A PROFITS VAULT MONTHLY PUBLICATION

6 Easy Ways to Gain An Unfair Advantage Over Your Affiliate Competition

How to Outsell Other Resellers And Become a SUPER Affiliate!

by Jimmy D. Brown

Regardless of what affiliate program you are promoting, in this course you will discover how to skyrocket your reseller income...

...and outdistance your competition.

As if you'll even have competition. :o)

One of the most recognized and respected web marketing "gurus" shows you how the top affiliates make their sales -- now YOU can too!

Click Here to Continue

To begin your daily marketing affiliate marketing lessons, send any email to **affiliatesecrets@followup101.com**

Accessing Your 7-Day eCourse...

"S E C R E T S O F A F F I L I A T E S U C C E S S"
How to REALLY Pull in Commissions"

To begin your daily marketing affiliate marketing lessons, send any email to **affiliatesecrets@followup101.com**

Just a few of the things you'll discover in this eCourse are...

- **DAY 1**: The REAL SECRET to Earning Commissions With Affiliate Programs!
- **DAY 2**: A 'Guru's Idea to Get You Started On The Road to Guaranteed Monthly Income!
- **DAY 3**: 3 Easy Ways For You To Cash In On Your Own Success With Affiliate Programs…Almost Overnight!
- **DAY 4**: How To Increase Your Affiliate Commission By Up To A Staggering 500% for ANY PROGRAM!
- **DAY 5**: Creating Your Own Ever-Growing Empire Of Affiliate Commissions and Checks!"
- **DAY 6**: The Absolute EASIEST Way to Earn Commissions While Barely Lifting a Finger!"
- **DAY 7**: How to Use a Ready-Made Autoresponder Course to Flat Out Make Your Affiliate Commissions Sizzle!

Click Here to Continue

"How to ...
OUTSELL Other Affiliates
...and become a SUPER Affiliate!"

REPRINT RIGHTS LICENSE
When you purchased this eBook, you automatically have MASTER reprint rights to it.
You may sell it either as an individual product or packaged together with other products.
Minimum suggested price is $19.97.
You may not alter this manual in any way.

Click Here to Continue

(C) Copyright 2002 by Jimmy D. Brown

All rights reserved. No portion of this manual may be reproduced in any format without the expressed written permission of Jimmy D. Brown, other than by selling the eBook in accordance with the assigned reprint rights licenses.

This report is intended for information purposes only. The author does not imply any results to those using this report, nor is he responsible for any results brought about by the usage of the information contained herein.

Published by:
Jimmy D. Brown and Business Commerce Systems
123webmarketing.com

Contact Jimmy at **webmaster@123webmarketing.com**

Would you like to obtain a CUSTOMIZED COPY of this eBook?

CUSTOMIZATION PACKAGE

If you are interested in having this eBook customized with YOUR affiliate links to the various offers throughout, please **Click Here** for more information.

Turn This eBook Into Your Own Personal Salesman

Click Here to Begin Reading This Manual

About the Author

Jimmy D. Brown

Jimmy D. Brown is widely considered one of the web's **leading email marketing consultants**.

He has been the featured speaker on the subject of building and profiting from opt-in lists at the top two web marketing seminars in the world – ***Armand Morin's Big Seminar*** and ***Ken McCarthy's System Seminar***.

His **Email Strategies Explained** 8-hour audio home study course is routinely called "the most complete course available on profiting from email" and his brand new **Get Email Results** course breaks new ground in email marketing techniques that lead to profits.

Jimmy has been helping people establish and grow online businesses since 1999, and has created an **astounding 38 successful products** in his first four years online.

When he's not working, Jimmy is found spending time with his family (lovely wife Paula and "just as stubborn as his daddy" son, Jacob) or out on the golf course.

He has an online daily devotional site at **Living4Jesus.com** where over **700 of his original devotionals are archived**.

Other products from Jimmy:

- **Nicheology Membership Site**
- **Get Email Results**
- **Email Strategies Explained**
- **Free Advertising System**
- **How to Create Best-Sellers Online**
- **How To Profit From Other People's Information**
- **Profits Vault**
- **eBook Creator**
- **123WebMarketing.com** (most products showcased here)

Table of Contents

Introduction: *Read This FIRST* *Why Are You Here?*

Chapter 1: *Method #1 for Outselling Others; Be different*.

Section 2: *Method #2 for Outselling Others; Be convincing*.

Section 3: *Method #3 for Outselling Others; Be personal*.

Section 4: *Method #4 for Outselling Others; Be pre-qualifying*.

Section 5: *Method #5 for Outselling Others; Be relational*.

Section 6: *Method #6 for Outselling Others; Be prompt*.

This manual is proudly sponsored by...
The Product Bank: Over 15 hot-selling products with reprint rights, all written by Internet Marketing "guru" Jimmy D. Brown. New products added monthly. Buy your own licenses to sell and keep 100% of the sale for yourself, starting as low as $9.97! **Click Here** for details.

A new window will appear and you will not lose your place here.

How to Outsell Other Resellers and Become a SUPER Affiliate
Six Easy Ways to Gain An Unfair Advantage Over Your Competition

Introduction Why *are you here?*

I want to begin by asking you a simple question...

...why are you here?

I mean, really, why are you here? If you've come treasure hunting for a magic lamp you can rub to supernaturally generate affiliate income, then you need to keep going.

Because I don't have one. And if I did, I probably wouldn't share it. :o)

Now, if you're looking for solid advice and training and information you can use to earn extra affiliate income...

...You've come to the right place. :o)

You'd like to outsell the gazillion other resellers promoting the same affiliate program that you are. You'd like to be one of the few affiliates who *actually* receive a nice paycheck. You'd like to figure out a way to stand out when it seems like everyone else has been doing it longer and better than you have.

You'd like to become a SUPER affiliate.

Scratch that. You'd LOVE to become a SUPER affiliate!

Right?

While it's true that those with greater resources (deep pockets, large mailing lists, high-traffic websites) do have an advantage when it comes to generating revenue from affiliate programs, the gap isn't as wide as it might seem. In fact, with a few strategic tactics, YOU - yes, that's YOU - can become a SUPER affiliate WITHOUT the great resources that others might possess. In this course,

you'll actually learn tactics that will give YOU an unfair advantage over your competition.

Sound good to you?

I sure hope so, because that's what I am going to teach you.

I'm not a genie and you don't get three wishes. But, I can show you exactly what *really* works in affiliate marketing. And then it's up to you. I can't put it into practice for you. You'll need to take this training and do something with it.

If you are willing to do two things, then I GUARANTEE that you can become a top-selling affiliate in just about any reseller program.

What are those two things?

- Learn.
- Apply.

First things first, you've got to know what you are doing. It took me three years to grasp what doing business online is all about. And I learn something new every day. Becoming a top affiliate is a never-ending learning process. You need to read through this course and study it carefully. Grab a pen and paper and take notes.

Secondly, you've got to apply what you have learned. It's one thing to read this report...

...it's another thing to actually put into practice what you read. I've told my affiliates from the beginning, there are two ways to get to the top of an oak tree: one is to get started climbing, the other is to sit on an acorn and wait.

I don't have to tell you which one makes it to the top.

If you want to become an income producer with affiliate programs then learn the ropes and put them into practice. That's a sure-fire formula for success.

Are you ready to start climbing the oak tree?

Not too long ago, a well known web marketing consultant asked me a couple of questions concerning affiliate success and failure. I found them to be so relevant to the course that you are reading, that I decided to include her questions and my responses. I think you'll find this an excellent jumpstart to what we are about to study...

"Why do you feel that some affiliates make money and others never do?"
"What do you think is the underlying factor to their success or failure?"

In studying my own affiliates, I've found the following percentages to be consistently generated over the past 6-9 months...

~5% of my affiliates earn about 80% of the commissions earned.
~10% of my affiliates earn sales every pay period.
~20% of my affiliates earn commissions at some point.
~80% of my affiliates either earn *very* little commissions or no commissions at all.

Those are some mind-boggling statistics and, in talking with others, seem to be the norm for MOST affiliate programs. Now, in answering your question, I think there are five reasons why most affiliates never earn very much income from affiliate programs...

1. Simply put up a link. One of the biggest problems that I see is that many affiliates simply put a link on their website and sit back for the sales to come flooding in. For that to happen, you've got to have tens of thousands of visitors to your website every day. And, unfortunately, very few affiliates have that kind of traffic. Problem number one is simply putting up a link or banner on the website and expecting that to be enough. It isn't.

2. Focus on too many programs. Another problem is trying to promote too many affiliate programs simultaneously. While there is nothing wrong with being actively involved in multiple reseller programs (I actively promote 15-20) it does take some strategy in order to pull it off. Putting together training centers or eBooks with a logical, systematic use of affiliate links is a great idea...putting together a string of affiliate links on a page and hoping people will "click" is not. When I visit a site and see two dozen obvious affiliate links, I tend to leave the site fairly quickly. Most surfers are looking for information, not offers. Too many offers often equals "exit stage left."

Also, I think affiliate links should COMPLEMENT each other, not COMPETE with each other. It's logical to be promoting an ezine affiliate program and a joint venture affiliate program together - it's not logical to be promoting two ezine affiliate programs together.

3. Don't put into practice their training. I publish a weekly **Reseller Report** for my affiliates. In each issue there are 3 step-by-step training tutorials sharing EXACTLY what to do in order to earn commissions. They are incredibly easy to implement and don't require much time. And yet, when I check to see how many have put the training to use, it always amazes me at how few have done it. I know the top affiliate programs online offer training of some sort. While I think affiliates should be different and try to stand out among all of the other affiliates, using the standard affiliate training provided is much better than doing nothing at all!

4. Aren't willing to invest. Earning income as an affiliate doesn't happen by chance. It takes an effort, especially when there are hundreds or even thousands competing against you. Many affiliates

aren't willing to invest any money or time in promoting the affiliate program. With solo mailings as **cheap as $5.00**, there just isn't any excuse for not spending money to promote your reseller link.

5. Give up too quickly. This is probably THE biggest problem. For some reason, many people have unrealistic expectations when it comes to affiliate programs. Either they expect too much, or they expect results too quickly.

Folks hear about super-affiliates like Jim Daniels and Frank Garon who earn well over $100,000 a year from affiliate programs and they expect similar results. For the most part, this isn't realistic. These guys didn't just join programs and -voila- the money started pouring in. They built their businesses (high traffic sites, large ezine subscriber lists, strong customer database, recognition within the industry) and then began to see significant results from affiliate programs.

Unless you are already established OR are willing to invest time and at least some money, you'll probably not see the kind of success that many of the top affiliates see.

Many affiliates join the program, when they don't earn or see significant results almost overnight, they push that program to the back burner. And then they jump on the next "program of the month" and repeat the cycle.

Of course, you can look at the flipside of that and see why some affiliates do very well...

1. They DON'T simply put up a link. They do a lot of marketing: ezines, joint ventures, pay-per-click search engines, ad swaps, writing articles, eBooks, etc. You reap what you sow.

2. They DON'T focus on too many programs. You'll find that most top selling affiliates focus on ONE or TWO key programs that they promote. Then, they market other affiliate programs through back-end references. They make strategic recommendations that don't conflict or compete, but rather complement other programs they are involved in.

3. They DO put into practice the training they receive. When a fresh idea comes along, they jump on it. You'll find that most top selling affiliates are OPPORTUNISTS and not PROCRASTINATORS. They don't waste any time waiting for the crowd to catch up to what they are doing. They are first in line when it comes to putting ideas into practice.

4. They ARE willing to invest both their time and their money. You'll find them purchasing ezine ads and bidding on keywords at the pay-per-click search engines. They create eBooks specifically to promote one or two programs. They work the web. If they make $50, $25 (or more) goes back into more promotion. They BUILD their affiliate business.

5. They DON'T give up quickly. They are in it for the long haul. While they may test out new programs, they don't jump from program to

program. You'll find that they CONTINUE to bring in sales from affiliate products they began promoting early on.

My recommendation to affiliates is to take note of what the top affiliates are doing...and follow their lead!

Of course, that begs the question "what are the top affiliates doing?" Besides what I have already shared with you, the top affiliates in most reseller programs are doing six things that I am going to share with you in the remainder of this course. So, let's take a look at that together: Six easy ways to gain an unfair advantage over your competition...

Click Here For Chapter 1

This manual is proudly sponsored by...
The Product Bank: Over 15 hot-selling products with reprint rights, all written by Internet Marketing "guru" Jimmy D. Brown. New products added monthly. Buy your own licenses to sell and keep 100% of the sale for yourself, starting as low as $9.97! **Click Here** for details.

A new window will appear and you will not lose your place here.

Chapter 1 *Be different.*

One of THE biggest problems with affiliate programs is that EVERYONE uses the same standard banners, classifieds and articles that everyone else uses to promote the products and services. There are three areas of concern with doing this:

If everyone is promoting the exact same ads, what will make me want to purchase from YOU? Why not someone else?

If I have already looked at the product or service from Joe's ad and I decided against purchasing the product, then I'm very unlikely to visit the website again after reading the same ad from you. However, if it's a different ad that catches my attention, I'll visit. This time I might decide to buy.

If the standard ad focuses on an angle of the product that I am not interested in, then I probably won't take a closer look. By being different, you might just touch on a topic of the product that DOES appeal to me.

One of the keys to standing out among a crowd of many people doing the same thing is to be different. Separate yourself from the "standard" ads supplied to you that everyone is using.

----------Sidebar----------
I do want to point out that NOT ALL affiliate programs allow you to develop your own advertising. Most will, but not all. So, check your affiliate agreement first. And, if necessary, give the administrator a quick email to make sure you are able to use your own advertising materials.

There are three easy things you can do to make your promotion efforts different that I am going to quickly cover.

1.1 Write your own ads. Don't use that same tired classified that you've seen a gazillion times. I personally have sold 25 times MORE Cookie Cutter packages when I didn't use the standard ad (you know, "what if it really works") Instead, my ads focused on a TURNKEY BUSINESS for under $20 and I was using the term "resell rights" for this product when "resell rights" meant 2,000 worthless reports to most of the web. Be different. Don't use the same old ads, write your own.

What strikes you as most important about the product or service? Focus on that.

Stress benefits.

Grab attention.

Stand out.

And here is one of THE MOST IMPORTANT things you can do with your ads...don't mention your affiliate link. Here's why...

When you advertise your affiliate link - let's say a solo mailing to 10,000 subscribers of an ezine - what happens when a prospect clicks on the link in the ad? Well, naturally they are taken to the affiliate program website through YOUR link. That SOUNDS great. But, that isn't necessarily the case.

Who gets the lead? Who captures the email address? Who builds the list? The owner of the affiliate program, that's who! You never know WHO clicks on your link. You never see their email address. You don't get a list.

So, instead of advertising your affiliate link, I recommend that you advertise your own website. At your website, setup some kind of email capture system. Maybe have the visitor request a free report or eBook or join your ezine. We'll talk about this a bit more later, particularly in the 7 Day eCourse.

Bottom line is: YOU want to get the maximum benefit out of your advertising. And chief among those benefits is to build yourself a list of qualified leads for not only promoting your affiliate program of choice, but to make future sales from as well.

The key is writing original, unique ads that are exclusively yours. And they need to produce results. For more information on writing irresistible advertising, check out Killer Ads at **http://www.123webmarketing.com/killerads/**

NOTE: It is especially beneficial to write your own ads if the product or service you are promoting has been around for a while.

1.2 Create your own graphics. Same concept as on writing your own classified ads, except this time you are creating graphics. And, go one further than that and create an ebook cover or product box. I know of one gentleman in my own affiliate program who does this and has seen his sales rise dramatically. Think about it, NO ONE ELSE in the world can use your graphics - you are 100% different!

Let's face it. Which would YOU be more likely to order from...

"Discover how to outsell other affiliates and skyrocket your own commissions!"
Click Here

or...

"Discover how to outsell other affiliates and skyrocket your own commissions!" Click Here

Graphics sell. It's that simple. Presentation is just as important as information. Companies don't spend millions each year for package designs because they don't have anything better to do with their money. They do it because it produces profits.

I walked into my favorite software store (chances are you've done this yourself) and I searched through the various titles for what I was wanting. There were two that stood out in particular. Both had the basic features that I wanted. Both were priced approximately the same. As I weighed the benefits of each, the products were similarly interesting to me.

Which one did I choose? I went with Product A. And here's why.

Product A was in a nice 8"X10" box, with lots of large printing and bright graphics. Product B was in a small CD case - no box - just a shrink-wrapped CD jewel case. Same price. Same benefits. Same features.

Different look.

One was PRESENTED in a much more physically attractive manner. One APPEARED to be more, simply because of PACKAGING.

Now, once I got home and opened the box, want to know what I found?

One small, shrink-wrapped CD jewel case.

There wasn't anything extra in that box. No special surprises. Nothing different than what I would have received by purchasing Product B.

With all factors considered, the only reason I made my purchase choice was because of appearance. Perceived value. The packaging made the difference.

Online, things aren't much different. You want the right package. By creating your own original artwork, you'll immediately separate yourself from the pack. And statistics show that you'll get up to 1800% more responses. That means more leads. And more leads means more sales. And more sales means more commissions.

And that means you'll be making more money.

----------Recommendation----------
There is an excellent video tutorial that actually SHOWS you how to create eBook covers in less than 10 minutes.
Click Here for details.

1.3 Free report. Write a free report that is uniquely yours. A 3-5 page report that has a desirable subject and quality content will produce more results that you can imagine. I released a free report several months ago that has *literally* produced over $20,000 in sales for an affiliate program that I promote! Of course, throughout the report, you will want to include information on the product you are promoting. I assure you, if you are providing quality information, most people won't care at all that you include links to products. In fact, if they are absorbed in the good stuff you have given, they probably won't even notice that you've included them.

We'll talk about this at length in the 7 Day eCourse.

Here's the heart of the matter: the top affiliates usually do something different.

What can you do to be different than your competition?

Write **your own advertising**.
Create **exclusive graphics**.
Build a a minisite.
Write a **special report**.
Give away a free eBook.
Offer free ezine ads.
Provide one-on-one consultations.
Setup an entire system of offers.
Develop an **autoresponder training course**.
Promote on eBay auctions.
Run a contest.
Post a survey.

Click Here For Chapter 2

This manual is proudly sponsored by...
The Product Bank: Over 15 hot-selling products with reprint rights, all written by Internet Marketing "guru" Jimmy D. Brown. New products added monthly. Buy your own licenses to sell and keep 100% of the sale for yourself, starting as low as $9.97! **Click Here** for details.

A new window will appear and you will not lose your place here.

Chapter 2 ***Be convincing / overwhelming***.
A strong motivator for sales is MORE. We want MORE useful information. We want MORE items. We want MORE value for our money.

Let me give you an example from the real world. Suppose you are looking to purchase a new car and you visit several different dealerships. All of them have the EXACT same car that you are interested in purchasing. All are priced at the EXACT same price. Every factor is the same...

...except for one.

One of the dealerships offers you an incentive. If you purchase the vehicle from him, he will throw in a year's supply of gasoline!

Now I ask you, which of the dealerships are you going to make your purchase from?

If you chose anyone but the dealer offering the free gasoline...

...you probably shouldn't be on the road driving! :-)

Obviously, with all factors the same, you would want to make your purchase from the dealer who offered you MORE value for your money.

Affiliate programs are kind of like car dealerships - at least in one regard. Every affiliate in a particular program offers the EXACT same product at the EXACT same price. All factors concerning the affiliate program are basically the same for every affiliate. So, who's going to make the sale?

The one who offers the added incentive, that's who!

Just a couple of days ago I received an email from one of my regular customers. He thanked me for sending him an email about a new product that I had began promoting. He explained that he was just about to buy the same product from someone else when he received my email. Of course, I offered an INCENTIVE - a product of my own valued at the same amount of the product I was promoting. He excitedly reported to me that he was going to purchase from ME instead of

the other guy, SPECIFICALLY BECAUSE I had the extra bonus included in my offer.

A few minutes later his order came in.

Want to outsell other affiliates? Want to outsell them even though you are all promoting the EXACT same product at the EXACT same price? Offer MORE!

You need to create an incentive. And it needs to be something of *value*. It doesn't matter whether it is a product you've purchased **Reprint Rights** to, an **Information Product** that you created yourself, a **Freebie** that you picked up online, or an **ebook** or a **special report**, it just needs to be something that the reader finds useful and valuable.

There are four basic steps that need to be completed for a killer incentive to really produce results...

2.1 Develop a bonus: Step one, quite obviously, is to develop your bonus. What is it that you want to give away? (If you click the links above, you'll find some ideas) Determine what it is that you wish to offer as your incentive for making the purchase from YOUR affiliate link.

2.2 Write a sales letter: Write a sales letter for something I'm GIVING AWAY? You betcha. You've got to convince them that they need your freebie as much as they need the affiliate program product! If you're freebie is *valuable* and the sales letter is a *killer*, then the prospect might actually be more interested in your free offer than they are the affiliate program product they are going to purchase.

2.3 Create a website: And, of course, your sales letter needs a webpage. Your free incentive needs a home! My recommendation is for your freebie to have its own *exclusive* webpage. Yep, a webpage with nothing else included on it but your sales letter for your incentive. For an *real* example of this in action, check out **Killer Marketing Secrets Revealed**, a 100% FREE 42 chapter web marketing course. You'll see the entire process in action.

----------Recommendation----------
If you don't have a web host for your site, then I highly recommend **Host4Profit**. Their monthly web hosting package is a tremendous offer in itself. When you factor in their affiliate program that pays you MONTHLY commissions for life, it's a no-brainer. **Click Here** for more information on their service.

2.4 Make your offer: Having everything in place isn't enough. You must tell people about it. In the above given Killer Marketing Secrets Revealed course, a link on every page of my website might read, "Free 42 Chapter Web Marketing Course, Click Here." Or, there might be an ebook cover graphic on every page with "Click Image for Free Course" typed beneath it. The key is to get the word out on your free offer.

When you begin generating traffic to your incentive page, and your offer is right, I'll guarantee you that you will begin seeing results. Check out **Profit Pulling Offers** for more information on how to actually setup an entire system of offers that virtually guarantees your leads will buy something from you!

A good friend of mine has worked this one to perfection. In fact, he is the TOP SELLING affiliate in 3 different affiliate programs! Wow. This guy knows what he is doing.

And what he does better than anyone I know is using incentives to create affiliate sales. Let me give you just a typical example of how he uses incentives to boost his sales. Let's say he wanted to promote the **eBook Creator** software program (which is available at 75% off by **Clicking Here**) Here is an ad that he would publish in his newsletter...

"My good friend Jimmy D. Brown has just emailed me and let me know that his eBook software is now on sale for a whopping 75% off its regular price! I told him that he's crazy, but he insists he's keeping the discount open for a few more days.

And, since his offer is so crazy, I decided to make it even crazier. When you purchase his eBook software (at the sale price!) by **Clicking Here** **<he inserts his affiliate link here>** then I'll throw in 1,000 free leads to your website and a free copy of my brand new eBook, "How to Earn a Full-Time Living Online In 3 Easy Steps."

After you make your purchase, just send me your ticket number and I'll get your free bonus offers out to you immediately."

Do you see how this works? I mean it works like a charm. (It's the closest thing to that magic lamp that you'll find) He offers a few bonus items to the mix (that won't cost him a penny!) and immediately he has created an exclusive offer that is found nowhere else online.

Would you order from someone who offered nothing but an affiliate link, or this guy who is giving you $75.00 in freebies for grabbing the software through his link?

You aren't the only one! He's pulling in profits like a dentist pulls teeth.

So, you need an incentive. You need to create an offer. An irresistible offer. Here's your chance to completely separate yourself from your competition. Here's your unfair advantage. Put together an incentive package that no one else has.

But, what should you include? Here are some ideas to get you started...

Free ad space in your newsletter.
A solo mailing to your subscriber list.

A copy of a product that you have purchased reprint rights to.
A copy of a high-quality eBook or report.
A service of some kind: proofreading, editing, graphic design, webpage creation.
A free month of web hosting.
Personalized one-on-one consultation (if you are a qualified expert).
An autoresponder course.

Here's an idea. How about creating your own software to give away? It will make a GREAT incentive offer and you can actually place backend links to affiliate products inside. Plus, allow others to give it away and you'll create a viral marketing campaign to spreads your promotion automatically. That's exactly what I did with MyWebPageCreator. It's a nifty software tool that provides templates for creating webpages -- and in every copy that is distributed is a promotion link to my Host4Profit affiliate link! After all, when you build a webpage, you gotta have a place to host it. That's commissions waiting to happen.

Software is a powerful incentive -- heck, you can even provide a trial version as the incentive and sell the registered copies.

Of course, you are probably thinking "I can't create a software program." And, up until a few days ago, I'd probably agree with you. But, my buddy Benjamin Prater has changed all of that. He has just released a tremendous course entitled, "Software Secrets Exposed" that will actually show YOU how to create your own software -- and he will even show you how to get the right ideas for WHAT to create. It's a one of a kind manual from someone who KNOWS. For more details, **Click Here**.

There are many different things you can do to offer an incentive. The main thing you want to provide with an incentive is something that is both attention-grabbing and high-quality.

And exclusive incentive offer will ALWAYS separate you from other resellers. After all, you're the only one offering it.

Click Here For Chapter 3

This manual is proudly sponsored by...
The Product Bank: Over 15 hot-selling products with reprint rights, all written by Internet Marketing "guru" Jimmy D. Brown. New products added monthly. Buy your own licenses to sell and keep 100% of the sale for yourself, starting as low as $9.97! **Click Here** for details.

A new window will appear and you will not lose your place here.

Chapter 3 ***Be personal***.
I received an email the other day from a trusted associate who told me about a new opportunity online that seemed promising. I receive a gazillion such emails each day and usually delete them before even reading the first two lines.

But, this being a trusted associate, I took a closer look. And I ended up purchasing based solely on his recommendation. Because he recommended it, I took a look at the product that normally wouldn't have caught my attention.

You see, this trusted associate of mine doesn't recommend junk. If he personally endorses something, then I pay attention. If it earns his seal of approval, it most likely will earn mine as well.

A personal recommendation to your ezine subscribers, website visitors, network of personal contacts, etc. will almost always bring in extra sales. That is, IF you have earned their trust.

You earn their trust by ONLY recommending products and services that are truly of *value*. You earn their trust by recommending products and services not merely to earn a buck, but rather to provide some kind of benefit to them. Remember, your reputation is on the line. If you recommend a poor product just to earn a quick commission, then the next time you recommend a product you'll have about as much clout as the little boy who cried wolf!

In other words, no one is going to pay any attention to what you are saying.

Personal recommendations are great and they work wonders. Just make sure you don't abuse them by endorsing sub-standard products or services.

Anytime I write a personal recommendation of a product or service, I always answer three questions that I feel are important...

3.1 How has it benefited you personally? The first thing I want to point out are actual results of using the product or service myself. How can I possibly recommend something that I haven't used? My contacts want to know results. They want to know what happened when I used the product. What did I learn? What benefit did it prove to be? Did it help me make more money or generate more sales or drive more traffic to my site? In your recommendation, you will want to share

some specific results that came about *directly* because of the product. The more specific details you can provide here, the better.

3.2 What do you like about it specifically? Why? The next thing I want to point out are the specific things about the product or service that I like. Here you want to stress the *benefits* and not the *features*. Don't mention that the product is automated, but rather that is saves you time. Someone once said something to the effect of , "Don't tell me about your lawn mower, talk to me about my grass." No one cares that the product is the most powerful, most critically acclaimed in the world. They want to know "what's in it for me?" Share the things about the product or service that you specifically found to be useful.

3.3 Why should the reader be interested? The end result, the climax, the conclusion MUST be to transfer what the product did for you to what the product "can" do for the reader. Can they expect similar results? The real question on the reader's mind is, "That all sounds great, but will it work for me?" Your conclusion: Of course! If I can do it, then anyone can. Explain to the best of your ability why you believe the reader can expect to see similar benefits out of the product or service. Be sure to mention what it will require on their part - what you had to do to see the results.

Another key to writing a recommendation is to write it as if you were writing to someone specific. Go ahead and pick out ONE single person in your mind and write the endorsement as if you were sharing with them personally. This will allow the reader to feel as if you are actually writing with them in mind.

After all, that's their main concern. Can this work for ME?

I'm going to include a recommendation that I wrote to share with my mailing list to give you an example to model your own after. It was written about my good friend Terry Dean's incredible web marketing membership site, **Netbreakthroughs**.

How I Got A Web Marketing "Guru" To Become My Personal Research Assistant
by Jimmy D. Brown

I just had to tell you about the most insane thing I have ever come across in the five years I have been online. I mean, really, this is just nuts.

It just dawned on me today how ridiculous something is. Can you imagine getting a well known, well respected web marketing "guru" who commands $5,000 a day for seminars to do all of your internet marketing research for you...

...for under $20.00?

Sounds absurd, doesn't it?

And yet, that's exactly what I have been able to do. And you can too. More on that in a bit. But first, let me tell you what Terry Dean does for me.

Each month Terry tells me exactly what advertising works, and what advertising to avoid like the plague. I mean to tell you the guy gives me the exact link to the advertising resource, how much he spent on the ad and the PRECISE results. What works and what doesn't. All I've got to do is base my advertising on his own research.

And I don't have to waste a penny of my money on the "flops" that don't pass the test. Terry wastes his own money and I get to the benefit of knowing about it.

That alone is worth its weight in gold.

But, Terry is a well rounded research assistant. He doesn't even begin to stop there. Each month he provides with me FRESH, up-to-date reports on the latest web marketing techniques. These 7-10 page reports are concise and to the point. I don't have to scour the web to figure out what the newest comings and goings are. Terry brings me up to speed in about 10 minutes of my time. And my time is worth a lot, so I definitely don't want to spend it doing research.

Terry's reports tell me everything I need to know.

And that's just the beginning. This guy is like the Energizer Bunny, he just keeps going on and on and on!

There are a few "tricky" parts of web marketing and Terry knows it. So, he has prepared an entire set of VIDEO MOVIES that are available for me to download and view on my computer. Yep, he actually SHOWS me how to do those things that mere words can't explain. These professionally designed videos walk me through everything from creating my own graphics to building a webpage to filtering my email.

These could easily sell for hundreds, if not thousands of dollars.

And this is all part of the $20.00 that I give him.

Not done yet. There are a lot of things that I need to do as part of my business, but I don't always know where to turn. I do now. Terry put together a "rolodex" of web marketing resources. Everything I need to find in the world of web marketing is right at my fingertips. NOTE: I'm not talking about a long list of affiliate links. I'm talking about a well organized, no BS database of the best tools and resources (many of them free) that are available online today.

I have seen these kinds of directories sell from $39.95 to $97.00 online -- and they aren't nearly as good as the information that Terry provides.

Oh, did I mention his PERSONALIZED coaching? Get this. If I have any questions at all about marketing my business, all I have to do is go to

a special message board that Terry has created and post my question. Terry and other folks "in the know" will personally answer my marketing questions for me. Seriously. I can have a guy who commands $5,000 for seminars and hundreds per hour for consultations to actually answer my questions...

...and I don't have to pay an extra dime!

Now, when you factor in exclusive interviews with other experts -- you've got the ultimate in web marketing research.

I get Terry Dean, one of the well respected "gurus" to give me all of this (and more) for less than $20.00 per month.

Now, I ask you a simple question -- how much is YOUR time worth?

Would you rather...

- Spend precious time and money finding out where to advertise, while wasting a lot of money on "lemons" that don't produce?
- Spend precious time searching through engines and directories and sites to find the latest web marketing content?
- Spend precious time in trial and error trying to create your own graphics and do all of those "tricky" things that take experience and knowledge?
- Spend precious time trying to find the right resources to do that certain thing you need done?
- Spend precious time banging your head over questions that you just don't know the answers to?

Or would you rather spend $20.00 and have one of the most well respected web marketing consultants do all of this for you?

Now, I don't know about you -- but my time is worth A LOT more than $20.00. And chances are, I couldn't gain all of this information in a month's time even if I tried!

Of course, I don't have to convince myself. I'm already a member. :o) I'm not wasting my time and money. I'm letting Terry do all of the work for me. And so are many others who have figured out how absurd this is.

I mean, why waste time and money when you don't have to. Why not let an expert do all of the research for you?

It's a no-brainer.

I'm thinking you've figured it out by now. So, let's cut to the chase. You can join Terry's site (or find out more information) at **http://www.profitsvault.com/netbreakthroughs.html**.

See you inside.

Best regards,
Jimmy D. Brown

(C) Copyright 2002 by Jimmy D. Brown. All rights reserved. No portion of this recommendation may be reproduced without the expressed written permission of Jimmy D. Brown. You MAY NOT use this recommendation to promote Netbreakthroughs. Reprint rights are available to this recommendation in minisite format. Send any email to **netbreakthroughsletter@profitsvault.com** for more information.

See how it works?

Of course, the question is: who will you be making these recommendations to? After all, it won't do you a bit of good to write a great recommendation that no one reads!

If you've been online for longer than a week, then you've noticed one immutable, universal truth: you've got to have a list. That's where the fortune is. You need an opt-in (meaning that your subscribers requested to receive your mailings) email mailing list. NOTE: Brian Garvin's **Optin Lightning** is a great tool for distributing your mailing list and has a built-in SPAM protection system to prove all of your subscribers joined at their own request. **Click Here** for details.

Now, this course isn't about building mailing lists. I couldn't possibly cover what you need to know about building your own mailing list. So, I'm not even going to try. However, I will give you what I consider to be the hands-down best way to get new subscribers in the next 7 days.

I think THE quickest way to do ANYTHING online is through Joint Ventures. By partnering up with other COMPLEMENTING, but not COMPETING ezine publishers, you can often see very significant results in only a matter of days. In fact, I am so high on joint ventures that I wrote a report, "How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Month" on the very subject. I recommend anyone wanting to see a quick burst in subscribers (or profits!) to read it. **Click Here** for more information.

While the report was written in reference to producing sales, the same principles that I share in it can easily be applied to building an ezine list. Read the report and brainstorm a bit. Even if you just have a light drizzle, you're sure to think up some easy ways to bring in subscribers through joint ventures. :o)

A secondary method would be to swap ads with other ezine publishers. In the above mentioned report, I have included information on obtaining a FREE database of over 700 ezine publishers who participate in ad swaps. This is a great place to start if you are interesting in building your ezine through swapping ads with other pubs. A step up from there is to swap ENDORSEMENT mailings where you actually send a personal note to your mailing lists informing them of each other's ezines. This works especially well if you are COMPLEMENTING

ezines. For example: If you have an ezine that focuses on pet obedience and you find a publisher who owns a pet lovers ezine, you've got a perfect match. You tell your readers about the pet lovers ezine and she tells her readers about your ezine on pet obedience. There are certain to be some interested subscribers on both lists - and your ezines don't compete, so there is no reason why you wouldn't want to help each other out.

----------Recommendation----------
To learn everything you need to know about building and profiting from your own email mailing list, take a look at **Profit Pulling Newsletters**. This course shows you *exactly* how to create an email newsletter that earns you up to $50,000 a year from RECOMMENDATIONS.

Every affiliate needs a copy of this one.
Click Here for all the details.

Click Here For Chapter 4

This manual is proudly sponsored by...
The Product Bank: Over 15 hot-selling products with reprint rights, all written by Internet Marketing "guru" Jimmy D. Brown. New products added monthly. Buy your own licenses to sell and keep 100% of the sale for yourself, starting as low as $9.97! **Click Here** for details.

A new window will appear and you will not lose your place here.

Chapter 4 ***Be pre-qualifying***.
When folks arrive at your website, you want them ready to do business. You want them ready for action. You want them targeted and pre-qualified to make a purchase.

Right?

Another suggestion for outselling other affiliates is to write your own ezine articles. It's not a big secret that getting your articles published in other people's online newsletters produces *big-time* results.

In fact, some people use this as their ONLY method of generating traffic. After all, it's free. And, the featured article is THE focal point of any given ezine - it's what people subscribe to read. So, writing articles for publication in ezines is a great way to help you outsell other affiliates.

How? Glad you asked. Here's how...

It can be done in one of two ways:

4.1 Include your affiliate URL in the resource box at the close of your article. Every publisher allows you a short 5-7 line resource box to be published immediately following your article. This typically includes your name, email address and a brief "mini-ad" of your choosing - usually a link to your own website. Rather than linking to your own website, you can link to your affiliate program. (This isn't my top recommendation, but does produce results)

4.2 Include your incentive URL in the resource box at the close of your article. This, to me, seems to be a better idea. Remember that free incentive that you created, along with the webpage? Link to that webpage in your resource box to drive traffic to your biggest sales tool. In your resource box, simply mention your free offer and the link. If the reader enjoyed your article and found it beneficial, then you can just about guarantee that they will take a look.

When traffic arrives as a result of your articles, they are pre-qualified. They have expressed a specific interest in your content. They have found it to be of value or some benefit. They are likely in the mood to do business. And if your incentive and sales letter do their job...

...you've got a sale waiting to happen.

Now, the first thing I usually hear is "I can't write articles." Yeah, you can. Unless you have the intellect of a turnip green, you can write your own articles. And, even if you do have the intellect of a turnip green, we can squeeze something out of there! :o)

I'll be the first to admit, MANY people don't have a talent to write. They may be excellent managers or carpenters, but they can't write. You might not find a better fisherman or nurse, but don't ask them to write. Hey, we all have different talents and abilities, right?

However, I am convinced that there are at least two kinds of articles that ANYONE can write. And those two kinds of articles are...

4.3 Tips List. If there is one kind of article that I see published online the most, it is a series of tips relating to a particular topic. For example: *Top 10 Ideas for Starting an Online Business* or *16 Easy Ways to Lose Weight Fast* or *8 Things Every Dog Wishes His Owner Knew.* The great thing about a tips list is that they are easy to write. Each tip consists of 2-4 sentences. Doesn't need to be anything fancy or eloquent. You aren't writing the Great American Novel, you are just sharing IDEAS. A tips list is just that: a collection of ideas written in short form. The reader then takes those ideas and brainstorms to turn them into useful, applicable information. All you need to possess in order to write a tips list is a basic knowledge of the subject you will write about. Compile a list of these tips in just 1 sentence form. Then, write 2-4 sentences to briefly explain each of the tips. Give your article a catchy title and -voila- you've written an article. When you write a tips list that is FRESH, focused on new ideas or relating to current events, you'll have created an article everyone is interested in reading.

4.4 Step-By-Step Tutorial. Another sure-fire article that is virtually always read is a step-by-step tutorial. That word "tutorial" scares you a bit, doesn't it? I mean, after all, you've got to hold a Master's Degree in Communication to write a tutorial, right? Wrong! All you need to hold is a desire to share what you know! It doesn't matter what topic you are considering for your ezine article, EVERYONE wants to know *exactly* "how-to" _____. (fill in the blank yourself) We want things broken down into bite-sized, digestible steps that we can realistically accomplish. If I told my mom, "go logon to the internet and check my email" she would give me a "how in the world am I supposed to do that" look. She wouldn't know where to start. She wouldn't have any idea how to accomplish the task. However, if I told her "Step 1: Click the Start button which is the circular button located in the lower left hand corner of the front of the screen, with the Giant S imprinted on it. Step 2: After the computer screen comes on and you see a MICROSOFT logo appear in the background, click on the E icon in the bottom left hand corner." and so on. Now, we're rolling. She can accomplish the task because things are broken down into easy, attainable steps. This is a SOLID method of writing

articles. Pick a subject relating to your field that everyone wants to know how to do. Then, walk through the process yourself, writing down each step that you take. When you finish the task, you'll have an article written! Polish it up with a few warnings of things to NOT do, helpful hints for shortcuts to get it done quicker and inject your own personality. Congratulations...you've just helped someone accomplish one of their goals. And you've got a reader who'll stay tuned until the next issue.

Sounds great, but who would want to publish my articles? How can I find contacts to submit my articles for consideration? One of the easiest ways is to allow publishers to COME TO YOU. There are several databases online that allow you to submit your articles. Publishers search these databases for fresh articles pertaining to their target audience. If your articles provide quality information, you can bet you'll be published without lifting a finger.

Submit your articles to the following free databases...

EzineArticles.com. A nice selection of articles can be found here in the following categories:
| Arts and Humanities | Computers and Internet | Food and Drink | Lifestyles | Recreation and Sports | Web Site Debuts and Reviews | Business and Finance | Family Activities | Health and Education | Press Releases | Shopping | Women |

Additionally, you'll find a database of the newest articles submitted (remember, FRESH content) and top 25 highest rated articles in the database. **Click Here** to visit the site.

Dime-Co.com. A new and growing collection of articles are available under these headings:
| Advertising and Marketing | Affiliate Program Success | Business and E-Commerce | Canadian Business | Common Sense Finance | Computer Tips | Ebook Success Tips | Ebooks and Downloads | | Email Tips Ezines and Ezine Success | Search Engine Success | Web Design and Development | | Women In Business | **Click Here** to visit the site.

AllNetArticles.com. This is a new one that doesn't have a lot of articles submitted at this time. It's worth keeping an eye on. It has a HUGE category listing section, so once people begin submitting articles to this one, it should be a nice database. **Click Here** to visit the site.

Ezine Article Lists. Additionally, there are several discussion lists that allow writers to post their articles available for publication. These lists are FREE to join and contain an ongoing supply of FRESH articles you may consider for publication:

mailto:publisher_network-subscribe@egroups.com
mailto:article_announce-subscribe@egroups.com
mailto:PublishInYours-subscribe@onelist.com
mailto:Free-Content-subscribe@onelist.com

mailto:articles_archives-subscribe@egroups.com
mailto:Article_Depot-subscribe@topica.com

Free Content Newsletter: Web editors looking for articles for their small business newsletter, list or website, can post their needs or their own articles for free.
http://www.egroups.com/group/Free-Content

Content Exchange: Search their database to find quality content and writers, find a freelance writer in their classifieds and online writers and editors can advertise their own services. **http://content-exchange.com/**

Media Peak: Free advertising and content to online publishers. Book of ezines, free ezines, ad swap and quality content for your ezine.
http://mediapeak.com/

Idea Marketers: Uniting writers and publishers. Writers sign up for free and showcase your articles. Publishers sign up for free and get a free newsletter builder and original content.
http://www.ideamarketers.com/

Connection Team: The article connection. Pick up some great articles for your ezine or add your own article for free. Plus free writer and publisher tools. **http://www.connectionteam.com/art.html**

Interactive Library: Complete library of ezine articles in a variety of categories. See the 50 most recent articles, browse the database or search by author. Submit your own article for free.
http://opportunityupdate.com/articles/

Makreting-Seek: I saved the best for last. :o) Rozey Gean and Rick Beneteau have put together what I consider to be the best of the best. Without a lot of introduction, just visit this one for certain...
http://marketing-seek.com

----------Sidebar----------
I am so convinced that ANYONE (and hey, YOU are included here! :o) can write their own 100% original content articles, that I have decided to "put up or shut up." I wrote an 11 page special report that details STEP-BY-STEP how to write your own content. It's a bonus with the **Profit Pulling Newsletters** course. MAKE SURE you read the report. Don't think, "I can't do it." You CAN do it. I've got the entire process broken down into baby steps. Read the report. You'll be writing your own articles by tomorrow. Seriously. It's that easy. In the report you'll discover...

- *An easy-to-follow 12-step system for writing your own newsletter articles from start to finish!*
- *3 simple things you can do to come up with that sizzling topic that everyone wants to read about.*
- *How to use my special "fill-in-the-blanks" style of writing that makes creating a masterpiece article as simple as writing a "things-to-do" list.*

- *How to choose an attention-grabbing title for your article that automatically makes people take a closer look.*
- *How to use the psychological pulling power of curiosity to make sure readers eagerly soak up every word you write.*
- *2 super ways to build relationships with your articles and earn even more profits.*
- *An easy way to fill up space when you don't know what to write next...and how your readers will love you for it.*
- *How to weave in product offers and affiliate links without blatantly saying, "Buy this!" This is the heartbeat of profiting from your own articles.*
- *How to stay in the mind of your reader for hours and even days after they've finished reading your article - and how to lead them directly to a point of purchase.*
- *The most important part of writing your own article. Without question you gotta get this right!*

Click Here for more information (Look for bonus #1)

Click Here For Chapter 5

This manual is proudly sponsored by...
The Product Bank: Over 15 hot-selling products with reprint rights, all written by Internet Marketing "guru" Jimmy D. Brown. New products added monthly. Buy your own licenses to sell and keep 100% of the sale for yourself, starting as low as $9.97! **Click Here** for details.

A new window will appear and you will not lose your place here.

Chapter 5 ***Be relational***.
I can't think of a better way of producing sales and income online than to build relationships. Now, building relationships doesn't happen overnight. It takes time to create friendships and partnerships and networks of people that you interact with on a regular basis. But, I assure you this, if you take the time to build relationships with others in your field...

...sales will follow.

Remember the "recommendation" that we talked about earlier? When you build relationships, you will be able to make those recommendations and actually see people respond. Want to give away that free incentive? Who are you going to give it to? If you build relationships, you'll have a network of people available to make your offer. Building relationships leads to ezine subscribers, joint venture projects, ad swaps, link exchanges and so much more...

...which all lead to more sales!

But, where do you get started? How can you find *real live* people to interact with? How does one go about building relationships on the Internet.

Perhaps the quickest and easiest way to build relationships online is to visit forums. A forum is an online community where messages are posted for public viewing and responses. Forums are also sometimes known as "message boards" and "bulletin boards."

The great thing about (most) forums is you are able to provide a website link at the close of each one of your message posts. (more on what to post in just a minute) Of course, you can use this website link to do either of the two things discussed previously - link directly to the affiliate link, or link to your incentive page. Again, the incentive page is the better of the two options.

Where to find forums: There are two easy methods of obtaining the location of online forums for your target audience that I recommend.

Forumone: Forumeone.com is the largest directory of online forums, categorizing almost every imaginable topic of discussion. With easy to navigate categories and subcategories, as well as a built-in search

engine, you'll find it simple to locate forums that you may participate in, regardless of your target audience.

AltaVista: Altavista.com is the largest search engine on the Internet. You can quickly locate target specific forums by searching for keyword phrases. For example: If you are looking for web marketing forums to interact at, then search for "web marketing forum," "web marketing message board," and "web marketing bulletin board." You can also search for *related* keyword phrases like "Internet marketing forum," "advertising message board," and "web promotion bulletin board." You'll be able to quickly build a database of forums to visit. Visit each of them - delete those that don't have many messages posted (nobody's visiting and you're just wasting your time) and highlight he ones that have many messages posted. (these are hotspots)

Sounds great, but what should I do once I'm there? First things first, look around. See what kinds of messages are being posted. Learn what the "DOs" and "DON'Ts" are. Some kinds of messages are inappropriate, such as blatant advertising. Spend a few minutes reading the messages and responses to get a feel for the general atmosphere of the forum.

Then, begin interacting yourself. There are at least four ways to interact and begin building relationships (as well as some quick exposure through the link you provide)...

5.1 Ask questions. One of the easiest things to do is to simply ask questions that you need help with. If you are looking for a place to purchase music CD's online, then ask the question. (NOTE: Of course, the questions MUST relate to the topic of discussion at the forum. If you're at a work-at-home forum, asking about who's going to win the Super Bowl probably isn't a wise choice.) Ask for a website review. If you are experiencing technical problems, ask for help with it. You'll find that many people will be willing to provide answers and give advice on your questions. You're interacting and building relationships! And, as an added bonus, you'll find answers to questions that you need!

5.2 Provide answers. Another way to participate is to answer questions that others ask. If you happen to have some knowledge or experience in an area that has been raised, then jump in and share what you know. People ALWAYS appreciate helpful advice to their problems and concerns. Each time you provide useful information, you'll further build your reputation as a respected contributor to the forum.

5.3 Put in your two cents worth. Quite often there are messages posted that aren't really questions, but just general discussions about a particular topic. If you have something important to say, jump in and share your two cents worth. Give your thoughts to both the original post and the responses of others. The more *meaningful* input that you contribute, the more exposure you receive, which ultimately will build those critical relationships and produce the desired income.

5.4 Provide information. This one is a bit trickier. You need to know what is allowed and isn't before delving in too deep here. If the rules of the forum allow you to post articles that you've written, then do it. If it's acceptable to offer free ebooks or post product reviews, then share them. Blatant advertising is almost NEVER wanted, but oftentimes message boards do allow you to provide articles and other useful information. Just check before you post.

One more thing I want to share with you is how to get some easy, guaranteed exposure on forums. This can easily be obtained by interacting on the *hot* topics of discussion. Scan through the messages at your favorite forums. Many won't have any responses. Some will have a few responses. And then there will be those messages that have numerous responses. Make sure you jump in at these topics. Why? Because they are the ones that people read. If many people have responded to a message, then it is a *hot* topic. Hot topics are read, if for no other reason than curiosity. By joining in these discussions you are guaranteed some quick exposure. Make the most of it. Blow the readers away with your valuable input. Grab some attention for yourself.

Click Here For Chapter 6

This manual is proudly sponsored by...
The Product Bank: Over 15 hot-selling products with reprint rights, all written by Internet Marketing "guru" Jimmy D. Brown. New products added monthly. Buy your own licenses to sell and keep 100% of the sale for yourself, starting as low as $9.97! **Click Here** for details.

A new window will appear and you will not lose your place here.

Chapter 6 *Be prompt*.

I've always believed that every opportunist will find opportunities. Meaning? If you look for opportunities to make easy sales, you'll find them.

Really? Yeah, really. Let me share with you a few ways how to do it.

A great way to sell more of the affiliate program products that you are promoting is to work the back-end at opportune moments. I personally use three tactics to increase my affiliate sales that anyone can implement into their own strategy...

6.1 Back-end sales: Just a simple change to your current webpage can double your affiliate sales almost overnight. If you already sell a **product of your own**, then you have a "thank you" webpage in place. This is the page webpage that your customer is taken to immediately after they make payment for your product. It usually contains a quick "thanks for your order" message, order information and availability instructions for when, where and how they will receive the order. It's also a *superb* place to mention your affiliate program product. Why? Because the person is in the mood to buy. They've just made a purchase and if you can recommend an additional purchase that will only enhance the decision they've already made, then there is a strong possibility that they will make the extra buy. This is a great place to offer a related product by using your affiliate link.

For example: If you sell exotic pets, then on your "thank you" page, you might include an affiliate link to a website that sales pet food. After all, it's logical that the new pet owner will want to feed their pet! Or, you might want to use an affiliate link to a supplies store on the Internet. Get the idea? It's a perfect place to promote affiliate programs that complement the purchase that was just made.

I sell a product online to help people create their own information products. It's a **420 page course** that actually walks you through the entire process of selling information online that I sell for $9.97. I sell it at this price (which is 67% off of the suggested price!) in order to make some quick sales, (at this price it sells like crazy), but more importantly, I sell it for less than ten bucks because I have a back-end offer awaiting the buyer. After purchasing the information product course, I encourage the customer to purchase an **eBook compiler** software and a **video tutorial for creating eBook cover art** in less than 10 minutes. Both earn me more money than the course itself does!

When they make a purchase, they are in the mood to buy. Offer them your back-end products that are related to, but not in competition to, the purchase they just made.

6.2 Subscription to your ezine. Same idea as above, but this time it's on your "thank you for subscribing to my newsletter" webpage. I would consider putting an affiliate banner at the top and a recommendation for an affiliate product immediately beneath the "thank you." Or, you might want to put a brief paragraph about your free incentive along with a link to the webpage. Use your imagination. Make the most of the opportunity, you have their attention. If you send out a confirmation email to the new subscriber, include your affiliate product ad in your signature file at the close of the confirmation email. Opportunists will always find opportunities to make easy sales!

6.3 Reprint rights. Reprint rights are *hot*! Everyone wants to gain the rights to reports, ebooks, products, courses, articles, etc. that they can resell to others for additional streams of income. So, how does that affect you? Here's how. Develop one of the aforementioned resources. We'll go with a report for my example. Develop a 5-7 page report of *quality* information. Again, it's got to be quality. Throughout the report provide links to various affiliate programs that you are promoting. If you do this not as a blatant sales tactic, but rather just within the useful content, you'll find that it produces results. Here's where the fun begins. You allow other people to sell (or give away - if you choose) your report. In fact, you allow anyone who ever gets their hands on your report to sell or give it away. Soon, that report (if it's a good one) will be in the hands of hundreds, even thousands of potential customers. And every time it is given away, your affiliate links are strategically in place within the report. Think you'll get any sales? You betcha!

Well, that's a wrap for the eBook portion of this course. But, if you subscribed to the second portion of the course, the "Secrets of Affiliate Success" 7-day eCourse, then you'll be receiving much more information on affiliate marketing in the next 7 days. Here are just a FEW of the things we'll cover in the continuation of "How to Outsell Other Resellers and Become a SUPER Affiliate..."

- The REAL SECRET to Earning Commissions With Affiliate Programs!
- A ‘Guru’s Idea to Get You Started On The Road to Guaranteed Monthly Income!
- 3 Easy Ways For You To Cash In On Your Own Success With Affiliate Programs…Almost Overnight!
- How To Increase Your Affiliate Commission By Up To A Staggering 500% for ANY PROGRAM!

- Creating Your Own Ever-Growing Empire Of Affiliate Commissions and Checks!"
- The Absolute EASIEST Way to Earn Commissions While Barely Lifting a Finger!"
- How to Use a Ready-Made Autoresponder Course to Flat Out Make Your Affiliate Commissions Sizzle!

If you haven't already subscribed to the 7-day eCourse, you may do so by sending any email to **affiliatesecrets@followup101.com**

Best regards,
Jimmy D. Brown
webmaster@123webmarketing.com

Click Here

Would you like to obtain a CUSTOMIZED COPY of this eBook?

CUSTOMIZATION PACKAGE

Throughout this eBook, there are dozens of references to product offers. Each of these have affiliate programs. For a one-time fee of $39.95, **you can have this eBook custom coded with YOUR affiliate links to all of the affiliate products mentioned herein**.

Just a few of the included programs are: ***Host4Profit, Netbreakthroughs, 123WebMarketing, Profits Vault, Free Advertising System, eBook Creator software, and Optin Lightning***.

You will also be able to customize the manual with a SPONSOR AD of your choosing that will appear on EVERY PAGE of the manual. You can promote any affiliate program you want, your newsletter, your own product --- it's up to you.

To place your order for a customized copy of the eBook, you may pay via **Clickbank or Paypal**.

To order via Clickbank, visit
http://www.clickbank.net/sell.cgi?licenses/22/Customized_Outsell_eBook

To order via PayPal, visit
https://www.paypal.com/xclick/business=webmaster%40ProfitsVault.com&item_name=Customized+Copy+of+%22Super+Affiliate%22&item_number=CCSA&amount=39.95&no_shipping=1&return=http%3A//www.123webmarketing.com/order/outsellclick.html

* Customization of this eBook DOES NOT include customization of the 7-Day eCourse.

Click Here to Begin Reading This Manual