



MANAGING YOUR AFFILIATES

**How To Attract And Train
Top Performing Affiliates**

Managing Your Affiliates

*How to Attract and Train Top
Performing Affiliates*

Brought to you by **Neil Adams**

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Introduction

Many Internet marketers believe that the key to success when it comes to recruiting affiliates is quantity.

And if you believe that, it follows logically that maximizing the amount of affiliates you have at your disposal is no different than maximizing the profit you will generate.

Now, in some sense, this is true.

If you have the choice between having a lot of affiliates and having very few – all other things equal – you're better off with a lot.

But, as the case often is, your time is split between a range of different choices. These choices necessitate you to either recruit affiliates slowly and selectively or generate a lot of affiliates unselectively.

Additionally, once you have affiliates, you must decide whether you want to spend your time training them; or whether you want to look for even more affiliates.

When faced with situations like this, Internet marketers tend to select solution that feels like it requires less work – and that's the repetitive solution, which involves recruiting as many affiliate as is possible and leaving them entirely untrained.

While quantity is important, I hope to convince you through this ebook that **you will be far better off if you selectively recruit affiliates; and if you dedicate a lot of your time to training them carefully.**

The reason for this is easy to understand: **If you find and select affiliates purely through the quantity method, roughly 20% of them will generate 80% of your revenue.**

This is frequently referred to as the “20/80 Rule.”

Now, this isn’t a hard and fast rule that always applies, but in most circumstances, the sales percentages actually turn out to be roughly that.

The reason I suggest that you spend more time picking high-quality affiliates and even more time training them **is that your goal should be to focus entirely on the top 20%...** the affiliates who are hard-working, talented, and will make you rich.

Focusing primarily on stuffing more people into the group that’s generating 80% of your revenue IS a waste of time.

With that said, it’s time to re-focus your efforts on those top affiliate performs – **not only on how to train them well, but also on how to find them to begin with.**

If you’re relatively new to affiliate marketing, there’s a good chance that you haven’t yet dealt with this performance distribution.

In fact, you may not have known that it was common for there to be a large disparity in affiliate performance.

Well, now that you do, there's a lot of things you can do to improve your future affiliate marketing endeavors.

In this ebook, we will cover the following ways in which you can do this:

- **You can locate higher-quality affiliates through various channels**, such as search engines, ClickBank, newsletters, blogs, forums, and other means of affiliate-selection.
- **You can improve how you approach affiliates, so that they are more likely to work with you.** This requires an understanding of what high-quality affiliates want; and how you will need to present it.
- **You can improve the range and quality of tools that you offer your affiliates**, so that they are better able to carry out the tasks that you demand of them – namely, selling your product and selling it well.
- **You can improve the processes through which you motivate your current affiliates and through which you retain them.** This is very important because the market for good affiliates is very competitive. As such, motivating and retaining them can be quite difficult.

By the time you work through each of the aforementioned methods for affiliate performance improvement, you should have a powerful, working understanding of how to select and manage affiliates correctly... so that you can truly leverage their power to do all of the heavy lifting when it comes to revenue-generation.

And without further ado, let's jump in and get started.

Where to Find Top-Performing Affiliates

Finding top-performing affiliates is hard. It's hard because they are very skilled at what they do, so, in order to be enticed into selling for you, you have to offer them a truly excellent package.

While a top-performing affiliate might decide to promote a product on a whim – simply because it has a high commission percentage or because the product tends to have a high conversion rate – **this will not be the case in most scenarios.**

**In most scenarios, the top-performing affiliates
will go to the highest bidder.**

What does this mean?

It means that **the Internet marketer who approaches affiliates known to be good and offers them an excellent package is most likely to attract them.**

Thus, if you simply stumble around haphazardly, there's a good chance you will never attract those top-performing affiliates.

So, buckle down; and get ready to start creating and implementing systems for finding top-performing affiliates. **If your only system is luck and if your only strategy is finding affiliates randomly, you are unlikely to perform well in the long run.**

However, if you carefully craft systems that reliably generate affiliates on a relatively predictable basis, then your sales will grow over time, making you increasingly wealthier, whether or not you happen to get “lucky.”

Here are some of the ways in which you can do this.

1. Search Engines

One of the best ways to locate top-performing affiliates is to search for people who own businesses in your niche.

To many Internet marketers, this seems unintuitive and unfamiliar.

Internet marketers tend to think of top affiliates as really good Internet marketers; however, in fact, this is often NOT the case.

One way to see who might be a top affiliate is to find the “gatekeepers” to traffic in your niche. **You can do this by looking at who is generating the bulk of pay-per-click (PPC) and organic traffic in your niche.**

The easiest way to do this is through the following process:

- 1. Open up an Excel spreadsheet.**
2. Create column headers in different cells for “position,” “URL,” “site name,” “contact email,” “contact name,” and “notes.”

3. Next, go to <https://adwords.google.com/select/KeywordToolExternal> and search for keywords that are related to your niche. This will help you to pull up a master list of keywords you can use to find relevant players in your niche.

4. **Open up another browser in a different tab or in a different window and go to <http://www.google.com>.**

5. Copy-and-paste one keyword that has a “high search volume” into the search bar; and perform a search.

6. **Visit the top performing sites for this keyword that Google pulls up**, extract the information needed to fill in the first sheet of the Excel spreadsheet; and then enter it into the actual spreadsheet.

7. **Repeat this process for all of the “high search volume” sites.**

8. In the notes section, write down a brief, yet important thing that you will reference when you email the site owner or contact person.

Once you complete this process, your next task will be to email each of the people on your list; and then to offer them something enticing, so that they will consider becoming one of your affiliates.

I personally suggest trying something like the form letter below. Note that you should insert the appropriate information into the braces.

Example Form Letter:

Dear [Contact Name],

You and I are both site owners in the [your niche] niche. I own [your site's URL], which sells [your products] and offers visitors and community members free information about [your niche].

I visit your site frequently and I've noticed that you [something similar to your site and relevant to the affiliate offer]. Since I also [do/sell/offer] this, I've been thinking that there might be an excellent opportunity for us to work together.

I'm the next [week/month/etc.], I will be releasing [your product]. And I'm currently looking for a few sites to partner with on this venture. To give you a basic understanding of what this product will do, there are three things that it has that no other product on the market currently does:

1. [Product Feature]
2. [Product Feature]
3. [Product Feature]

If you're interested in partnering with me on this, let me know – and I will send along a free copy of the beta version of my product.

Additionally, I would be willing to grant you an exclusive affiliate deal, which would include a [x%] commission. I will only offer this rate to [some small amount] partners.

Thank you for your time and consideration. If you have any questions or concerns, please let me know. I am more than willing to go out of my way to accommodate you.

[Your name]

Having said all of that, **it is important to follow through with all of your promises.**

For instance, if you promise that you are limiting a really high commission rate to a certain amount of affiliates, then do not accept more affiliates at that rate.

Additionally, it is important to make multiple, specific references when you email some you do not know.

If they have reason to believe that you have never seen their site and are not offering them something truly exclusive, then they will pass you over and never think twice about it.

Now that we've taken a look at how you can find and capture high-powered affiliates through search engine queries, let's take a look at how you can find similarly-skilled affiliates through a different medium.

2. ClickBank

One of the best ways to find high-powered affiliates is to harness <http://www.ClickBank.com> as an affiliate search engine.

Curiously, many Internet marketers use ClickBank (CB) to list products, to find affiliates indirectly (by having a product listed on ClickBank), and to find products to sell as an affiliate.

However, most Internet marketers completely miss a vital and useful function that ClickBank offers – and that is the ability to directly solicit high-powered affiliates directly. Indeed, this one simple function may outweigh all other benefits that ClickBank offers Internet marketers.

So who are these high-powered affiliates I'm talking about?

They're not Internet marketers. They're the product SELLERS in your niche. And they're quite possibly the best affiliates you will encounter.

That's right.

As we went over in the "search engine" method of finding affiliates, one of the best ways to find high-powered affiliates is to **look for people who are sellers, not "affiliates."** And this holds true when it comes to the ClickBank method, too.

The reason for this is that successful product sellers tend to have large lists, which they've captured either through back-end marketing; or **which they captured over time and have sold their products to.**

In either case, if they're moving a lot of products (as indicated by their having products that are "popular" or that have a "high gravity" rating), then that's a strong indicator that they have a large list and that they're capable of moving a lot of units of your product in a short period of time.

For these reasons, it's a good idea to search out these top product sellers on ClickBank. **Luckily, you can find these affiliates by following the steps below:**

- 1. Go to <http://www.ClickBank.com>.**
2. Click on the "marketplace" link above the tabs at the top of the screen.
- 3. Select the subject that best describes your niche under the "category" tab.**
4. Enter a keyword or key phrase that describes the site or product you need affiliates for.
5. Select either "high gravity" or "popularity" on the "sort by" tab.
- 6. Click "go."**

This should pull up a number of products that are either direct substitutes for your own or are direct complements to your own.

If it did not, then you will want to recalibrate your search and try again.

Once you pull up the correct results, you will want to:

- 1. Create another Excel file that is similar to the one you made for the search engine method.**
2. Create another form letter that is similar to the one you created for the search engine method, but is modified slightly to reflect your knowledge of their ClickBank products.
- 3. Go through the top products on your results page. Scroll down to the bottom of each page and click the “contact” or “contact us” link. Record all of the information you find in your Excel file.**

Hint: If you use a browser that can open multiple tabs at the same time, you can speed up this process by right-clicking on each link and selecting “open in a new tab.”

4. Send PERSONALIZED emails to everyone in your Excel file using your form and editing as necessary. Remember to make exclusive offers to top product sellers.

Once you have completed the above four steps, brace yourself for the worst – for the possibility that no one at all will respond.

Even though you are very likely to get a good response from this strategy, there's a chance that only a few people will respond to you.

It is important that you prepare yourself psychologically for this possibility, so that you are not devastated if it happens.

Believe it or not, that's an equally-important part of affiliate management: learning how to deal with rejection, so that you don't let it get the best of you.

3. Infiltrate Your Competitors' Blogs

Regardless of what you are selling, you have competitors. And, in many cases, **those competitors will have private blogs that they use to communicate with their affiliates.**

One of the best ways to find new affiliates for your products is to infiltrate your competitors' private blogs, so that **you can locate their top affiliates; and pursue them to sell for you.**

Now, if you want to use this method, you will have to start by locating your competitors.

You can do this in a number of different ways.

For instance, you could:

- Lookup similar products on ClickBank, as we discussed above.
- Search for people selling similar products through pay-per-click advertisements on Google.
- Look for similar products in affiliate product directories.

As you find relevant products along the way, you will want to catalog them, so you can refer back to them quickly.

Now, take this list you have created and join each of the respective affiliate programs, so that you can sell its products.

In some cases, this will entail filling in some basic information about yourself, such as your name, your site's URL, and your email address.

In other situations, you will be able to promote the product without providing the seller with any information.

If you don't see any specific place to "join" the affiliate program, then you will want to **scroll down to the bottom of the product's sales page and look for a link with the word "affiliate" in it.**

In many cases, the seller will provide a link that takes prospective affiliates to a page where they can get more information about the products they're promoting.

On this page, you will probably find:

- Pre-made text ads.
- Pre-made solo mailing ads.
- Pre-made sales pitches.
- Links to additional resources for affiliates, such as blogs and membership sites.

If you find a link to an affiliate resource, such as a blog – or some other private place where affiliate information is tracked or where affiliates talk openly – you will want to record this information.

Once you have captured the URLs of several of these affiliate-only resources, **you will want to start visiting them individually to extract relevant affiliate information.**

In particular, you will want to:

- **Scour these sites for “affiliate scoreboards,”** so you can identify effective affiliates and then pitch your particular affiliate program to them.
- **Find private blogs,** where affiliates communicate with each other and with the product creator, so that you can get an insiders’ understanding of who is noteworthy and who is unlikely to produce much.

- **Look for “joint venture” blogs**, where you might be able to uncover a great deal of information about the top affiliates in your niche

While commenting isn't a must in this situation, you may want to **consider making some constructive comments on the blog or forum you are using to find affiliates.**

Your goal, of course, should be to provide valuable information that will make you appear knowledgeable about the niche, so that your solicitation of the top affiliates appears credible.

4. Analyze Pay-Per-Click Ads

One surefire way to find good affiliates is to look for the ones who have captured the top pay-per-click advertisement positions on search engines for phrases related to your competitors' products.

By virtue of being in these positions, we can determine three things:

- **These affiliates have large advertising budgets and are willing and able to use them to promote affiliate products.**
- These affiliates are skilled at constructing ads with high conversion rates.
- **If you provide these affiliates with a more attractive offer, they could very easily promote your products... using the same methods.**

Pursuing even one of these top-affiliates could be a major breakthrough for your product.

So, get to work finding them; and, when you do, make sure you give them a great pitch with a very attractive offer.

5. Newsletters, Forums, Blogs, and Online Communities

Today more than ever, the Internet is becoming increasingly community-focused. Religious people meet up with other religious people. Cat lovers meet up with other cat lovers. And affiliates meet up with other affiliates.

There are a lot of good reasons for this, but none of them are terribly important for your purposes. **All you need to care about is how you can use these communities as a means to find and pursue prospective affiliates.**

While there are a number of different strategies for doing this, most of them revolve around the same principle: endearing yourself to the members of the community, proving yourself as a competent and intelligent business owner, and then making targeted pitches to some of the better sellers in the community.

Of course, before you can do any of this, you will have to do a little research to locate the hotspots in your niche. **You can do this through the following sites:**

1. <http://www.newsletteraccess.com> – **You will find all of the major newsletters on the Internet and in print on this site.** One easy way for you to generate a tidal wave of traffic is to select several newsletter owners and then pitch a special affiliate deal to them (i.e. a higher commission than would be normal).

Since newsletter owners/distributors can very quickly tap into a massive pool of relevant prospects, you can quickly mobilize a lot of buyers.

2. <http://www.ezinehub.com> - For smaller newsletters, Ezine Hub provides an excellent selection of hundreds, from which you may pick and choose. **The same strategy used above applies here, too.** The only difference is that you will want to consider working with a lot of these Ezines, since each individual one may have a small readership.

3. <http://www.big-boards.com> – **Another great way to find affiliates for your products is to locate them on the forums they frequent.** There are two places you can generally find good affiliates: on marketing and business forums; and on forums related to your particular niche.

On the forums related to your niche, you will find a lot of site owners who own large and successful sites. Soliciting these owners to sell your products as affiliates could have a massive effect on your next product launch.

On forums related to business and marketing, you will find a lot of individuals who are capable of promoting a range of different product

types adeptly. **Here, it doesn't matter whether or not you find people who have experience in your niche; however, it may be helpful to do so, anyway.**

4. <http://www.technorati.com> – Yet another great way to find affiliates – and the last one we will look at in this section – is to locate them on the blogs they own.

You may not have realized it up until this point, but well-positioned, **high-traffic blogs are prime pieces of real estate**, regardless of whether or not they are monetized properly.

The best part is that you can take advantage of these blogs by pursuing the owner to become your affiliate.

Start by locating prospective affiliates by finding high-traffic, relevant blogs through Technorati.

Once you visit them, locate the contact information for the blogger; and then send him a pitch that he will not be able to resist.

Of course, that's not it.

There are a number of other communities you could tap to capture high-powered affiliates; however, **the ones listed above are probably the most transparent and the most worthwhile avenues for finding and persuading affiliates.**

6. Ask Prospects and Other Affiliates for Recommendations

One avenue that Internet marketers frequently overlook is the word of mouth method of recruitment, traffic generation, sales, etc.

The reason they frequently overlook this isn't because it's not effective; rather, it is because it appears to be pretty low-tech.

Curiously, word-of-mouth strategies remain highly-effective, even in a high-tech era, where information can very easily be packaged, disseminated, and received without the need of a human intermediary.

This is also true of affiliate recruitment.

Even with high-tech recruitment strategies available, getting affiliates the old fashioned way works well, too.

And all you have to do to make that work is ask...

- **Ask current affiliates if they are willing to refer other affiliates (perhaps for some form of commission).**
- Ask friends and former JV partners if they have any good affiliates they could refer to you for a particular product launch.

- **Ask top affiliates if they can refer other top affiliates to you for an upcoming launch**

At worst, the person will simply say “no.” **At best**, the person could refer a high-powered affiliate to you who sells your own product better than even you could.

When you do implement this strategy, there’s one important thing to keep in mind: if the person you ask is in a similar market, make the need for this affiliate sound very temporary.

For instance, rather than making a general solicitation for affiliates for your current and future products, simply ask the person if he has any **affiliates who might be interested in promoting your upcoming product launch at a special rate and for a limited period of time.**

This could help to seal the deal by reducing your contacts’ worry that their affiliates might choose you and your products over their own.

How to Approach Top Affiliates and Convince Them to Join Your Team

One of the most important parts of the affiliate attraction process is to contact them in a way that is likely to elicit a favorable response.

Now, this statement in itself may seem as if it is simply commonsense; however, it is surprising how many sellers attract affiliates in ways that are almost certain to either repel them or at least encourage them to give that affiliate offer low priority.

In this section, we will go over some of the ways that you can **approach affiliates in such a way that they will be encouraged to explore your offering, to consider it carefully, and to respond quickly.**

1. Build a Relationship

If your product launch is in one week from now, this strategy will be of little importance for that particular launch; however, for the rest of your career, this strategy is always and everywhere critically important.

So, what does this strategy entail? It entails:

- **Purchasing the products of people who are in the same or similar niches.** The purpose behind this is that it will allow you to a) develop a strong understanding of that individual's products, so that you can sound knowledgeable in conversion; and b) become one of their customers.

When it comes time to approach the person prior to your launch, you will be able to **reference products they have created and you will also be able to mention that you are a long-time customer and fan.**

- **Offering to help potential affiliates completely free of charge.** If you're looking for long run affiliate partners, you should be willing to sacrifice something of your own in the short run to demonstrate your worth to a potential partner.

For example, if you plan to ask them to promote your product launch in the future through a mass mailing to their prospects, **you may want to pre-emptively offer to do the same for them for their next product launch.**

- **Making sure you are both seen and heard.** One of the best ways to attract high-quality affiliate partners is to demonstrate your worth publicly. And there is no better place to do this than on blogs and in forums

Why does this work? It allows you to post your thoughts and strategies in an open forum, where others can criticize or praise

you. **If you can gain praise publicly, you can also get super-affiliates to notice you.**

- **Getting introduced formally through some liaison.** Finally and ideally, if you are able to find someone to introduce you to your prospective affiliate partner, try to go this route, rather than through others.

There are a number of reputational reasons why this makes sense. But, in particular, **being recommended by someone they know and trust will significantly boost their confidence in your quality as a potential partner.**

And there you have it: **relationship-building** – using these components – should be a **large part of your overall strategy for affiliate attraction.**

The most important things to keep in mind is that you should be highly conscious of how you select, approach, and are introduced to prospective affiliates. **Make a couple of sloppy, uniformed posts or engage in a flame fest... and you could inadvertently turn off a lot of potential future affiliates.**

2. Call or Write without Prior Contact

In general, you should opt for long-term strategies when it comes to assembling an army of high-quality, dedicated, interested, motivated affiliates.

However, in some cases, this simply will not be feasible. **You will have a product launch coming up in the next few weeks and will need to quickly assemble a half dozen affiliates** to promote your product with you.

**If you end up in this situation, don't despair.
You can always send a formal proposal
over the phone or through email.**

Now, there are a couple of important things to note about this method, but the most important is the following:

If you're contacting high-profile individuals in your niche, you're definitely NOT the only one doing this. High-profile individuals get dozens of emails each day that contain similar offers – and many of them are probably as good – if not better – than yours.

If you want to have any chance at all of having your email get noticed, you must truly offer them something special. To do this, your offer must do the following two things: 1) provide the affiliate with a massive commission and possibly some bonus; and 2) be perfectly synchronized with that the wants of that affiliate's followers.

**Those are the two things that your affiliate will care most about – his bottom line in the short term;
and his customers' complete satisfaction.**

Thus, there are several things you should consider incorporating into your offer to **ensure that it is well received among prospective affiliates**. This list includes:

- **A special commission rate for top affiliates.** This should be higher than it is for affiliates you have not contacted directly. For instance, if your normal rate is 50%, then set the top affiliate rate at 75%. Mention this explicitly in the email or call.
- **A bonus for high-sellers and the top-seller.** In addition to encouraging prospective affiliates to sell for you, you also want to ensure that they sell a lot of stuff for you.

Encourage this by offering a large bonus for the top-seller and for other high-sellers. This might be something like an all expenses paid vacation.

- **An exclusive landing page for the affiliate.** Rather than creating their own page or generating a link through <http://www.ClickBank.com>, offer to give top affiliates their own landing page for the product on your domain – and perhaps with their name in the URL.

Make sure that this landing page does not contain URLs to other products, URLs to affiliate page links, or anything of this sort. This will reduce monetary leakages on the part of the affiliate – and may make them more likely to promote you.

- **Offer a special set of bonuses for the affiliate's buyers only.** This will give affiliates the impression that you are willing and capable of providing them with all of the tools they need to be successful with your affiliate program

Additionally, it will give affiliates the chance to offer something high-value to their customers for no additional charge, which is always good.

- **Offer a special discount for the affiliate's buyers only.** Again, this will allow the affiliate to offer some exclusivity to his particular group of buyers, which will improve his prestige in their own eyes; and may even induce fence-sitters to join his list – if only to get a discount.
- **Offer fast payment on commissions.** Most people don't like to wait 30 to 60 days to receive commission checks. And, as is the case with many top-affiliates, they simply don't have to – because they can afford to promote offers exclusively from buyers who are willing to pay them faster.
- **This gives you yet another mechanism for capturing top affiliates: offer to pay them on the very same day.** Regardless of who they sell for normally, this will be a great offer, which could potentially seal the deal with several high-level affiliates.

And there you have it: a strategy for securing additional affiliates, even when you don't have the time to build relationships.

So, next time you get ready to contact a prospective affiliate over the phone or through email, keep these methods in mind.

And, **most importantly, make sure that the final call or the final email provides them with an offer that they are unlikely to find anywhere else.**

Tools and Training for Your Affiliates

One of the biggest mistakes you can make as an affiliate manager is to assume that your affiliates are already suitably trained to promote your product to the masses.

In many cases, even highly **skilled affiliates will not have the capabilities to promote your product effectively** – even to their own frequent buyers.

As an affiliate manager, you should be sure that all of your affiliates – and, in particular, your top sellers – are given access to everything they will need to promote you effectively.

One good place to start is with an affiliate training guide.

1. Create an Affiliate Training Guide

Initially, most affiliate managers cringe at the thought of creating a “training guide.”

They cringe because they see it as a lengthy process that will ultimately result in their giving away a free product.

However, this is a fundamentally flawed way of looking at affiliate training guides. Rather than seeing them as cost-imposing, try to evaluate the costs they impose in light of the benefits they provide.

For instance, having an affiliate guide will:

- **Reduce the amount of questions you have to answer.** Since affiliates can simply refer to a guide, rather than emailing you, you will find that the amount of questions you have to field will fall over time.
- **Increase the productivity of your affiliates.** Enabling your affiliates to improve their sales strategies and techniques will subsequently help them to sell more units per hour of work. This will translate into increased sales for you.
- **Make you appear conscientious, competent, and trustworthy in the eyes of your affiliates.** After all, what fly-by-night seller would go to the trouble of creating a valuable resource for his or her affiliates?
- **Give you increased control over your affiliates' marketing tactics and strategies.** This will allow you to move affiliates towards certain types of promotion and away from other types of promotion.

Of course, when it comes to creating a guide book for your affiliates, the most important question to ask is what content it will contain and how it will be structured.

While there are many ways you can do this, the following way may get you the best results:

1. Create multiple guidebooks for your affiliates, rather than one. This will allow you to release the lower-level material immediately; and then delay the remaining material until it is convenient to deliver.

2. For the first guide book, cover low-level material exhaustively. Treat this as if it were an introductory guide. At a minimum, include information on the following subjects in this guide:

- How to create affiliate links.
- Where to place affiliate links.
- Where NOT to place affiliate links.
- How to cloak affiliate links.
- How to track affiliate sales.
- How to contact you or your staff – and when it is appropriate to do so.
- Basic definitions and explanations of solo ads, text ads, banner ads, and email ads.
- How affiliates can gain access to all relevant content that you provide for this product, such as pre-written ads, additional guide books, personal coaching, etc.

Of course, you will want to include more than that in your introductory guide, but, at a bare minimum, you should cover ALL of those topics.

The purpose of this guide is to bring all of your affiliates up to speed on the absolute basics – on the things they will have to know before they can even start thinking about promoting your product.

3. In the second guide, start talking about marketing strategies. But rather than diving into a mix of advanced and basic material, **limit the scope of your second guide to basic AND inexpensive marketing strategies.**

Your goal here is two-fold: 1) to **provide affiliates with marketing strategies that they can actually carry out successfully on the first time**; and 2) to ease your low-level affiliates into making money slowly and inexpensively, rather than possibly causing them to lose a lot of money with an expensive and complex strategy.

Before we get into the strategies that are likely to work, **here are some strategies you should definitely avoid discussing and perhaps even discourage in your second guidebook:**

a) Google AdWords and other pay-per-click traffic-generation strategies. For beginners, a bad experience with AdWords has the potential to translate into a major financial loss early on in their marketing career. You are better off encouraging beginner affiliates to avoid this strategy for now.

b) Banner and image-ad traffic generation strategies. Again, these strategies would require beginners to spend some money; and, more often than not, it would result in the beginner not recouping what he earned – and possibly failing and giving up as a result.

c) Purchasing complex and expensive search engine optimization research tools. Again, a newbie to affiliate marketing is very likely to do poorly with search engine optimization. For this

reason, you should avoid directing him towards expensive tools that could ultimately put him in the red.

In general, if you're unsure whether or not you could generate a return through a particular marketing method, assume that there is no chance that your lowest-level affiliates will be able to do so.

With this assumption mind, create your second guidebook. Consider covering the following topics:

a) How to make money with article marketing. This is easily one of the least costly, yet most effective marketing strategies. If you want to make sure that your low-level affiliates stay solvent for long enough to sell a lot of units, you should direct them towards article marketing.

b) How to setup a website on a budget. Again, if you want your affiliates to promote you in the long term, you will want to show them how they can setup a site that is very inexpensive to maintain, so they do not have any particular good reason to cancel the hosting.

In your description, include basic information about finding cheap domain names, hosting services, etc.

Also, explain the basics of setting up a website and creating links; and **provide them with some free Internet-based resources they can use to learn more (such as links to free sites where they can learn HTML).**

c) How to create content for your website that will attract visitors. Give your affiliates the opportunity to build a viable website by telling them how to create content for their site that is optimized for search engines; and how they can then direct that traffic to your site through an affiliate link.

d) How to exchange links with other similar websites. Again, this information is very basic, but for inexperienced affiliates, a thorough, step-by-step overview of this material could greatly improve their chances of making money before they become insolvent.

e) How to post on blogs, forums, and other places, so that they can include a signature file with a link to their site. This should further help them to generate traffic without becoming overwhelmed by bills in the process.

There are other topics you may want to cover in this guide, but I should suggest limiting any additional material to very basic strategies.

Your goal should be to target and educate your lowest-level affiliates.

3) In your third guide, cover the more complex strategies. You might even want to call this one “advanced affiliate marketing strategies.”

This guide should be suitable for the individuals who finished the first two guides, as well as intermediate and advanced-level readers. It should include:

a) How to write copy for sales pages, solo ads, and text ads.

Here, you should explain how affiliates can use sales and marketing strategies to craft text in such a way that it will sell your products better.

Explain how your affiliates can use copy in various ways to sell more products, such as purchasing solo ads in relevant newsletters.

b) Strategies for building lists and then using them as marketing tools.

Here, you should teach your affiliates both the very basics about list building, as well as a good chunk of the more advanced material.

For the basic material, teach them:

- **How to setup an autoresponder series.**
- How to write a continuous autoresponder series that will engage and retain readers.
- **How to write subject lines that will get emails opened.**
- How to select a high-quality autoresponder service (or simply give a recommendation.)
- How to setup forms for their site, so that visitors can join their list.
- **How to add macros to emails**, so that list members names will show up in certain places.

For the more advanced material, teach them:

- **How to create and giveaway free reports as an incentive to get people to join a list.**
- How to build lists through joint venture marketing strategies.
- **How to purchase opt-in leads (and whether they should consider doing this.)**
- How to use advanced tracking features with their autoresponder service.
- **How to actually use the lists effectively once you have built them using the autoresponder series.**

c) Pay-per-click (PPC) advertising. Most newcomers will find PPC advertising dauntingly complex; and will rarely get the results desired. However, veterans of Internet marketing (i.e. people who have made it to this stage in your series of guides) will find PPC advertising to be an indispensable tool.

In addition to PPC being a viable strategy for veterans, it is also one of the quickest way they can generate sales for you, since the sales can start as early as the campaigns – and that is within minutes.

For these reasons, you will want to encourage high-level affiliates to use PPC advertising; and **you will want to provide them with some high-quality material to save them some wasted time and effort.**

Suffice it to say – the more strategies you provide, the greater your affiliates changes will be of succeeding; however, **a good rule of thumb is to always put the quality of these guides over the amount of strategies they contain.**

So, start by developing that first guide very well. Move on to the second when you have time. And then move on to the third.

You can always expand the series in the future; however, **once you release a poor-quality guide, there's not very much you can do to expunge that from the memory of the affiliates who read it.**

2. Create Promotional Tools to Accompany the Guides

While guides are very useful in themselves, they are even more useful when they are accompanied by relevant, high-quality promotional tools.

With that said, here are some of the promotional tools you will want to consider creating as complements to your guides:

a) Pre-Written Solo Email Ads.

In many cases, your affiliates won't necessarily be world-class copywriters. Thus, if you can provide them with pre-written copywritten content, you can limit their job to simply finding the right places to advertise using your pre-written material.

b) Pre-Written Autoresponder Series.

The same logic hold true here: many of your affiliates may be great marketers, but simply aren't very good writers. If this is the case, you may want to ensure that they have good writing at their disposal by having a autoresponder series created for them.

c) Pre-Written E-courses.

Similar to autoresponder courses, you could also create pre-written e-courses for your affiliates, which they could then use to a means to generate leads for your product.

d) Regular Newsletter Ads.

Yet another barrier to affiliate success is ads that can readily be placed in newspapers and as PPC ads. To remove this barrier, you could create these ads for all of your affiliates. As an added bonus, they may experience better results than they would otherwise, since your ads may be better.

e) Pre-Written Blog Entries.

Even if your affiliates already own and post regularly on a blog, they may not be familiar enough with copy or with your products to write promotional blog entries about them.

For this reason, you will want to create these promotional entries for them. If you do not feel comfortable writing them, you

may want to hire a ghostwriter or a copywriter to do them (depending on the quality of the work needed).

Remember: **if your affiliates have better promotional tools, then they will make more sales.** Why not guarantee that they will have these tools by giving them to your affiliates directly?

f) Articles.

One of the most simple – and yet also most powerful – promotional strategies is “article marketing.” This involves writing articles and then adding them to various article directories.

This strategy is cost-effective for three reasons: 1) it is completely free to use (in terms of out-of-pocket costs); 2) it will get a number of backlinks pointing to the site of the article writer, which will improve his search engine rankings; and 3) it will generate click-through traffic.

If your affiliates also happen to be Internet marketers, then there’s a very good chance they have used this technique; and have seen how powerful it can be as a traffic generation tool.

Indeed, they are likely to want to use it to promote your products; however, they may be reluctant to do so because it involves writing articles, which can be tedious and time-consuming.

Here, again, **you have a chance to improve their promotional capabilities by providing them with high-quality articles** that they can use to promote your products.

All you have to do is purchase a batch of 10-20 articles from skilled ghostwriters, edit them to insert some promotional phrases and places where affiliate links can be inserted, and then give them away to your affiliates.

g) Rebrandable Ebooks.

If you're unfamiliar with the term, **a rebrandable ebook is an ebook that contains links in it that may be altered, so that they link to your affiliate's site**, rather than your own.

Rebrandable ebooks are a particularly effective piece of marketing technology because they allow you to give your affiliates a high-quality product, which they may give away for free – and then make sales through the back-end.

In general, rebrandable ebooks can be highly effective marketing mechanisms; however, there are two things you should keep in mind when using them: **1) repeatedly link to your products throughout the ebook; and 2) make it clear that your affiliates are free to sell or give away the product.**

In order to make rebrandable ebooks, you will either need to give your affiliates the ebook in Word and allow them to alter the links themselves; or you will have to use a special PDF branding software, which will make you appear more professional.

h) Video and Audio Content.

One of the best ways to sell your own content is to use cutting-edge sales mechanisms. **Right now, few sales mechanisms are more effective and more cutting-edge than audio and video.**

Additionally, video and audio clips are easier to create than they ever have been in the past. Using a free tool, such as <http://www.camstudio.org>, **you can create screen captures with voiceovers, detailing your products' features and benefits; or providing teaser information.**

Regardless of how you approach this (and there are a lot of different ways to do it), just **remember to focus on creating content that will help your affiliates to sell more units.** Additionally, consider creating a few FAQ files to go along with the audio and video, so that the affiliates know how and when to use them.

Now, the eight aforementioned tools are not the only things you can give to your affiliates to help them promote your products, but they are the eight most frequently used items; and **each has a long track record of aiding in successful promotional efforts.**

3. Make it Easy for Affiliates to Contact You

Many people who get into Internet marketing do so for the anonymity it affords. **There's no need to...**

- Talk to employees in person and on a daily basis.
- Get yelled at by angry customers, who are unsatisfied with a product.
- Get calls on vacation or during time off, since no one will have your number.
- Get stuck in awkward social situations.
- Have your name attached to your work and ideas.

Indeed, all of these things are attractive parts about selling products over the Internet, rather than through a brick-and-mortar store.

However, it is important to separate your ideal world from empirics of reality.

In reality, you can indeed avoid all of these things by running an Internet-based business; however, there's a very good chance that your business will fail or do poorly as a result.

The reason for this is simple:

Vendors, employees, and affiliates want to deal with REAL, accountable, trustworthy people who have real numbers and who can be reliably contact if needed.

For this reason, you will want to find some way to maintain a channel of communication with your affiliates. You might do this by...

- **Creating an email account exclusively for affiliate relations**, so that they can contact you whenever they need you to answer a question.
- **Create a forum**, where your affiliates can interact with each other; and where you can visit frequently to post news and respond to questions.
- **Create a private blog**, which you can use to communicate plans to affiliates and allow them to post comments

Whatever you do, make sure that your affiliates can contact you if needed; and **try as much as is possible to be transparent, predictable, trustworthy, and responsible.**

If affiliates believe they can trust you to ensure they are paid, to deliver bonuses when you promise them, to remain interested in their work and involved if necessary, and to respond to questions when needed, they are likely to work harder to promote your products.

How to Motivate and Retain Your Top Affiliates

As I mentioned in the introduction, one of the most important parts about affiliate marketing is motivating and retaining top affiliates (i.e. the 20% of affiliates who make 80% of all affiliate sales). **While it is easy to say that you should do this, it is often considerably harder in practice.**

It is hard because:

- **Top affiliates have a lot of options.** They're the top affiliates precisely because they are well-positioned within the niche or are highly skilled and capturing and directing targeted traffic. For these reasons, they're capable of promoting dozens of different products – not just yours.
- **Top affiliates receive a lot of offers.** Since they're such productive promoters, every business will want to attract them. If they're receiving constant counter-offers and special packages from your competitors, it will be hard for them to stick around for an extended period of time.
- **Top affiliates will have to diversify their product base if they are sending out ads on a daily or weekly basis via email list.** Promoting only your products would get tiresome and counter-productive.

- **Top affiliates may simply lose motivation at one point or another.** And, once they do this, they are likely to start looking for something more interesting and motivating to promote.
- **Top affiliates may stop promoting you once your product is no longer “hot.”** That is, once the product launch is over and the buzz has died down, they might look for the next “hot” launch and forget about you altogether.

For these reasons and others, top affiliates are a hard catch; and, once you catch them, it is often harder or even impossible to retain them. However, if you can retain them reliably, your business will flourish beyond what would be possible otherwise.

With that said, **let’s explore some of the ways in which you can motivate and retain your top affiliates, so they don’t go somewhere else.**

1. Start an Affiliate Newsletter and an Affiliate Blog

As I’ve mentioned previously, one of the most important things you must do as an affiliate manager is contact your affiliates frequently. The more they are able to interact with you, the more they are likely to stick around.

This same idea holds true for top affiliates, too. In order to retain them, you will have to give them a number of good reasons to stay with you.

One very simple way to do this is to create a newsletter to send out to your affiliates. This newsletter could cover all of the developments related to your products; **and explain how they are relevant to your affiliates' work.**

For instance, you could announce that new bonuses are being added to certain products; and that your affiliates can advertise these changes in the next week. Or, you could announce that you are offering a special sale in the following month with a one-time price reduction.

In addition to announcing bonuses and changes, you should also take the time to spotlight achievements by affiliates. You could do this by hiring a ghostwriter to conduct interviews with some of your affiliates and then write pieces about how they became successful, how much they made with your products, etc.

When your affiliates read these pieces, they will be motivated by the thought that they, too, could be in this position if they only follow in the footsteps of some of your affiliates.

Whatever you do with your newsletter, your goal should be to **motivate your affiliates by showcasing the dynamism of your products** and by frequently offering them new promotional tools and attractive product features.

In addition to your newsletter, you should also consider creating a private affiliate blog.

Earlier in the report, I suggested that you crash other affiliate programs' private blogs.

Here, I suggest that you actually create your own private blog.

The purpose of creating your own private affiliate blog is to give your affiliates something exclusive that they cannot receive elsewhere.

Additionally, it is to give them a medium where they can interact with you, ask questions, and receive advice.

If you do decide to create such a private blog, it is important that you do the following:

- **Post frequently.** If you don't, no one will bother to come back to the blog on a daily or weekly basis. This will completely destroy any value that blog may have created to begin with.
- **Use it to motivate your affiliates.** Post things such as the total amount of sales for the month, the top affiliate of the month, a ranking of all of your affiliates, a feature story, or an interview with an expert.
- **Be responsive to blog comments.** Don't simply post something and then expect your affiliates to take over from there. Engage your affiliates' comments and provide them with something useful to work with.

Not only will doing these things make affiliates more motivated, but it will also make them feel as if you are a worthwhile seller – as if you are truly interested in providing for both affiliates and buyers.

2. Run Affiliate Contests to Revive Affiliates with Flagging Interest

As we discussed previously, running contests is a great way to get people to join your affiliate program prior to a launch event.

In fact, some great Internet marketers use this strategy to an extreme – giving away huge prizes to the winners.

In general, there are a few things you should know about running successful contests:

- **Make the rules simple and transparent.** Rather than constructing a complicated set of rules, create a starting date and time and an ending date and time and challenge affiliates to sell the most units between those two periods of time.
- **Be forthright with the prizes at stake.** In a few sentences, explain to your affiliates what they will receive if they end up in first place, second place, third place, etc.

- **Give a first-place prize that is likely to exceed the sum of the commissions that the winner will generate.** Examples include vacations to exotic places, time shares, free plane tickets to any destination, and cars – yes, cars. This will give affiliates a massive incentive to work harder and generate more sales.
- **Give frequent updates about affiliate rankings.** In fact, if it is possible, use a system that will automatically update a sales counter. If you cannot do this, then announce ahead of time when you will update sales on a daily, weekly, etc. basis.
- **Use a short time horizon for launch contests.** For instance, one day, one week, or one month might be reasonable contest lengths for launches; however, if you exceed that time horizon, affiliates will lose interest as top sellers break far away from the pack.

Now, with that said, it is important for you to use contests in non-launch scenarios.

The reason for this is that affiliates tend to pay a lot of attention to new products and relatively less attention to older products. **However, as an affiliate manager, your goal should be to keep them attentive far after the launch has ended.**

One way to do this is to create contests with longer time horizons or to create contests after all of the launch buzz has faded away. Your goal should be to re-stimulate affiliate interest, so **you may want to**

couple these contests with the announcement that you are adding a bonus to the product.

In fact, you may simply want to create an updated version of the product (i.e. Your Product v2.0) – and **use the contest to raise awareness about the update.**

If you do this correctly, you can expect to see significant increases in sales without much additional work.

3. Offer Cash Bonuses to Your Top Sellers

One of the best ways to motivate affiliates to sell more units is to bribe them – that is, offer them more cash.

Now, **there are a number of ways you can do this.**

One way is to tier the commission rates, so that the top 10 sellers are automatically given a 75% commission rate; whereas the next 10 are given a 65% rate; and so on.

This tiering of commissions will promote competition between your affiliates, which could inspire them all to work harder, **so that they can outcompete other sellers to get into a higher tier.**

If you would prefer to encourage cooperation, rather than competition, you might want to use a fixed number of units as the commission rate cut-off, rather than limiting it to a certain amount of positions.

For instance, **you could announce that everyone who sold more than 30 units in the upcoming month would be given a 75% commission rate.**

Alternatively, you could give cash bonuses to your affiliates for their work, so it appears to be more of a gift, rather than a reward (thus making affiliates feel good about you in general).

Again, you might setup some sort of system, so that people who have sold over 25 units in a given month are awarded with a \$200 cash bonus.

For people who have improved significantly, but haven't sold a whole lot of units, you could either offer them a small cash bonus or interview them for your blog.

Recognizing the achievements of smaller affiliates is important for two reasons: **1) it will show other small affiliates that they are appreciated as well; and 2) it will demonstrate that they don't have to beat the top affiliates just to get a prize.**

4. Do Joint Venture Partnerships with Top Affiliates

Another great way for you to inspire your affiliates to work harder to promote you is to **offer to do a joint venture partnership with a different affiliate each month (or every other month).**

You can do this in a number of different ways, including:

- 1. Spotlight your top seller from the month on your blog or in your newsletter.** Explain who the top seller is, what he sells, and where readers can find out more about his products. When you include a link to his products, make it an affiliate link. Both you and the top seller can benefit from this.
- 2. Select an affiliate from whom you have purchased a product or service and offer to spotlight her in your newsletter.** You could do this by creating a write-up about her product and what she does.
- 3. Offer to do product reviews for your affiliates.** Every month, allow the top 25 affiliates to submit a relevant product to you. From the submissions, select the product you like best and review it in your newsletter.
- 4. Offer to create products with affiliates who have sold a certain amount of units.** Having the opportunity to create and promote a product with a high-level seller will inspire them to sell a tremendous amount of units.

The options are limitless, so I will not enumerate them all here. But the point is pretty simple: if it's feasible, find ways to do joint ventures with your top sellers. **It will benefit you, benefit them, and inspire everyone watching to try harder.**

5. Re-Energize Your Affiliates by Pitching the Benefits of Being an Affiliate

From time to time, affiliates forget why it is that they liked being an affiliate more than, say, selling their own products – or working for a boss somewhere. **From time to time, affiliates also forget why they preferred one program over another.**

It's natural for them to forget these things over time. And as a result, many affiliates end up straying to different programs, trying out their hand at selling their own products, or giving up to go back to an office job.

While you shouldn't be too aggressive in trying to force to stay with you (as this may be counter-productive), you should remind them from time to time why they probably found you and stuck with you to begin with.

For instance, when it comes to why being an affiliate is good, you might want to remind them that:

- They don't have to commute to work on a daily basis.
- They can see their family more often.
- They don't have to create their own products or provide services for a "boss."
- They are free to make their own schedule.
- They are rewarded for their efforts by commissions, rather than being tethered to a wage or salary that might not reflect their efforts and creativity.

- They don't have to worry about being "fired."
- They don't have to worry about organizing massive product launches

As far as being YOUR affiliate goes, this will take some more creative thinking, but for starters, you will want to highlight:

- The specific benefits you offer to each and every one of your affiliates.
- The contests you hold that they are unlikely to find with other sellers.
- The commission rate that you offer, which compares favorably to your competitors' rates.
- The free promotional material you provide them with, which makes it easier to sell your products.
- The cash bonuses you offer to affiliates, which are rare in other programs.
- The conversion rates on your products (if they are higher than most sellers in your niche.)

Wherever your program's particular strengths happen to be, **you should highlight them on a regular, but infrequent basis**, so that your affiliates will understand why it is that they have made a good decision.

6. Give Top Affiliates Exclusive Deals

As we've discussed several times already, retaining top affiliates is no easy task; however, **it is easily one of the most productive and profitable activities you can engage in as an affiliate manager.**

One of the best ways in which you can retain top affiliates is to offer them something exclusive – something that the rest of your affiliates will not receive.

You have a lot of options, but standard deals include cash bonuses, vacations, cars, and higher commission rates.

Here, I am going to suggest something slightly different.

Instead of giving your affiliate more money, grant them the ability to gain some prestige by being recognized as an elite affiliate.

You can do this by granting them the privilege to start selling your product before you allow the rest of your affiliates to do so.

In general, you should not allow them to start selling it well in advance; however, **a lead of 1-2 days should give them a significant increase in prestige** and also force a lot of buzz-buyers to purchase through them, thus gaining them potential customers.

This will do two things:

- 1. It will encourage new affiliates to sell for you.** Knowing that they can potentially improve their position in the marketing world by being granted the opportunity to do pre-launch promotions, marketers will snap up the opportunity by seeking you out and becoming your affiliate.

2. It will encourage current affiliates to try harder. If, for instance, you qualify people for early promotions based on how many units they sold at the previous launch, then you can encourage people to work hard on current launches, so they can be granted privileges in the future.

In addition to offering top affiliates exclusive rights to promote early, you should also consider giving them other exclusive promotional tools, such as a personalized affiliate page on your own domain or something similar.

In general, you should try to find exclusive things to give them that do not cost you any additional money; however, if it comes down to it, you should also be willing to spend money on things that top affiliates explicitly request.

7. Ask Your Affiliates What They Want

As a general rule of thumb, it is always a good idea to ask people with a lot of specific information about your niche buyers what it is that they want most.

In the specific case of affiliates, this makes a whole lot of sense. Many of them will be selling to small segments of the overall niche; **and it is important that they have the specialized promotional tools available to appeal to that segment.**

Rather than beating around the bush, approach your affiliates directly – either through email, through your private blog, or through your affiliate forum – **and ask them explicitly what it is that they want.**

If a lot of affiliates tell you that they need video content, then provide them with video content. If a lot of affiliates tell you that they need rebrandable ebooks, then consider getting those two.

The most important thing to take away from this is that **you need to determine how to enable your affiliates to do a better job selling for you**; and then you need to go ahead and make sure they can do it.

When you're at it, you may want to take the time to find out what motivates your affiliates (i.e. what it is that they want most). In the process, you're likely to come up with a mix of answers. While you cannot respond to them all individually, you should take note of recurring answers.

For instance, if a large group of affiliates tend to be motivated by large prizes, such as cars and vacations, then try to offer that if it is possible.

At the same time, **if a large sub-set of your affiliates is motivated only by cash, then try to offer them cash bonuses and higher commission rates.**

If you want to make this entire process easier and somewhat more scientific, then you will want to **collect all of the information in**

survey form, so that you're not too tempted to put too much stock in one idea or another.

You can do this by creating a free account at <http://www.surveymonkey.com>. Here, you can create a simple survey online; and then send your affiliates, so that they can vote on the things they want most.

You can then analyze the results, formulate a plan to produce what it is that affiliates want most, and then deliver it.

Along the way, it is always a good idea to formally announce everything you are doing. **This will help your affiliates to see what you are actually taking stock in what they say;** and that you are actually planning to change things in response to their suggestions.

Conclusion

Over the past 60 or so pages, you have learned quite a bit about “affiliate management,” a phrase which is not used enough in Internet marketing circles.

You have learned that affiliate management isn’t simply the process of recruiting affiliates, but also involves a lot of important, but oft-ignored details, such as how to actually keep affiliates interested once you reel them in and convince them that the products you’re selling are worthy of promotion.

Most importantly, however, you have learned large variety of strategies that you can implement to overcome challenges in your day-to-day affiliate recruitment and management activities.

Fortunately for you, I am not going to let you finish this ebook until you have reviewed all of those strategies. **Unlike most authors, I won’t let you walk away with a foggy understanding of what you read the first half of the ebook.** I want you to remember it all.

For starters, you learned what’s involved in recruiting top-affiliates. You learned that:

- **They’ll make up approximately 20% of your affiliates and will account for 80% or more of your sales.**
- They aren’t always Internet marketers; however, many good ones are.

- You can find some of them by determining who owns top-ranking PPC and organic ranking sites on Google for relevant keywords and key phrases.
- **You can find others by looking for related product sellers on sites like <http://www.ClickBank.com>.**
- You can find even more by scouring joint venture blogs and private affiliate blogs.
- **You can join your competitors' affiliate programs, so that you can gain access to private records about affiliate sales.**
- You can search for your competitors' products on Google and find out which affiliates hold top PPC slots for those products.
- **You can find people who are well-positioned in the niche, by locating relevant newsletters, forums, and blogs.**
- You can ask your best affiliates to provide you with referrals to affiliates who are known to be good sellers

You also learned how to approach these affiliates once you find them.

In particular, you learned:

- How to politely approach affiliates without scaring them off.
- **How to contact affiliates through the correct medium.**

- How to differentiate yourself from the dozens of other sellers who are trying to attract the same top affiliates.
- **How to make yourself visible in places like blogs and forums, where these top affiliates are likely to hang out.**
- How to prove yourself as a worthwhile seller, so affiliates see you as worthwhile, respectable, and trustworthy.
- **How to build relationships over time, so that you can cash in on them during launch events.**

You also learned how to:

- **Send out letters and make phone calls, so you can attract affiliates who you have not yet developed relationships with.**
- Make your affiliate program offers unique, so that top affiliates will be attracted to your particular program over your many competitors' programs.
- **Offer different rates to different affiliates as needed.**
- Use bonuses to encourage affiliates to try harder and to make more sales.

- **Create special landing pages for your top affiliates to increase their prestige and to encourage them to sell more.**
- Offer special discounts for your affiliates' buyers, so that they can improve their own credibility with their buyers.
- **Offer small perks that will encourage affiliates to be loyal and to try harder, such as daily commission payments.**

In addition to learning where to find affiliates and how to attract them, you also learned how to enable them to promote your products efficiently. **Specifically, you learned:**

- **How to create affiliate training guides and what to include in these guides.**
- How and why to create solo ads, autoresponder courses, promotional video and audio content, newsletter ads, blog ads, banner ads, articles, and rebrandable ebooks for your affiliates.
- **How and why to contact your affiliates regularly and to create mediums through which they may contact you, including forums, special email addresses, and blogs**

Finally, you learned why it is important to motivate your affiliates AFTER the launch phase has ended; and how you can use several different methods to do this, including:

- **Starting an affiliate newsletter and blog and using it to motivate your affiliates and to tell them about product updates and news.**
- Running affiliate contests, so that affiliates remain engaged and interested well after the launch has ended.
- **Offering cash bonuses to affiliates as a reward for selling a certain amount of units.**
- Offering to do joint ventures with your top affiliates, so they can gain prestige as a high-profile affiliate.
- **Intermittently “sell” the benefits of being an affiliate in general and being an affiliate for your particular products specifically.**
- Give your top affiliates exclusive deals, such as being able to sell your products 1-2 days prior to the rest of affiliates.
- **Approach your affiliates directly, either through email, through a forum, or through an Internet-based survey and ask them what it is they want most**

And there you have it: **A detailed set of strategies for finding affiliates, attracting them to your programs, ensuring that they can promote your products, and then re-energizing them when they get bored or unmotivated.**

You now have all of the information you need to be successful as an affiliate manager. **It is now up to you to use that information to capture affiliates, train them, and encourage them to sell.**

If, at any point, you start to forget what you learned or you become motivated, you should always refer back to this ebook directly, re-read the relevant section, craft a strategy based on what you re-learn and then get to work immediately.

For now, get out there and take action. Stop waiting for the affiliates to come to you. Find them, attract them, train them, nourish them with promotional materials and advice, and motivate them to keep going long after your launch is over!

Neil Adams