

AFFILIATE COMMISSION GAME PLAN

**Question And Answer
Session Transcript**

The Best Tactics and Strategies for Affiliates

N I C K J A M E S

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Introduction

By this time you've read the main course manual and you've learned how to S.E.T.U.P. your affiliate commission business. It's also natural that you'll have some questions. The good news is that your answers are below...

How Do You Bring Targeted Traffic to Your Website?

In the main manual, you discovered the complete steps for setting up your affiliate commission business. However, once it's all set up, you need to start driving targeted traffic to your website so that prospects will begin signing up for your newsletter list.

There are two ways to do it:

1. Guest blogging.
2. Link swaping.

Let me get into the details...

1. Guest Blogging

This is where you contribute content (*articles*) to other blogs in your niche. In exchange for providing this free (*and often exclusive*) content, you get a least one link pointed back to your site. Thus you can advertise your mini course at the end of your article.

Typically, you do this through a byline. This is usually just a few lines of text. Instead of using this as an "*about the author*" section, you can use it to promote your mini course.

Let me give you an example template:

You just discovered three great ways to [get a benefit]. But if you really want to [get some other big benefit], then click here to get the secrets of [solving a problem or getting a benefit] - for FREE!

So, where do you find these sorts of guest blogging oportunities? You can start by checking out the blogs you already know in your niche.

Then you can run a Google search for your main keywords followed by the word "blog."

Example: Dog training blog.

If you want to specifically look for guest blogging oportunities, then run searches for your keywords alongside terms such as:

- Guest blogs

- Guest blogging
- Guest authors
- Guest articles
- Submit articles

Naturally, not all blogs accept guest authors. However, you can propose a joint venture of sorts to those who don't. Either you can offer your unique content directly, or you can offer a content swap (*they guest blog for you and you guest blog for them*).

Here's a sample of an email you might send to a blog owner...

Subject: Free exclusive content for your blog?

Dear [Name],

My name is [your name], and I run a website in the same niche as you over at [your web link]. I'd like to propose a mutually beneficial venture. Let me explain...

The reason I'm writing to you today is offer you exclusive content for your blog... absolutely free. This is high-quality content, as you can see by the sample here: [link to a sample]. And it's on the topic of [insert topic], which is something I've noticed your readers have really been asking about.

In exchange, all I ask for is a standard byline at the end of the article, as well as one link within the article itself.

That's one option.

Alternatively, we can swap content, meaning I'd be happy to place your article on my site as well with your bylines and links.

Please reply to let me know which option you prefer. Thank you for your time!

[Your name]

Tip: It's must easier to get people to agree to these sorts of joint ventures if they know your name - and it's even easier if they know you. So get involved and get interactive by commenting on their blogs, connecting with them on social media and joining the discussions on niche forums!

2. Newsletter Swaps

Once you start building a mailing list, even a small one, then you have an asset that other people want. You can leverage this asset by doing mutual newsletter endorsements with other people who're serving the same target market as you.

This means that you recommend their newsletter to your subscribers, and they recommend your newsletter to their subscribers.

You can do this by:

- Sending out a live broadcast from time to time to your list where you directly recommend your partners' lists.
- Including a recommendation to your partners' lists at the end of any of your newsletters.
- Including a recommendation to your partners' list on the "confirmation" page that your subscribers see when they first join your list.
- Recommending your partners' newsletters in some of your other communications, such as on your Facebook wall.

Naturally, your partner would do the same things for you.

Alternatively, you can offer free content to newsletter publishers in the same way as described above for guest blogging. You can even use that template email to propose the content swap.

Also, you find newsletter publishers in much the same way as you find guest blogging opportunities - by searching for them. You can search for your keywords (*like "bodybuilding" or "car restoration"*) alongside words such as "*newsletter*" and "*ezone*" and "mailing list."

Obviously, people won't want to do the mutual endorsements with you if your mailing list is significantly smaller than their mailing list. That's why you may find that offering free content gets a more favorable response.

Is There a Way to Get The Product Vendor to Help You Grow Your Business?

YES!

One really neat way to work with the vendor to not only increase your sales but also increase the size of your mailing list is by asking to interview the vendor either live (using Skype) or perhaps via an email interview if they prefer that.

The reason this is so beneficial to you is because you can ask the vendor to give the interview to his or her subscribers, social media contacts, blog readers and other

followers. The interview will not only include a link to your newsletter, but it will also include ***YOUR*** affiliate link for the vendor's products.

You benefit in terms of getting more subscribers and commissions for sales made through the interview. The vendor benefits by getting more customers, more sales, and having high-quality content to offer for free to his or her followers.

Here's a template email you can use to propose this sort of idea to a vendor. Take note that the vendor is more likely to say yes if you're already an active affiliate (meaning you've already made sales for the vendor).

Subject: I'd like to interview you, [Vendor's Name]

Dear [Vendor's Name],

Hi, my name is [your name], and I'm an affiliate for your [name of vendor's product]. The reason I'm writing to you today is to suggest a way for both of us to make more money with your product.

Here's how...

I'll interview you via [email/video conference/teleconference]. During the interview we'll promote [name of product], which should create immediate sales. Then we'll both distribute the interview to our subscribers, visitors and customers to further boost sales for the long term.

It's a win-win situation. The prospects will love the free content, and you'll enjoy growing your customer list.

To set up the interview, just reply to this email or contact me at [alternative contact information]. I look forward to working with you to boost sales!

[Your name]

Naturally, you should tweak this email to fit your situation and fit the person you're writing to.

What Other Types of Emails Will Help You Promote Products?

The **S.E.T.U.P. Formula™** you learned in the main manual showed you how to promote a product using a five-day mini course. Generally, this is where you create content around "how to" steps, tips or other information, and then include your affiliate link within the content.

However, you can certainly use other types of content in your follow up messages to promote products. Namely:

1. **Product review:** As the name suggests, this is where you review the product, including mentioning the strengths and weaknesses of the product.
2. **Product comparison:** You can compare two products side by side and give your opinion about which one was better.
3. **Direct promotion email:** This is where the email is basically a "hard sell" for a product where you feature the benefits of the product. You might even send out a series of these in anticipation of a product launch.
4. **Interview email:** Here is where you interview the product vendor (see previous question).
5. **Case study email:** Here is where you write about the results of one person who had good success with the product.
6. **Motivation email:** This is similar to the case study email, except instead of focusing on data and results, you focus on the more uplifting aspects.
7. **Informative email:** Here you might give the history of some topic (e.g., the history of diet pills).
8. **Resource email:** Here's where you'd list the top resources that someone in your niche should be aware of in order to succeed.

This isn't an exhaustive list, but it just shows you that you don't have to write just one kind of email in order to promote a product. Indeed, you should test out different types of emails (and different lengths) to see which appeal most to your readers.

Tip: Check the five additional solo templates that came with this package. You can promote a wide range of products using these templates simply by filling in the required information.

How Many Affiliate Products Should You Promote?

Your initial five-day mini course should focus on selling one primary product, although secondarily you can mention one or two other products as needed. However, once you get past the initial five days, then you can promote as many other products as you want in your subsequent emails. Two notes, however:

1. **Promote one product per email.** If you give people too many options, they won't choose anything at all. So, most of the time you should focus your emails on promoting just one product.
2. **Promote each product multiple times across emails.** Not everyone reads every email. Plus, people are more likely to buy something as their familiarity with it grows. So when you pick a product to promote, be sure to promote it multiple times across at least two or three emails.

Tip: Once your initial five-day course is over, you can even create and upload other multi-part ecourses to your autoresponder, with each ecourse primarily focused on selling one product. I've included other solo templates in this package that you can use for that purpose.

What is Testing and How Can It Increase Your Income?

There are a few different ways to increase your income, including:

1. Getting more traffic.
2. Selling higher-priced items with bigger commissions.
3. Improving your conversion rate.

Your conversion rate is how many people take a specific action. So, for example, if you get 20 new subscribers for every 100 visitors to your subscription page, then you have a 20% conversion rate. And if you send out an email where four out of every 100 subscribers buys something, then you have a 4% conversion rate for that email.

The thing is, if you increase your conversion rates, then you can boost your income even if you're not getting more traffic. Here's how to boost those conversion rates: test everything.

This includes:

- Rotating product recommendations to see which ones deliver the highest conversion rates and profits to you.
- Testing different email subject lines to see which ones give you the best open rates. (Because if people aren't opening your emails, then they're not reading them or buying from them.)
- Testing different components of your email, such as a different call to action. (The call to action is where you specifically tell people to click a link, buy a product or perform some other action.)
- Testing different parts of your subscription page, including the headline, the P.S., the call to action, the bullet points and the opener.

You'll notice that both GetResponse and Aweber give you the analytical tools you need to test different components. When you're testing your subscription page, you can use a tool like Google Analytics ([google.com/analytics](https://www.google.com/analytics)).

The key in all cases is to just change and test ONE component of your sales process at a time, while holding all other variables constant. That way, you can say with confidence that any change in the conversion rate was due to that particular component and not some other variable.

Example: If you're testing your subscription page, then just test one component, such as the headline. Meanwhile, the rest of the page should be the same between your two tests and the traffic sources should be the same. The only difference is the headline when you split-test.

Note: Split testing (AKA A/B testing) means part of your traffic randomly goes to the page with "headline A," and the rest of the traffic goes to the page with "headline B." You can use "Content Experiments" in Google Analytics to do this sort of split test.

Don't overlook testing and tracking, as it's one of the best ways to boost your income!

What is "Adding Value" in Relation to Affiliate Marketing?

Another way to improve your conversion rate is to add value to an affiliate offer. This means that you give prospects some sort of bonus or even a discount if they purchase the product through your affiliate link. In other words, you're persuading people to buy through your link, because they get more "bang for their buck" if they do.

Let me give you two examples:

Example #1: You're selling a diet guide. You offer a low-calorie recipe book as a bonus to anyone who buys through your link.

Example #2: You're selling puppy supplies, such as crates, collars, etc. You can offer a free housetraining video.

Generally, the idea is to offer a digital bonus because it's easy to deliver and you don't have the usual overhead costs associated with producing a physical product.

Conclusion

And there you have it - the answers to some of the most frequently asked questions about how to get targeted traffic to your site and boost your affiliate income.

Be sure to apply these tips *right away* and watch your business grow!