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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Tips on How to Get More Clients and Market Professional Services with Affiliate Fees and Rewards Programs

By Michael Port

Create rewards for those that refer others to you. A reward could be anything from a formal affiliate

program, where you pay cash for referrals, as I do, to coupons for discounts on your services, products, or programs, or a basket of gourmet food or homemade cookies.

For some service professionals, paying affiliate fees may be unethical or illegal in some fields, like the medical or legal fields, but for many service professionals it's perfectly acceptable, understood and appreciated. Just make sure to be very open about the fact that you give referral fees so that your clients know about it and understand why you do it. Two things to set your mind at rest about paying for referrals:

1. The people that you associate with will never send you referrals just for the 10 percent or so that you're paying for each referral. People only refer to you when they truly believe in what you have to offer. So, paying for referrals does not trump being wonderful at what you do. You must still go above and beyond to add value to the lives of the people you serve; and

2. You will not lose money by paying for referrals. You'll make money by paying for referrals. Let's run the numbers. Say you charge \$500 per month for your services and you currently have 10 regular clients. You're currently earning \$5,000 per month. Now, let's say that each one of your ten clients refers one more client to you at \$500 per month. That's another 10 clients for another \$5,000 per month. If you give a referral fee of only 10 percent you'll be paying each referee \$50 per referral for a total of \$500 in referral fees. Would you spend \$500 to make \$5,000 for a profit of \$4,500 and a new monthly income of \$9,500, almost double what you were making? I assume you would. I would. And think about what this means if you are currently making \$30,000 or \$40,000 per month. You do the math.

There is a very positive energy that is created around money when you do this. Money is a currency that needs to be exchanged. When you freely pass it back and forth, I believe that you increase your resonance around it and subsequently become more comfortable talking about it and accumulating it.

I offer affiliate commission on all of my products and programs to create this kind of positive, reciprocal,

free-flowing electrified currency around money. I wouldn't have it any other way.

Michael Port Get more clients with Michael Port, expert marketing coach for small business owners and professional service providers. For FREE small business resources, networking opportunities, articles, advice and coaching on professional services marketing go to:

<http://www.MichaelPort.com>

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5 Tips To Choosing The Right Affiliate Program

By Ken Hill

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Affiliate programs can be a great way to make money online. You don't have to spend time developing your own product, worry about taking orders, or take care of customer service.

If you already have a high traffic website or run an e-zine you can stand to earn a steady flow of commissions every month without a lot of extra work on your part.

To help you get started promoting affiliate programs, I've provided the following 5 tips to help you choose the affiliate programs that are right for you.

1. Choose affiliate programs that match the content of your site. If your site targets a niche market than choose affiliate programs that offer products to that niche market.
2. Choose affiliate programs that pay a high commission. For example 30%–50% on your direct sales.
3. Join affiliate programs that pay two-tier commissions. This enables you to not only earn commissions on your own sales but also on the sales of people who you introduce to your affiliate program.
4. Join affiliate programs that offer a line of products so that you can earn commissions when your referrals come back and purchase other services or products.
5. Join affiliate programs that offer their affiliates great marketing support. Many affiliate programs offer their affiliates pre-written ads to use or get ideas from, sales letters, marketing courses, and articles to use in promoting their services.

Remember, the best affiliate programs will see their affiliate program as a partnership with you and combine high commissions with excellent support so that you can start earning money

promoting their products as quickly as possible.

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