

Dear Affiliate Manager, Women Are From Venus

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**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

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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.

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.

### **Ask Mr. D – Affiliate Programs**

**By Bill Daugherty**

#### **Ask Mr. D – Affiliate Programs by Bill Daugherty**

I see a lot of references to Affiliate Programs as a way to boost revenues. However, I have never seen an explanation of what an affiliate program is and how it works. I am a producer of educational media and use my site to market my products. As I am not getting much traffic to my site, I am wondering

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if an affiliate program would help me.

I would appreciate any suggestions that you might have.

Signed,

Heron Gardner

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Dear Heron,

What an affiliate program does is reward individuals (your affiliates) for sending traffic to your site by placing a link to you on their web-site or in their newsletter.

You then reward them by paying the affiliate a commission on actions resulting from their link to your site. This commission may be a percentage of the sale amount or a set dollar figure.

This is an excellent way to increase your traffic and revenues. Imagine having hundreds, or thousands, of web-sites and newsletters linking to your site. What could that do for your business?

If you would like to check out some affiliate programs or software, just go to any search engine and conduct a search for "affiliate program" – There are a ton of them out there.

Good luck with your affiliate program.

Do you have an advertising or marketing question you'd like to see published in this column? Send it to <mailto:MrD@epm.zzn.com> You can visit Mr. D's website at: <http://www.freeadsgalore.com>

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