



# **Affiliate Partner** **Success Secrets**

**Make A Fortune Selling  
*Other People's Products!***

# **Affiliate Partner Success Secrets**

**“Discover How You Can Make An Awesome Living Selling Other People’s Products – Without Having to Create Them or Offer Customer Support!”**

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# **CHAPTER 1: AFFILIATE MARKETING TODAY**

## **1.1 What is Affiliate Marketing?**

A popular method of promoting web businesses is affiliate marketing. An affiliate marketer is rewarded for every visitor, subscriber and/or customer provided through his efforts. It is a modern variation of the practice of paying finder's-fees for the introduction of new clients to a business. Compensation may be made based on a certain value for each visit (Pay per click), registrant (Pay per lead), or a commission for each customer or sale (Pay per Sale), or any combination.

From the merchant's viewpoint, the best thing about affiliate marketing is that no payment is due to an affiliate until he or she gets results. Some e-commerce vendors use third party services provided by intermediaries to track traffic or sales that are referred from affiliates and some e-commerce sites run their own affiliate programs. Many businesses owe much of their growth and success to this marketing technique.

In its early days many Internet users held negative opinions of affiliate marketing due to the tendency of affiliates to use SPAM to promote the programs in which they were enrolled. As affiliate marketing has matured many affiliate merchants have refined their terms and conditions to prohibit affiliates from SPAMming.

Today, affiliate marketing is the single fastest growth industry on the Internet. It's also true that affiliate marketing is one of the fastest and most creative ways to make money and have a career on the Internet.

It is always subject to change but currently the most active sectors for affiliate marketing are the adult, gambling and retail sectors. Expected to experience the greatest growth in affiliate marketing are the mobile phone, finance and travel sectors. Not far behind and gaining fast are the entertainment (particularly gaming) and Internet-related services (particularly broadband) sectors. Several of the affiliate solution providers expect to see increased interest from B2B marketers and advertisers in using affiliate marketing as part of their mix.

## **1.2 How to Make Money**

It is very possible getting wealthy doing affiliate marketing in spite of the immense competition. Even though Affiliate marketing isn't an easy money tree that is going to just drop bundles of cash into your lap with no effort on your part required, you can still make a fortune selling other people's products – if you know how to do it right. You will find the affiliate opportunities that work the best only by finding them yourself, either through testing and research or networking and business development.

Free traffic is not completely over but it is fading fast. You can work hard to create pages that score high in the search engines and build sweat equity into a site but by paying for clicks and focusing on Google and Overture you will have the top three positions on all search engines that really count on the Internet. You need to be on top of if you want to generate traffic from Yahoo. Overture and especially Google are the best key drivers of qualified traffic on the Internet. Pay-per-click search engines let you quickly test different affiliate offers and new landing pages on your site. You can stay away from top competitive keywords for \$1 to \$2 per click. Niche marketing on Overture and Google works.

Instead of just sending traffic away and hoping for the best, you should have your own email list to which you can send multiple offers. Sending offers to your own email list is the true way to build freedom and residual income. You can do this by:

- Using subscription forms on your web site.
- Using co-registrations or co-op marketing campaigns.
- Buying email lists.

Effective affiliate marketing involves paying for traffic in one shape or another. To accelerate your income, you need to invest wisely in advertising and get the most mileage out of every one of them.

## **CHAPTER 2: GETTING STARTED**

### **2.1 Getting all the Tools You Need**

Affiliate marketing is publicized as one of the easiest and most effective ways to generate money online but it is not quite as easy as it appears to be. The smart affiliate marketer plans every action and implements every action the best way he can. He should also increase the potential to earn by utilizing the right tools necessary for a thriving affiliate marketing business.

The first and most important tool an affiliate marketer must have is his or her own website. The first step in any successful affiliate marketing business is building a good, credible and professional looking website. Your website is the jumping off point of all your marketing efforts. Build a user-friendly website, which will attract your prospects and motivate them to click on the links to the products and services you are promoting and make a purchase.

The second tool in your arsenal should be offers and incentives. Competition is a major problem in the Internet world. You must always be one-step ahead of your rivals to ensure that you capture a large portion of your target market so you must use every possible means to motivate individuals not only to visit your site but also to click and proceed to the websites of the products and services you are promoting. Building an opt-in email list is one of the best ways to gather prospects. Offer a newsletter or an e-zine. Better yet, offer incentives to your prospects to encourage them to subscribe to your newsletters. You can present free software, free online videos, access to exclusive services and other freebies that will be helpful to your prospects.

Your talent and knowledge is another important tool to use to make your website a popular Internet link to visit. One of the best ways to do this - at no cost at all - is by submitting articles, with your website's link at the resource box, to e-zines and free article sites. You will not only gain exposure, you will also have the opportunity to advertise for free, just include a link back to your site. The more sites you submit your articles to, the better your link popularity becomes.

### **2.2 The Age-Old Question Do You Need a Website?**

The most important and indispensable thing to assure your success in affiliate marketing is your own website. The first step in any successful affiliate marketing business is building a good, credible and professional looking website. Your website is the jump off point of all your marketing efforts. Therefore, you must first build a user-friendly website, which will attract your prospects and motivate them to click on the links to the products and services you are promoting and make a purchase. You must first focus your efforts in building a website that will cater to what your prospects need.

Above all else, make your website full of original, relevant and useful content. The most important thing you should consider is that almost all web users go online to look for information, not necessarily to go and buy something. People will love articles that are appealing and helpful. Keep in mind that, in the Internet, content is still king and good quality content will not only build your credibility, it can also help you achieve a higher search engine ranking. By posting relevant and useful articles, you establish yourself as a credible expert in the field, making you a more dependable endorser of the product or service you promote. Establishing a good name is a good step in building up a dedicated consumer base. Dedicated customer bases are the lifeblood of affiliate marketers.

You must use every possible means on your website to motivate prospects not only to visit your site but also to click and proceed to the websites of the products and services you are promoting.

When you are creating your website, the possibilities are endless and are limited only by your imagination, originality, resourcefulness and resolve. You can always explore other ideas and adapt other strategies, which you think might help you become a high rolling affiliate marketer but not until you have a great website.

### **2.3 Why an Auto Responder is Your Asset**

Auto responders automate the process of following up e-mail marketing leads. Email Auto responders are special email addresses that return a message or set of messages in response to any email that is sent to the auto responder's address. When your business is slow or just beginning you may be hesitate to use this tool because the good ones aren't free. But be assured as your business grows, you'll find a use and be glad that you have one.

Most web hosts have auto responders – it is only limited by the number of email addresses your host provides you. However, there is one small drawback to web host auto responders –you are limited only to one message per auto responder, without the possibility of a follow-up email to your prospects.

You can purchase auto responder software. This software can be placed on your computer or you can purchase an online service, and all your information will be stored on the server where you purchased the service.

Auto responder software can do a lot of different things to help your affiliate marketing business. Auto responders can:

- Give prospective clients business information, pricing lists and resumes
- Collect names and email addresses
- Be used for training
- Give away free reports
- FAQ (if appropriate)
- Auto-send your article submissions

It is plain to see there are many uses, all of which will keep you in contact with your visitors and/or prospective leads, and the promotion of your products, services and business. Whether you use a free or paid auto responder will be directly determined by the growth of your business – and of course, your budget. The use of auto responders is only limited by your imagination and your ethics. Do not go crazy with this tool – it is to be used to help your business – so be aware of SPAM – and its dos' and don'ts – and this tool will work for you.

## **2.4 Your Main Focus in Affiliate Marketing**

The main focus of all business owners and their respective Web sites is website promotion. It is not something that happens overnight, however. This is because once you have a new Web site it takes some time before search engines upload your URL and it becomes part of search results. While your Web page might be returned in the results of free search engines, it will still not result in the amount of traffic you want but there is one particular way to increase traffic to your Web site that is inexpensive, and that is web site promotion through newsletters.

Online newsletter editors are looking for new information from new businesses all the time but they usually don't want to pay for the article you write. They



prefer to trade a byline or a small advertisement for your business or web page. As a result, all you need to do is spend a few hours writing a newsletter that discusses a relevant topic and that also has a plug for your web page. This is a way for you to quickly get the word out about your web page as well as increase traffic and business while you are waiting for the search engines to get your information in the system and part of the search results. Newsletters provide easy and free website promotion, so don't overlook the opportunity.

Don't transfer the copyright of your article to anyone. Only grant the right to print your newsletter. By doing this, you can submit this one newsletter to multiple e-zines and reach many more potential subscribers than you would with only one. Also, it saves you time because you do not have to write new newsletters for every e-zine. When you write the resource box for your advertisement, make sure you include your entire web site address so individuals can simply click on the address and be taken directly to your page rather than having to cut and paste. The easier you make it, the more individuals will take a look at what you have to offer.

## **2.5 Accepting Affiliate Payments**

The main problem merchants have with affiliate marketer payments is that they have to initiate payments manually based on a commission report that would typically be generated by their own e-store software. If affiliate payments run into hundreds or thousands, this process can get very tedious.

Fortunately, Paypal (<http://www.paypal.com/>) has come up with a solution to the merchant's problem. It is called Mass Pay. Simply put, Mass Pay is a solution from PayPal that helps automate affiliate payments. Instead of having to manually enter the affiliate amounts into the payment system; their e-store software generates a Mass Pay file that contains the details of the payments to be made.

This is a boon to affiliate marketers and greatly reduces the problems associated with accepting payments from merchants. Paypal is the generally accepted way to receive payments from merchants that you have an affiliate marketing agreements with.

Paypal makes receiving payments from individuals easier, as well. Having a Paypal button on your website is a real boon to you. It makes it simple and easy

for customers to pay for their purchases and is so well known that people feel very secure using it.

Paypal allows you to set up a business account. It is a very simple process. The only thing you are required to do is provide information that allows Paypal to verify who you are and that your bank accounts are valid. Proof of a valid credit card is also a requirement. When you have a Paypal business account you can accept credit card payments, as well.

You can purchase software that will integrate with Paypal to help track your affiliate marketing sales and know what your commission is easily and quickly. There are several such software products on the market. You can easily find them by using your favorite search engine.

## CHAPTER 3: AFFILIATE PARTNER SUCCESS SECRETS

### 3.1 Identifying an Existing Hot Demand

Every small business owner knows that competition is tough, but he or she may not be able to pinpoint exactly what changes are needed in order to get to the top. Conducting business as usual may no longer be sufficient. Investing in the technology that is now available can be a great help or a bank breaker. It seems that most small business and home based business are either starving (they don't have enough technology) or they are obese (they have everything piece of new technology that comes down the pike).

There is, however, some fairly new technology that every small or home business owner needs. It can answer questions like; how can small businesses identify noteworthy trends, Identify an existing hot demand and make better decisions faster? Answer: business intelligence software. Business intelligence is the crystal ball of the 21st century.

Purchasing business intelligence (BI) software is one of the most strategic investments that a business can make. Using data mining, reporting and querying, BI helps businesses understand, monitor, manage and respond to specified situations. This software empowers decision-makers — and staff — to connect the dots around key business numbers in a way previously unimaginable. BI helps you figure out:

- Which customers are profitable?
- Which customers appear profitable but aren't?
- Are you close to — or far from — reaching critical milestones?
- When is the best time to launch a marketing campaign?
- What was the best performing product or service last quarter?

Business Intelligence software may be more of an investment than small businesses can bear. It can certainly be pricy. Small business or home business owners, however, can subscribe to BI services on the Internet at a fairly reasonable cost. There are several to choose from.

eBay also published a “Hot Items” list the first week of each month. It gives valuable information to eBay sellers who use drop shippers.

## 3.2 Choosing the Right Product

When you first start your online business, the first and most obvious question you will ask yourself is...what am I going to sell? Points to consider when deciding the answer to that question are:

- Is it light and easy to ship?
- Is it a digital good that is downloaded (e-book or software)?
- Is it perishable or fragile?
- Does it have to be seen and held (designer fabrics, perhaps)?
- Is there enough demand to make your venture profitable?
- Does it have little competition from large online companies (niche products)?

The last two characteristics are the ones that can be hard to pin down. Here is a generally accepted method of arriving at an idea of how heavy the demand and competition is for a product.

If you have a special interest in some products that meet the above criteria, great, but don't limit your investigation just to items you like. You are looking for a niche product with relatively good demand (enough to make it profitable), but without heavy competition.

One way to see what the demand is for products you are interested in is to look at search engines to see how frequently people search for the product you are considering.

The result of all this research should be that one or more products will fit into a niche market - products with some demand, and relatively little supply. For the best results, focus on one niche product category, and offer a wide selection. That way, you can become the best online source for that particular category. For example, instead of offering general craft supplies, offer the widest possible selection of needlepoint kits. This strategy will also allow you to rank higher in search engines because you can optimize your pages for fewer, more specific, keywords.

### 3.3 Where to Look for the Right Product Online

When you are just starting your online business finding the right products to sell online is the number one problem. Knowing where to look can help.

1. **Drop Shipper Directories** Drop shippers are wholesalers that will ship direct to your customers so that you don't have to invest in or store inventory. Directories of drop shippers are for sale online, but make sure you're buying a reputable one.
2. **Local Businesses:** You may find businesses in your backyard that offer just the right products, but are not yet into e-commerce. Offer to sell their product online in exchange for a percentage of any profits you make.
3. **Crafters:** Local crafters are a good source of unique products, and may be willing to reduce their prices for you if you purchase in quantity. Either buy the item outright, or set up a consignment arrangement with them.
4. **Garage sales and flea markets:** Garage sales are a good place to look for items to sell online. Do some research into categories that interest you, and then start scouring sales for good prices.
5. **eBay:** eBay itself can be a source for products. Look for wholesale lots that can be broken down for individual sale.
6. **Wholesaler Directories:** Your local library will probably have directories of manufacturers, wholesalers, and/or distributors. Most directories are organized by SIC code so that you can zero in on the product categories that interested you.
7. **Trade Shows:** Trade shows are a great way to source products. Lots of merchants gather in one place to look for resellers. To find trade shows in a particular industry, contact trade associations and industry publications.
8. **Importers/Exporters:** You might want to consider contacting companies that import goods from overseas. It's possible to source directly from overseas. This requires a lot of expertise, but many companies do it successfully.

### **3.4 How to use Auto Responders for Maximum Benefits**

With the goal of profitability in mind, the most important question a web site owner must address is how to maximize the value of visitors once you get them to visit the site. One important element of the strategy is to make use of an auto-responder.

One of the best marketing tools on the Internet is the auto-responder. This widely used marketing tool responds automatically to any email message sent to it. They are triggered by a blank email sent to the auto-responder email address. For example, when someone sends an email to an auto-responder, the person receives an already prepared email message with the requested information. This happens automatically and almost instantaneously, depending on the Internet and email servers.

If you have properly set up opt-in plus an auto-responder series, you aren't personally involved in follow up. The auto-responder contacts the prospect with the initial reply and beyond, becoming in effect you're constantly at work, automated sales force. All you have to do is set it up one time. Write the follow up messages, program the intervals at which you want your messages sent, then the auto-responder set-up works for you again and again on autopilot.

Always keep in mind that the visitor isn't interested in your objectives. They only want to know what is in it for them. They've given their email address mainly because they want to get information, not so they can read your advertisements.

So give them what they want: accurate and useful information on a particular subject. Earn their trust. Then, you can tell about how your products and services could benefit them. If you don't give good content, prospects won't keep opening the emails in your series. Make it a win-win. They get good information and you get a well-qualified prospect thanks to your auto-responder messages.

### **3.5 Have a Mailing List of Your Own**

No matter what type of email you send out, you'll need a mailing list. The basic way to build a mailing list is by capturing name and email address information for everyone who buys or shows interest in your product.

**An email list that YOU COLLECT YOURSELF is worth its weight in gold.** This can be accomplished by using a list manager on your site. List managers also provide the HTML coding for the form on the Gateway pages. A list manager collects the email addresses that are gathered with the form. Thus, your email list is collected. This might take some time so there are methods to use until you get your own email list built.

One way to build a mailing list is to do ad swaps with other list owners. The way this works is, you (as company A) have an email list that you send newsletters to and another list owner (company B) has a list they send newsletters to. Company A and Company B place ads on one another's mailing lists. Each of you is promoting the other's list.

You can rent or buy targeted email lists. The list you develop using your own customers' names is called your "house list." Of course, when you're first starting out, your house list is likely to be skimpy. To augment it, one way to go is rent or buy a mailing list. There are two ways to buy or rent a mailing list—approaching the company you want to rent from directly or using a list broker. Any company that emails information to its customers usually has a list manager, who handles inquiries and orders for the mailing list.

Another way to build an email list is to list your newsletter in all of the e-zine directories.

## **CHAPTER 4: HOW TO GET TRAFFIC**

### **4.1 How to Get Targeted Traffic**

You have built a great website and have a lot of affiliates but you just don't have enough traffic...not NEAR enough traffic...on your site. What can you do to increase the traffic...the TARGETED traffic? Actually, there are several things that you can do that will help.

1. SEO (Search Engine Optimization) should be your goal! The main source of traffic to any website is the search engines. The most used search engines are Google, followed by MSN and Yahoo. You must optimize your site for the search engines. This includes off/site links and on/site tactics.
2. Article marketing is one of the most effective ways to get targeted visitors to your site. Getting your articles published in e-zines and on selected and related sites will generate an enormous amount of traffic to your site. The trick is to write helpful how-to articles on current topics that other webmasters want on their sites. This will boost your link popularity with the search engines and increase your rankings. You must also very carefully choose the right keywords to target in your articles, matching the content on your site. You must target keywords that have high traffic, yet little competition from competing web sites.
3. Viral marketing techniques work. One viral technique to attract targeted visitors is to offer a free product or service. Choose products that can be branded with your links and passed around. Helpful software programs that match the theme of your site are good choices to make.
4. Blogs and RSS (Real Simple Syndication) feeds are another way to effectively increase targeted traffic to your website. Create simple blogs and feeds for the major topics of your site: on rss resources, web hosting solutions, notebook computers, etc. These blogs and feeds bring in a great number of targeted visitors.

### **4.2 Using Pay-Per-Click**



The two top pay-per-click search engines are Google and Yahoo, there are, however, others. Pay-per-click search engines allow companies to bid on keywords that relate to their sites. Companies submit their site's descriptions and titles, along with a list of keywords to the engine. They also specify the amount of money that they're willing to spend on each keyword.

After a pay-per-click search engine processes the company's request, their results start showing up when someone searches for a keyword that the company paid for. Depending upon how much money others paid, rankings for a particular keyword maybe very high or low.

Pay-per-click advertisers pay only when their ad is clicked on from search results (clickthrough). Most engines specify a minimum amount of money needed for a company to open an account.

Many people think that paid rankings decrease the relevance of search results by allowing any site with money to rank high for any keyword. Pay-per-click engines understand that they will lose searchers, and eventually advertisers, with irrelevant results, and therefore, make relevance a priority. However, pay-per-click engines will provide results with commercial, not informational information. Relevance doesn't guarantee the quality of the site. That is why pay-per-click engines utilize editors to review incoming requests for bidding. These editors are responsible for making sure that the submitted keywords relate to the site's content.

People get obsessive about their keywords. This is wrong. It is difficult if not impossible to get high rankings based on key words. Instead, you need to think about key phrases.

The easiest way to do this is ask yourself "what would someone trying to find me type in when they search?" Make a list of these. Try them out on the search engines -- pretend to be someone looking for your product or service.

## **4.3 Driving Traffic with Blogs**

Most people who perform searches using search engines are actually looking for information and/or for solutions. The more helpful and relevant the content you have on your website blog, the easier it is for you to attract visitors and also to turn them into loyal readers and subscribers. If your blog has valuable content, this will attract readers to your blog who will visit again.

With a Blog, you can submit to the many Blog directories that exist online. By submitting to blog directories in the proper category, you can expand your reach to targeted subscribers or readers who want to read what you're posting on your area of specialization.

Blogs promote relationship building and trust with your readers because it allows you to interact with them. Your readers can refer a friend and imagine the traffic power that can be generated if each one of your readers makes a referral. For example, if you have 1000 readers and each one makes a referral, that will be an additional 1000 new subscribers, giving you a total of 2,000 subscribers/readers.

Blogs will help you build traffic by attracting search engine 'bot's to visit the site more often. All search engines have a program known as a 'search engine bot' which basically 'spiders' or searches web sites and take back the results they have to the search engines. And 'search engine bots' love content, especially pages with related keywords. The more frequently you update your pages, the more frequently that search engines will spider your site.

A Blog is actually a content management system. If that sounds too technical, a Blog is a push-button publishing system. Unlike web pages there is no uploading of pages to web host accounts. Blog postings are instantly published and are automatically hosted for you. The hosting is also free by the way.

## **4.4 Paid Advertising**

To make bushels of money all that really matters is marketing. It's a proven fact that you don't need a better product or a lower price to make more money than your competition. The truth is that you can literally make millions selling mediocre products - if you know how to market them effectively. Of course, you should always strive to deliver quality products and great value to your customers - but the point is that marketing is all that really matters.

It's what you need to be spending 90% or more of your time doing if you have any hopes of developing a profitable online business. Doing paperwork, building web sites, answering email, and processing orders doesn't help grow your business - only advertising does.

There are really just two kinds of advertising - that which you pay for and that which you get for free. And both should have their place in your overall marketing strategy.

Effective "free advertising" strategies do exist, however, the bottom line is that there are only 24 hours in a day and there's only so much you can do during that time. Free advertising strategies can be effective, but normally, anything that's free is going to cost you time.

Getting the most out of paid for advertising and getting it without a lot of investment of time is the object. If you could spend \$1,000 a day on advertising to make \$1,500 a day in profits -- without spending hours doing it -- why wouldn't you just do that? It's not hard at all. Consider Google Adwords for example, where you can buy click-through ads for as little as 1-25 cents. That fits the formula quite nicely. Google alone won't send you enough traffic to make you rich, but it's a good example of effectively promoting your site without spending much time doing it. There are lots of others.

## 4.5 Other Effective Affiliate Marketing Methods

Most affiliate marketers, even new ones, are very well aware of and use the obvious tools to market their products like Google Adwords, emails, blogs, and writing articles for e-zines. There are at least three other effective methods of affiliate marketing that are not quite so obvious.

**Offering coupons as incentives** has long been a brick and mortar business tool used for getting shoppers into stores. It can also be used on the Internet. With close to 80% of shoppers using coupons, covering all the major age groups, it can add up to one powerful marketing tool. Coupons can be a very effective tool in reaching your targeted market segment and selling your products. One every business should take a serious look at and see if it's appropriate for their products. Coupons can be used as a low-cost way of introducing your product into the marketplace. Giving out free samples or discount coupons can gather loyal customers who first try your product for free or at a discounted rate. Building brand loyalty is the one of the hallmarks of a developing a successful product or service. Using coupons is one method of bringing your customers back for more, again and again. Over time, your products will gain the trust of the consumer.

**Regular posting on major online forums** isn't an obvious way to drive traffic to your website but it does work. You must follow all the rules of any forum and most disallow blatant advertising but by posting regularly you can work your advertisements in and since it is a well known fact that people buy from those they trust, your sales will be increased by a larger percent than your traffic.

**Use free brandable reports** that visitors can download and use. These reports and e-books should have links back to your site (or sites).

## CHAPTER 5: HOW TO MAKE EVEN MORE AFFILIATE COMMISSIONS

### 5.1 Making Back-End & Residual Commissions

Residual income puts money in an affiliate marketer's pocket without any work or effort on their part. It doesn't get any better than that. Sales of back-end products allow you to get paid for work that you do more than once. The idea here is to work **smarter**...not harder.

So what are back-end products? They are products/services you offer to existing customers, i.e. to people who have already bought a first product (front-end product. lead product) from you.

Most online marketers make much more money selling customers the second, third, fourth etc. product than selling their first product. The reason is that people who've already bought from you once are much more likely to buy again.

Strategies like back-end offers shifts the focus from the short sighted "take the money and run" strategy that is so much in use on the Internet today. You've seen these sites all over. The focus is on getting a massive amount of traffic and then selling visitors an over-priced product that doesn't deliver what was promised. They might make money in the short run but they will only sell to each customer once and will have to continue spending a lot of money on advertising to get new suckers to visit their site.

More successful sites focus on building a strong relationship with their customers. Your main goal shouldn't be to just make sure your customers are somewhat satisfied...you want them to be extremely satisfied. If you deliver the goods, your customers will trust you more. If you have their trust, you can sell them anything. When you send your very satisfied customers an email offering another product that they would be interested in, they will flock to your site to buy it because they trust you. Trust is everything.

## 5.2 Protecting Your Commissions

Thieves are a problem out in the brick and mortar world is for business owners and thieves are a concern for cyber space business owners. Out in the brick and mortar world, thieves will take money and merchandise and it isn't any different online. The real world merchants use locks and alarms to deter thieves. Internet business owners need to use anti-theft software to protect their commissions. Here are some things you can do to protect yourself and your commissions:

1. **Use Meta Refresh:** A meta refresh is a simple bit of HTML code which automatically redirects your visitor to another page (your affiliate URL). It provides a neat way of presenting affiliate links in newsletters. It probably helps reduce commission bypassing and commission hijacking. A big advantage of using meta refreshes is that if merchants change their affiliate links, you can change links on dozens of pages quickly and easily by altering only one file.

One problem is that some search engines don't like meta refreshes because they're frequently used for unsavory purposes. So if you use this technique, use it with caution.

2. **Use a URL redirection service.** You can use free services or buy a unique domain name for each affiliate program you join. URL redirection makes affiliate links less obvious, so this will reduce some commission thefts.
3. **Use a web-based ad tracking service.** The ad tracking link initially hides the affiliate link, reducing thefts.
4. **Use an ad tracking script.** Good ad tracking scripts hide the affiliate link as well as being useful for tracking. It has the advantage that it doesn't promote someone else's domain.
5. **Use JavaScript redirect.** Because this initially hides the affiliate link, it should reduce commission thefts.

Be aware that thievery is a problem for online businesses and take the necessary steps to protect your commissions.