

BOOSTING AFFILIATE PROFITS

HOW TO MAKE MORE MONEY

Jonathan Leger



COURTESY OF LEARNFROMJON.COM - PRIVATE BUSINESS COACHING FROM A MULTI-MILLION DOLLAR INTERNET MARKETER + ACCESS TO PREMIUM AND EXCLUSIVE TOOLS!

EARN MONEY BY REBRANDING THIS REPORT THEN GIVING IT AWAY!

You read that right! After originally publishing this PDF (and others in the email series) I received a great deal of feedback from subscribers asking if they could share the PDF. I've decided to allow sharing , but I've gone a step further.



I wanted to allow my subscribers to not only share this PDF (and others in the email series) but to earn cash too!

All you have to do is click the link below, add your affiliate ID (instructions on that are provided on that page), click a link and you'll receive a copy of this PDF, but your copy will contain your affiliate link to LearnFromJon.com!

Ready to start making money with this report? Just click the link below:

[Rebrand this Report with MY Affiliate Link!](#)

Rebranding Terms: You may rebrand this PDF with your affiliate link through the link above. You will receive a download link for your rebranded copy of the PDF which you may share. You may not modify this report in any other way, nor share/publish the content contained within this publication in any other way.

Everybody is interested in making more money in their business. That goes without saying. But I'm constantly surprised at the mistakes I see in the way a lot of people promote other people's products. This is even true of many of the big name marketers that I get emails from.



I figured that if the big names were making these mistakes, then surely a lot of less successful people are making them, too (especially if they're following the methods they see the big guys using). That's the focus of this report. How to do affiliate promotions the right way.

This applies to you whether you're a full-time affiliate marketer, a part-time affiliate marketer, or you have your own product and only occasionally offer other people's products and services as an affiliate. In fact, many of the principles laid out here apply to promotions you do for your own products – even if you're not an affiliate.

So let's get right into it and see what you can do to make more money as an affiliate. I'll approach this as a series of what not to do. Of course I'll also tell you the right way.

MISTAKE #1: TOO MANY PROMOTIONS

Ask yourself this question: What reasons have I given the people on my email list (or visiting my web site) to trust my recommendations? Why should they believe that the product I'm about to promote will truly benefit them?



This is a HUGE mistake that I see from a lot of marketers. The big name marketers make this mistake a lot as well. I see people promote and promote and promote products and services, but they offer no value in between promotions!

This is a grave mistake. If you're doing this, it's killing your profits.

You need to be building up people's trust in you before promoting anything, and you need to continue building that trust in between promotions. You do that by sending out valuable information that gives people real benefit. Use your own experience to demonstrate that what you're saying really works and will benefit them.

If you don't do this, then you're just a commercial on television. Do you trust people talking about how wonderful products are on commercials? Probably not. You know they're out to get you to buy something, and that's all you know about them. Not a good way to build trust.

Since you've gotten this report from me, you know that I regularly send out valuable, useful information to you. That builds trust, and it's why my promotions do so well.

MISTAKE #2: TOO FEW PROMOTIONS

Does it seem like a contradiction that I just told you not to send too many promotions and now I'm saying you shouldn't send too few? It's not! You see, it's not the fact that you promote a lot that will hurt you – it's the lack of value in between that will hurt you. When it comes time to actually have a promotion, you need to remind people a bunch of times about the product or service. There are a number of reasons for this.

The first one is obvious – people's schedules are different. One person may have time to focus on your promotional message at 7a.m. on a Monday morning, whereas another may not. So if you only contact your people on Monday, you'll miss out on everyone who doesn't have time for it then.

When I do a 5 day promotion (Monday through Friday), I like to send out an email to my list on Monday and Wednesday and at least twice on Friday (sometimes three times).

My experience has always been that the first and second promotional emails do well, but the “last chance” emails on Friday do fantastic. You want to let people know that time is running out. That's a HUGE motivator for them to act.

People need to see the same promotion multiple times, too. Even if they trust you, you need to keep reminding them of it. Put it out in front of them, let them think about it again and again. That's how you get people to act and buy. You'll lose some subscribers from your email list, sure, but if they leave then they're not your target market anyway.

MISTAKE #3: NO PERSONAL PROOF

Another big mistake I see marketers make is that they talk-up products and services while providing zero personal proof that it works. Yes, personal proof. What results have YOU seen from the product or service?

This again comes down to trust. You can quote the statistics or evidence given by the product creator all day long, but your people don't trust them yet – they (hopefully) trust you. So you need to demonstrate how the product helped you or worked for you personally. Then your people are more likely to trust the vendor.

I see pitch after pitch after pitch from people that is little more than the claims made by the product creator. If you're doing this, it's seriously damaging your bottom line.

But if you can prove that you had personal success, and show screenshots (if applicable) or images or charts demonstrating your personal success, you'll see far better results.

If you remember my report on building trust, then you remember the example promotion I showed in there where I generated \$15,000 in sales in two days. A big part of the reason that promotion did so well was because I was able to demonstrate my own success with the product.

MISTAKE #4: USING THE “SWIPE” COPY

A lot of product vendors give affiliates what's called “swipe copy”. This is text that you can copy and paste into your own promotions that highlights the benefits of the product.

NEVER EVER EVER USE SWIPE COPY!

Why not? Because swipe copy doesn't sound like you. It doesn't “feel” genuine. And if the people you're contacting have seen other promotions using the swipe copy, they immediately know that you're just quoting the vendor and haven't taken the time to verify any of that information yourself.

Can you use a few key points from the swipe copy? Sure, but you better rewrite it in your own words and make sure you can back it up with evidence. Failure to do so will cost you trust and will lower your conversion rates.

I never provide swipe copy to my affiliates. I don't want people just copying and pasting text into their promotions. I want them to actually talk about their own experiences and how the products have helped them.

Canned swipe copy text is a conversion killer. Never use it. Anything worth promoting is worth taking the time to write up your own promotional material for. That brings us to mistake #5...

MISTAKE #5: PROMOTING EVERY “NEXT BIG THING”

This mistake mostly applies to the Internet Marketing and Search Engine Optimization niches, but it can certainly apply to others as well.

What happens is this: some big name marketer comes out with a product. In advance of the product launch they get a whole bunch of other marketers (both big and small) on board for their “pre-launch”.



When the launch date comes suddenly dozens or hundreds of affiliates are all emailing about the same product or service. It's “the next big thing” that's going to cure everyone's financial woes!

Guess what? If you're promoting all of these, you're losing credibility. After all, why shouldn't the last “next big thing” have worked out so that this “next big thing” isn't necessary? Think about it.

Again, a big part of this is personal evidence. If you can demonstrate that a product or service works, then great! By all means promote it if you had real positive results and can demonstrate those results to people. But just jumping on board with a promotion because everyone else is will only cause a loss of credibility.

Sometimes, though, you can demonstrate real results from a product that has a big launch going on. When that's the case, there's something else you have to do if you want a successful promotion.

MISTAKE #6: NO ADDITIONAL BONUSES

If there are dozens of hundreds of affiliates promoting a product, then why should the person reading your sales pitch buy through you? If you're not offering an additional bonuses of your own, you're losing sales.



This is another mistake that applies mostly to the Internet Marketing and Search Engine Optimization niches. Since many people are on multiple affiliates' email lists, they'll likely see the same product offered by multiple people. You

need to give them a reason to buy through your affiliate link and not somebody else's.

You need to give people who buy through you something as an additional reward. It's best if the bonus is related to the product being offered, but as long as it's something related to your market it can still be a powerful motivator.

Promoting a product related to content creation? Then give away a big bundle of Private Label Rights articles as a bonus. That kind of thing.

Even if it's a small, closed promotion and you're the only person that is promoting the product to your people, offering bonuses will still greatly increase your conversion rate – especially if you set a time limit on the bonus. Give your list or site visitors “5 days only” to take you up on the bonus offer and (as mentioned previously) remind them of the promotion and the time limit throughout the offer

period. This is particularly helpful if you're promoting a product that isn't discounted by the vendor. You need to add a time limit on the bonus to get them to act now and not put off the purchase.

Those are the biggest mistakes I see made by marketers across the board. To recap, they are:

1. Too many promotions with no value in between.
2. Too few reminders of the promotion at hand.
3. No personal evidence that the product or service is actually beneficial.
4. Using pre-written “swipe copy” instead of writing your own promotions.
5. Promoting every new shiny object just because everybody else is.
6. Not offering additional bonuses or setting time limits on your bonuses.

Every one of those mistakes is costing you money, and most of them are costing you the trust of the people you're promoting to – which over time decimates your bottom line. If you're making any of those mistakes, now's the time to start correcting them and improving the way you run your promotions. Your bank account will thank you.

Here's to YOUR success!

Jonathan Leger

COURTESY OF LEARNFROMJON.COM - PRIVATE BUSINESS COACHING FROM A MULTI-MILLION DOLLAR INTERNET MARKETER + ACCESS TO PREMIUM AND EXCLUSIVE TOOLS!