

Getting Started Guide

My main request is that you keep your promotions personal, relevant, non-hyped and done so without spamming. Check each product you want to promote and learn as much as you can about it. Don't promise results that the product can't deliver.

For best results, I highly recommend you get a copy of my product you want to promote. That's not a desperate sales pitch, but rather a piece of advice. You'll have more success promoting it if you're familiar with it and can create your own product review. You will have more success and make more sales just by applying this simple technique.

Learn about your visitors and the people on your list. Look from their perspective; how can you help them and what can this product do for them? Understand what they need and how you can resolve their problems with my products. For example, my 'Monthly China Manufacturers List' is for people that are looking to make money right now without learning a lot about researching on eBay.

Write a good review with the product's strengths and weaknesses'. It has to be an honest and valuable review. This is the only way you can help your audience and make money. They will not spend their money if they think this product is not the best for them. People want the best products in the world, so your job is to deliver this to them. Don't offer my products if you personally don't believe in them.

Important Tips

Email Your List – After talking with many affiliates, I made the conclusion that email converts the best. Consider it as the first step and the most profitable way to promote my products. It is very important that you build a good relationship with the people on your list. It is not about how huge your list is; it is about helping the people on your list so that they can respond to your future recommendations. Building your list is a long process and you want to start this right now, focus on your network and build trust prior to promoting.

Website Or Blog – Use your site wisely, using your own written copy along with text links and banners. Provide testimonials, reviews or something similar that is valuable to your visitors.

Pre-Sell - Pre-Sell the product as much as possible prior to the customer leaving your site. The customer should be ready to purchase immediately once reaching my site. Pre-selling increases conversion from click to sell.

Deep Links - A banner leading to a general page on every page of your site won't be anywhere near as effective as multiple links throughout your blog, which should advertise products that are relevant for readers reading those particular parts of your blog. Don't throw the same banner on all of the pages; it is not an effective way to advertise. It is best to insert it into the article or review.

Relevancy – You're better off building a small, but specific network with people who have the same interests rather than a huge list of people who have different needs and wants.

Positioning – Use the same principles as you would with AdSense; meaning the best places to position your ads are at the top left hand side bar, inside the content, at the end of posts, above comments, etc.

Traffic – Think about how you can drive your visitors to the exact page where your affiliate link has been placed.

Bonus – Offer a bonus from my site or something that you own. This alone will increase your conversion rate.

Twitter – This is one of the easiest promotional tools I know. You can use tweetattacks 2 and convert rather well during peak times.

Multiple Promotions – My recommendation is to use a variety of methods and combine them all into one powerful campaign. You will leave a lot of money on the table by using only one technique.

It Takes Time - While an affiliate program does have the potential to make you a lot of money very quickly, it usually comes after a lot of work, and once you've spent a lot of time and effort building up your network. The early days of just building your network may see very little (if any) results anymore.