

10 THINGS TO DO TO BECOME A SUPER AFFILIATE
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Supper Affiliate, What does it take?

Have you been living the rat race life for quite a while and now you've grown tired of the boss breathing down your neck and the exhausting office politics? Or maybe you simply need an extra source of income? Whatever your reason may be, if you want some good decent income going your bank account's way, doing affiliate marketing can be a very viable path to follow.

What exactly is affiliate marketing? It is a technique posing as a business opportunity that lets those with entrepreneurial spirit explore

the world of passive income through marketing products for other businesses. You can earn through commissions.

So if you think you'd like to give affiliate marketing a try, how do you ensure your success in this field? Here are some very important tips you should follow:

- Choose your niche well

One of the most important factors to consider in doing affiliate marketing is choosing the best affiliate company or products to market. It can make or break your earnings. If you have a certain field that you're most interested in, the easier you can go through the process of deciding what affiliate program to join. So start making a list of your interests and see what affiliate programs come up from that list.

- Create a website that gets followed

One of the best ways to make the most bucks in affiliate marketing is through the creation of well-designed websites. Make sure that your site is easy to navigate and compels targeted visitors to convert - either to sign up under you as referrals or to purchase the products you are marketing. A quality landing page that has a call to action for your targeted visitors to do what you need them to do has excellent content that can either be texts that reviews the product, a video tutorial that lets visitors learn how to benefit and use the product well and a very conspicuous opt-in form.

- Use the power of freebies

Useful content is what you can use in making the word free mean money to you. When you offer free content, like say, free reports, when the right people get hold of this report, it can translate to more referrals or purchases.

- Learn how to get targeted traffic to your site

You can't benefit from your well-designed website, no matter how good your content and freebies are if you don't have the right visitors. So how do you drive targeted visitors to your site? You can do off-page search engine optimization or also known as link building. Whether use blogging, social networking and word of the mouth just to get the attention of the right people.

There are different ways on how you can successfully make people go to your site through this means - article marketing or the use of written content and submitting it to directories for publishers to pick it up and drive people to your site, you can set up and maintain social network accounts and let people know about your affiliate sites, or you can tap on your contacts - especially the new media savvy ones like popular bloggers and or community managers to spread the word about your sites.

If you follow all of the abovementioned bits of advice, it will be hard for you to fail as an affiliate marketer.

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Affiliate Markets Saturation:

What It Is, How It Affects You and How to Avoid It

There is another word that can describe the nature of market saturation and that's consumer desensitization. Either term is bad news, especially if you're involved in affiliate marketing. These days, affiliate marketing is considerably one of the best ways to generate income online. But if you must contend with affiliate markets saturation, is still there point to joining this industry at all?

What is market saturation?

Market saturation, specifically that which relates to affiliate marketing, is simply that point in a business opportunity's life when demand for a product or service evens out and begins to decline. This may be due to certain factors, such as:

Increase in the number of distributors in a limited area. This usually happens if an affiliate program does not exercise control over the distribution of its products in specific areas.

As more and more distributors enter the arena, the market becomes bombarded by the same products. Since there are only so many people to purchase, subscribe or participate, it wouldn't be long until affiliate market saturation occurs.

Decrease in product demand and customer interest. There are many reasons why demand for an affiliate product occurs but if it does happen in light of affiliate markets saturation, it could be because customers are no longer interested in its novelty. This is especially true of products that were successfully launched and accepted due to hype. Interest will later plateau and gradually wear off.

Appearance of competing products in the same market segment. Competition can do wonders for your affiliate marketing business. It can also affect it in a negative way. The affiliate product you're selling now may have great response but should a similar product appear in the future that will compete directly with you for market presence, you could be in for some serious neck-to-neck race.

Now imagine if 10 or 15 other similar products appear on the market...

Avoiding affiliate markets saturation

Although in many areas of business market saturation is inevitable (witness the downfall of many multi-level marketing programs), it doesn't have to take your affiliate business hostage. There are a few factors you will have to consider carefully so you will know how to steer clear of opportunities that may not offer you the results you wish to produce.

Recognize product potential and customer demand the first time.

A lot of your success in any affiliate marketing business rests on how well you can recognize an opportunity. Not every affiliate product has a high market demand and as such, cannot be considered lucrative.

The number of customers who have interest in the product will also matter. If you can find a way to bring the two together, you will be able to zero in on a product that has real potential. This usually means you will have to focus on selling to a niche market.

Choose a product with high demand but low areas of sales.

To avoid affiliate markets saturation, look for a product that has a potentially huge market but is only being sold in limited areas. That way, you'll be able to take advantage of higher sales on your part than if you chose a product that is being distributed in hundreds of other stores not just online but offline as well.

Find another way to view it.

Affiliate markets saturation doesn't have to have a negative implication. It would be a lot easier to deal with if you view it as the maturation of your market. It's like selling cosmetics. When you first started out, your main market was composed of women in their teens and 20s. You sold well and enjoyed brisk and repeated business.

A decade later, some of these women are already in their 30s. Response to your advertising efforts is no longer the same and you probably doubt their efficacy. So what went wrong? Have you saturated the market that easily?

If you look closely, you will find that the market has indeed changed - women who were still in school or just starting out in their careers are now full-fledged career women, mothers or owners of their own businesses. Their needs have changed as well. The market hasn't become saturated - it simply evolved. As a product and service provider, it is now your goal to redefine your business in order to meet this newly evolved market's needs.

The same is true in affiliate marketing. Consider carefully whether your market has evolved with the times. If it has, find out what type of changes you can implement in your advertising or promotions that will appeal to this market segment. Better yet, why not look for products in another affiliate marketing program that can meet this market's new requirements?

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Creating Unique Sites for Affiliate Marketing

Establishing yourself in the affiliate marketing world is no easy task. However, once you have, the rewards are much greater than one could usually expect. Your products and affiliate marketing sites will get you that success you want. But how do you get them to do that?

You are probably just starting out with affiliate marketing by trying your luck with just one product, or like many affiliate marketers, marketing multiple products to maximize profits. Either way, you should acknowledge the fact that the method in which you utilize your affiliate marketing sites is a major determinant of your success.

Creating unique affiliate marketing sites for your affiliate products pave the best way for maximized profits. Unique affiliate marketing sites allow for your prospects to focus highly on the certain product they need or want, or the niche in which that product belongs to. Further reasons why you should create unique affiliate marketing sites (and how these sites should look like) for your affiliate marketing ventures are stated below.

WHY CREATE UNIQUE AFFILIATE MARKETING SITES?

1. TO GET YOUR PROSPECTS FOCUS ON ONE PRODUCT. Your prospects probably

landed on your page because they were specifically looking for your product. They would want to know more about the product, and considering just how patient (which isn't much) customers can get these days, they wouldn't want to know anything more. Imagine how they would get if you placed the descriptions of totally unrelated products beside the one they were looking for (for example, sneakers beside a computer)? You wouldn't want to know just how much that would hurt your profits, except that since you care about your profits, you have to.

By focusing on one product at a time, you give your prospects the chance to get to know your product more. Plus, unique affiliate marketing sites are quite easy to maintain and establish: at most, a day or two to get everything (links, layout, entries, photos, etc...) right. You'd be extremely surprised just how these unique affiliate marketing sites focused on promoting a single product could bring in profits disproportionately high compared to the effort that went into making them.

2. TO GET THEM TO FOCUS ON A CERTAIN GROUP OF PRODUCT. Sometimes, customers who aren't satisfied with the features and benefits of a product want to find other alternatives. It would be such a sad thing if you can't provide them with that. By grouping similar products together in one unique affiliate marketing site, you can pretty much capture the market, despite all its preferences and specific needs.

The only problem with establishing unique affiliate marketing sites focused on a certain group of product is that they are much harder to do than single-product sites. The work is tedious, and you might end up having to hire someone else to do the job for you, which calls for money—money you would rather earn than spend. The trouble also is that these sites may not work right away—it may take awhile before profits come pouring in—and this could get quite a bit discouraging. If you have the patience for everything (creating the site, waiting for profits), then you could try your luck at this.

THREE QUALITIES YOUR UNIQUE AFFILIATE MARKETING SITES SHOULD HAVE

It isn't enough to know what kind of affiliate marketing site to establish. Even if your site caters to a single product or multiple ones, they have to have a certain qualities to ensure success. To encourage profits, your unique affiliate marketing site should be:

1. USER-FRIENDLY. Create affiliate marketing sites that users could find easy to navigate. Keep links and buttons within acceptable reach, and at enough frequency.

2. WELL-FORMATTED. Do with a format or a layout that does well for the product you are trying to sell. Do not ever do the mistake of creating an affiliate marketing site meant for Big Bikes (ie, Harley Davidsons) with a layout composed of butterflies and pretty flowers (this is a thing for the insane to do).

3. ORGANIZED. Keep your unique affiliate marketing sites organized by placing appropriate links where they are most likely to be seen without interfering with everything else. Categorize your links and products as well (don't just place hundreds of your links under one category). Keeping your site organized will entice your prospects to discover more, and click away.

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Promoting Your Affiliate Product Sites Made Easy Promotion can never be a walk in the park. That's what most of us say. Promoting somebody else's site for instance makes it much harder for you to attest for the said website. That's how affiliate marketing works by the way. You are tasked to promote a certain website through your own website. It may sound like a hard task but in reality, that is not true. Promoting your affiliate sites can simply start by enticing your website visitors to try out this particular product you are endorsing. If you are running a blog, you can simply shift your entries to the product's advantage. Here's an example. You are currently promoting an Xbox website which caters to online gamers. The products range from Xbox accessories to online downloadable games. Your blog is about your everyday living experience, sort of a journal like website. So how would you shift your blog so it could help your affiliate to boost up its product's sales? It is pretty simple. You could make your entry for one day something like - you are bored and tried to look for something to do. Luckily your cousins arrived and look what they have brought - an Xbox! So you hurriedly setup the console and played to your heart's content! You must emphasize how you have enjoyed the experience, hence, now you are longing to buy yourself that same console. That's when you will introduce the affiliate website that you have. You will then mention there how they will save if they go to these certain website and order. You know the drill - just make sure that you always say good things regarding your affiliate. Here's another example. Same thing - you have a blog and your affiliate site is for a Nintendo Wii. You could make your entry for one day something like this. You are bored and tried to look for something to do. Luckily your cousins arrived and look what they have brought - a Nintendo Wii! So you hurriedly setup the console and played to your heart's content! You must emphasize how you have enjoyed the experience, hence, now you are longing to buy yourself that same console. That's when you will introduce the affiliate website that you have. You will then mention there how they will save if they go to these certain website and order. You know the drill, you have to detail the good testimonies you have regarding the website you want them to visit. If you are running a blog, you can simply shift your entries to the product's advantage. That's when you will introduce the affiliate website that you have. Promoting your affiliate sites can simply start by enticing your website visitors to try out this particular product you are endorsing. That's when you will introduce the affiliate website that you have. You will then mention there how they will save if they go to these certain website and order. If you are running a blog, you can simply shift your entries to the product's advantage. In this manner, promotion of the affiliate sites will be much easier. No pressure on your part and the effect will be colossal. You can simply make the most out of your advertisement by simply using your blog to your advantage. It is like telling a story and at the same time, enticing to your target audience. Now that's what I call effective blogging marketing.

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Affiliate Sites, The Power of Testimonials

Why They Work and How to Use Them

Someone's good word can be incredibly powerful. As a consumer yourself, wouldn't you rather purchase a product that has been recommended to you by a friend even if it is unfamiliar to you? Given a selection of similar products, wouldn't you rather try one that has had some glowing reviews even if you've never heard of them before? Such is the power of testimonials when used in promoting affiliate sites.

These days, testimonials are a common strategy for building credibility and generating buzz about a product or a company. The world's largest corporations spend billions of dollars in harnessing the power of a good word alone. In affiliate marketing, testimonials are regularly utilized to promote an affiliate's site, attract new customers and recruits and compete directly with another known brand.

Why affiliate marketers use testimonials

The role of testimonials in promoting an affiliate marketing site is to try to influence consumers' buying decisions and behavior. Carefully chosen testimonials can be very effective in convincing prospects to try the affiliate product, service or membership. It has such power that many affiliate marketing sites regularly publish testimonials from satisfied customers on their home pages for visitors to view.

Many of the affiliate marketing programs in the industry today are fairly new while others have been operating quietly under the radar. Their relative anonymity can work against them, particularly since the affiliate marketing field tends to be very competitive.

To stand out, affiliate marketing programs try to increase their credibility factor by inviting famous personalities to speak for them through testimonials. While this can be very effective particularly if the celebrity has a large fan base, it can also be quite expensive. Not every affiliate marketer can afford to pay a celebrity just to place their name on his site.

To compete, affiliate marketers turn to their own customers and members, specifically people who have had sufficient experience in the program and those who have experienced success. A fully satisfied customer's testimonial, if it's well-written and based on a true experience and event, can be as convincing and effective as that of any celebrity.

Using the power of testimonials for promoting an affiliate's site Building your credibility can be tricky, particularly since the affiliate marketing industry continues to evolve. However, if careful strategies are employed, there is a high likelihood that you can succeed as an affiliate. Consider the following factors:

Specifics

Testimonials exhibit much more power in promoting your affiliate's site if they are expressed in more details. If a testimonial from a customer or another affiliate states that the program is 'excellent', it should be followed by a specific description of the program's most useful features - what makes it excellent, how it has helped the customer or affiliate, why it's reliable, etc.

Skepticism

Believe it or not, skepticism is healthy when used with testimonials for promoting your affiliate's site. Words such as, 'I wasn't convinced at first, BUT...' or 'I have always used XYZ product and didn't think of switching to another brand. However, your product has ____ and ____ features that convinced me it was so much better.'

Even with the stated objection, a testimonial can be quite powerful if it is followed by a positive statement.

Keeping it real

Avoid using fake testimonials. 'Designer' testimonials are easy to write according to the specifics you require but someone will get wind of the fact and expose you. Once you're found out, you lose your credibility. That simple act could haunt you for the rest of your life as a discredited affiliate marketer.

A few good words

Try to be selective with your choice of testimonials. They can be quite powerful when used for promoting your affiliate's site but over-use can work against you. Find the best ones, especially the well-written and detailed testimonials and use these instead. Or, you could take the best sentences and phrases and post those in place of a whole paragraph.

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Targeted Traffic, Top 10 Proven Ways to drive traffic

...to Your Affiliate Marketing Site

When you're involved in affiliate marketing, easily one of the most major concerns you'll have to face is driving traffic to your site. And not just any traffic - you'll need targeted traffic. Here are the top 10 proven ways you can drive quality traffic to your affiliate marketing site and increase your income-generating potential:

E-mail campaigns

Used carefully, e-mail campaigns can easily drive targeted traffic to your affiliate marketing site. This can be done by providing highly relevant and valuable information on the body of the message and then offering a link that will bring the recipients into your site.

You can do this two ways: one is by providing the full content in the e-mail message and then offering a link inviting the recipient to view more similar write-ups on your site. Another is by giving only a portion of the content and offering the rest on the affiliate site. A linked e-mail signature should also be included.

Articles

Informative and how-to articles, especially well-written ones, are proven traffic baits for affiliate marketing sites. Include links to similar or additional information within the content body that can only be read from your site and provide additional links on your signature.

Newsletters and e-zines

People love information, particularly those about subjects they are curious about or are involved in - which explains why targeted methods to drive traffic to affiliate marketing sites work best.

Offer e-newsletter and e-zine subscriptions, making sure that links bring recipients to your site. Use a separate landing page to handle the subscription process for your visitors' convenience.

Blogs

Other than your affiliate marketing site, use a blog to get in touch with prospective customers and members. Blogs are considerably more

personal and lighter in tone than most affiliate business sites and they can be a great source of information, news, advice and tips from you to your prospects. Include a link from your blog to your affiliate marketing site.

Social bookmarking sites

These sites are a rich source of targeted traffic that you can drive to your affiliate marketing site. Your market demographics are also easier to define so sending out invitations to potential leads and members is a lot easier.

Discussion forums and boards

By leaving useful and thought-provoking comments on discussion boards and forums, you encourage other members to react and send you a reply. You'll be able to build a networking relationship from here. Make sure to sign with a link back to your affiliate marketing site.

Guest blogging

You could drive another blog's captured traffic to your affiliate site by becoming a guest blogger. If you can write well and can offer unique and useful content, the site's readership will find you interesting enough to follow you to your own site.

Allow bookmarks on your web pages

If you have content, you can drive traffic to your affiliate marketing site by allowing your readers to bookmark certain pages. This will help promote those pages and your website to other people who might be interested in the same subjects.

Host a contest

Locate your target market and then promote a contest through ads or e-mails. All details must be found on your affiliate marketing website so you can drive traffic there. Registration must also be performed on one of your landing pages. Just make sure to offer prizes that visitors who will be coming in will find useful.

Freebies!

There's nothing like a nice gift to drive targeted traffic to your affiliate marketing site. It's easy to implement and can be relatively cheap. Furthermore, you offer these visitors an incentive to sign up for whatever campaign it is you're promoting.

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Free Reports To Increase Your Sales In Affiliate Marketing

Free reports are the best follow-ups invented by the affiliate marketing world. Rare are the instances wherein you get to establish a sale just by a few convincing words on your pre-seller site, and so follow-ups are crucial. Some prospects need a little more courting before they finally make a decision of buying your product, and this is where free reports come in.

Free reports can contain everything and anything under the sun about your products, however, doing just that might spoil your chances of ever

closing sales with your ever choosy prospects. In order for your free reports to bring you the results you want, and that is to increase your sales, you must focus on highlights instead of on complete information regarding the products your prospects might either already know or aren't interested to know. Highlighting the right things will eventually make your prospects say "yes" to your products.

We like to buy products that are beneficial to us, therefore, you should HIGHLIGHT THE BENEFITS YOUR PRODUCT OFFERS in your free reports. The chances that your prospects already know of the advantages of buying your product are high. It is more likely that these benefits are the reason behind their subscribing to your free reports.

But it wouldn't hurt to constantly remind them of what they are missing out on, and what they can gain if they buy your product. Just remember to repackage the benefits you highlight once in a while, for no one likes reading the same things over and over again. Lastly, remember that although more benefits mean increased sales, don't overdo and exaggerate.

Next, you might want to INCLUDE TESTIMONIALS in your free reports. Your prospects need to be reminded that your products can make real people happy, and that it can make them happy, too. Highlight testimonials you feel your prospects can relate most to. Again, no one likes to read the same things over and over again, and so vary the testimonials you place on your free reports. Another mistake affiliate marketers do with their free reports is that they bombard it with too many testimonials, especially if the product is worth testifying for. Highlighting 3-5 testimonials per free report is good enough.

Prospects sign up for free reports because they want to know more about the product, so HIGHLIGHT ANY DEVELOPMENTS ON YOUR PRODUCT in your free reports. Highlight any upgrades your products might have recently experienced, recent findings regarding the features and benefits of the products, and reviews reputable people, groups, and organizations have made on your product. Again, be varied. You'll never know what developments will catch the eye of your prospects, and bring you the increase in sales you have always wanted.

However, knowing what to put in your free reports is not enough. Your reports should contain certain characteristics that would turn your prospective buyers into buyers. If you want more sales than just a meager month's worth of groceries and bills, then you should also take note of the following characteristics your reports should have in order to optimize sales.

USE AN ACTIVE VOICE. Tell your prospects what to do, not what they can do. Instead of saying "If you buy this product now, (benefits here)," say "Buy this product now and (benefits here)." This little change can make a lot of difference in your sales. Just make sure you place your commands at the right places.

ADD A LITTLE "SPUNK." Make your prospects love the things you put in your free reports. Make them laugh, cry, or think. A lot of the right attitude can go a long way, and your prospects are smart enough to determine attitude, even if it's written. If you make them feel good enough about reading about your product, you might finally get that increased sales you have been longing for.

BE FOCUSED. Do not write about search-engine optimization when you are promoting your products. That also goes for writing about multiple

products in one report. Focus on one product only, and make your free reports in such a way that would make your prospects focus on buying your product.

Free reports, again, are one of the best ways to increase your sales, that is, if done correctly. Remember that the goal of free reports is to convince your prospects that your products are what they need or want. If you have to, put yourself in your prospects' shoes, and focus on what they might like to see in the free reports. Combine that with the tips named in this article, and voila! You have your own recipe for increased sales through free reports.

In closing You can make money as an affiliate. Affiliates that run there affiliate business as a business, and do the research and do the things we talk about in this manual, will make good money. Keep in mind 95% of Affiliates make little or no money. The 5% that work it like a business, can write there own ticket.

Check out the Serious tools we offer at
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