

**10 Things  
To Have  
Your Affiliates  
Do That Will  
Skyrocket  
Your Sales**



**How To Get Your  
Affiliates To Do MOST  
Of Your Marketing For You!**

*by Jimmy D. Brown*

# 10 Things To Have Your Affiliates Do That Will **Skyrocket Your Sales**

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## 10 Things to Have Your Affiliates Do That Will Skyrocket Your Sales

So, you'd like to skyrocket your sales, would you?

Well, would you?

I've shared this principle with you in the manual, but let me repeat it again here to emphasize its importance...

...help others make money and they'll help you make money.

It's a simple concept, but one that FEW choose to put into practice. An affiliate needs training. And not just a one-time shot, but rather consistent, continual training as the Internet changes and new ideas and techniques take shape.

If you really want your affiliate program to be a success, then you must be willing to spend time training your affiliates - explaining in detail EXACTLY what they need to do in order to be productive and generate sales.

Help them make money and they'll help you make money.

Say that five times before moving on!

There are a lot of obvious marketing tips and techniques you'll be able to glean from articles and reports available online, but I want to share with you 10 things that you DEFINITELY want your affiliates to do in order to skyrocket THEIR commissions and YOUR profits.

- Submit your eBooks to eBook Directories and software sites.

Remember those marketing tools that you created and have readily available in your affiliate support center? (If you don't have them, you'd better get busy :-)

Have EACH of your affiliates submit THEIR customized copies of your eBooks to eBook directories, eBook listing sites, and software sites.

### ○ **eBOOK DIRECTORIES**

- <http://www.ebookdirectory.com>
- <http://www.the-ebook-directory.com>
- <http://www.ebooksnbytes.com/ebooks.html>
- <http://www.free-ebooks.net/>
- <http://www.ebookpalace.com/>
- <http://www.ebooktoday.com/>
- <http://www.e-bookdirectory.com/>

- **eBOOK LISTING SITES**

- <http://www.ldpublishing.com>
- <http://carver.bizland.com>
- <http://www.bizinfocenter.com>
- [http://www.spinden.net/search/Free\\_Ebooks/index.html](http://www.spinden.net/search/Free_Ebooks/index.html)
- <http://ebookship.bizland.com>
- <http://www.stealthpromotions.com/e-library1.htm>
- <http://www.atlanticbridge.net/netbiz/freebooks.htm>
- <http://www.mcpromotions.com/e-books.htm>
- <http://ebooks4free.netfirms.com>
- <http://writers-bbs.com/inkspot/?forum=ebookpromo>
- <http://www.directupdate.com/softlib/>
- <http://www.ebook2000.com/cgibin/links/add.cgi>

- **SOFTWARE SITES**

- <http://www.zdnet.com>
- <http://www.hotfiles.com>
- <http://www.softseek.com>
- <http://www.tucows.com>
- <http://www.davecentral.com>
- <http://www.download.com>
- <http://www.shareware.com>
- <http://www.jumbo.com>
- <http://www.filemine.com>
- For a huge listing of software sites, visit <http://boole.stanford.edu/nerdsheaven.html>
- For a FREE software program that will submit your eBook to over 50 different sites, visit <http://www.analogx.com/contents/download/program/ssubmit.htm>

Your affiliates can also do searches on their favorite search engine (<http://www.altavista.com> is the largest) for the following phrases which will give them more places to submit their customized ebooks...

- ebook directory
- ebook directories

- e-book directory
- e-book directories
- free ebooks
- free e-books
- submit ebook
- submit your ebook
- submit e-book
- submit your e-book
- free software
- freeware
- software directory
- software directories

The ONLY drawback to this tactic is that usually only ONE affiliate's customized eBook will be accepted per location. So, inform your affiliates that the information you provide them must be acted on quickly if they are going to see results. Fortunately, with SO MANY sites accepting submissions, numerous affiliates will be able to at least pull some results from this.

PLEASE NOTE: When giving your affiliates the ideas included in this report that only ONE person can do, make sure that only ONE person does in fact participate. More than one person submitting could lead to a threat of SPAM accusations. What I have done for these is to post the idea in my report and tell the affiliates that the first person to contact me via email is the person who has my "official" authorization to complete the tactic. No one is able to complete the tactic without me notifying them that they have been chosen.

- Post your articles, ebooks, and reviews on search engines.

Now, it's time to use those marketing tools on the major search engines.

Have EACH of your affiliates do the following...

- **ARTICLES**
  - Create a separate webpage for EACH of your articles.
  - Place your affiliate program banner at the top of each webpage, linked to their affiliate link.
  - Include their affiliate link in the resource box at the close of each article.
  - Generate appropriate META TAGS and KEYWORDS for each webpage.

- Upload each webpage to their own website.
- Submit each page to the top 25 major search engines by using the free submission tool at <http://www.addme.com/submission.htm>
- **eBOOKS**
  - Create a separate webpage for EACH of your ebooks. (That should be customized with the affiliate's link)
  - Place your affiliate banner at the top of each webpage, linked to their affiliate link.
  - Each webpage should have a detailed description of the information the reader will access in the eBook. (Either provided by yourself, or written by the affiliate - preferably by you) The detailed description should be saturated with KEYWORDS.
  - Generate appropriate META TAGS and KEYWORDS for each webpage.
  - Upload each webpage to their own website.
  - Submit each page to the top 25 major search engines by using the free submission tool at <http://www.addme.com/submission.htm>
- **REVIEWS**
  - Have the affiliate to write their own detailed review of your affiliate program, using the reviews at <http://www.klausdahl.com> as "models."
  - Place your affiliate banner at the top of each webpage, linked to their affiliate link.
  - Each review should be saturated with KEYWORDS.
  - Generate appropriate META TAGS and KEYWORDS for each webpage.
  - Upload each webpage to their own website.
  - Submit each page to the top 25 major search engines by using the free submission tool at <http://www.addme.com/submission.htm>
  - For even MORE exposure, have the affiliate write SEVERAL different reviews - one for EACH of your product or services. If you have a large or broad product, a review can be created for each "section" of the product.
- Submit your articles to content databases and publishers.

There are a growing number of article databases online that allow writers to submit their articles for publication in other newsletters. If you give

permission to other newsletter to publish your material (which you should, by the way, as this is an EXCELLENT method of 100% FREE exposure and publicity for you) then you'll want to submit your articles to all of these databases.

Of course, this takes time. One of the easiest and surest ways to accomplish this is by allowing your affiliates to submit the articles for you. Of course, this is beneficial to you both: for you, as it will make your articles (and resource box with links to your products!) available to a wide selection of newsletter publishers. Being published in just a handful of quality newsletters will bring a tremendous amount of traffic and sales your way; for the affiliate, as it will allow them to earn a commission on any sale generated from articles of yours that they submit. This is accomplished as you allow them to place THEIR affiliate link in your resource box, as opposed to your own link.

I've included a list of 8 content directories below. Have your affiliates submit your current articles AND each new article you write to these directories...

- <http://www.ideamarketers.com>
- <http://www.makingprofit.com>
- <http://www.ezinearticles.com>
- <http://216.147.104.180/articles/submit.shtml>
- <http://www.isyndicate.com/>
- <http://www.mediapeak.com>
- <http://www.web-source.net/articlesub.htm>
- <http://www.internetday.com>

This is, by no means, an all-inclusive list. Have your affiliates visit <http://www.altavista.com> and search for the following phrases which will generate even more places to submit your articles...

- ezine content directory
- ezine content directories
- ezine content database
- ezine articles
- ezine article directory
- ezine article directories
- ezine article database
- ezine article collection

- Repeat this searches with "newsletter" in place of "ezine"

As with the eBook submissions, the FIRST affiliate who responds by submitting the articles will usually be the one who gets listed.

- Submit your affiliate program to the affiliate program directories.

This is the third and final technique that only a handful of affiliates will be able to respond to.

Remember those 42 affiliate program directories that I mentioned in the main manual? In case you don't, here they are again...

- [4YourSite](#)
- [1000AffiliatePrograms](#)
- [Adbility](#)
- [Affiliate-programs-directory](#)
- [AffiliateBroadcast](#)
- [AffiliatesDirectory](#)
- [AffiliateForum](#)
- [AffiliateGuide](#)
- [AffiliateMatch](#)
- [AffiliateOptions\\*\\*\\*](#)
- [AffiliateProgramsCentral](#)
- [AffiliateWorld\\*\\*\\*](#)
- [Associate-It\\*\\*\\*](#)
- [AssociatePrograms\\*\\*\\*](#)
- [AssociateSearch\\*\\*\\*](#)
- [AssociateZone](#)
- [Atlnetwork](#)
- [Click2lead](#)
- [Cash-cows](#)
- [Cashpile](#)
- [Clickquest](#)
- [Clickslink](#)
- [Creativeopportunity](#)



- [EasyCashmaker](#)
- [FreeAffiliatePrograms](#)
- [i-Klondike](#)
- [i-Revenue](#)
- [Kresch](#)
- [LinksThatPay](#)
- [MakeMoneyNow](#)
- [Partner-Programme](#)
- [Refer-it\\*\\*\\*](#)
- [Refer-uk](#)
- [ReferralIncome](#)
- [ReferralMadness](#)
- [ReveNews](#)
- [SimpleSite](#)
- [Siterewards](#)
- [StartEarning](#)
- [WebAffiliatePrograms](#)
- [WebmastersHelpCenter](#)
- [Webmaster-Programs.com\\*\\*\\*](#)

Maybe you're like me and you don't have a lot of time and haven't submitted your program to the directories yet. Or, perhaps you only submitted it to the top directories.

Here's your chance to have it submitted to the directories at no cost to yourself, without spending a minute on doing it yourself. Simply have your affiliates submit your program for you.

Most, if not all (sorry I haven't checked), of these directories will allow the person submitting the directory to include THEIR affiliate link as the one listed in the submission.

Considering some of these directories receive A LOT OF TRAFFIC, this is a great way for the fast-responding affiliate to get some lasting, permanent exposure for their affiliate link.

And it gets you listed without any effort on your part. A winning situation for you both.

The above list, again, is not an all-inclusive list. For the affiliate who has the

extra time, a quick search of <http://www.altavista.com> will probably provide some additional spots to submit a listing.

- Publish ads in all of the ezines that allow free ads.

There are hundreds (and growing daily) of ezines online that allow FREE ads to new subscribers. While I don't recommend this as highly as I once did, simply because of an overload of ads in each issue of these ezines, they are FREE and for the affiliate who doesn't have a lot of money to invest in the beginning, they ARE a way to generate hits and sales.

To be eligible for the free ad, the affiliates will need to become subscribers to each of the ezines. I recommend that they at least take a look at the ezine and give it a shot, in exchange for the free ad. That's only fair. However, if the ezine isn't high quality and they don't want to remain subscribed, they can remove themselves from the list at anytime.

Of course, to avoid this altogether they can FIRST open up a web-based email account at either <http://www.hotmail.com>, <http://www.yahoo.com> or another service, and subscribe using this email address instead of their regular one.

Provide your affiliates with classified ads to place in this publications. Give them several, as many of these ezines will allow ongoing free advertising.

I am providing links to several resources for free ads below...

- [Optin-Ads](#): These guys have over 80,000 subscribers and allow a free ezine ad to new subscribers. A killer ad will produce good results here. (Also worth the money on their paid version as well)
- [Free Ezine Ad System](#): David Eck (one of my SUPER-affiliates) has put together a nice little tool that gives you a 3 day list of ezines to submit your free ad to. It has a FREE evaluation period that has no protected parts - in other words you can look at his entire directory, so take note. Costs \$29.95 to register and comes with resell rights. Worth every penny.
- [Luck4All Directory](#): This is a simple, one-page directory of 50+ ezines that accept free ads. Just start at the top, click on the links, and work your way down the list.
- [Topezineads](#): This is a PAID only directory of ezines. Among many other tools, Jerome has included a search tool for his directory. Simple type in a category and other specs, click a button and you've instantly got your results. When you choose to search for FREE ezine ads (newsletters that allow a free ad to new subscribers) you'll find a

couple hundred entries at last count. I highly recommend Jerome's product as the directory is only ONE of many outstanding resources available here.

And, the ever faithful <http://www.altavista.com> is waiting for your affiliates to search for...

- free ads
- free ezine ads
- free newsletter ads
- free ezine ad directory
- free ezine ads directory
- submit your free ad
- submit your free ezine ad

As I mentioned earlier, these free ads aren't as effective as they once were, nor are they as effective as paid advertising can be. However, don't let anyone fool you, they DO produce results IF the ad is an attention-grabber. I have personally generated significant sales from these free listings. This is a great tool for those affiliates who don't have any funds available for advertising, or aren't sure they want to invest yet until they see some results.

Of course, for YOU, it is EXTREMELY beneficial. Imagine several hundred affiliate posting free ads to several hundred different ezines! You should see a tremendous boost in hits and sales.

- Place bids on keywords in the pay-per-click search engines.

I'm not expert on pay-per-click search engines, but I do know several people who generate thousands of dollars in profits each month by advertising exclusively on these search engines, particularly at <http://www.goto.com>, the original and most visited of the pay-per-click engines.

If you are unfamiliar with pay-per-click search engines, they work basically like a regular search engine (Yahoo, Infoseek, Altavista, etc.) but the listings are ranked based on BIDS. Advertisers have the option of bidding on keywords on a per-click basis. The higher your bid, the higher listing you receive in the searches. Each time a surfer clicks on your link in the ranking (thus going to your site) you are charged whatever your bid was for the listing.

If you bid a nickel on the phrase "antique clocks" and 100 people clicked on your link during a month, then you would be debited (everything is prepaid) for \$5.00. The minimum amount to begin with varies, but is about \$25 on most.

<http://www.payperclicksearchengines.com> has a directory of 60+ search engines that operate on this basis, along with reviews and notes. Goto.com is the best, but bidding can become VERY competitive. At the time of this writing, the top ranking for "web marketing" is \$3.23 per click! (that's \$323.00 per 100 visitors)

Put together a list of keywords (and let your affiliates come up with a few on their own) to use for bidding strategies. Have your affiliates visit these engines for purchasing click-thrus. This is HIGHLY-targeted traffic, who are pre-qualified to purchase, so the sales conversion rate is very high.

This one isn't free, but I'll guarantee you those affiliates that give it a try will see bigger commission checks!

For strategies to use on pay-per-click search engines read Jim Daniel's EXCELLENT article at <http://www.bizweb2000.com/pennies.htm>. There are also 10 additional top-notch articles on the subject at <http://www.payperclicksearchengines.com/search-engine-tips.shtml>

- Visit the major forums and interact with other people.

One of the easiest (and cheapest - it's free!) ways to generate profits online as an affiliate is to interact with other people through forum marketing.

Building relationships is the key. Being helpful to others, establishing trust, providing honest recommendations. These things ALWAYS lead to sales and profitable business dealings.

Have your affiliates visit the major forums (also known as bulletin boards and message boards) to answer questions, post questions, give advice, etc. At the close of each message posted there is an opportunity to include a link to the website of your choice.

Your affiliates' choice will be to link to their affiliate URL for your program.

I recommend that you advise your affiliates to spend about 30 minutes a day posting to these boards. It's free, it's helpful, it's beneficial for learning, it's a relationship builder, and most of all...

...it's a sales producer!

Terry Dean has written an excellent article on how to market on forums. For some great hints read the article at <http://www.bizpromo.com/free/networking.html>

- Develop their own membership site or killer eBook to give away.

Gosh, I love this one. Visit <http://www.profitvault.com/incentive.html>.

Here's what you will find. You'll find a sales letter for an incredible FREE web marketing course. This free course \*literally\* is loaded with information and is more valuable than those price \$200 jobs online.

And, as I said, it's free. By the time you finish reading the sales letter, you'll be chomping at the bit to BUY it, but it won't cost you a penny.

You see, this free web marketing course is an INCENTIVE to get you to purchase access to the [Profits Vault](#) Private Site. You can have the marketing course FREE when you join the Vault.

The FREE web marketing course is a \*tremendous\* draw for my private site. The web course contains such valuable information that most people are willing to join my private site JUST to get the free course.

Have you affiliates develop a free eBook to give away to anyone who purchases your product from their affiliate link. If they provide quality content in the eBook, create an attractive website for the eBook and write a killer sales letter promoting the eBook, then I'll guarantee you they will see much higher commissions.

Another idea here is to create a small "private site" that is made available for FREE when the person purchases from the affiliate's link. They can include free articles, eBooks, tips, etc. Of course, everything is geared towards having the prospect make a purchase in order to gain access.

This is an incredibly effective tool for developing more sales. In fact, once the affiliate has used the other tips in this report promoting your customized marketing tools, they can begin to use many of them again promoting their membership site or ebook as an incentive for making a purchase.

- [Purchase recommended ezine advertising - visit slife.com.](#)

I met Angie Boldwyn online about a year ago and have been a fan of her work ever since. Angie owns and operates Slife.com, a website designed to help people do business online.

Specifically what I have found invaluable from Angie's site is her Advertising Campaign pages. Angie shares all of the different ways she has advertised during the month (primarily through ezines) and gives a summary of what the results were. Most of her listings provide: the cost of the ad, the details of the ad (# subscribers, etc.), the link to the advertising spot, the results of the ad and her own rating of the ad.

I have found her results to be very consistent with just about any advertising

related to doing business online.

There are three pages that I recommend you send your affiliates to on Angie's site...

- [Monthly Campaign Results](#): This is the index page of Angie's monthly advertising campaign results. She has each month listed on a separate page, accessible from this index. There are a mixture of free ads and paid ads included in her campaign. If she recommends a PAID ad, then I recommend your affiliates advertise there. Her reviews are on target.
  - [Three Starred Free Ezine Ads](#): Angie ranks her campaign results either 1, 2 or 3 stars, with 3 stars being the best. On this page, she has listed only the free ezine ads that produced 3 star results. This is a GREAT place to send your affiliates FIRST if they want to use free ezine ads to promote their affiliate link, as these generally produce nice results.
  - [Free Ezine Ads eBook](#): Download another nice directory of free ezines at Angie's download site.
- [Join Terry Dean's monthly membership site, NetBreakthroughs.](#)

Terry Dean is a name you'll hear pop up a lot in my writing. Terry taught me a great deal about doing business online. In fact, he was about 90% responsible for me being able to do this full-time. His information and training is unmatched online.

While I recommend all of his products highly, one product ( a relatively new one) stands out among them all.

Terry has just launched a new monthly membership site that is fantastic. I joined up the minute I heard about it, knowing it would be outstanding. It is.

Each month Terry provides fresh Internet marketing tips, techniques and strategies to implement into your own web marketing campaign. He provides ACTUAL advertising results (along with recommendations on where to advertise), new promotion information, training videos, interviews, cutting edge resources and much more.

Best of all, it is UPDATED each month. The Internet changes at the speed of light. Much of the information that worked six months ago just doesn't apply today. If you want to succeed online, then you need to keep up. You need to stay on top of the ever changing face of the web.

Terry's incredible site, [NetBreakThroughs](#), will keep you heading in the right direction, month after month.

I recommend that ALL of my own affiliates join this monthly membership and

I recommend that you encourage YOUR affiliates to do the same. Terry shares all of the secrets to marketing on the web. Your affiliates will be some of the best trained online if they will use the strategies that he outlines.

If there is ONE thing to do online that will almost guarantee success for an affiliate, it is to join [NetBreakThroughs](#) and apply what Terry teaches inside.

There you have it, 10 things to have your affiliates do that will skyrocket your sales. I assure you, if you have even 20-30 affiliates participating in these tactics, then you will begin to see some drastic increases in your sales each month.

Train your affiliates.

Do you remember?

Help others make money and they'll help you make money!

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Recommended Resource: The [Profits Vault](#) is your sure-shot for finding more web marketing ideas to pass on to your affiliates. With the virtual library of eBusiness information inside the Vault, you'll have your affiliates working hard for you for months to come. [Click Here](#) for more information.