

Special Report

How To Get R.I.C.H. With Your Own Affiliate Program

Brought to you by
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Introduction

Internet marketer Jimmy D. Brown who I follow tells a story about how he discovered "affiliate marketing" back in 1979, well before the Internet even existed.

He was **nine years old** and he wanted a Kodak camera that he saw in an advertisement. That advertisement let Jimmy know that if he sold a specified number of copies of Grit® publication, they'd give him that camera as his **compensation**.

He responded to the ad and a few weeks later received a couple dozen copies of the publication. Jimmy began bothering everyone he knew (*and even those he didn't know*). Aunts and uncles who couldn't remember his first name got copies. The unlucky man who sat next to him waiting for a haircut got a copy. An elderly lady at church who likely thought "Grit" referred to some kind of breakfast food got hers as well. ☺

And soon Jimmy got his camera.

He didn't realize it at the time, but he was an "affiliate".

It's one of the most basic business principles ever known to commercialized man –

The idea that you can reach more customers and sell more products by getting a network of sales associates to market for you in exchange for compensation.

You see it everyday...

- John Grisham writes a new book. Instead of trying to personally contact enough people to land him on the NY Times® best-seller list, he relies on the distribution network of everyone ranging from Barnes And Noble® to mail order chains to the local mom and pop bookstore.
- Starbucks® wants people all across the country (check that, all across the GLOBE) to drink their coffee. There isn't enough time in the day to contact everyone in Seattle, let alone the rest of the world, so they rely on a network of franchisees to hock their cappuccinos and lattes.
- The Ford® Company greatly desires to see as many F-150's and Mustangs on the road as possible. There's no way they can reach

every farmer, muscle car enthusiast and others in between on their own. So, they rely on a network of dealers to make their deals for them.

I could go on and on with examples ranging from wares sold door to door like Encyclopedia Britannica®, Rainbow® vacuums and Amway® to travel arrangements to paper clips and pencils.

In each of these instances, the common denominator is this –

The product owner is able to mass distribute their goods through a network of associates who in turn take a piece of the proceeds for their efforts.

On the Internet, this arrangement is known as an "affiliate program". In its simplest form it consists of you (as the product owner) providing other people (as the affiliates) with a unique tracking link which they use to promote your product. When they refer a customer through this unique link, they earn a commission. You keep the rest. And everybody goes home happy.

We've come a long way from Grit® in 1979 to e-books of today, **but the principle hasn't changed** during the past several decades.

You need a "sales army" – a group of affiliates who will promote your product for you in exchange for a commission – in order to reach as many customers as possible and sell as many units as possible in the easiest and fastest manner possible.

If you have this affiliate program in place, then you really don't need to worry about any other source of web site "traffic". You'll be able to get as many visitors to your site as you could ever need. And you won't be spending a penny on advertising in the process. Your affiliates will do all of this for you.

That is, if you have a first-rate affiliate program in place. That's where most people miss the mark: they start an affiliate program, but unfortunately it's just not very effective for them because they don't know how to find affiliates and then keep those affiliate active.

I'm doing my part to change this. One person at a time. I'll start with YOU if that's okay. ☺ Seriously, there's no reason why you can't be extremely successful with your own affiliate program. All you need to do is focus on four simple components that we're going to talk about now.

How To Get R.I.C.H. With Your Own Affiliate Program

I use the acronym "R.I.C.H." to illustrate the four components of a successful affiliate program...

R - Recruiting
I - Interacting
C - Creating
H - Helping

If you have these four components in your own affiliate program, then you should be able to see some great sales results. ***The stronger you rate in each of these four components, the better your results will be.***

(Of course, this assumes you have a quality product to sell and an effective sales process in place ... but that's another story. ☺)

So, let's briefly look at each of these four components and I'll drop some ideas in here to help get your mind moving in the right direction...

R – Recruiting

At the risk of stating the obvious ... you need people to join your affiliate program. Said another way, one of your primary responsibilities as the owner/manager of an affiliate program is to "recruit" members you're your affiliate team.

It stands to reason, you can't have an affiliate program without affiliates, right? (At least, you can't have an affiliate program that is worthwhile.)

So, both an initial and ongoing task is to actively pursue and convince qualified people to join your affiliate program.

This brings up a couple of interesting questions ...

1. Where do I find qualified affiliates?
2. How do I persuade them to join?

Those are perfectly logical questions and they form the backbone of the two-part process of "recruiting". Let's talk about both as we answer these questions.

Recruiting, Part 1: Finding Affiliates.

There are many, many ways to find qualified affiliates for your program. There are software programs that hunt down affiliates. There are even services you can join who'll do the recruiting for you.

Obviously, in this abbreviated report, we won't be covering them all. However, I will be glad to give you one solid method of finding affiliates to get you started.

Search Ezine Article Directories

There are many ezine article directories online which index articles that the authors have given permission to reprint.

Some of the more popular directories are –

- www.EzineArticles.com
- www.SubmitYourArticle.com
- www.GoArticles.com

Now, how do you use these ezine article directories to find potential affiliates?

1. Visit the site and click on a category related to your product. (Or, you can search for a "keyword".)
2. Identify articles that are related to your product.
3. Click on one of these articles.
4. Click through to the URL listed in the resource box of the author.
5. Find the author's contact email.
6. Make contact.

You'll find that ezine article writers can be great affiliates because usually they are marketers ... that's the primary reason why people write and distribute ezine articles.

So, that's one very effective way to find potential affiliates to contact about your program. You could literally do that one thing alone and find hundreds of potential affiliates.

Recruiting, Part 2: Persuading Affiliates.

Now, after you find potential affiliates, it becomes a matter of persuading them to join your program and begin promoting your products.

With so much competition, this isn't an easy task. So, let's identify something you can do in order to get this done as easily and effectively as possible.

Since I'm only going to cover ONE idea in our limited time together in this report, let's go after "super" affiliates. That is, let's identify something you can do to get the attention of a top-producing affiliate who has a large list, high-traffic web site and loads of credibility in the marketplace.

Here's what you do -

Prepare a special incentive for their audience only.

This idea is a bit time consuming, but can be very beneficial in attracting bonafide "super" affiliates.

The idea here is this -

Create a special incentive that will be exclusively available for only ONE "super" affiliate.

What really works best here is a special report about 10-15 pages in length, full of meaty content that's highly related to your main offer.

Let me give you an example -

Example: Let's suppose you've got a product that teaches "The 5-Day Diet". As a special incentive for your ONE "super" affiliate you might create a 10 page report entitled, "How To Lose One Belt Size In One Week ... Without Dieting!" You offer that free report as a bonus to all customers referred by the ONE "super affiliate". It's available exclusively for that ONE partner's network of contacts.

Once you have this special incentive created, you contact your TOP GUN. That is, you identify the #1 "super" affiliate you'd like to have on board and you contact them with your proposal.

Go through the standard stuff (give them a copy of the product, explain the commission structure, etc.) and let them know that you've created an EXCLUSIVE bonus that is ONLY available for their contacts who purchase your course. Provide them with a copy of the bonus for review as well.

This is a great selling point, folks. The "super" affiliate now has a compelling reason to contact their list about YOUR product ... they have something they can offer their contacts that no one else can offer - your exclusive bonus.

Sidebar: One of the most successful affiliate marketing tactics of all-time is to create an exclusive bonus to get your contacts to order a product through YOUR link. In this strategy, the affiliate doesn't have to create the exclusive bonus...you've done it for them!

If your product and bonuses are of top quality and you're affiliate program offer is a sold one, this technique should snag you a "super" affiliate to endorse your product.

Here's the thing: If the #1 "super" affiliate on your list declines your offer, move on to someone else. Decide who your #2 most desired "super" affiliate is and contact them with the exact same offer. Keep doing this until someone says "yes" and uses your bonus report as THEIR exclusive offer. You've already completed the report and someone WILL accept the offer sooner or later, so keep searching until they do.

But don't stop there!

Repeat this process. That's right, create ANOTHER exclusive report and approach ANOTHER "super" affiliate! Keep doing this until you run out of bonus incentive ideas.

I want you to think about how "worth it" this is to do. Let's suppose you devote 10 hours to creating a 10 page report. And as a result you get a "super" affiliate on board ... is it worth it?!!!

- Is it worth 10 hours of your time to get a "super" affiliate to promote your offer and bring in hundreds, even thousands of dollars in profit?
- Is it worth 10 hours of your time to get a "super" affiliate to send visitors to your page where you have a list offer in place to bring in hundreds of new subscribers?
- Is it worth 10 hours of your time to get a "super" affiliate to endorse you and bring added credibility and trust to your name and reputation?

- Is it worth 10 hours of your time to get a "super" affiliate to promote you which can easily result in a "snowball" effect of others getting involved in promoting you as well?

The benefits to this strategy are mind-boggling and far-reaching for those willing to invest the time and effort into it.

So, those are just a couple of ideas for **finding** and **persuading** affiliates. Your first component is "recruiting". Number two is coming up next...

I – Interacting

If I had to point to one "missing ingredient" of most affiliate programs (even from very well know "gurus") it is this component here: "interacting".

That is, an ongoing, relationship-building communication aspect to the program.

It's **never enough** to recruit affiliates. It's **never enough** to recruit them and train them. You've gotta communicate with them regularly in order to keep them active and loyal.

Learn this –

If you aren't talking to your affiliates, someone else will be.

Neglect is the great wrecking ball of affiliate programs. It will destroy your team (and ultimately your profit!) if you let it take root in your affairs.

So, you'll want to regularly interact with your affiliate team.

One of the things that I recommend you do in terms of "interaction" is to ...

Send Time-Sensitive Alerts That Force Affiliates To Take Action Now

That is, you want to notify your affiliates of something which requires their immediate attention in order to cash in on a revenue-generating opportunity.

If they snooze, they lose.

Now, what I want to do is just share 5 simple ideas for creating limited opportunities for commissions which will "force" your affiliates to get active or get left out.

1. RAISE THE COMMISSION FOR A LIMITED TIME. Let's assume that you offer 50% commission as your standard rate. With this idea,

you'd raise that commission to 75% for a short amount of time, say for instance "the next 3 days" or "the next week only".

What this does is give your affiliates a compelling reason to get off the fence and do something NOW ... because they'll be getting a significantly higher commission if they refer sales during the special increase.

2. OFFER 100% COMMISSION FOR A SPECIAL PROJECT. Why not take this one step further and offer all the sales proceeds to your affiliates for a short period of time. This is certain to get interest.

Why would YOU do this? It's simple: you build a list of leads and customers to offer "backend" products and services to. You sacrifice some initial profit to gain even more profit after that first sale ... and you've got new leads/customers you can profit from for an extended period of time.

3. CREATE A 3-DAY FIRESALE OR SPECIAL OFFER. Put together some kind of special package deal that you offer for 3-5 days only. This is another great way to get affiliates active - again, if they want to cash in on the opportunity, they have to do it during the 3 days of the firesale or they'll miss out because the offer is no longer available.

Note: A variation to this idea is to limit the units sold.

4. MAKE SPECIAL BONUSES AVAILABLE. Again, this is a nice way to get benchwarmers into the game. Create a special report or use another product or some additional premium that you allow your affiliates to give away to THEIR customers who buy your product or service.

But, here's the catch: only the first 25 affiliates are allowed to give away your additional bonus, or the bonus is only available for a limited time.

A great idea to use in conjunction with this is to contact your inactive affiliates and make this offer to them to kickstart their interest in your program.

5. DEVELOP A TIME-LIMITED, 3-PART VIDEO SERIES. Something that you see more and more of now - and will see even more in the future - is this idea of hosting different "episodes" of a video series at your site and then removing each "episode" after a few days when the new one is released.

In other words, you'd have a 3-part video series sharing content on a particular subject that's designed to promote your product. You put video #1 up for 72 hours then you take it down and replace it with video #2. After 72 hours you remove it and put video #3 in place. This is a great idea to get affiliates active for several reasons:

- (1) They have to promote it NOW or the videos will no longer be available,
- (2) They can promote the same series THREE times - when each new video is released,
- (3) They can expect results because their contacts have to view the videos NOW or they will no longer be available. Superb way to get affiliates active.

Two down, two to go...

C – Creating

One of the primary things you should do is stockpile an "affiliate center" with "marketing materials" for your affiliates – both **content** to distribute and **advertisements** to publicize.

And then ... never let it go dormant. Keep adding new materials for your affiliates to distribute!

Let's talk about these for a few minutes. First, let's talk about "content".

There is a long list of "kinds" of content you'll want to provide your affiliates with to distribute.

Things like –

- Articles
- Ebooks
- Reports
- Mini-Courses
- Blog Posts
- Quick Tips
- Interviews
- Bonuses
- Follow-Up Sequences
- Audio Files
- Videos
- Surveys
- Compact Discs
- Teleseminars
- Ongoing Series

Here's a quick screenshot of a report that a well known internet marketer uses to convince his affiliates to rebrand with their affiliate link and give away...

Now, just give away the goodies!

2) Brand the Free Report so you Can Give it Away

Customize this special report, "*5 Steps to a Big-Profit, S.M.A.L.L. Report Business*" with your affiliate link and begin giving it away for immediate results.

Start by downloading the report here --> [click here](#) (.zip file)

Included in the .zip file are three files.

1. Step-by-Step Instructions
2. The branding tool
3. The pdf report, ready for branding

It's quick and easy. Takes less than a minute.

If you need any help branding your pdf file, please contact nicole@infoprofitshare.com

Where Can you Give It Away?

[Click here](#) for an ever-expanding list of places to share these free reports -- and make money!

Notice several key things here...

1. Description. The name of the report is listed. The contents of the file are listed. The purpose is explained.

2. Instruction. There are step-by-step instructions included in the file to explain how to rebrand the file. There is a link provided to a listing of places to share the free reports.

3. Consultation. An offer for assistance is provided, along with a contact email address to offer support for any affiliate needing help.

It's brief – it's simple – it's effective.

This internet marketer even takes it a step further with his free report by providing ads and solo mailings to promote the free report! ...

Ads to Promote the Free Report

If You Can Write 7-15 Page Reports, Then You Can Make A Living Online Working Just A Few Hours Each Week From The Comfort Of Your Home. Find out how in this free report (link to free report here)

7 Days from now, you could have your own Infoproduct Empire -- already making money. Find out how in this free report. (link to free report here)

Sample Solo Email to Promote the Free Report

[FIRSTNAME], if you can write a 7 page report, you can build a 6 figure business

Hi [FIRSTNAME],

I don't know about you, but, for me, the thought of creating an entire ebook is just overwhelming.

You have to choose a topic, write 50-100 pages, make a sales letter, find a shopping cart, and figure out how to sell the

Now, what I consider to be **MANDATORY** when it comes to creating "content" for your affiliates to customize with their affiliate link and give away is ...

- 3-4 ezine articles.
- 1 special report.

That's the minimum amount of content you should have inside your affiliate center **PER PRODUCT** in order to get your affiliates started.

If you can add in other things that I've mentioned (I.E. Mini-courses, videos, blog posts, etc.), then that's even better.

The important thing is to provide quality content for your affiliates to customize with their affiliate link and begin

distributing to their network of contacts.

And I don't want to get off on a tangent here, but I think it's worth reminding you of the purpose of this content:

To pre-sell.

That is, you want this content to be good enough to show that you know what you're talking about so the reader will click on inserted links to arrive at your product sales page.

I always use the phrase "*useful, but incomplete*" to describe this method of pre-selling. You want the content to be "*useful*" enough to the reader that they can get some benefit from it on its own, but "*incomplete*" enough that it can be maximized by investing in your product.

That's the ultimate freebie-to-product conversion ratio.

So, that's the "*content*" side of things.

What about the "*advertisements*" side of things?

What kinds of "*advertisements*" do you need to include in your affiliate center? Again, there is a wide variety of items...

- Classified ads
- Solo mailings
- Product reviews
- PPC Keywords
- Banners and Buttons
- Thank You Pages
- Error Pages

The more different "kinds" of advertisements you can provide your affiliates, the better.

And make it as **EASY** as possible for your affiliates to use the materials.

We'll talk about this more later, but I want you to learn this immutable law of affiliate management –

***The easier you can make it for your affiliates,
the more likely they are to actually take action!***

So, what's the "mandatory" requirement for ads to include?

Here's what I recommend –

3-4 classified ads.

2 solo mailings.

1 banner, button and cover graphic.

And the final component of the "R.I.C.H." formula is...

H – Helping

You must provide MORE than content and ads. You must provide MORE than a step-by-step plan to work through.

You must provide training to help affiliates do the things necessary to make money for both of you.

Here's the thing about training –

***You only need to create the training materials once.
All affiliates can use them for a lifetime after that.***

Sometimes it's best to put together text and video tutorials explaining how to do several of the basic tasks you refer to in your checklist.

For example, if you find that quite a few of your affiliates are completely new and don't understand how to create a redirect page to hide their affiliate link, then you might put together a short video walking viewers through the process. You can add it to your affiliate center for all affiliates to access.

Your ***basic training*** needs to provide the affiliate with instructions on how to accomplish the steps necessary to distribute your content and publicize your ads.

Explain things like...

- How to unzip files.
- How to create redirect links.
- How to setup a free blog.
- How to link to a banner ad.
- How to use tracking stats.
- How to rebrand reports.
- How to use PPC advertising.
- How to write and distribute ezine articles.

Explain to them the basic things they need to do in order to promote you as an affiliate.

Assume nothing!

Seriously, don't assume they know how to do anything. Many of them won't. Give them basic training to show they HOW TO promote you.

I know what you're thinking: if these affiliates are so new, should I really invest any time in them? Is it really worth the effort?

You betcha!

- 1) Firstly, you only create these materials once.** After that, affiliates can use them forever.
- 2) Secondly, if you train these affiliates and they all just generate 2-3 sales per month for you ... it adds up to a lot!** (Do the math: 500 affiliates X 3 sales per month = 1,500 extra monthly sales!)
- 3) Thirdly, you never know when you'll hit the jackpot.** Not every "guru" was a "guru" in the beginning. They too were new at one time. Who knows, you may train a future professional who promotes you all along the way. Or, maybe they'll only produce 2-3 sales per month ... but ONE of those sales just happens to put your product in front of an existing "guru".

Take care of your affiliates – train them, support them ... HELP them.

- ✓ Let them ask you questions.
- ✓ Offer monthly training calls.

- ✓ Create video tutorials.
- ✓ Be accessible for them.
- ✓ Create a FAQ database.
- ✓ Offer "advance" training.

Taking It To The Next Level

There is an incredibly lucrative step that you can take in your "*basic training*" for your affiliate center that will send your sales over the edge.

And that step is to provide **multiple recommendations and resources**.

- ✓ Don't just say "*use this solo mailing*", but rather say, "*here is a list of 25 places to buy solo mailings*".
- ✓ Don't just say "*here are some keywords*", but rather say, "*here are the top 5 PPC search engines to advertise in.*"
- ✓ Don't just say, "*distribute this ezine article*", but rather say, "here are 12 ways to distribute this ezine article".

Give the affiliate as many recommendations and resources as possible and you'll find that many won't just do ONE thing, they'll do NUMEROUS things!

Closing Thoughts

That's how you "get *R.I.C.H. with your own affiliate program*"!

R - Recruiting
I - Interacting
C - Creating
H - Helping

If you'll invest some time building an affiliate program, then you'll find that this is the best source of free traffic out there. Imagine hundreds or even thousands of other people actively promoting your products and services.

That's the power of a successful affiliate program.

One more thing: Before I close out, I do need to mention one thing. Just in case you have no idea which "platform" to use in actually SETTING UP your affiliate program, let me recommend either Clickbank.com or 2CO.com. Both of these are low-cost options for setting up your affiliate program and both have robust affiliate tracking / management systems in place. Additionally, they both have extensive training tutorials and support teams to help you with the simple setup process.

- If you'd like a "turnkey" system that handles order processing AND affiliate payments, then Clickbank.com is my recommendation.
- If you'd like to sell physical products or want to pay your affiliates yourself, then 2CO.com is my recommendation.

Clickbank.com has a bigger network of existing affiliates who are familiar with using their service, so your ability to recruit affiliates might be better served by selecting them as your affiliate program vendor.

The only thing left is for you to get started! Now, obviously, what we've covered here today is the basic things you'll need to begin. There are, of course, many different ways to doing the things we've identified, as well as many extra details.

EXAMPLE: There are at least 20 great ways to find affiliates to join your affiliate program. We've briefly touched on a few, but there are MANY more ... even BETTER ways than discussed in this report.

What I'd like to do at this point is recommend my #1 course on the subject, [The IM Guru Replication System](#).

Module 3 of [The IM Guru Replication System](#) is really the "encyclopedia" of running a profitable affiliate program ... a true "how to" from start to finish. I have even included an in-depth chapter on how to get an affiliate MANAGER to do EVERYTHING about your affiliate program for you!

You can get an affiliate manager to...

- Setup your affiliate program from scratch
- Recruit affiliates on your behalf
- Train your affiliates to promote your offers
- Keep them motivated to continue promoting you
- Run contests, firesales and special promotions for you
- Create marketing materials for your affiliates to distribute

Everything!

[Click Here For Complete Details](#)

Thanks,

Paul Counts