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

How To Boost Your Affiliate Sales With Press Releases

By Angie Dixon

The best way to boost your affiliate sales is to create something original and let people know about it—break out of the "me, too" crowd and do something different.

There is a common misconception among affiliates that they are "stuck" with the marketing materials the product owners provide, and unable to do anything of their own.

This is, by and large, not true. If you're not sure, ask. Most affiliate managers will okay outside materials if they can see them first.

Your first step is to create a free report. This sounds like a monumental task, but my own free report, "Ahead of the Pack," available at my web site, shows you how easy it is.

The easiest way to write a report is to compile a list of 5 or 7 tips, and write a few sentences on each one. If I were an affiliate for a book on resumes, I might write "5 Tips for a better resume." Then I'd use the report to lead to my web site selling the resume book.

The next step is to set up a way to capture email addresses—either by offering the report as an autoresponder series or by requiring signup to your newsletter to download the report. Tips reports work very well as autoresponder series, and you can follow up periodically.

Finally, let people know about your report using a press release. My free report "Power Press Releases" makes this super simple.

Basically, you need to write Who (the person who benefits, not you), what (the free report), when (available now), where (at your web site), why (why this report is available) and how (how it provides the benefit).

I realize time is scarce, and people who don't write for a living often think it's much harder than I do. But I can almost guarantee that if you sit down and write a quick report and publicize it with a release distributed by the top free distribution services, you will make more affiliate sales and it will more than

make up for the time you invest.

Angie Dixon is a professional press release writer. Get a copy of her free report, "Articles: A Dead Marketing Tool?" at

<http://www.xpressreleases.com>

Use an 'Affiliate Network' to Boost Your Commissions

By David McKenzie

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Most affiliates concentrate exclusively on direct sales. For affiliates this means joining an affiliate program and marketing the product or service through their web site or via email. The affiliate earns a commission for every sale made.

Very few affiliates appear to focus on the 2nd tier.

Most good affiliate programs are 2 tier which means that as well as direct sales you can also build what I call an affiliate network'.

An affiliate network is the ability to get affiliates signed up under you and earn commissions on the sales that those affiliates make.

A common commission structure might be 25% for direct sales and 10% for indirect sales.

As an affiliate you can earn 25% on any sales you make.

Building an affiliate network means you can earn 10% on each sale that each affiliate makes. If you have 100 affiliates in your affiliate network then you can see that a few 10% commissions can quickly surpass the 25% direct commission.

If you have an affiliate network of 100 then you will probably only have 5 to 10 of those affiliates making money for you. The others will make nothing.

However those 5 to 10 affiliates can earn you much higher commissions than you alone can make with direct sales.

It is just like having your own sales force!

Only difference is it's not your product or service.

Becoming successful with affiliate programs need not be all that difficult. One way to make it easier is to build an affiliate network for each of your affiliate programs. It will certainly boost your affiliate commissions.

David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!



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