



Affiliate Getting Started Guide

Long gone are the days when you could slap a banner on your website and make sales through affiliate programs. Website surfers are immune to banners and “suffer” from what is commonly called “banner blindness”. Graphics are pretty and still have their place, but if you want to get serious about affiliate marketing you’ll need to go further than that.

This affiliate marketing guide includes 15 surefire ways to help you generate an income from Serving Up Affiliates. The great thing is, you can apply these tips to all the affiliate programs you are involved with.

1. Get to know the products: You can better promote a product if you are familiar with it and like it. We’re not just saying this to get you to buy our product, but a personal recommendation and good product knowledge goes a long way.

You may not be able to try every product you promote, but it is well known that affiliates that use the product will make better sales.

2. Write Your Own Recommendations & Ads: You can always take any pre-written text provided in our affiliate program and see how they work for you, but it's generally better to write your own recommendations and ads. They add a personal touch that will persuade people to find out more.

Tips for Writing Ads & Recommendations

Be Aware of Your Target Reader's Needs: Understand benefits (most important!) and features of the products that will appeal to them.

Share Your Experience: Give concrete examples of how the product has worked for you. Don't just say you love it...illustrate the *benefits* it has provided to you.



Give Information, Not Necessarily A Sales Pitch: They'll get a sales pitch when they get to our website. Keep the tone informational and friendly...gain trust of your reader first. Your job is to warm up the visitor to our product. We'll close the sale.

More Internet Writing Tips

- ✓ *Use a provocative, attention-getting headline:* Ask a question: give a hard to resist benefit; tell your visitor how you've benefited from the product.
- ✓ *Prove your claims:* Don't say, "It worked for me". Say, HOW it worked for you. List concrete benefits of using our products, how you implemented the use of the product and what results it produced.
- ✓ Avoid excessive exclamation points!!!!!! It looks like insincere hype.
- ✓ Avoid excessive capitalization. WRITING IN ALL IN CAPITAL LETTERS IS LIKE SHOUTING! Don't yell at your readers, okay?
- ✓ Keep it simple. People tend to skim while reading on the net and it can be hard on the eyes. Some ways to do this are to:
 - Break up your paragraphs into bit-sized chunks
 - Use headlines and subheadings
 - Write in short sentences with simple language

3. Never Expect a Banner or a Graphic to Do All the Work for You: "Banner blindness" is a common phenomena as we've already mentioned. In other words, people ignore banners. Although graphics can grab the attention of a website visitor, text and information is what they're looking for when they want to buy.

4. Create a Whole Page Review Dedicated to the Product: Now, we're not trying to bully our way into your website by asking for a whole page. The fact of the matter is, full pages work. Your full-page feature will serve as the focal point of many of your promotions.



Benefits of Full Page Recommendations:

- ✓ Permits targeting specific keyword phrases to rank well on search engines.
- ✓ Commands your visitor's full attention.
- ✓ Allows you to go into detail about why you like and recommend the product. Include product benefits, features, personal experiences, graphics and anything else you feel is relevant. You can NEVER give too much information.
- ✓ Helps you warm up your visitor to the product before sending them to the website for a sales pitch.

How to Use Your Full Page Recommendation:

- ✓ Optimize your page for search engine visitors. Do your keyword research to see what people are looking for and optimize your page for that. Include your chosen keyword phrase(s) in your title tag, description tag, page content, etc.
- ✓ Link to your full page recommendation from various areas of your website. Perhaps you'll put a graphic and a little introductory information on your home page. Then, you can give your visitors the option of following the link to the sales website or reading more about your product review.
- ✓ Recommend our products to others in email or on message boards (only where allowed), and send them to your product review page. An affiliate link is often looked upon with suspicion and may not be allowed on a message board. Besides, you know these people; they want to know YOUR opinion. What they don't want a sales pitch from us.



5. Write Articles on Related Topics to Draw in Traffic &

Interest: Write articles about anything related to our product. You can include a subtle recommendation for the product within the article or in your signature line.

Article Writing Tips:

- ✓ Provide "real" information and tips in your articles. Make sure it doesn't sound like a sales pitch. Any recommendations you make should be added value to your article. The recommendation should not be its main purpose.
- ✓ Some marketers say to never put your recommendation or what you are selling in the body of your article. They say it belongs in your byline. But let's be serious. People will read your article, but they don't always read the byline. They are just grateful to get good information. As long as you write a highly informative article, your recommendation certainly has a place within the article itself.
- ✓ Not sure what to write about? This is a common problem. Check our website for a list of topic ideas.

When writing your articles, always keep your target reader and her desires in mind.

Getting Your Articles Published:

Of course, you should publish your articles on your website and in your newsletter. You can also find other web publishers to run your articles as well. Many will not mind the inclusion of an affiliate link, as long as your article contains good, solid content.

Hide Your Affiliate Links in Your Email Articles:

If you'd prefer to keep people from seeing that your recommendation comes with an affiliate link, you can do the following:



1. Redirect a page from your website to your affiliate link, so it will read something like: yourdomain.com/info-systems but it will send visitors directly to the ebook sales page with your affiliate link. Check if your hosting control panel allows for easy redirects.

2. Send traffic to your full page recommendation page. You can send people to your website to read your full review. That way, you don't have to include your affiliate link in the article.

Where to Send Your Articles for Publishing & Consideration

We have compiled a list of places that accept Ezine article submissions. Be sure to read all the submission guidelines before sending your articles.

www.GoArticles.com
www.EzineArticles.com
www.IdeaMarketers.com
www.ArticleCentral.com
www.BusinessClique.com
www.Amazines.com

Make your articles available from your website. Include a note on your articles which states they are available for reprint as long as your byline and links remain intact.

Offer your articles to members of your networking groups or people you know that have newsletters targeting your market. Generally, you should not post your articles to groups unless they specifically allow this. Just let them know you have some free content that may interest them.

6. Promote the products in Your Opt-in Newsletter: If you have an opt-in newsletter list, tell them about the product you're recommending. If you have a letter from the editor section, tell them about the product and how it has helped you. Your personal recommendations will go a long way.



7. Promote your favorite products on Highly Trafficked and Relevant Pages of Your Website: Check your website statistics to see which pages visitors view the most. These are great target areas for your promotions, especially if they are relevant to our product line.

8. Promote products in Your Signature Line: If you frequent message boards or belong to email groups that allow signatures, tell people about the great products you found. Include your signature in all your business and personal emails, too.

9. Offer a Freebie with Purchase: It doesn't hurt to give your visitors a little incentive to buy the products. You could give out a free consultation, a free ebook—whatever you think your visitors would like—when they make a purchase. Just ask them to forward their email sales receipt to you. Email receipts do not include credit card information, so it should be safe to forward this information.

10. Promote products on your thank you pages: After a visitor has made a purchase from you, give them a recommendation for on the thank you page. They are about to leave your website, so this is a great time to give them this extra information.

11. Promote on your custom error (404) pages: You know that page that shows up when your visitors enter a URL in wrong? Don't waste this space; use it to promote an affiliate product.

12. Promote in your thank you emails: Whether you're saying thanks for joining the newsletter or for buying a product, always give your email recipients a product recommendation. This is the perfect opportunity for a backend sale.

13. Try an exit window or pop up window: Annoying or not — pop ups work. Stick with one tasteful pop-up targeted to your website visitor and you'll see great results. Here's a simple pop up window script.



Create an html document that will serve as your pop-up document. Then insert this javascript code into the page where you want the pop up to appear:

Place the following between the <head> </head> tags of your HTML document: (make sure to specify the **URL** of your HTML document and a **width and height** for your pop-up)

```
<SCRIPT LANGUAGE="JavaScript">
<!--
function WindowOpen() {

    msg=window.open('http://www.yourdomain.com, 'Sample', 'toolbar=no',
'location=no',
'directories=no',
'status=yes',
'menubar=yes',
'scrollbars=yes',
'resizable=no',
'copyhistory=yes',
'width=0','height=0');
    }
//-->

</SCRIPT>
```

Then this part goes in the <body> tag of your html document:

```
<body onLoad=WindowOpen(>
```

14. Autoresponder Courses: Create an Autoresponder course on a topic related to our products. Include lots of great information about the topic and subtly promote the product at the end of, or within, your lessons. You can deliver the course every day for a certain period, once a week or whatever frequency you choose.



15. Promote the Affiliate Program to Your Friends & Colleagues: You can use the same tips above to promote the affiliate program to others. Remember, you receive 10% commissions on the sales of any affiliates you refer to the program.

Don't forget to visit the affiliate blog to find tips, tricks, ideas and training!

I look forward to working with you!

