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5 Magical Steps For Creating A Profitably Potent Affiliate Program!

By Grady Smith

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There are a few reasons why your affiliate program isn't bringing in the traffic and profits you've always hoped for. And below, I've outlined 5 quick ways to change that so you can get more traffic and profits using the power of "super" affiliates.

1) Make Sure Your Sales Letter Converts — Nothing puts a damper on an affiliate program quicker than having affiliates sending you tons of traffic but not giving them anything in return.

If your sales letter really works hard to turn prospects into customers, then you're going to make your affiliates (and yourself) very happy.

So, spend some time getting your sales letter converting well. Study how to write better copy, or hire a professional to write you a hard-selling letter.

2) Offer Affiliate Tools — This is so important. Most affiliates will promote your program if you give them the tools to do it.

Hire someone to design some strong banners. Create a weekly "affiliate tips" newsletter to share new ideas. Create sales letters and graphics affiliates can use that will work to get the word out on your product fast.

3) Start An Affiliate Contest — And give away prizes for top sellers and those most improved. Or, make an offer that an affiliate making 10 sales through their link gets your product free. It doesn't cost much to run a contest of this type, and the return is great.

4) Define Your Perks And Tell Potential Affiliates Why They Should Promote Your Program — If your sales letter converts visitors like crazy, tell them. If you split profits down the middle and share 50% of each sale with the referring affiliate, let them know.

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Tell them about contests you run and tools you offer to make it easy. Put your offer into focus for potential affiliates. If you have a high-priced product, you could say something like, "This sales letter converts 1 out of every 50 visits. And with the product going for \$297, and you getting half of that for each sale, 100 visitors sent from your site can put an easy \$297 in your pocket."

5) Get The Word Out — Place a link on your sales page that sends those clicking to a full-page sales letter detailing all the benefits of offering your product to their visitors.

Promote your affiliate program instead of the product. There are hundreds of ezines in existence that cater to those promoting affiliate programs. Take out an ad and tell them why they want to be an affiliate for you.

Check out keywords online that target your audience and get in touch with the webmasters. Tell them

about your programs benefits and give them the opportunity to sign up.

Affiliate programs, once in place, can bring you automatic, low cost traffic for years to come. Take the time to set yours up right, and reap the rewards for years to come.

FREE: One Copywriting Critique of your sales letter detailing how you can improve conversion and increase profits (a \$95 value). Visit Grady's website for your free critique and more copywriting resources to improve your selling abilities. Click:

Starting Out With Affiliate Program's

By Mal Keenan

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Let's start with an important fact. Though you can earn from affiliate marketing even without the benefit of having your own website, it is still a much better option that you get one. A website is the anchor of your work at home business. It will be easier to promote your business and products or affiliate products if you have your own pages in cyber space.

We have previously discussed the basics of creating your own website and optimizing the same for the search engines.

In this article, we're going to tackle some initial steps you should take in securing an enrollment to an affiliate program and in ensuring that it will be a profitable enterprise. Study these steps carefully.

* Choose the right affiliate program as covered in last weeks article.

* Enroll for the said program. Keep in mind that before you can be a part of this work at home

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business, you must first opt-in, or verify your application, through your email.

* Once enrolled, you will be given access to a website where you must log in. Do not forget your login details.

* You will see the list of the affiliate merchant's products inside. You will be given the option to choose a product for which a campaign will be launched. Once a product is chosen, you will be furnished an affiliate link. Do not lose this affiliate link!

With your affiliate link at hand, it's time to move to the next level!

Your affiliate link is what will tell the affiliate program's system that a purchaser was referred by you. Your pre-sells that end up becoming successful sales are actually coursed through your affiliate links, thus informing the affiliate program that commissions are due to you.

It is quite evident then that affiliate marketing as a work at home business is all about persuading a potential customer to at least check out the affiliate merchant's products through your affiliate link. The reason why affiliate marketing is called, well, marketing is because you need some promotional strategies to induce a person to become a purchaser.

We will discuss these marketing strategies in the next article.

The success of an enrollment with an affiliate program as a work at home business depends on the amount of commitment and effort you invest in the same. Being an affiliate, you must remember, is an online job, but a job nonetheless. You cannot just sit down and let this home business earn for you, at least, not initially.

Eventually however, you should be able to automate most of the process by installing some tools for a self-sufficient system of your own. We will cover this thoroughly in subsequent articles.

Mal Keenan can show you step-by step how to set up and run a successful online home business. Learn the 7 essential strategies to internet marketing success. To receive your free 7 day mini-course visit:

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