is to get people imagining what it will be like to get rid of their problem. If you can people to imagine this sort of a positive scenario, you'll put them one step closer to purchasing the offer.

E.G., "Imagine how you'll feel [at some point in the future] when you [don't have this specific problem any more]. You'll [feel some positive emotion] as you [observe some desired benefit or outcome]. If you can imagine a life [with some really good outcome], then make it happen by clicking here..."

17. The "Take the Next Step" CTA

This call to action is pretty straightforward – it encourages people to start down a desired path by taking the next step. In this case, that "next step" is typically to order a product. However, you can use this CTA for other

reasons, such getting people to register for a webinar, read a blog post, request a lead magnet and so on.

E.G., "If you've always wanted to [get some benefit], then take the next step now [by performing some specific action – buy a product, watch a video, etc.]. A [better life is waiting for you], and all you have to do to get started is click here now..."

Conclusion

You just discovered 17 call to action examples and templates that you can put to work in your affiliate business immediately. Be sure to tweak these templates to fit your needs, and then test your calls to action to determine which ones produce the best results for you!

Guide 9: The Guide To Paid Advertising

17 Tips, Hacks and Ideas for Making The Most Of Your Paid Ads

No one likes spending a lot of money on something that isn't producing great results. That's why you'll want to review this paid advertising guide and put these ideas to work to start improving your conversions and sales. In the following guide, we'll cover strategies you can use for pay per click marketing, banner advertising and even offline advertising.

Take a look...

1. Do Your Keyword Research

If you're doing any pay per click advertising, then your very first step is to spend some time doing keyword research. This is important, because picking the right keywords is all about getting your ads in front of the most targeted audience.

Generally speaking, choose narrowly focused longtail keywords, especially those with a commercial intent, as that tells you potential buyers are doing the searching.

For example, if you're selling dog training materials, don't bid on keywords like "dog" or even "dog training." Instead, focus in on your niche and on words with commercial intent, such as "buy poodle training book."

2. Find Your Own Niche Ad Opportunities

There are plenty of third-party advertising platforms where you submit your ad and the platform has their network of site users place the ad on their websites. It's certainly worth testing these third-party platforms, of course. However, if you want more control over your ads, then find your own niche ad opportunities. That way, your ads aren't appearing on sites that don't match your values.

3. Ensure The Source Is High-Quality

As you uncover ad opportunities in your niche, you need to be sure you're only investing in high-quality venues. This requires some research on your part (examine the site), as well as asking the site owner about their traffic.

Use this mini-checklist as you're doing your due diligence:

- Does the website and site owner have a good reputation in the niche?
- Does the website reflect professionalism?
- Is the content on the site high-quality?
- Does good content outnumber ads by a wide margin?
- Are the visitors engaged? (E.G., do they contribute thoughtfully on the blog?)
- How much traffic does this site get?
- Where does this traffic come from?
- What are the demographics/interests of this traffic?
- How much traffic is repeat traffic?
- How long does an average visitor stay on the site?
- What sort of results have other advertisers received?
- Does the site owner have any ad specials going on, such as a discount for new advertisers?

Next...

4. Focus on a Narrow Audience

When you're using an advertising platform such as Facebook ads, you get the opportunity to select the audience who sees the ad. The more carefully you focus in on a narrow segment of the market, the higher conversion rate you'll enjoy.

One benefit of using Facebook is that you can select your audience based on their interests. For example, if you're selling a book about training deaf dogs, then you can select an audience that has already shown interest in this topic, such as people who've joined a deaf dog training group on Facebook.

5. Use Eye-Catching Ad Graphics

If your ad platform allows for graphical ads, then select your graphics carefully. Follow these tips:

- Choose simple, clean graphics. For example, if it's a pic of a puppy, then use a white background or another very simple, uncluttered background.
- Be sure the graphics are easy to understand. If it takes more than a split second for a viewer to figure out what the graphic is, then that's not a good graphic.
- Choose a graphic with bold colors. Don't choose a graphic with a bunch of colors if it looks cluttered. A simple graphic with one (or maybe two) colors that "pop" is all that's needed.
- Orient graphics towards the sales copy. People tend to look where the subject of the photo is looking, so be sure your photo is looking at your sales copy. For example, if you have a photo of a woman looking to the right, then it should appear that the woman is "looking" at your sales copy.

Next...

6. Craft Attention-Getting Ad Headlines

Your ad's headline is the most important part of the ad, because it's the part that gets attention and persuades people to read the entire ad. That's why you're going to want to invest some serious time into crafting your best benefit-driven headline.

Check out these templates:

- Who Else Wants [to Get a Really Great Outcome]?
- Here's What [Some Person or Group] Doesn't Want You to Know About [Topic].
- Now You Too Can [Get a Really Great Outcome]
- [Getting a Great Outcome] Just Got Easier
- Get [Some Great Benefit] Without [Having to Do Something Unpleasant]
- How to [Get a Benefit] Fast
- Just [Short Amount of Time] to [Some Really Great Result]

7. Understand an Ad's Job

As you're crafting the body of your ad, remember this: your ad's job is NOT to sell a product or free offer to the prospect. There simply isn't enough room to do that in a short ad. Instead, your ad's job is to get the click. (After that, it's the landing page's job to do the heavy lifting by persuading the prospect to join a list, make a purchase or take some other action.)

8. Don't Forget the Call to Action (But Be Careful)

Your ad should end with a call to action, where you tell people what to do next. However, be careful: some ad platforms are really picky about what sorts of calls to action they accept. For example, they might allow "join today," and they might prohibit more overt CTAs such as "click here."

Point is, read the terms of service and guidelines carefully before publishing your ad. (And then read the Call to Action guide in this series to get templates you can use to create your call to action.)

9. Improve Your Quality Scores

Platforms like Google use “quality scores” (or “relevancy scores”) that track your ad performance. If your ad is getting engagement (clicks), then you’ll get more exposure at less cost. If your ad is struggling to engage the audience, you’re going to end up paying more money for less exposure. That’s why your goal is to create a high-response ad so you can get the most bang for your buck.

The thing you need to keep an eye on is relevance. Your keywords need to be relevant to your ad, and your ad needs to be relevant to your landing page.

In some utopian advertising world, you’d create a campaign that matches one keyword to one super-relevant ad which links to one super-relevant landing page. But that’s not the real world. Instead, focus on creating themes and launching ad campaigns around these themes.

For example, if you’re selling something related to dog training, then one of your themes might be based on housetraining. E.G., “housetraining a poodle” and “potty training for poodle puppies” and “puppy pad training for poodles” ... and similar. This group would be matched to a highly relevant ad, which links to a highly relevant landing page (such as a lead page offering... you guessed it! ... a guide to housetraining poodles).

10. Consider the Buyer’s Journey

Buyers go through three distinct phases including:

- Awareness, where they're identifying their problem and gathering information about it.
- Consideration, where they start weighing different ways to solve their problem.
- Decision, where they look closely at their "short list" of solutions in order to pick the one that best meets their needs.

The key to effective ad campaigns is to understand where someone is in this journey, so that you can point them to content that's relevant to that stage. For example, if someone is still in the awareness stage, then you want to point them to content that helps them identify their problem and begin to solve it.

11. Create Videos That Work Without Sound

If your ad campaign includes a video, be sure this video tells the story without sound and includes captions. That's because some researchers have found that a majority of people view videos without sound. This includes not only people with hearing issues, but also people who simply don't turn up the sound (such as if they're someplace where they need to be quiet and yet they don't have earphones).

12. Don't Put the Product in a Bad Light

Sometimes affiliate marketers try to arouse curiosity and get the clicks by implying that a product is no good.

For example, they might have a headline like this: "Is Product XYZ a Scam?"

Many vendors expressly prohibit this sort of advertising, and even if they don't, you shouldn't use this method. That's because many people will see the ad without clicking through and discovering the truth (that the product is NOT a scam). However, they'll get left with the impression that something is wrong with the product. This hurts your own sales, but it especially hurts the vendor's reputation and branding.

13. Understand the Vendor's Rules

If you're directly advertising a product (versus sending visitors to your own lead page), then be sure you read the vendor's advertising rules before you roll out a campaign.

For example, some vendors prohibit the use of any of their branding (including product names) in your ads. Others have rules about where you can advertise. Just be sure you understand these rules, so you don't inadvertently get kicked out of an affiliate program.

14. Consider a Remarketing Campaign

A remarketing campaign (AKA retargeting campaign) is where you ONLY show an advertisement to someone who's already been to your site or engaged with your business in some way (such as used an app).

For example, if someone has visited your lead page and didn't opt-in, you can show them an ad for an even better offer (such as a lead magnet AND a discount coupon). This sort of repeat exposure boosts conversions, and of course sweetening the pot certainly helps too. ☺

15. Don't Throw Good Money After Bad

The only way to know for sure whether your ad campaigns are working is to test them. Depending on what sort of ad platform you're using, you may have access to built-in tools (such as Facebook's ad tools or Google's ad tools). If you're running a campaign where tools aren't available, then you'll want to check out Google Analytics, the alternative Matomo.org, or a similar testing tool to help you determine what's working.

16. Test The Variables That Matter Most

A good key to testing is to focus on the variables that will have the most impact on your conversion rate. These include:

- The audience you've selected and/or the keywords.
- Your ad headline.
- Your ad graphics.
- Your ad call to action.
- Your landing page (headline, benefits, CTA).

Remember, focus on a narrow audience, and then make sure that all components of your campaign are relevant to each other.

17. Look for Deals

Sometimes ad platforms like Facebook will give you a coupon, such as a free \$X in advertising. This is a great way to test a platform and start optimizing your campaign without spending very much money.

Likewise, you can always check with site owners to see if they're offering any deals. They might have introductory deals, or they might offer volume deals for large ad buys.

Finally, keep in mind that this applies to offline ads as well. If you're going to place ads in a print publication, ask them about remnant ad space – this is where you get a discount for last-minute advertising (because the newspaper would rather sell it at a discount than not have an ad spot at all).

Conclusion

And there you have it – you just discovered 17 tips, tricks and ideas for making the most of your paid advertising. Be sure to put these ideas to work for you the very next time you start up a paid advertising campaign!

Guide 10: The Guide To Establishing Yourself As An Expert

17 Proven Ways to Position Yourself As A Niche Authority

Stop and think about your niche for a moment. Then ask yourself, who's making all the sales?

Like most niches, the people who make the most sales are the ones who are considered the experts or authorities in the niche. And it makes sense, right? People don't want to buy from some unknown Joe Blow. Instead, they want to follow and buy products from niche experts.

Point is, if you want to start getting more respect AND getting more sales in your niche, then you need to position yourself as an expert/authority. Here are 17 ways to do it...

1. Show Your Credentials

If you have some sort of special qualifications in your niche, then be sure to tell your audience. This includes credentials such as:

- A related degree, certification or other education in the niche.
- Awards or accolades in the niche.
- Relevant job experience.
- Relevant volunteer experience.
- A track record of getting results for yourself or others.
- The number of years you've been involved in the niche.
- Any academic papers you've published.

And similar.

For example, if you're sharing information about arthritis, and you're a retired nurse, then share this credential on your website and across your content.

2. Discuss Research

Another good way to position yourself as an expert is by keeping up with all the new research in your niche, and then discussing it whenever something new comes out. You can explain technical research in lay terms to your audience, as well as explain what it means to them, and what steps they need to take.

To uncover research, you can use a tool like [Google Scholar](#). You can also keep an eye on academic/research journals that are specific to your niche, so you can discuss new research just as soon as a new journal is published.

3. Give “Reasons Why”

As you’re writing your content for your blog, newsletter and other platforms, you’re bound to share information where there is some disagreement among experts.

For example, some dog-training experts say you should NEVER use puppy pads to housetrain a puppy, while others say it’s okay.

Whenever you’re sharing information where there’s some disagreement, give your reasons why you perform a task in a certain way. It’s best if you can give scientific reasons, such as using academic research to back your advice. If that sort of research isn’t available, then consider doing your own case studies to help back your claims.

4. Write With Authority

In addition to giving “reasons why” when sharing content, you need to be mindful as to whether you’re writing with an air of expertise/authority, or whether you sound unsure of yourself. Simply put, if you write with confidence, people are more likely to view you as a leader.

Let me give you an example of what unsure language looks like: “If you write with confidence, then maybe others will view you as a leader.”

See the difference? The word “maybe” weakens the sentence.

Point is, if you know what you're writing about (and you should), then don't weaken your content with words like "maybe" or "perhaps" or "you can consider" or "might"... and so on.

TIP: Yes, sometimes you will use those words. But if you do, just double check if it makes you sound unsure of yourself, or if you're genuinely sharing information where there is some ambiguity (e.g., information that science hasn't settled yet). And if that's the case, then tell people why there is ambiguity.

Next...

5. Do JVs With Other Experts

When you do joint ventures with other experts in your niche, your name gets associated with their names – and that automatically elevates your status. For example, you can do a webinar together with one or more experts in your niche.

6. Start a Blog

If you haven't already done so, start blogging. Having your own platform where you regularly post good information will help establish you as an authority. Be sure to include social-sharing buttons/badges next to your content (and encourage your visitors to share), because widely shared content also helps establish your authority in the niche.

7. Do Guest Blogging

The key here is to be sure you're a guest author on high-quality blogs in your niche. If your prospects keep seeing your name and content pop up on all their favorite blogs, they're going to start viewing you as a respected thought leader in the niche.

To find these blogs, search for your niche keywords (such as "car restoration" or "gardening") followed by search terms such as "guest blogging opportunities," "submit guest articles," "article submission guidelines" and similar.

8. Get Interviewed

As an affiliate, it's more likely that you'll be the interviewer, such as when you interview a vendor. And that's fine to engage in those sorts of activities, because they are certainly beneficial to your business.

However, you should also seek out opportunities for other people to interview you. That's because the interviewee is automatically viewed as the expert. If you can find other experts who'd be willing to interview you, that's perfect. However, even just having a friend interview (and then you post this interview on your platforms) will help elevate your status in the niche. And once you have one interview under your belt, it's likely that people will start asking if they can interview you.

9. Contribute Something New to the Niche

The people who break some ground in a niche are the ones whom others view as experts and authorities. That's why you'll want to contribute something worthwhile to your niche too.

If you can pioneer an entirely new strategy in your niche, that's awesome – but it's not required. There are other ways to break ground, such as:

- Coin a new phrase. Give a fresh name to something in your niche. For example, if you share diet information, then you're going to share a strategy and information for increasing one's metabolism. If you give this strategy a fresh name, such as "The Metabolism Multiplier," then you'll stand out as an authority in the niche. You might even consider adding your name or branding (e.g., "Mike's Metabolism Multiplier"), where appropriate.
- Create a formula. Instead of sharing traditional step-by-step information, create a formula. I like to use acronyms, where each step of a formula corresponds to a letter of the acronym. (E.G., the "S.A.L.E.S." formula might be a five-step process for getting more affiliate sales.)
- Come up with a new tip. Just one fresh tip here and there will help set you apart and establish your expertise in a niche.
- Communicate "old" information in a new way. You can use analogies, similes, metaphors or even alliteration (like this list you're reading) to present information in a fresh way.

Here's the next tip for establishing authority in a niche...

10. Start a YouTube Channel

The idea here is to create yet another platform for you to showcase your expertise. For example, you can share how-to information and demonstrations, you can post interviews (which establish your expertise), you can post webinars, you can post slide presentations, you can post niche predictions and more. Be sure to build your following, as this serves as further social proof that you're an expert.

11. Get Influencers Sharing Your Content

Some of the influencers in your niche are other marketers, while others are consumers with platforms (such as people with big platforms on social media or their own popular blogs). Your job is to identify these influencers, build relationships with them, and then send your content and

ideas to them. When respected influencers start sharing your content, it naturally elevates your status in the niche.

12. Get Other Experts Endorsing You

When other authorities give you their stamp of approval, your status in the niche elevates. That's why you'll want to seek out endorsements and testimonials from other experts.

There are two kinds of experts that you'll want to engage for this strategy:

1. Well-known experts. These are the people in your niche with good name recognition. They may be product creators, bloggers, authors, coaches, people with big social media platforms and more. Most people in the niche will recognize their name, and they already trust the person, so they'll sit up and take notice when these sorts of folks endorse you.
2. Respected (yet "generic") authorities. These are people who are respected in the niche, but people don't know the person personally. Instead, the person's profession is respected.

For example, if you're sharing health-related content, then you might get endorsements and testimonials from nurses, doctors, EMTs and similar. Maybe these folks work at your local hospital, so anyone outside of the local area doesn't know these folks by name – but they DO respect the profession. E.G., "4 out of 5 dentists recommend..."

Let's suppose you're selling dog training information. You'd find as many known experts in the niche (including the vendors you're working with who are well known in the niche) to endorse you. You'd then find other experts such as local dog trainers and veterinarians to endorse you or provide a testimonial.

Next...

13. Syndicate Your Content

The idea here is to let other people publish your content with your permission. You can add a legal note at the end of your content which encourages people to publish it (without modification). You can also use paid content syndication platforms, such as Outbrain.com, to distribute content.

14. Give an Offline Talk

People who give offline talks are viewed as experts. However, you don't want to limit your audience just to the people who are in the room with you. You can livestream the talk or record it (where allowed), and then share this recording on your platforms.

Here are examples of the types of talks you can give:

- Give a talk at a local organization or club.
- Speak at a local meet up (meetup.com).
- Offer yourself as an expert for local media.
- Talk or do a demonstration at a niche seminar, expo or conference.

Next...

15. Write a Book

Here we're talking about a physical book, rather than a digital book. If you can get it published by a publishing house, that's great. But even if you can't (or don't want to), self-publishing your own physical book tends to garner respect in the niche and establish you as an expert. You can use Amazon's CreateSpace.com to self-publish your book and get it listed in the right places.

16. Create Rebrandable Content

The idea here is to create content that others want to share, and then sweeten the pot a little. Specifically, you make your content rebrandable so that people can include links back to their own site or an offer. That

way, if someone purchases something from the book, the person who did the rebranding makes money.

Here's what you get out of it: exposure. If you have dozens, hundreds or even thousands of people sharing your content all over your niche, it's going to automatically establish you an authority or expert.

Here's a similar idea...

17. License Your Content

This strategy is all about taking your content – such as blog posts, lead magnets, bonus products you've created and so on – and giving other people licensing rights to them. You can offer resell rights or even giveaway rights. Just be sure you don't offer PLR (private label rights), as you don't want anyone modifying your content.

TIP: While you can giveaway this licensing, the alternative is to sell these licensing rights. If you sell master rights (meaning license holders can pass on the rights to others), then you'll get more coverage in the niche. In other words, your name and content may even saturate the niche, which is usually a good thing in terms of branding and establishing your expertise. Just be sure you're only offering the highest quality content.

And now a few parting thoughts...

Conclusion

As you can see, content is very important to establishing yourself as an expert. If you blanket your niche with high-quality content, then your audience is going to see your name, branding and solutions whenever they're searching for niche information. In turn, they'll start viewing you as an expert. That's why you want to put as many of the above tips and ideas to work for you!

Guide 11: The Guide To Affiliate Optimization

17 Ways To Optimize Your Site, Emails And Ad Campaigns

Here's a big key to your affiliate success: constant improvement.

See, just because you're making money as an affiliate doesn't mean there isn't room for improvement. You could be making a LOT more money. And once you start tweaking various parts of your sites and campaigns (and testing them), you may be surprised at just how quickly your business grows.

So, with that in mind, check out these 17 ways to optimize your site, emails and ad campaigns to garner maximum response.

1. Test Your Site, Emails and Campaigns

While this particular guide isn't all about testing and tracking, we are going to start with this topic because it's so important. Simply put, you don't know what's really working unless you systematically test and track various parts of your site and campaigns.

In order to do this the right way (and the easy way), you'll need to get ahold of some reliable tools. In many cases, a simple A/B split-testing tool is all you need. You can search Google for these types of tools, or use a platform like SplitTestMonkey.com.

Another option is a tool like Matomo.org is a Google analytics alternative that protects your privacy (and your customer's privacy).

Finally, check your platforms to see if there are any tools built in. For example, your email may have tracking tools, your ad platforms (like Google) may have tracking tools, and even page-building tools like LeadPages.com offer you tracking and testing capabilities.

2. Focus on the “Big Stuff”

You can test and track 24/7 for the rest of your life if you so choose. However, your time, money and energy are better spent by focusing on

the things that will have the biggest impact on conversion rates. These include:

- Headlines, titles and email subject lines.
- Calls to action.
- The offer you're promoting.
- The benefits you're sharing/emphasizing.
- The audience who's seeing your content and ads.
- The overall design/professionalism of your website, emails & platforms.
- Video sales content versus text versus a combination.

Next...

3. Test One Factor at a Time

Unless you have experience with testing (and understand multivariate analysis), your best bet is to test ONE factor at a time while holding ALL other variables constant. That way, you can have confidence that any change in the conversion rate is a direct result of that one factor you're testing.

For example, if you're testing your lead page headline, then you should create two identical lead pages with the ONLY difference being the headline. Don't test the P.S. at the same time, don't test traffic sources, don't rotate offers. Just test one factor, get your results, and then move onto the next test.

4. Don't Stop a Test Early

The fourth bit of advice you need to know is to keep running your test to completion, even if it starts to seem obvious which version is winning. Generally speaking, you need about 30 actions (such as opt-ins on a lead page) before you can stop a test. However, most testing tools will tell you when the test is complete.

5. Understand the Law of Diminishing Returns

And now the final piece of testing advice...

When you get a winner between your two versions, that winner is called the control. You then pit the control against another version to see if you can beat the control. For example, you might be putting different email subject lines against each other to see which ones improve open rates.

However, at a certain point you're going to run up against the law of diminishing returns. When you're only making tiny gains, then the best investment of your resources is to move on and test something else.

Now let's switch gears and look at other ways to optimize your site...

6. Audit Your Site Regularly

The idea here is to check your site regularly to ensure you don't have any of the following issues:

- Broken links.
- Coding that isn't displaying properly.
- Forms or other scripts that don't work.
- Slow-loading pages.

Search Google for auditing tools, as there are plenty of free tools around that will quickly check your site for these issues and give you information about how to fix them.

7. Check if Your Site is User-Friendly

The next thing you want to do is make sure your site provides a great experience for your users. The issues mentioned above are a good start. But you want to take it a step further to ensure your site is user-friendly.

Ask yourself:

- Are there any obstacles between your users and the action you want them to take? (E.G., do you make users fill in unnecessary information on your opt-in form?)
- Is your site navigation intuitive and easy to use?
- Is your site accessible to people with disabilities? For example, do you provide captions on videos, and create coding that screen readers can easily access and read?
- Is your site mobile-friendly/responsive?
- Does your site render correctly across different browsers/platforms?

If you're not sure if your site is user friendly, then recruit a few people in your niche to go through and complete common tasks, such as filling in your opt-in form and finding a specific blog post. Then have them report back to you on how you can improve the user experience.

8. Be Sure Your Site Makes A Great Impression

The next thing you want to look at is whether your overall site design makes a good impression. Your visitors are going to gather their initial impression within seconds of arriving at your site, so be sure it's a good one.

Here's how:

- Use a professional, clean design. You can use a template, install a theme (if you're using WordPress or another content management system), or you can even outsource the task to a designer.
- Use standard fonts, font sizes and colors. In other words, don't make your users squint or struggle to read your content. For example, light-gray font on a white background isn't cutting-edge or cool – it's hard to read, and many people will bail out of your site if they can't easily read your content.
- Format for easy readability. Be sure your content has short sentences, short paragraphs and plenty of white space so it's easy to read.

Here's the next tip...

9. Study Copywriting

In order to optimize ALL of your content – from ads to blog posts to emails to social media blurbs – it's a good idea to study and apply copywriting principles. Learning how to craft good copy will help you create content that resonates with the reader, engages them, and persuades them to take a specific action.

Where to start? You can start by studying the masters, such as David Ogilvy, Victor Schwab, John Caples, Joseph Sugarman and similar respected copywriters. Their works are usually widely available, especially on sites like Amazon.com.

10. Focus on Benefits

Whenever someone lands on your website or other platforms to start reading your content, they're going to have a voice in the back of their mind asking, "What's in it for me?" Your content needs to answer that question by putting the benefits front and center.

This goes for any piece of content, whether it's your homepage copy, your lead page, or even just a blog post. Start by putting your biggest benefits in the title or headline of the piece, and then follow up by telling your

reader all the other reasons why they should take action (meaning keep reading, purchase a product, watch a video, etc.). In other words, how will it benefit them?

E.G., "If you're struggling to shake off those last 10 stubborn pounds, then lean in to discover the absolute easiest way to fire up your metabolism and melt the fat fast..."

11. Create "You" Oriented Content

We're all a little bit self-centered (or in some cases, a lot). Your reader is no different. So, when they're browsing your blog, emails or other content, they're not really interested in you except as it relates to how you can solve their problems.

With that in mind, you want to be sure to create "you" oriented content that keeps the focus on the reader, not on yourself. A quick and easy way to do this is to make sure you're using words like "you" and "your" in far greater numbers than you use words like "I" and "me."

For example: "I'll share my home-buying secrets" is about YOU (the marketer). You'll want to rewrite it to make it about the reader, like this: "You'll discover home-buying secrets to save you tens of thousands of dollars!"

It's a subtle change, but it makes all the difference in engagement when your content is focused on the reader rather than yourself.

12. Define Your Goals

Before you write a single word for an email, a blog post, an ad or any other piece of content, you need to define your primary goal. That is, what do you want your reader to do when they finish reading the content? Once you are crystal clear on your goal, then craft every word of your content with that goal in mind.

For example, if you want people to click on a link and buy a product, then create content that showcases the benefits of them taking that action. Tell them why they need the product and why they should want it. Get them to imagine the benefits of using the

product. Overcome objections and provide proof that the product works. And then call them to action by telling them exactly what you want them to do next.

Which brings us to the next point...

13. Handle Objections

Whenever you're asking your audience to do something—such as buy a product – they're going to have objections (i.e., reasons why they shouldn't do it). Your job is to identify these objections, raise them in your content, and handle them.

For example, a common objection is, "the product won't work for me." You can handle this objection by:

- Sharing testimonials from satisfied customers who say it does work.
- Doing a case study to prove the product works.
- Giving your own endorsement as a trusted person in the niche.
- Reminding people that the product comes with a guarantee.

Next...

14. Offer Proof

People are a little skeptical of what you're telling them, especially when you're selling an affiliate offer. You can boost your conversions by offering proof of your claims, such as a case study.

15. Focus and Specialize

If you're a jack of all trades, then you're a master of none. If you try to portray yourself as an expert in every single facet of your niche, your audience isn't going to believe you (rightfully so). Their trust in you will decrease, and along with that so will your sales.

That's why you'll want to focus on and specialize in one specific portion or topic of your niche. Not only does this help set you apart from the

competition, it makes you the “go to” person in your niche, it establishes you as an expert, and in turn it helps boost your sales over the long term.

16. Get Feedback From Users

Let your users tell you how to improve your site. You can send out periodic short surveys to your email subscribers, blog readers and other visitors. You may even offer an incentive to get more and better responses, such as a free gift card to the first person who recommends a specific improvement that you decide to implement.

17. Offer Good Customer Service

Even if you become known in your niche for providing excellent information and only promoting the highest-quality products, you can destroy your good reputation pretty fast by offering shoddy customer service. In turn, this will significantly impact your sales.

You can avoid this unpleasant outcome by making customer service a top priority. Be sure to handle any inquiries coming into your site promptly and professionally. If you’re outsourcing this task, then select your customer service reps carefully and train them well.

Conclusion

As you just learned, testing and tracking is an important part of optimizing your conversions and sales, but there are a lot of other things you can do too! Put these tips and ideas to work in your business starting right away while they’re still fresh in your mind.

Guide 12: The Guide To Affiliate Marketing

17 Of The Best Tips, Steps and Ideas For Boosting Affiliate Income

If you've read the other guides in this series, then you've picked up a lot of great tips for increasing your affiliate income and sales. Now we're going to continue in that vein with 17 of the best tips, steps and ideas for really boosting your affiliate business. Take a look...

1. Ask for Perks

If you want bigger commissions, the first thing you can do is simply ask for them. If you've already generated sales for a vendor and proven yourself to be a valuable part of their business, then talk to the vendor about additional perks such as a higher commission rate. Many vendors already have a higher commission rate installed for "super affiliates," so if you prove yourself, they'll gladly extend the rate to you if you ask.

Of course higher commission rates, while attractive, are not the only perks to ask for. You might also ask for:

- Unique landing page.
- Exclusive discounts for your customers.
- Special bonuses for your customers.
- Instant commissions (or perhaps weekly commissions).
- Notification of upcoming product launches, contests and other special events.
- First promotion rights (meaning you and a small group of affiliates get to promote a new offer first before the general public is allowed to promote it).

Next...

2. Redirect Your Affiliate Links

Don't use direct affiliate links in your promotions. Instead, create prettier links by redirecting them through your own domain. If anything ever happens that you don't want to promote a specific offer anymore, or if the offer gets retired, you can change the redirect to a different offer. That way, you don't end up with dead or unwanted links all over the internet.

3. Look for Vendors Who Value Affiliates

To some vendors, you're just part of their advertising machinery. To other vendors, you're a valuable part of their businesses. You'll do better as an affiliate if you seek out vendors in the latter group.

Here's what to look for:

- Vendors who are responsive to affiliate requests/inquiries/emails.
- Vendors who offer additional perks to affiliates.
- Vendors who offer recurring commissions and commissions on backend sales.
- Vendors who provide plenty of marketing materials.
- Vendors who provide training materials.
- Vendors who stay in touch with affiliates through a regular newsletter, blog or other platform.

When you find these vendors, develop good relationships with them and stick with their program, as they tend to have the philosophy that when you succeed, they succeed too (so they'll do everything they can to make it happen).

4. Offer Help

Forget about aggressive pitches and hyped-up preselling materials. Instead, focus on helping your prospects. If you provide a lot of value upfront, you'll develop great relationships with your audience. In turn,

this leads to higher conversions and more sales, as people like to do business with those they know, like and trust.

How do you offer help? Get your platforms up and running (such as your blog, newsletter, and email), and post useful, actionable content on them. The content can be useful yet incomplete, with a pitch at the end for a paid product.

5. Sell High-Ticket, High-Commission Offers

It's nearly as easy to sell a high-ticket offer as it is to sell a low-priced item. Generally, it comes down to picking a highly targeted audience, and extending your email sequences by a few extra emails. But if you have a trusting, good relationship with your prospects, then they'll just as happily purchase a \$1000 product on your recommendation as they would a \$10 product.

6. Cut Down Your Onsite Promotions

Some affiliates figure that the more links, CTAs, banners and other ads they stuff into their blog and other web pages, the more likely they'll make a sale. But in fact, the opposite is true. If your site looks like an advertising circus, your prospects aren't going to stick around too long. Those who do stick around will develop ad blindness and ignore your ads.

Instead, what you want to do is focus on promoting a small handful of offers. For example, instead of stuffing every square inch of your blog sidebar with ads, just promote two or three of your best offers. You'll capture attention better because the relatively few offers show that they're all important, and likewise you'll enjoy more sales too.

7. Create a Presell Video

When people are shopping in a retail store, they always pick up the products and examine every inch of them. If it's a product they can try out right there in the store – like a laptop – then you can bet they'll do it. This is part of the buying process, because holding the product gets people to imagine what it will be like to own the product.

When you're selling products online, people obviously can't pick the product up, examine every inch of it, or try it. But you can provide the next best thing by offering a video of YOU holding the product, showing every inch of it, and trying it out.

For example, if you're selling laptops, then show every part of the laptop and point out all the features, such as every USB port. Then start it up and show prospects what it's like to actually use the laptop. Be sure to zoom in for close ups, as this creates an experience for the viewer that truly is the next best thing to them trying out the product themselves.

8. Plan a Sales Funnel

Plenty of affiliates work on a business model where they basically just promote every new product that launches in their niche. Here's a better idea: plan out a sales funnel and how you'll cross-promote these products to your prospects and customers.

For example, if you're selling some sort of dieting guide, then you'll also want to promote tools and additional resources to anyone who purchases that guide. This might include meal-planning apps, cookbooks, specialized reports on topics such as nutrition supplements, exercise videos and more.

Can you still promote every new thing that comes along? Of course. But whenever you promote something new, always be thinking about what ELSE your audience needs to solve their problem, and design a bonus and follow-up email sequence that promotes these items.

9. Stop Promoting "The Last Thing You'll Ever Need" Products

You know what I'm talking about here: marketers who promote a product, and tell their audience it's the "last thing they'll ever need" to solve their problems. And then next week they promote a new product and use the same line. And then next week... well, you get the idea.

Don't do this. Prospects will see right through this, and eventually your recommendations won't mean anything because you hype up everything.

Instead, be honest with everything you promote. Share the good, the bad and the ugly. Let your prospects know what part of the problem this product solves, and what sort of person will get the most benefits out of the offer.

For example, if you're selling a marketing guide, let your readers know the guide's focus (e.g., social media marketing) and who would benefit (beginners who are just getting started).

10. Create Multiple Calls to Action

Most of your preselling content should include at least two calls to action. For example, if you're sending someone a 500-word email, you'd include a call to action once in the body of the email (usually near the end), and then include a second call to action in the P.S. (postscript).

Secondly, be sure your links and calls to action stand out from the rest of the content. Someone should be able to scan your content and locate the CTA in a second. You can use big CTA buttons to accomplish this, or simply create a lot of white space around the CTA so that it stands out.

11. Optimize Your Product Reviews for the Search Engines

Before buying a product, the majority of people tend to look for reviews and feedback on that product. That's why you'll want to make sure your product reviews are optimized for the search engines. E.G., optimize for keywords such as "[product name] review."

TIP: Develop relationships with vendors and get on their early-notification and prelaunch lists. That way, you can start optimizing before the general public even knows the product exists.

Next...

12. Check Cookie Length and Terms

When you're debating whether to sign up for a particular affiliate program, be sure you understand how the tracking cookies work for that particular program. Namely:

- Are first or last cookies used? Focus on programs where “last cookie” gets the sale, because you’re using your bonus and preselling content to close the sale.
- What is the length of the cookie? Focus on programs with long cookie lengths. Granted, some users delete cookies regularly (sometimes after every browser session), but the key here is that you don’t want the affiliate program itself erasing your cookie after a day or even a week.

Next...

13. Make Your Site Sticky

Not everyone is going to join your list, which is why you need to make your blog sticky. For example:

- Install quizzes and other interactive features.
- Let people use a piece of software on your site, such as a calculator (e.g., mortgage calculator, calorie counter, etc.).
- Create regular content features, such as a Friday “group coaching” session.
- Upload a blog series to keep people coming back.

And yes, focus on creating really high-quality content to keep people coming back for more.

14. Stay Focused

Don’t pitch anything that’s not related to your niche. Don’t repurpose your blog or newsletter by sharing non-niche news or events. This includes promoting non-relevant charitable causes, as well as promoting something unrelated “just once” for a marketing friend. While some of these may seem like no big deal and may even seem noble, your audience may unsubscribe or stop reading if they see you sharing content that has nothing to do with their interests.

15. Showcase a “Featured Product”

Create a special place on your site, such as on your blog or in a notification bar, where you showcase a featured product. Rotate this product regularly, such as once per week. (Ideally, offer a special bonus package or discount, if available, with your featured product.)

16. Create a List of Recommended Resources

Another good way to boost your sales and commissions is by creating a list of recommended resources on your site. While you may list a mix of free and paid resources, be sure to link the paid resources using an affiliate link. Then be sure this list is prominently displayed, such as linking to it in your main navigation menu.

17. Research Two-Tier Affiliate Programs

A two-tier affiliate program is where you get commissions on any sales you make, PLUS you get the opportunity to recruit other affiliates into the program. You then make a small commission on any sales that affiliates in your “downline” make.

Note that sometimes affiliates focus on recruiting other affiliates, and no one is actually promoting the product (thus no one is making money). That’s why if you find a two-tier program in your niche, be sure that it’s an in-demand, high-quality product. Focus on making direct sales first and foremost, and then secondarily you can focus on recruiting others into the program.

Conclusion

So as you can see, there isn’t just one little thing that separates the best affiliates from the average affiliates. Instead, super affiliates take small steps every day to boost their conversions, their sales, and their commissions. If you want to become a top affiliate in your niche too, then you need to do the same thing – starting with the 17 tips and tricks you just learned about inside this guide!

Recommended Resources

Six Figures A Year In Information Publishing Our best-selling book that shows you the four keys to success for setting up a simple \$100k+ a year business from the comfort of your own home. Get your copy for free at:

www.SixFiguresAYear.com

Serious About Six Figures.com 12 Month training program which further explains how to produce orders, build your list, generate traffic, grow your income, create content and work less hours while still banking \$100k+ a year:

www.SeriousAboutSixFigures.com

One Letter From Retirement Some positive news for unprecedented times... You could be just one letter away from the end to all your financial worries... And here's exactly how to write it:

www.OneLetterFromRetirement.com

Lazy Way To Email Riches Can you click send? Then you can generate an instant income, anytime you want... even in a shoestring budget, and even WITHOUT a website. How? By dispatching simple emails from home... No office... No staff... And do it at anytime that suits you!

www.LazyWayToEmailRiches.com

Product Licensing Formula This is anything but average... It's a proven way of making money from home which no one else is talking about... Yet it can generate \$20,000 - \$40,000 per month and takes around 1 hour to do (just 2-3 days a week):

www.ProductLicensingFormula.com

Lead Magnet Swipe File

Magnets can either attract or repel... What are your lead magnets doing with your prospects? Most people take way to long to create lead magnets... Or they create lead magnets that flat out don't work. Here's how you can create them in minutes to attract new customers.

www.LeadMagnetSwipeFile.com

Make Cash Like Clockwork Calling all frustrated entrepreneurs – who else wants to forget selling low priced one off eBooks and make cash like clockwork instead?.... Using a passive income system that automatically deposits money into your bank account effortlessly every month?

www.MakeCashLikeClockWork.com