

**7 Hard-To-Refuse
Offers That
Practically Force
Resellers To
Join Your
Affiliate Program**



**Sure-Fire Tactics For Increasing
The Number Of Affiliates In Your
Program Almost Overnight**

by Jimmy D. Brown

7 **Hard-To-Refuse** Offers That **Practically Force** Resellers To Join Your **Affiliate Program**

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Contact Jimmy at webmaster@123webmarketing.com

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At last count AssociatePrograms.com had over 3,400 affiliate programs listed in their database. And they are very selective in who they list.

There are probably closer to 7,500 programs online that pay out commissions to resellers.

Among those kinds of numbers, how in the world will YOU convince resellers that they should join YOUR affiliate program and begin promoting your products or services?

You do have a plan, don't you?

Of course you do, that's why you ordered this course!

You came to the right place. :-)

In this report, I want to share with you 7 hard-to-refuse offers that will practically force resellers to join your affiliate program. These are 7 tactics that I have personally used to bring in new resellers to my own affiliate program for the [Profits Vault](#). And, if you look closely at the affiliate programs of other successful online businesses, I think you will see some obvious similarities in the techniques being used.

1. Free offer just for joining. Several months I created a nifty promotion tool entitled, [Traffic Virus](#). I dubbed it the "web's first VIRAL MARKETING tool." The software *literally* caught on and spread like a virus in just a matter of days. The purpose of the software? To attract new affiliates for my reseller program AND to produce sales of my products.

Did it work? Absolutely! An additional 150 affiliates in just a few weeks, some of which are turning into SUPER affiliates!

An easy way to recruit new affiliates into your reseller program is to offer a freebie just for joining your program. Of course, it can't be just *any* freebie, it needs to be something of value. It has to be something that sparks an interest - something that is immediately usable for the potential affiliate.

The BEST kind of freebie is one that the affiliate can use to *earn money*. If you show people how your free offer can actually generate some extra income for them...

...then you'll have 'em lined up around the cyber-block trying to get into your reseller program!

You mean all I've got to do is become an affiliate and I can get this? Sign me up!

What I have found to work especially well is something with RESELL RIGHTS. If you offer a potential affiliate something they can resell themselves and keep 100% of the sale, just for joining your program, that's very hard to refuse.

Now, does a free incentive to join produce the kinds of affiliates who will **actively** promote your products? Or, do they simply join for the freebie and then never do a single thing to promote their affiliate link?

In many cases, if not most, the new affiliate WILL take the freebie and run with it. I have found that many folks online just want the free stuff and don't have any intention of living up to their end of the bargain. That's not in all of the cases, but in many of them. (You **will** find that some of the affiliates who join because of the freebie actually do become active affiliates)

But, guess what? It doesn't really matter if the affiliates who join because of your freebie become active resellers or not. Because if you structure your freebie correctly, then they will become active without even trying!

Simply include offers for YOUR products within the freebie. If you are giving away a 20 page eBook with resell rights, then include banners to your products on every page. Link to your site within the information contained in the ebook. Include a "special offer" page with your actual sales letter.

When I created [Traffic Virus](#), I included many links and offers to my own products. When people begin giving away or selling the software (as I included resell rights) then my offers continued to be spread all over the web. Within about two months, the software had been download and passed out almost 10,000 times. Guess what that means? 10,000 new affiliates in my reseller program! Sure, most of them are **passive** resellers. They sell the software or give it away, having no intention of helping ME - they are in it to help themselves. But, every time that freebie of mine is handed out, it puts my offer before another customer. Which is, after all, the entire reason for an affiliate program.

If you create the right freebie, and include product links within it, you'll have hundreds and even thousands of **passive** affiliates working for you in just a short amount of time. And if the 10,000 copies of your freebie just produce 1 sale each in the next 5 years, you could be looking at substantial earnings!

2. Customized eBooks. [eBooks](#) may be the **hottest** marketing tool online. There are tens of thousands of them on the web.

But, how can you use them to recruit new affiliates into your program?

By allowing them to have your free eBooks **customized with their affiliate link**. By doing this, they will earn a commission on every sale generated by their copy of the eBook. FYI: My definition of a "customized" eBook is

allowing ALL product links within the eBook to be linked to each respective affiliate. With the advent of the [Brandible](#), you can actually setup your eBooks to allow the AFFILIATES THEMSELVES to customize the eBooks, saving you valuable time. It doesn't require any effort of yourself. (To see this in action, visit the [Profits Vault Affiliate Support Center](#) page for [eBooks](#). We have three eBooks that we allow our affiliates to customize. This will give you some working examples to look over.)

I'm not going to spend a lot of time covering eBooks, as one of the bonuses with the Free Advertising System was written exclusively about creating eBooks as marketing tools. And, they are covered in the main manual as well.

What I want to mention here is why they are an important *recruiting* tool. They are such an important tool for gaining new affiliates because they are the *perfect* resource for *passive* affiliates.

Let's face it, the average person online doesn't want to put a lot of effort into ANY affiliate program, especially another one of a growing list. Most affiliates do not become SUPER affiliates and many never even see a check. That is partly because of poor affiliate programs and partly because of inactivity on the part of the affiliate.

Many affiliates simply want to put a link on their webpage and hope that it will produce sales. Of course, in 99% of the cases, it does not.

However, with customized eBooks, the promotion is basically done for them. All they have to do is give away a freebie in order to potentially produce sales. And, if your customized eBook is filled with *high quality* content that is in demand, you'll find that a little extra effort will be made to give the eBooks away.

So, up front, broadcast it all over your webpage and in your advertising, if a new affiliate joins your reseller program, then they receive X number of free customized eBooks to give away (or sell?) that will earn them a commission on every sale generated from their copy.

Now, for YOU, this really adds up. Suppose Affiliate A is very *passive* in his marketing. All he does is tell a few dozen people about the new eBooks and never does anything again with it. BUT, one of the people who downloads the eBook really finds it helpful and they decide to join your affiliate program and obtain their own customized copy.

And they have 25,000 subscribers on their ezine. And they receive 20,000 page views every day at their website. And they sell A LOT of your product during the next 2 years.

All because of the *passive* affiliate who only gave away 27 copies of the eBook.

That is just another reason why I urge you over and over again to treat ALL affiliates with the same deal of service and respect. ALL of them are important.

3. Free Copy Of The Product Or Service. Another hard-to-refuse offer to recruit new affiliates into your reseller program is to simply give a free copy of the product or service as an incentive to join.

Now, OBVIOUSLY, this isn't a good idea to broadcast this to everyone. If you do, then you'll NEVER sell another product again online. After all, who would pay for your product when they can simply become an affiliate and obtain it for free?!

This is, however, a good idea for recruiting SUPER affiliates. You'll not advertise this free offer on your website, but rather in PERSONAL email communication with a select group of potential affiliates with a special resource that will be valuable to your program.

For example: You may want to approach those who have large newsletter databases or receive a lot of website traffic or are a respected "guru" in your field. (This is discussed in detail inside the main manual).

Most SUPER affiliates won't put their weight behind your product with a full endorsement unless they have sampled the product or service itself. By offering a free copy of the product or service, you are providing these SUPER affiliates a method of taking a look before the leap, so to speak. When they recommend a product or service, their reputations are on the line. They want to be sure that you deliver what you say and that it is a *valuable* offering for their contacts.

So, give them a preview. Let them have a copy before they ever even consider joining your program.

Let me share another important thing to consider on this. Several months ago I approached a very well respected Internet marketing guru with free membership to the Profits Vault, in hopes he would become an affiliate. He took a look at the product, joined the reseller program and made one tiny announcement about the Vault in his ezine. It produced several sales - and that, to my knowledge, was the only time he ever actually did anything to market my product. He's just got too many offers on the table and only so much time to go around. My affiliate program is just one of countless others vying for his attention.

But, here's what happened. I was able to take his quote from the endorsement in his newsletter and use it as a testimonial for others to see. Now, his one tiny mention of my product continues to pull in results for me. After all, if Phil Wiley (well respected "guru" praised by Mark Joyner, Ken Evoy and others, if you are a newcomer) endorses your product, then it

must be worth checking into, right?

"Until a few days ago I'd never heard of Jimmy Brown but...now I'm a fan of his. Jimmy has put together a wonderful members only site which is packed with tools, resources, ideas, and products which you are given the full reprint rights to sell from your own site - and keep all the profits." - Phil Wiley, All The Secrets Ezine

Is Phil Wiley an **active** affiliate of the Profits Vault. Nope. And yet his endorsement continues to help pull orders every day. Giving away that free membership to the Vault turned out to be a hugely successful partnership for me. Phil's notoriety grabs attention and says, "this is worth taking a closer look."

All it takes is giving away ONE copy of your product or service to the right person in order to see some tremendous results.

4. Cross Promotion. Another way to recruit new affiliates is through cross promotions. It's the 'ol "I'll scratch your back if you scratch mine" philosophy. Stated simply, you become an affiliate in someone else's program and, in exchange, they become an affiliate in your program.

This works especially well if the products are **related** but not **competing**." If you sell pets, then partner up with someone who sells pet food. If you offer hotel discounts, find a travel agent to work with.

There are two basic ways you can work a cross promotion with another person. Both work really well...

- A One-time shot: This would include a simple ad exchange for publication in an ezine or a solo mailing. Perhaps a banner exchange for a specific number of impressions or a certain amount of time. Or, I have even seen actual sales figures mentioned: I.E. You each continued promoting the other's products until a certain dollar amount in sales is achieved. Of course, a one-time shot could turn into a continued promotion if each of you are pleased with the results.
- Continued promotion: This would include an ongoing promotion of each other's products. If the partnership works well for both sides, and is producing sales, then you definitely would want to continue marketing each other's goods. You can take the promotion deeper by using such ideas as: a regular ad in each other's newsletters, a permanent banner at your websites, a recommendation on your "thank you" webpages following an order, referrals in your eBooks and other marketing tools and resources, and much more.

My own recommendation is to approach 15-20 new partners each week with your offer of cross promotion. Of those, hopefully 5-8 will accept your offer (much more if you have an **irresistible** offer). And, you would like to see 1 new "permanent" partnership created every 1-2 weeks. Within time this can

create a substantial surge in your sales - both from their promotion of your product AND the commissions you'll be receiving from promoting their product!

5. Free Membership Site. "Private Sites," "Member's Only Sites," and "Membership Clubs" are popping up online like weeds in my yard...

...which is to say they're everywhere!

The problem with many of these sites is: (a) They don't provide quality content, (b) They provide outdated content, or (c) They provide content readily available at a gazillion other websites.

And, the ones that DO provide fresh, original, quality content are charging \$39.95 - \$97.00 to access. I know, I happen to be one of them. :-)

However, here is a twist on the membership sites that you don't see very often on the Internet. I've actually seen just a handful of folks doing this (which means your competition is almost ZERO) and they have been producing tremendous results.

And that is, to offer a FREE membership site. That's right, 100% FREE. All a person needs to do is to signup and they are in. They don't even need to join your affiliate program.

What? So, how is this a method of recruiting new affiliates if they don't even need to join the program?! Here's how...

Step 1: Put together a private "member's only" site with the intention of GIVING it away instead of selling memberships. This member's only site must do two very important and necessary things...

- Provide quality materials. In order for your membership site to be used as an incentive to pull in new affiliates (which we'll cover in just a minute) then it must include *quality* materials. It can't be a bunch of junk. It can't be outdated information that doesn't produce results. It must include materials that are valuable enough to be sold, even though you'll be giving them away. IMPORTANT: Although your membership site needs valuable content, be careful not to give away TOO much. If you provide too much free content, then it will be difficult to produce a purchase. After all, "if you can get the milk for free, why buy the cow?" Use the materials in your membership site as either (a) an overview that briefly provides some tips and suggestions that are spelled out in greater detail in your paid product, or (b) an in-depth look at ONE area of your paid product.
- Successfully sell your products. The sole purpose of this membership site is to produce sales. That's it. You want the members to be so impressed with your *free* stuff that they simply MUST order your paid stuff. The trick here is to avoid making the membership site into one

gigantic sales letter. There needs to be the right *balance* between quality content and ad copy designed to trigger a purchase.

Step 2: Build a webpage. Every membership site needs a webpage, complete with graphics and a killer sales letter. Yes, I know, you're GIVING it away, but it still needs a sales letter describing in great detail what is inside the membership site. Why? To create much-needed interest in your give-away. By the time they finish reading your sales letter for the free membership site, they should be drooling, ready to jump in. At the bottom of your sales letter, either have a form or autoresponder ready for the person to subscribe to your free membership site. Make sure you obtain their name and email address BEFORE you give them free access to the membership site.

Step 3: Give memberships away. Here is the important part of the membership site. It's the secret method for getting others to become your affiliate without even joining your affiliate program. Yep, they will produce sales for you without even trying. Here's how...

Approach potential affiliates as outlined in the Free Advertising System main manual. And offer them UNLIMITED 100% free memberships to your private site. Encourage them to give away as many of these free memberships as they can for as long as they can. Of course, they start by obtaining a free membership for themselves to see what it's all about. (you can even provide them with access information *up front*) If your membership site is a *high quality* site, then most of them will begin giving away memberships immediately, without ever taking the time to actually join your affiliate program. And yet they will continue to send traffic your way for weeks, even months. If your system is setup properly, you'll begin to see results almost overnight.

Of course, the people that you approach with your offer of giving away the free memberships CAN join your affiliate program if they desire. In which case they would earn the commission on all sales produced from their referrals. For this reason, make sure your free membership site can be linked to from an affiliate link.

I always share with my potential partners four methods they can use to give away the free memberships:

- Free offer to their newsletter subscribers: If they publish a newsletter, then they can send out a solo mailing to their database or merely mention the free membership in a regular issue of the ezine.
- Free offer to their website visitors: They can simply place a brief note about the free memberships and a link in a prominent position on their website.
- Bonus offer for their products: I find that this one works *particularly well*! Almost everyone is trying to sell something online. Your free

membership site would be a *perfect* bonus for many of them to include when someone purchases their product or service. It's a great way for them to add value to their existing offer without spending a penny!

- Incentive to join their mailing list. Offering your free membership site to all new subscribers of the newsletter is a great incentive to attract new members to their mailing list.

Step 4: Follow-up. If you have quality information and the right punch in your sales literature inside the membership site, then you'll find that it automatically converts a nice ratio of the free members into paying customers. Great! That's what it is supposed to do. However, we don't want to stop there, do we?

Remember those names and email addresses that you requested in order to access the free membership site? Now is the time to use them. Begin following up with each member in an effort to produce a sale for your product(s). In fact, you can even setup an autoresponder course that is triggered when they request their free membership that will actually follow-up automatically, every single day!

Additionally, inform the members of your free site that THEY TOO can give away free memberships. This continues to spread the marketing virus for you, automatically, without any additional effort on your own part. Everyone who gives away your free memberships, whether they know it or not, has become a member of your affiliate team, generating more traffic and sales for you!

For more information on setting up your own membership site, [Click Here](#).

6. Interview. Have you read through the bonus interview with yours truly yet? If you haven't, then take a look at it and you'll see another incentive you can offer to others in order to recruit them into your affiliate program.

No, not the actual interview with me, silly! An interview with YOU.

Yep, YOU. You're the owner of the affiliate program, aren't you? You have, to some degree, a knowledge of the field, right? You can answer questions about your product, can't you?

You may not be a "guru," but you do have some valuable information rolling around in that noggin of yours! :-)

The interview that you received as a bonus with the Free Advertising System is readily available for ANYONE who wishes to give it away. I encourage my affiliates to give it away, and I encourage "potential" affiliates to give it away, much like the membership site that I mentioned earlier. The interview can be customized with a special affiliate link if someone wants to give it away, thereby earning them 50% commission on any sale generated

from their customized copy.

Creating an interview for others to give away is very simple...

Step 1: Develop a list of questions. Think about your area of expertise. What would people want to know? What would YOU like to know if you could ask another expert? Determine about 15 questions relating to your product topic that you believe others would be interested in knowing the answers to.

Step 2: Answer the questions. Provide 2-4 paragraph answers to each of the questions. Be specific. Provide *quality* information in your responses. And, of course, within the answers, make subtle references to your products and services, complete with website links.

Step 3: Compile the interview into an eBook. This one isn't necessary, you could always give the interview away as a simple HTML, TEXT or WORD file. However, if it's worth doing, it's worth doing as best you can. An eBook is the best format for your interview. Whether you go with a .pdf file or an .exe file, make it look nice. Somewhere in the eBook make sure you mention that it comes with FREE give away rights. Anyone who gets their hands on it can also give it away to others. You may want to provide information on how they can get the interview customized with their affiliate link to your product.

Step 4: Contact "potential" affiliates with your offer. Contact those who might be interested in giving away your interview. Offer to have it customized with a special link for them. (Better yet, already have it customized when you offer it - who can refuse that?) Explain the different ways mentioned previously that they can use the interview. If you provide quality information in the eBook interview, I'm sure you'll find many willing to pass it around.

7. Training Archives. If there is ONE thing that I have learned online it is this: 99% of affiliates want STEP-BY-STEP training. They want to know EXACTLY and SPECIFICALLY "how," "where," and "what" to do to earn high commissions with your program.

I can guarantee you this beyond a shadow of a doubt, if you SHOW people how to earn money online you'll have affiliates busting their guts trying to promote your products. There is no question about it, if you can explain to your affiliate exactly what they need to do and where to go online to do it and how to do it when they get there, I assure you success is knocking on the door wanting to come inside YOUR house today!

I've covered training your affiliates in the actual Free Advertising System manual, so I'll not repeat myself here. However, I do want to share with you how this training can be used to bring in new affiliates.

As I said, 99% of affiliates want - and in fact are begging - for someone to show them the way. So, show them!

Every week I send out a weekly training newsletter to my affiliates. In this newsletter I provide them detailed, step-by-step instructions for producing greater commissions with the Profits Vault affiliate program. More than just WHAT to do, I also point them to WHERE they are to do it. If we're talking ezine ads, I show them the best places to obtain *order-producing* ads. If I'm highlighting pay-per-click-search engines, then I give them the exact phrases to bid on and the URL of the place to place their bids. This training is invaluable to my existing affiliates...

...but it's also an incredible incentive for potential affiliates. Here's what I do...

I gather together a half-dozen or so of the latest and best training issues and put them together in an eBook. Then, I approach potential affiliates and offer them the training eBook if they will join the affiliate program.

Now, I ask you, if I approached you and said, "Here's what I want to do. I train my affiliates every week on EXACTLY how to earn high commissions with my affiliate program in an easy-to-understand, step-by-step outline. I've put together a handful of these training issues and I'd like to GIVE them to you at no obligation. I'd love to have you give them a try - won't cost you a penny - and see for yourself that they DO produce a substantial amount of income."

Would you be quick to turn me down?

Only if you don't need any additional money! :-)

If you are willing to *up front* show someone how to make money online - and provide the method without any obligation so they can give it a try - you'll find that many will jump at the opportunity.

They will give your existing training a shot. If it works, then great. You'll earn income, they'll earn income, and everyone's happy.

Then, they'll look for additional training. Why stop there, right? They'll join your affiliate program and wait eagerly for each training issue to arrive. Bottom line: You'll find a new active affiliate who promotes your products for you.

I've said it many times and I'll continue to say it...

...if you help other people make money, they'll help you make money.

It's an unchanging, universal fact.

Well, there you have it. 7 hard-to-refuse offers for recruiting new affiliates

into your reseller program. Now, I've got one list tip for you...

...get started!

It's one thing to read this manual and have those idea wheels turning in your head, but it's another thing altogether to put them into practice. This information won't do you a bit of good, unless you apply it.

So, what are you waiting for? I'll say again...

...get started!

Recommended Resource: eBusiness Center at 123webmarketing.com for all of your webmarketing strategies.