

Dear Affiliate Manager: Are You Hoarding Your Articles?

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Dear Affiliate Manager: Are You Hoarding Your Articles?**

**By Nicole Dean**

Question: My affiliates keep bugging me about my articles. Why do they want my articles and should I let them have them? What do I get out of it?

Dear Affiliate Manager, You hit on my pet peeve. Stop hoarding your articles already! Do you want your affiliates to promote your program repeatedly to their lists and on their sites or don't you? Isn't the goal to get your website exposure all over the internet? The more sales your affiliates make - the more money you'll BOTH make.

My favorite affiliate programs are the ones which provide me with articles or brandable ebooks. These marketers understand what it's like to be an affiliate who wants to make money. Make it easy for me to promote your product repeatedly. Give me quality articles I can use on my websites, in my newsletter and in my blog with my affiliate link included. Don't just shove a link at me and say "good luck". It's not exactly motivating me to go sell your product. Hey, if you don't give me the tools I want, your competition will.

And, let me clarify something. Providing free affiliate articles with links to your other websites in it, bypassing your affiliates - that's just wrong. Please don't make the article leaky by adding several self-promoting links in the body of the article. As an affiliate, I don't want to promote your other programs and send you leads out of sheer generosity. Although I am a nice person and I'm happy to promote good products, I'm not donating my time to promote your products. First, the products have to be good. Secondly, all things equal, I have to be able to feed my family in the process. Stealing commissions from your own affiliates is just wrong on many levels.

So, what can you do to start building a loyal army of affiliates today? Put yourself in their shoes. They've signed up for your program because they believe in your products and in your reputation. Show them that you view your affiliates as partners and you'll have loyalty that you can't buy at any price.

Nicole Dean is on a mission to find a few good affiliate programs. She's found a handful of programs that don't stink. Check them out at

## Dear Affiliate Manager: Are You Hoarding Your Articles?

<http://www.freeaffiliatearticles.com/free-affiliate-programs.htm>

and

be sure to grab some Free Affiliate Articles while you're there.

### **Dear Affiliate Manager, Women Are From Venus**

**By Nicole Dean**

Question: My target market is women, and I'm having a hard time getting them to promote my products. They just seem unmotivated. I don't get it. Does my affiliate program stink or am I recruiting bad affiliates?

Dear Affiliate Manager: This just goes back to basic psychology. Women and men value different things.

Car salesmen are taught this in their training. When a husband and wife walk into a car showroom, the car salesman will face the husband when he talks about things like ... horsepower and engine stuff. Then, he'll turn to the wife and talk about safety and color options. Is this condescending? Yes. But, it's also effective. My eyes glaze over when it comes to horsepower, but I want to know what I'm going to look like in my car! Sunroof? Radio? Now we're talking.

So, what does this have to do with your affiliate program? Simple. Although I can't speak for all women, obviously, I can tell you the things I value in an affiliate program.

Quality. I value my newsletter subscribers and am building a relationship with them. (According to recent studies, women go online to find relationships and support.) If your product or service is junk, then you could offer me 99% commission with a 99% conversion rate and I'm still not going to sell it to my visitors.

Affordability. I can't promote a product that I, myself, would not buy. If you're overpriced for what you offer, I can not promote your products to my subscribers.

Dollars and Cents. Of course money is a factor. It's just not the #1 factor, as you may be surprised to know. 20% commission vs. 40% — I'm not as concerned about that as I am the other items in this list.

Tools: Yes, tools. This is really big, and so few affiliate managers "get it". I think I've finally pinpointed why this is such a big thing (at least for me). This scenario happens way too often: I find a product I am really excited about and I eagerly sign up for their affiliate program. I log in so I can start telling everyone I know about this great product or service. I can't wait to see what they have in the "links" section. Will there be articles, or a rebrandable e-book maybe? Or even an informative video? It's like Christmas morning... what will I find? And, then the affiliate section opens and there's one measly link and a button.

## Dear Affiliate Manager: Are You Hoarding Your Articles?

My initial gut reaction is "They're not even trying!" And now, I don't feel valued or motivated in the least bit. You just succeeded in turning your biggest fan into someone who stuck a lousy button on her page and knows it's not going to sell at all.

I know what you're thinking. It's the affiliate's job to sell. Yes, you're right. As an affiliate, I know that writing reviews and recommendations is the best way to sell a product. No doubt about it. All I'm saying is that you've got to give us at least an indicator that you're interested in building a working `relationship'.

Is it hokey to want a relationship with an Affiliate Manager? Yes. It is. But, I can tell you that any affiliate program where I get some attention and appreciation is going to get a lot more loyalty from me than an Affiliate Manager who sits on the couch drinking beer and watching football while I'm running around working my butt off... (Hmmm.... did I say that?)

So, yes, women are from Venus. You can decide to embrace it and reap the rewards, or ignore it and wonder why your affiliates aren't motivated. It's your choice. As an affiliate, I'm challenging you to embrace this information and run with it.

Nicole Dean is on a mission to find a few good affiliate programs. She's found a handful of programs that don't stink. Check them out at

<http://www.freeaffiliatearticles.com/free-affiliate-programs.htm>

and

be sure to grab some Free Affiliate Articles while you're there.

Dear Affiliate Manager: Are You Hoarding Your Articles?



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**