

6 Ways To **Outsell** Other Resellers And Become A **Super Affiliate**



**Killer Strategies For Outselling
Other Affiliates Even Though
You Are Selling The Exact Same
Thing At The Exact Same Price**

by Jimmy D. Brown

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Contact Jimmy at webmaster@123webmarketing.com

6 Ways To Outsell Other Resellers and Become A Super Affiliate

So, 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.

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 everyday. Become a top affiliate is a never-ending learning process.

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.

I can't help you put them into practice. That's up to you. I can, however, teach you some things you need to know. Below you will find 6 ways to outsell your competition and become a top-producing affiliate. Some are obvious, others are not. All are important.

Are you ready to start climbing the oak tree?

- 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. There are three easy things you can do to make your promotion efforts different that I am going to quickly cover. However, I first 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. Having said that, here are three super ways to be different...

- **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. (Don't know how to write a killer classified ad? [The Profits Vault](#) has a tremendous tutorial for writing killer ads and headlines - check it out.)

- **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! (There is an excellent video tutorial that actually SHOWS you how to create eBook covers in less than 10 minutes. [Click Here](#) for details.)
- **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.
- 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...

- **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.
- **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 your 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.
- **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.

- **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.
- 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 link. 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...

- **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.
- **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 it 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.
- **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 they 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?

- 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:

- **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)
- **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.

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...

- <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>

For more information on how to use articles to generate serious free advertising and traffic, [Click Here](#)

- Be relational.

I can't think of a better way of producing sales and income online that 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 the 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)...

- **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're find answers to questions that you need!
- **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.
- **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.
- **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.

- 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...

- **Back-end sales:** Just a simple change to your current webpage can double your affiliate sales almost overnight. If you already sale 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 sale 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.

- **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!
- **Resell rights.** Resell 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!

There you have it, six ways to outsell other resellers and become a SUPER affiliate. I hope that you have found this information helpful in giving you

ideas on how to increase your affiliate commissions.

You'll find more great helps for marketing online at the [Profits Vault](#), including "How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Month."

And remember, opportunists will always find opportunities to make easy sales.

Recommended Resources: We just recently launched the eBusiness Center at [123webmarketing.com](#). You'll find a lot of great resources to complement the Free Advertising System like...

- Traffic Virus 2.0: The Web's FIRST Viral Marketing Software - spread your advertising like the flu! This also comes with resell rights.
- Internet Success Blueprint: You'll SEE how to market online with the video tutorials included in this amazing package.
- Instant Infoproducts: \$1.75 buys you resell rights license to over 20 products!
- Profits Vault: THE top web marketing private site online. Yep, better than the Warriors!
- Much, much more.

[Click Here](#) to visit the eBusiness Center. (a new window will open, you won't have to leave the download area)