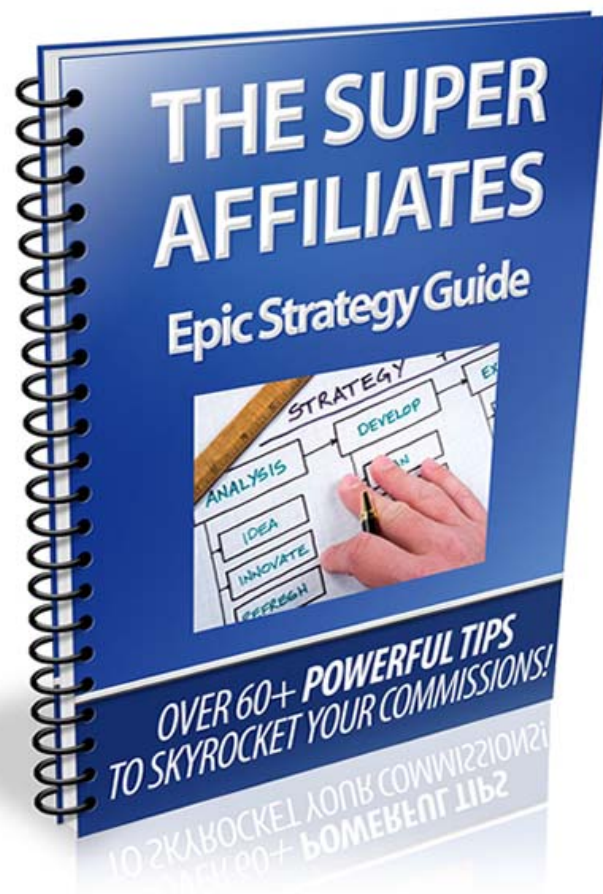


The Super Affiliates “Epic Strategy” Guide

69 Super Affiliates Tips To
Skyrocket Your Commissions!

Brought To You By The TedsWoodworking.com Team



Learn the powerful techniques, methods
and strategies that top affiliates use to
generate huge commissions...

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Introduction

Welcome to the "*TedsWoodworking Super Affiliate Strategies*" report!

Over the last few months I've been putting together creative ideas to help you promote the *TedsWoodworking* program as an affiliate. In this report, I am going to reveal how you can boost your sales by using these strategies.

The idea behind this report is to help you connect with this high-demand niche and earn a great income!

If you are just starting out as an affiliate for this product or if you are already an affiliate and want some new ideas, I'm sure you will find this report very helpful.

Since its launch, *TedsWoodworking* has achieved phenomenal success, thanks to the vast network of affiliate and partners who have dedicated their time and effort to promote this top-quality product.

To access your complete set of tools and resources to promote TedsWoodworking, simply go here:
<http://tedswoodworking.com/affiliates.htm>

And because I value your partnership, I've written this report to help you succeed and earn a consistent, full-time income promoting *TedsWoodworking*.

As my affiliate and partner, I'm always here to help you. My knowledge and experience in marketing in this niche is at your disposal.

I'm really excited about this report. And if you're an affiliate marketer who wants to bank more money, then in just moments you'll be as excited as I am!

That's because –

This report reveals 69 affiliate marketing tips you can use to drive more traffic, build your list and make more sales!

I'll cover tips in all the major areas of affiliate marketing, including:

- Creating a Sales Funnel
- Boosting Conversions With Pre-Selling
- Blogging Your Way to Bigger Commissions
- Beating Your Competition
- Banking Even More Affiliate Cash
- Testing and Tracking Your Campaigns
- Using Content for Maximum Impact
- Creating Communities to Build Relationships
- Honing Your Copywriting Skills
- Using JVs to Boost Your Affiliate Income

While explaining each strategy, I'll provide specific examples relating to the PE market and this product so that you can grasp the strategies and concepts better.

Within minutes of jumping into this report you'll start having visions of dollar signs dancing in your head.

And by the time you finish this report, you'll be rubbing your hands together with anticipation of future big paydays!

So let's get to it...

Creating a Sales Funnel

If you're sending your visitors straight to the vendor's sales page, you're leaving a lot of money on the table. And that's because you'll have better results if you create a sales funnel, stock it with products (not just *TedsWoodworking*, but also related products in the market) and then sell these affiliate products to "warm" prospects.

Here are 9 tips to boost your sales funnel profits...

Tip #1: Build a list. People buy from those they know, like and trust. That means if you're sending your prospects straight to the sales page, the prospect likely doesn't know you OR me, the product vendor. And so the conversion rate will usually be low.

Instead, get your visitors on your mailing list instead. That way you can build a relationship with your subscribers and earn their trust. Now these "cold"

visitors become “warm” prospects... and your conversion rate shoots through the roof!

Here is a sample plan you can distribute to your visitors:

[Click here to download sample plans...](#)

It is a basic 2-3 furniture plan PDF file.

Tip #2: Create a squeeze page. Back in the mid to late 1990's, people used to freely give their email addresses to almost anyone. They joined newsletters because it was fun to get email. And they didn't even mind the spam because email was such a novelty.

NOT anymore. Now people protect their email addresses as fiercely as a mama bear protects her cubs. And that means the words “free newsletter” won't have people scrambling to join your mailing list. Instead, you need to craft a sales page (AKA “squeeze page”) that convinces people to join your list.

As such, you need to create a short page that tells your prospects what they get when they join your newsletter. That is, what benefits will they receive?

Example: A benefit of signing up for a newsletter might be: “You can get access to free woodworking plans!”

Extra Tip: I provide a fully-tested, high-converting squeeze page template that you can use to increase your opt-in subscribers

[Click here to download squeeze page...](#)

Tip #3: Offer a relevant freebie to boost subscriptions. Just as you offer a free bonus to boost the conversion rate on a paid product, you should also offer a relevant freebie to increase the number of people who subscribe to your newsletter.

You might offer a freebie such as:

- A free ebook
- A free audio product such as an audio interview
- Access to a free teleseminar or webinar
- A free video
- A free e-course

Tip #4: Create an autoresponder series. As mentioned, you can offer a free multi-day e-course as a bonus to those who join your newsletter. But even if you don't offer a specific e-course, you should still upload at least 7 to 12 messages into your autoresponder that are part content, part pitch.

The content will help you build a relationship with your subscribers, while you can use the promotional parts of each email to pre-sell *TedsWoodworking*.

Tip #5: Put your affiliate marketing on autopilot. Instead of just creating a 7 to 12 part autoresponder series, you can create a series that lasts for three months, six months, twelve months or more.

For example, a one-year autoresponder series would mean you'd just need to create 52 weekly messages with evergreen content that promotes evergreen products. Then you can focus on building your list and let your "autopilot sales funnel" close the sales and put money in your pocket!

Tip #6: Show your readers that you care. If you treat your newsletter subscribers and prospects like mini ATMs (cash machines), they'll sense it. And they'll run away from you faster than a cat trying to avoid a bath.

Instead, you need to show your readers you care. Show them some empathy. Let them know that you understand their problems, and that you truly want to help them. You do this by:

- Offering free plans and free woodworking tips
- Being honest with your product reviews.
- Promoting only GOOD products.
- Offering free tips that will genuinely help your subscribers. (This doesn't put money in your pocket in the short term, but doing so builds trust... and that means more money in the long term.)

Tip #7: Keep your subscribers reading. Sometimes when you offer a freebie to "bribe" prospects to join your list, these subscribers take their freebie and then stop reading your newsletter. And that means you don't get an opportunity to build a relationship (much less make an affiliate sale).

The solution?

Send an unannounced freebie in the very first email you send out. Plus, let your new subscribers know that they'll soon receive more "mystery bonuses." (And follow through on your promise by sending out freebies about once a month.)

This little step will keep your subscribers opening your emails and reading them. And that gives you an opportunity to build a relationship and sell more affiliate products to them. Indeed, you may even turn a "freebie seeker" into a valuable customer!

Extra Tip: In each of these bonuses that you send out, include one or two relevant product recommendations with your affiliate link. Over time, some of your readers will purchase the products based on your recommendations (and even thank you for it!)

Tip #8: Meet your subscribers' expectations. When your subscribers first joined your list, you created specific expectations about what type of content they'd receive from you and how often they'd receive it. In order to keep them reading, you need to meet their expectations.

Let's suppose you told them you'd give them a "content filled newsletter every week." If instead you send out two emails per month that are nothing but product pitches, you're going to have disappointed subscribers. And disappointed subscribers stop reading your emails (or even unsubscribe).

Point is, it doesn't matter WHAT you send them, as long as it conforms to their expectations. If you told them up front that you were going to send them product reviews, then send product reviews. If you told them you'd send pre-launch notifications or product discounts, then do that. And if you told them you'd send weekly tips, then meet those expectations.

Tip #9: Advertise in other peoples' newsletters. You're not limited to just making money from your own newsletter. You can also make money by advertising in other peoples' newsletters by buying ezine and solo ads.

Look for publishers with good reputations who send out quality content (the kind that you'd keep his subscribers reading). Then ask him if he accepts paid ads. If so, ask him about his demographics (e.g., where he got his subscribers and who they are). Finally, ask him if you can start with a small ad buy. If you get results, you can buy more ads from him.

Extra Tip: Don't send traffic to an affiliate link. Instead, send them to your newsletter subscription (squeeze) page!

Quick Recap

You just learned how to make money by pulling people into your sales funnel using a newsletter. You also learned how to make money from other peoples' newsletters.

Next, you'll discover pre-selling tips that will quickly and easily boost your conversion rates! Keep reading...

Boosting Conversions

You already know that you shouldn't send your traffic directly to the product sales page. Instead, you should build a list and then pitch products. But you shouldn't even send your list members directly to a sales page. Read on...

Tip #10: Write product reviews. One of the best ways to pre-sell a product is to write a product review. But don't just list all the positive points. You need to list the product flaws, too. And that's because your prospects

know that the product isn't perfect. If you try to present it as a perfect product, they won't trust you... nor will they buy from you.

Extra Tips:

- I've created 3 solo product reviews that you can use or modify to suit your audience.

[Click here to access pre-written product reviews...](#)

Tip #11: Create product comparisons. If you're reviewing two or more similar products, then you can pre-sell both of them by doing a product comparison instead.

Just like the product review, you need to present both products honestly (flaws and all). You should also conclude by giving your recommendation for which product your readers should buy. If the products target those with slightly different needs, then tell your readers who should buy the product.

Extra Tip: Multiple product reviews are a very powerful way to facilitate the purchase decision of your visitors. By helping customers and providing them with comparative information, you can score more sales and build a loyal customer base.

Tip #12: Write pre-sell pitches. Sometime you may not pre-sell with a product review. Instead, you pre-sell the product using a direct pitch, which is where you highlight the main benefits of the product. That way, your subscriber is ready to buy the product before they even see the sales page.

Extra Tip: A pre-sell pitch works best when you send it to your list, since they already know and trust you. If you're pulling in traffic from other sources, then you'll likely do better by offering reviews and comparisons.

[Click here to access our pre-built landing pages...](#)

Tip #13: Let people peek inside the product. People who can imagine the product (and imagine themselves owning the product) are more likely to buy it. That's why you can boost your conversion rate by providing screenshots of the inside of the product.

Example: You might provide a screenshot of the table of contents. Or you might present a video of you scrolling through a chapter in the product.

Quick Recap

You just discovered four ways to boost profits by pre-selling products. Next up, you'll learn how a blog can put more money in your pocket...

Blogging Your Way to Bigger Commissions

By now it's no secret that you shouldn't send your visitors directly to a vendor's sales letter. So far we've mainly talked about turning your traffic into newsletter subscribers.

Now we'll look at how blogging can help you bank more affiliate cash...

Tip #14: Use WordPress. There are plenty of blogging solutions for you to choose from, including installed software and third-party hosted solutions. However, one of the best platforms is the self-hosted WordPress (WP) platform, which you can find at www.wordpress.org.

Here are five reasons why WP is a good choice:

- 1) It's easy to install.
- 2) It makes blogging quick and easy, even for someone without any technical skills.
- 3) It's highly customizable, both in terms of form and function.
- 4) It's frequently updated.

- 5) There are plenty of "plug ins" (tools) you can add for greater function.

In short: Choose WordPress and you'll spend less time managing your blog... and more time making money!

Tip #15: Install the best plugins. The best WP plugins allow you do to things like cut down on spam, encourage visitors to become interactive and boost your conversion rates by automatically recommending related content elsewhere on your blog.

Here's a list of the five best tools you can install on your WP blog:

- 1) [Akismet](#) is your spam-fighting, time-saving tool.
- 2) The "[share this](#)" plug in allows your readers to bookmark your site on the popular social media sites like Digg.com.
- 3) [The Ad Rotator](#) works just like it sounds - it allows you to rotate your affiliate ads and links on your blog.
- 4) Here's a neat tool that allows your readers to [subscribe to comments](#) (which means they'll visit your blog more often).
- 5) You can keep your visitors reading (and buying) by recommending similar content using the "[similar posts](#)" plugin.

If you're looking for a great theme to use, I suggest taking a look at [ACME Theme](#) by Wordpress. It is simple, elegant and easy to use. This has become my default theme for most of my WP sites.

Tip #16: Create a "product of the week" or "featured post" section on your blog. You can keep your blog fresh by creating a "featured post" section that highlights a new product every week.

Tip #17: Offer multi-media. NLP (Neuro-Linguistic Programming) teaches us that different people have different learning styles. That means that some prefer to learn by reading text products, others prefer to listen to audio instructions and still others prefer hands-on, emotion-based learning. And that means if you use multi-media content – which includes text, audio AND video – you have a better chance of appealing to a wider audience.

Extra Tip: As an added bonus, offering multi-media also always helps you reach out to those with sight or hearing disabilities.

Tip #18: Encourage discussion and participation. If you encourage discussion on your blog, then you create a sense of community. Not only that, but getting your readers to interact with you helps you build a relationship with them. Both of these things result in more affiliate commissions for you.

Here's how to get interactive members:

- **Blog about something controversial and ask for comments.** People tend to reply when it's an emotional topic.
- **Ask for feedback.** This feedback could be about a report you're writing or even about the features on your blog. Doesn't matter. The point is to get your readers talking to you.
- **Email your list to tell them about a new blog post.** Be sure to ask for their comments.
- **Run a commenting contest.**

Example: Ask your readers to write on a niche-related topic. Best post wins a product.

Tip #19: Post interviews with product creators. Here's a nifty way to boost commissions: Give access to an interview with the product creator and use your affiliate link to pitch the product at the end. Then post the interview on your blog.

Tip #20: Blog regularly. Have you ever visited a blog where you noticed the last posting date was months or even years ago? Even if the content is good, you probably didn't read any further than the front page (since it's

easy to assume the content is outdated). And you definitely wouldn't visit again.

Likewise, your traffic wouldn't bother visiting again if your blog looks abandoned. And that's why you need to post often.

Posting regularly – about once a week – helps make your blog “sticky” (meaning you get more repeat visitors) and it helps you build a relationship with your readers. Bottom line: More affiliate sales!

Tip #21: Post case studies. We've talked a lot about pre-selling affiliate_products in order to boost your conversion rate. Another way to boost conversions is to offer some sort of proof that the product works. And you can do that by posting case studies on your blog.

Examples:

- You can post an inspirational case study of how one man who previously have no experience with woodworking, managed to build wooden crafts with our plans
- You provide video testimonials from ordinary guys who have used and enjoyed the plans

[Download your video reviews here...](#)

Quick Recap

You just discovered how to use a blog to put more affiliate cash in your pocket. Next up, you'll find out how to beat the competition...

Beating Your Competition

When you're an affiliate, you have two kinds of competition:

Competition from those selling similar products

Competition from other affiliates. Naturally, there are others selling the EXACT same product to the same market.

Here's how to whip your competition and put more money in your pocket...

Tip #22: Create a USP (unique selling proposition). Your prospects have plenty of choices when it comes to merchants. They can buy direct from the product creator. Or they can choose from among dozens or perhaps even hundreds of affiliates. And that's why you need to create your USP.

In short, your USP is the "reason why" your prospects should buy from you and not your competitors.

Example: You provide an additional guarantee (in addition to the vendor's guarantee), such as a conditional "double your money back" guarantee.

Tip #23: Add value to your offers (with products). Another way to beat your competition and get your prospects to buy through your affiliate link is by offering a bonus.

Think about it...

If you were buying a pair of shoes and saw them at the exact same price, but one came with a bonus set of laces, which one would you choose? All else being equal, you'd probably choose the better offer (the one with the free laces). And so would your prospects.

You can also laser-target niches like furniture plans, table plans, chair plans etc.

[Get hold of the custom target landing pages here...](#)

Tip #24: Add value to your offers (with services). Products are easy to deliver, which makes it easy for you to add value with products. But certain services have a higher perceived value, which can help further boost your conversion rate.

Here are a few examples of how to add value to a product offer using services:

Example #1: You can offer free email consultation and support (for example, for the first 2 weeks).

Example #2: You can offer a free checklist to help your customers use the product more effectively.

Tip #25: Develop relationships with your prospects. I've hinted at this tip elsewhere in the report. To repeat: People do business with those they know, like and trust. And that means you'll make more money if you develop relationships with your prospects.

Here's how to build relationships with your prospects:

- Start blogging. Get your readers to comment on your blog.
- Publish a newsletter and send out weekly messages.
- Ask your readers for feedback (either publicly or privately) – and then implement it when possible.
- Get your readers to take surveys and polls on your blog.
- Interact with your prospects on social media sites like [Twitter.com](https://twitter.com) and [Facebook.com](https://facebook.com).
- Visit niche forums and interact with your prospects.

Tip #26: Offer a discount. You can use our custom target page to give your visitors a \$20 discount:

[Get the \\$20 discount target link here...](#)

Tip #27: Establish yourself as an expert / authority. Imagine this: Your car mechanic tells you to start taking fish oil supplements. Are you going to do it?

Probably NOT. But the moment your doctor tells you the same thing, you'll probably rush right off to pick up a bottle of fish oil. And that's because we tend to listen to and trust experts and authority figures more than anyone else.

You can see where I'm going with this. If you position yourself as an expert (and perhaps an authority figure), you can boost your sales. For example, creating a content-filled blog, participating on niche forums and getting endorsements from other experts will all help you position yourself as an expert.

Tip #28: Borrow credibility from the "big dogs" in your market. You already know that you need to build relationships and establish trust in order to sell more products to your subscribers and visitors. But that takes time. So how can you get a good reputation if you're new to the niche?

Simple: Joint venture with the well-known experts and marketers in your niche. In doing so, you'll "borrow" their credibility, meaning others will see you as a niche expert too.

One of the quickest and easiest ways to get others to associate you with the existing niche experts is to create a product with them. For example, you can get half a dozen or more of these experts to agree to an audio interview. Then you can freely distribute the recordings to get as much exposure as possible.

End result: You'll become a trusted name in the niche virtually overnight!

Tip #29: Offer customer rebates. Earlier you found out that you can beat your competition by "adding value" to an offer. Another way to do it is to offer a cash rebate to anyone who buys through your link.

Here's how it works...

Let's take the example of a \$100 downloadable product with a 50% commission. Instead of pocketing the entire \$50 commission, you can instead split your commission with your customer (e.g., each of you gets \$25). Of course you don't tell your customer you're splitting a commission. Instead, you just offer a "cash rebate" (payable after the refund deadline has expired).

Tip #30: Offer superior customer service. Even though you're not the product vendor, there's a good chance that you get plenty of both pre-sale and post-sale questions about the products you sell. If you want to beat your competition, answer these questions quickly (in 1 business day or less), professionally and honestly.

Now imagine this...

Your potential customer is shopping around and is thinking about buying a woodworking product. He emails a question to a competing affiliate. Three days later, no answer. So now the prospect emails you the same question, which you answer within two hours.

Whose affiliate link is the prospect going to use? That's right – yours!

Tip #31: Leave no advertising venue untouched. Finally, one of the most effective ways to beat the competition is through full market penetration. That means you blanket the niche with your content and ads. Your name should appear in article directories, on forums, on other peoples' blogs as a guest author, on social media sites... everywhere. As familiarity grows, so will your sales.

Quick Recap

You don't have to be scared of a little affiliate competition when you use the tips and tricks you just learned. Next up, you'll find out how to make even more money as an affiliate...

Banking Even More Affiliate Cash

This whole report is all about you making more money as an affiliate.

In this section, you'll find out what the super affiliates know about banking bigger checks...

Tip #32: Ask the product vendor for bigger commissions. Once you earn a reputation as a super affiliate in your niche, OR once you've proven your sales record to a specific vendor, you can approach that vendor and ask for a bigger commission rate.

Many vendors already have a rate that they offer to special partners. You can simply ask, "do you have a higher super affiliate commission rate?" If not, then ask the vendor to provide you with a higher commission rate. If you're making a lot of money for the product owner, he probably won't refuse.

Extra Tip: *TedsWoodworking* already offers the maximum 75% allowed within ClickBank. But I've created a very generous cash bonus program for good performing affiliates who meet specific sales targets (extra \$5 per sale!)

[Click here for details about this cash bonus program...](#)

Tip #33: Ask the vendor for a unique landing page. One way to increase sales is by personalizing sales material as much as possible. And while you can't greet your subscribers personally by name on a vendor's sales page, you CAN ask the vendor for a unique landing page that offers something a little different than the standard page.

Example: Your custom landing page might greet your subscribers like this, "Special Offer for [Your Name]'s Subscribers and Friends." In addition, your custom landing page can include some of the features you'll learn about in tips #34 and #35.

Extra Tip: If you've demonstrated that you can produce sales, get in touch with me and I will set up a special, personalized sales page for you.

Tip #34: Secure exclusive discounts for your customers. As mentioned before, your prospects like to get a good deal. And one way to get them a good deal while making you look like a hero is to secure an exclusive (perhaps limited-time) discount through the vendor.

If you haven't yet made any sales for this particular vendor (and you don't have a reputation in the niche), then you may suggest a commission split.

Example: The vendor can create a special link on a \$100 product that gives you a \$25 commission and gives your customers a \$25 discount. This is no hardship on the vendor, since he still gets his 50% commission. (However, some vendors don't want to sell the product below a certain price, so they may refuse.)

Tip #35: Ask for exclusive bonuses for your customers. Earlier you found out that you can beat your competitors by "adding value" to an offer. However, once you've proven that you can produce sales for me, I'd be more than happy to add an exclusive bonus package for anyone who orders through your affiliate link.

Tip #36: Disguise your affiliate link. Sometimes customers are afraid to click on affiliate links, perhaps because they think they can get a better deal using a direct link, or perhaps because they just don't like the idea of someone making money off their purchase.

So when they see a link like vendorspage.com/affiliatelink.html, they'll cut off the last part of the URL to bypass your affiliate link. End result: Lost commission.

There are plenty of ways for you to disguise your link (such as modifying your .htaccess file or doing a javascript or PHP redirect).

The easiest way, however, is to do a simple HTML redirect. This is where you redirect a domain or a page on a domain – such as yourdomain.com/recommends – to your affiliate link.

Here's the code you can use to create the HTML page:

```
-----  
<HTML>  
<HEAD>  
<TITLE>One moment please, redirecting to  
TedsWoodworking</TITLE>  
  
<meta http-equiv="refresh" content="0; url=  
http://YourAffiliateID.tedsplans.hop.clickbank.net/">  
</HEAD>  
  
<BODY>Redirecting to TedsWoodworking.com...  
  
</BODY>  
  
</HTML>  
-----
```

That's it! Just copy the code, edit it with your own affiliate ID, save it (i.e. save as index.html in your root domain or sub-directory) and your html redirect will work perfectly.

Tip #37: Automate as much as you can. Tools aren't magic bullets that turn a slumping affiliate business into a cash cow. But once you have the basics in place, a few good automation tools can free up your time so you can focus on other income-generating tasks.

To that end, you should automate as much as you can.

Examples:

- Instead of delivering bonuses manually, set up a system using an automation software [such as this](#) (or, you can even use an autoresponder).
- You can create a yearlong (52 message) autoresponder series (evergreen) to automate your newsletter. That way you don't have to write newsletters. Instead, you can focus on building your list.

Tip #38: Develop large networks. Social media sites are all the rage right now, so you should take advantage of them. But don't just limit yourself to finding prospects on these sites. Indeed, your time may be better spent finding JV partners and cultivating relationships with them.

If you haven't yet started networking, you can get started on [Twitter.com](https://twitter.com), [Facebook.com](https://facebook.com), [MySpace.com](https://myspace.com), and [LinkedIn.com](https://linkedin.com). Be sure to also look for niche specific groups on [Ning.com](https://ning.com) (or start your own).

Quick Recap

You just found out how to use unique landing pages, exclusive bonuses and other tricks to boost your affiliate income.

Read on to find out which simple procedure can give you an almost instant pay raise...

Testing and Tracking Your Campaigns

If you're not testing and tracking your campaigns, then you're just wasting your time and money. That's because you could be investing all your resources in ads and campaigns that don't work.

Here's how to avoid that common mistake so you can start pulling in bigger paychecks...

Tip #39: Track and test your ads and pre-sell offers. In addition to testing which products promote best, you need to also test your own ads and pre-sell offers. This includes (but is not limited to):

- 5) Your email ads.
- 6) Your solo email ads.
- 7) Your article byline ads.
- 8) Your blog ads.
- 9) Your classified ads.
- 10) Your pay per click ads.
- 11) Ads you place on social media sites.
- 12) Any banner ads or text ads you purchase.

...and so on.

Tip #69: Track and test your campaigns. Another thing you can track is your actual campaign, which includes your traffic sources.

Examples:

- 6) Which of your PPC keywords brings you the best results?
- 7) What day of the week brings you the best results with your classified advertising?
- 8) Which ad placement in your email newsletter produces the best results?

One note: While you're primarily looking at which factors deliver to you the best conversion rate, you should test long-term results too. That is, you need to track your refund rate as well to help you determine overall which factors put (and keep) the most profit in your pocket.

Tip #41: Test one element of your campaign or ads at a time. If you're doing the standard split-test (A/B) testing (as opposed to multi-variate analysis), then be sure to test only ONE element at a time. Otherwise, you won't have any idea which change affected the conversion rate.

Let's suppose you're testing a pre-sell pitch. If you change the headline AND the P.S. on your pitch and then experience a significant boost in your conversion rate, you won't know if it was the headline or the P.S. that caused the change. That's why you need to test just one element at a time while holding all other variables (including traffic sources) constant.

Tip #:42: Use tools. Fortunately, you don't have to track and test your campaigns manually or crunch the numbers with your abacus. Instead, you can use tools like Google Website Optimizer, split-testing scripts and multi-variate testing software. All you have to do is make the changes and let the tools do all the work.

Extra Tip: If [Google Website Optimizer](#) isn't the tool for you, then run a search in Google for "split testing script" or similar to uncover plenty of solutions, both free and paid.

Tip #43: Don't judge too soon. You send one hundred visitors to an offer and make two sales. Does that mean you have a 2% conversion rate? Maybe. But it's too early to say for sure. And that's because you generally

need anywhere from 30 to 50 "actions" (in this case, purchases) in order to generate significant results.

Point is, be patient.

Quick Recap

Plenty of affiliate marketers just skip the whole testing and tracking thing. But those who do are leaving money on the table. That's why I strongly recommend you start tracking and testing if you're not already doing so.

Next up: You know content is king. Now find out how to use it to boost your affiliate income...

Using Content for Maximum Impact

One way to reach deeply into your market and beat your competition is by using content marketing. In this section you'll use the tips and tricks to wring the most money out of every piece of content you distribute...

Tip #44: Do your keyword research. If you want to use your content to pull traffic in from the search engines, then you'll need to do your keyword research. That way, you can find out exactly what words your market is already using to search for you... and then you can create content (i.e., articles) that includes those keywords about once for every 100 words.

Extra Tips:

- 6) Use [Google's Keyword Tool](#) or [WordTracker](#) to find longtail keywords. These tend to be four to five word phrases that may not get the search volume of a two-word keyword phrase, but neither do they have the competition. And that means you can generally rank well in the search engines for these words.
- 7) [Start with the keywords here](#). This contains a list of highly relevant keywords that people are searching for.

Once you've created optimized articles using well-researched keywords, then you can:

- Post them on your blog.
- Submit them to article directories (like EzineArticles.com, ArticlesBase.com, GoArticles.com, and IdeaMarketers.com).
- Trade them with other bloggers (i.e., become guest authors on each others' blogs).
- Post them on social media sites.
- Paste them on niche forums.

Extra Tips:

Instead of manually submitting articles to article directories, use a software like [ArticleDemon](#) to mass distribute your articles.

Tip #45: Use articles to pre-sell affiliate products. Blog articles, articles in article directories, articles on social media sites, articles you send to your list – you can use all these articles (and more) to pre-sell affiliate products.

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Extra Tips:

- There is a ton of professionally written articles that provide great content and subtly presell *TedsWoodworking*. Use these articles to build a rabid following on your blogs or websites and boost your sales.

[Click here to access these articles for free...](#)

Tip #46: Weave product recommendations into your articles. Another way to use an article to sell an affiliate product is by creating a “how to” article with a product recommendation dropped into the middle of the article.

Examples:

- You create a guide woodworking tips. Then you recommend and promote *TedsWoodworking* as a complete guide to building your first project.

Tip #47: Create pre-sell videos. Naturally, you’re not just limited to text articles when you’re pre-selling affiliate products. You can also create videos and load them up onto YouTube.com and other social media sites (such as Squidoo.com).

Extra Tips:

- [With a simple software like this,](#) you can easily convert your articles into videos (complete with voice-overs) at the click of a few buttons, and automatically distribute them to the top video-sharing websites.

Tip #48: Create free reports and distribute. If you can write more than an article on a particular topic, then you should consider writing special reports (with your affiliate links embedded).

The idea is the same: You create useful but incomplete information so that readers need to purchase a product to solve their problems. Or you provide complete “how to” instructions along with a link for *TedsWoodworking*.

Once your report is complete, give it away freely on your blog, to your newsletter list and on social media sites. You may also list it in “free ebook directories” and in your niche forum signature files.

Tip #49: Offer resell rights to your products. Another way to get massive exposure for your affiliate links is to create paid products (these can be simple, short reports aimed at the woodworking market, , include your *TedsWoodworking* affiliate link in these products, and then offer resell rights to the products to other marketers.

It’s a win-win situation.

The other marketer has an incentive to promote your product, since they get to keep 100% of the profits. You win because your affiliate links are included in the product, meaning you get the backend income. And as an

added bonus, you even make a little money up front selling those resell rights licenses.

Tip #50: Blanket your niche with content. Imagine this: Your prospect is searching for various niche-related keywords in Google. Seems like every time he searches for something, an article with YOUR name on it turns up. What's that prospect going to think of you?

That's right – he's going to assume you're an expert. And as you already know, establishing yourself as a niche expert boosts sales.

To that end, you should blanket the niche with your name by blanketing it with your content. For example:

- Post videos on [YouTube.com](https://www.youtube.com) and [Viddler.com](https://www.viddler.com).
- Create pages on [HubPages.com](https://www.hubpages.com) and [Squidoo.com](https://www.squidoo.com).
- Participate on the major forums in your niche.
- Create and post regularly to a blog.
- Participate on the major social networking forums.
- Create third-party blogs on sites like [Blogger.com](https://www.blogger.com).
- Submit articles to article directories.
- Trade content with other marketers in your niche (e.g., trade blog and newsletter content).

Quick Recap

You just learned how to use content to boost your sales. Next up, you'll discover how to use social communities to increase your affiliate income...

Creating Communities to Build Relationships

You already know that building relationships with your prospects is one way to increase your sales. And one way to build a relationship is to build an online community.

Here are more community-building tips...

Tip #51: Establish yourself as an expert. Building a community not only helps build relationships, it also helps establish you as an expert. The end result is the same: More sales.

Read on for more ways to quickly and easily get "expert status" in your niche simply by building communities...

Tip #52: Create a niche forum. If you use a webhost that has Cpanel and Fantastico De Luxe installed, then you can install a forum on your site with just a couple clicks – no technical knowledge required! However, no one likes to visit a forum that looks like a ghost town. That's why you need to get a flood of people posting to the forum right away. One way to do this is to have a posting and referral contest. Another way is to build a list first and then launch the forum to this list.

Tip #53: Create your own niche social networking site. Yes, you should join all the popular social networking sites like [Twitter.com](https://twitter.com) and [Facebook.com](https://facebook.com). But you should also consider creating your own site and building a niche community, as doing so establishes you as an expert. There are two ways to do this:

- 1) Use [Ning.com](https://ning.com) to create a social networking site. However, you don't get to completely control your site if you're using Ning (e.g., they could just disappear tomorrow along with your site).
- 2) Install a social networking script on your own domain. Depending on the type of community you want to create, just search in Google for phrases like "Twitter clone script," "Facebook clone script" and similar.

Tip #54: Encourage people to get interactive. If people never “use” your site, then you won’t be able to build relationships or a sense of community. That’s why you need to encourage people to get interactive. You can do this by:

- Encouraging discussion.
- Creating polls and surveys.
- Offering contests.
- Hosting blogs or other pages for your members.
- Offering games to your members.

Tip #55: Give people a sense of belonging. Psychologists, marketers and persuasion masters have known for a long time that people want to feel like they “belong” to a group. And when you give them a sense of belonging, it acts as a sales trigger.

One way to do that is to build a community site where you make members feel like they’re a part of a special group.

Example: You may provide a private forum that’s not even viewable to the public. You may offer special perks to your members that others don’t even know about. And you can make members feel special by touting the benefits of being a member of the group while pointing to others as “outsiders.”

Extra Tip: If you want to see a “live” examples of this, just choose your favorite sports car and search Google for a related forum. There you’ll find communities of people who think their car is the BEST car in the world... and in some cases, they’ll even look down on those who don’t share that opinion. Everyone who owns that particular car feels instantly bonded to the group, while everyone else feels like an outsider.

Tip #56: Offer free memberships to build a following. Instead of building a social networking site, you may choose instead to build a membership site. This site includes a download area with reports, videos or even audios.

The key is to build the membership site around the product you’re selling. Indeed, you can offer “free memberships” to everyone and upgraded “platinum memberships” as a bonus for those who purchase the product. The upgraded memberships should include more materials and perhaps other features (such as access to a private blog). And the upgraded membership should have an air of exclusivity, which helps spur sales.

Tip #57: Create support communities based around the product you're selling . This spurs sales because people who join the support community will feel out of place if they don't own the product, since they won't know what everyone else is talking about.

Note: Instead of offering a "platinum" membership to those who purchase the product, you offer a support community to EVERYONE... and the community itself acts as a "pre-sell" for the product.

Example: Suppose you're selling the *TedsWoodworking* program as an affiliate. You could create a community where people support each other on woodworking questions. Naturally, all members are encouraged to order and follow the *TedsWoodworking* program. (And those who don't will feel out of place, which compels them to purchase the product through your affiliate link!)

Quick Recap

You just discovered how to use online communities to increase your affiliate sales.

Read on to find out what one little skill you should hone if you want to start making even more money...

Honing Your Copywriting Skills

Good products, big commissions and plenty of traffic will all contribute to a big affiliate paycheck for you. But you can quickly and easily boost your income even more by doing one simple thing.

Namely, honing your copywriting skills...

Tip #58: Get inside your prospect's head. You can't write great sales copy simply by studying the product. You also need to study your prospect. You need to figure out what motivates him, what keeps him up at night with worrying, what scares him and what he wants most.

The best way to find out these things?

Simple: Spend as much time with your target market as possible.

Tip #59: Become a master of writing great headlines. The most important part of any ad – from a tiny three-line classified ad to a 20 page

sales letter – is the headline. That’s because if the headline doesn’t do its job (i.e., get the prospect’s attention), then the prospect isn’t going to read the rest of the sales copy.

As such, you need to polish your headline-writing skills. That means developing a “swipe file” of classic headlines, brainstorming dozens of headlines for every ad you create and focusing on creating benefit-driven, curiosity- arousing headlines.

Tip #60: Focus on benefits, not features. The features of the product you sell are the parts of the product, while the benefits are what the features do for the prospect. Most prospects are primarily interested in benefits, also known as the “what’s in it for me?” However, what you need to do is weave together a statement that presents the feature and its benefit.

Example: Suppose you’re selling computers. A feature of the product is how much RAM it has. The benefit of a lot of RAM is that the user can multi-task by having multiple applications open at once. So you might advertise the computer as having *“Two gigs of RAM, which means you can listen to your favorite music while using a graphics editor and building your website. And every application will work lightning-fast and flawlessly!”*

Tip #61: Tap into your prospects’ emotions. Most customers make the buying decision based on emotion (but then justify the purchase with logic).

Extra Tips:

- Once you have the prospect hooked emotionally, then you can help him justify the purchase with logic. For example, the surprisingly affordable price, the product guarantee, the 1-on-1 support provided by the product owner, etc.
- By strategically placing emotional trigger words within your websites, blogs or even articles. The right emotional trigger words can take the same basic message to all new heights and compel people to buy the solution that you recommend.

Tip #62: Build curiosity about the product. Think of curiosity as an itch that your prospects want to scratch. And the only way they can scratch that itch (satisfy their curiosity) is by buying your product.

Example: Joseph Sugarman (of BluBlocker Sunglasses fame) sold a lot of BluBlockers on TV in part because he got prospects curious about how those sunglasses made the world look. He did this by showing people's reactions when they put the sunglasses on. Usually someone would put on a pair of the glasses and exclaim, "oh wow!" or "that's amazing!"

Sugarman could have easily held up a pair of the sunglasses to the camera lens so that viewers would know what it was like to look from behind the glasses. But he didn't. He let prospects remain curious. And plenty of those curious prospects became buyers, just so they could satisfy that curiosity.

Likewise, you should make your prospects curious about the products. Doing this is easy if it's an information product. Just hint about what "secret" the reader will find and on what page.

Tip #63: Offer proof. To your prospects' ears, the sales page claims seem too good to be true. And so the prospect doesn't believe what the vendor is saying about the product. (That's common.) That means you need to offer proof in your pre-sell pitches.

Just the fact that you're offering a testimonial is proof, although many prospects will feel that you're biased. As such, you need to offer other forms of proof, such as:

- Case studies and inspirational stories from real users (perhaps even you).
- Video testimonials from actual users ([such as these...](#))

Tip #64: Handle objections up front. Your prospects also know that the product isn't perfect. So you need to handle the common objections in your pre-selling materials.

Example: One objection may relate to the kind of support that buyers get after they purchase the product. You can dispel such concerns by emphasizing that the creator of *TedsWoodworking* is on hand to provide priority 1-on-1 support, 7 days a week. You may even relate your own personal experience where you send in questions and received very timely, quality response to your queries.

Quick Recap

You just learned the copywriting tricks and tips you can use quickly and easily boost your affiliate income. Next, you'll find out how to use joint ventures to put more affiliate cash in your pocket...

Using JVs to Boost Your Affiliate Income

There are two main ways you can use JVs (joint ventures) to boost your affiliate income.

First, you can do joint ventures with product owners, meaning that you'll get more perks than the average affiliate.

Secondly, you can do JVs with other marketers, bloggers and newsletter publishers in your niche to drive more traffic to your site. Read on...

Tip #65: Build relationships first, then propose JVs. Who are you more likely to do a favor for: Your best friend, or some stranger who walks up to you on the street? Naturally, you'll choose your friend over the stranger.

Likewise, your potential JV partners would rather work with friends than with strangers. And that's why you need to develop a relationship first (and propose JVs later). You can do this by meeting potential partners at offline events, participating in discussions with them on forums and blogs, and calling or emailing them to start a dialogue.

Tip #66: Swap free reports with others in your niche. If you have a free report that you use to "bribe" prospects to join your list, you can consider trading reports with another marketer same niche. You can then use his report as an unannounced bonus for your list. Or if you have paid products, you can offer the report as a bonus to your paying customers.

Tip #67: Trade blog content. You can get backlinks and exposure to new traffic simply by trading content with other bloggers. In other words, you become a guest author on each others' blogs.

Extra Tip: If you're using search engine traffic to pull in visitors to your own site, then be sure the backlink you use on your guest article includes your keywords as the anchor text of the link (i.e., the clickable part of the link).

Tip #68: Endorse each other. Instead of trading content with JV partners, you can endorse each other in your respective newsletters and on your

blogs. Indeed, this simple endorsement may even be more effective than being a guest author. And that's because of the "social proof" aspect of having a trusted third party endorse you and your site.

Tip #69: Get other marketers to interview YOU. When you think of doing teleseminars, you probably mainly think of you interviewing a guest. But you should also get others interviewing you. Simply frame it as a joint venture: They interview you on one call, they interview you on another call.

The reason is simple: Generally, people automatically assume that the person who's being interviewed is the expert. As such, if you offer live interviews and get wide distribution of the recordings where you're the one being interviewed, people will see you as an expert. And that means more customers and more sales!

Quick Recap

One of the most powerful ways to drive more traffic and boost your affiliate income is to do joint ventures with other marketers in your niche – and you just discovered eight JV tips to help you do exactly that.

Now let's wrap things up...

Conclusion

Congratulations: **You just discovered 69 killer tips and strategies (plus many more extras) you can use to drive more traffic to your affiliate website, build your list and make more money with your affiliate offers!**

Let's quickly recap the major topics you discovered in this report:

- ✓ Creating a Sales Funnel
- ✓ Boosting Conversions With Pre-Selling
- ✓ Blogging Your Way to Bigger Commissions
- ✓ Beating Your Competition
- ✓ Banking Even More Affiliate Cash
- ✓ Testing and Tracking Your Campaigns
- ✓ Using Content for Maximum Impact
- ✓ Creating Communities to Build Relationships
- ✓ Honing Your Copywriting Skills

And now I have just one tip left for you. Indeed, this is likely the most powerful, profit-pulling tip in the entire report:

Bonus Tip: Take Action! That's right, while all of these tips can quickly and easily put more money in your pocket, you won't make a dime if you don't take action.

And that's why I suggest you get started immediately.

Not next week, not next month and not even tomorrow. Today. Right now. Because the sooner you start putting these tips to work for you, the sooner you'll start enjoying more traffic, affiliate sales and cash!

And to make things easier for you, I've created a complete set of professional tools and resources to help you promote *TedsWoodworking*:

<http://tedswoodworking.com/affiliates.htm>

So get your promotions going TODAY!

Remember, your affiliate link will look like this:

<http://YourAffiliateID.tedsplans.hop.clickbank.net>

(Just change "YourAffiliateID" to your ClickBank ID)

If you need any help with your promotions, or have any requests or questions, simply contact me at the email address below. I'll personally respond to you within 24 hours.

To your success!

Ted Mcgrath

Ted Mcgrath

<http://www.tedswoodworking.com>

P.S. If you want to learn how to build a successful online business, [this gets my highest recommendation...](#)

[WealthyAffiliate](#) offers tools, training, support and a great community for today's online entrepreneur.