



# MODULE 14

## SEGMENT 1



# **15 Ways To Find Affiliates**

*(To Promote Your Products)*

# #1 - Affiliate Marketplaces

## ✓ **Various Niches:**

Look for "top sellers" if able to sort by that category.  
In CB, it's Gravity.

- [Clickbank.com](https://clickbank.com) (Best Source)
- [ShareASale.com](https://shareasale.com)
- [MaxBounty.com](https://maxbounty.com)

# Affiliate Marketplaces

## ✓ **Mostly I.M. & Make Money Online Niche:**

- [JVzoo.com](http://JVzoo.com)
- [WarriorPlus.com](http://WarriorPlus.com) / [WarriorForum.com](http://WarriorForum.com) (WSO's)

## #2 - Affiliate Directories

### ✓ **Get Listed in Affiliate Directories**

\*If you're using [Clickbank.com](https://clickbank.com) to sell your product, the marketplace is built-in and searchable by anyone.

# Affiliate Directories

- ❑ **AssociatePrograms.com**
- ❑ AffiliatesDirectory.com
- ❑ **AffiliateFirst.com**
- ❑ AffiliatePrograms.com

# Affiliate Directories

- ❑ **AffiliateRanker.com**
- ❑ AffiliateSeeking.com
- ❑ **AllAffiliatePrograms.com**
- ❑ JamAffiliates.com
- ❑ **Top-Affiliate.com**

## #3 - Search Google

- ❑ Search by **Keywords**.
- ❑ Look at **Top Sites** on 1st Two Pages.
- ❑ Look for **Opt-in Forms**...

That means they are actively building lists and can drive traffic . Look for contact info near bottom of page (ex: Contact Us, About, or even Affiliates).

# Search Google

- ❑ Google "**product name**" + "**review**". THOSE sites are affiliates.
- ❑ Take **sites you find** in the results and plug their domains into [SimilarSites.com](https://SimilarSites.com)

# Search Google

- ❑ Search your **competitor's names** in Google *or* their **product name...**

\*The results that come up will most likely include affiliates ads or sites that are talking about them.

# Search Google

- ❑ **Find blogs** in your niche that appear to be building an email opt-in list.

\*Use [SimilarSites.com](https://SimilarSites.com) to find related blogs

## #4 - Search Forums

### ✓ **Search Affiliate Marketing Forums**

□ See: <http://Forum.AffiliateSummit.com>

Or search Google for forums in your niche. "niche keyword" + "forum"...

# Search Forums

- ❑ Use PM (private message) to contact them, or look at signature link, which may lead to a page where you'll find contact info.

(Demo)

## #5 - Announce It

- ❑ Announce your Affiliate Program here:  
<http://www.abestweb.com/forums/>

If your product is related to "internet marketing/making money online", get listed on these sites...

# Announce It

- ❑ **Muncheye.com**
- ❑ [WarriorForum.com/affiliate-program-database/](http://WarriorForum.com/affiliate-program-database/)
- ❑ **JVNotifyPro.com**
- ❑ [WarriorJV.com](http://WarriorJV.com)
- ❑ **JVpromote.com**
- ❑ [JVspy.com](http://JVspy.com)

## #6 - Join FB JV Group(s)

- ❑ Find **"JV" Facebook groups** and join. \*MUST be logged into your FB account first.

Search here:

[https://www.facebook.com/search/str/jv/keywords\\_groups](https://www.facebook.com/search/str/jv/keywords_groups)

## #7 - Search Article Directories

- ❑ Search keywords related to your product. See '**Top Authors**' (that are active).

Click on their articles, then click in their Bio box at the end and visit the site. Contact them.

## #8 – YouTube!

- ❑ Search **YouTube Reviews!** Search by keyword (product name) and the word “review”.

\*Use product name or niche name (ex: weight loss + review)

## #9 – Affiliate Contests

- ❑ **Signup for an affiliate contests** in your market (even if you are not/cannot promote).

\*You'll see who the top affiliates are (re: leaderboard).

## #10 – Your Own Customers

### ✓ **Who better to recruit as affiliates!**

These people already trust you and believed in your product enough to buy it. They're the perfect candidate for promoting your product.

## #11 – Your Contacts

- ✓ Look in your **Contacts List** and talk to people you've met or networked with (ex: LinkedIn).

Otherwise, **network** with people at events.

## #12 – Build It and They Will Come (*Sort Of*)

- ✓ When affiliates see others promoting your product, they'll **find YOU**.

## #13 - Advertise

- a) Send a **Press Release** [PRweb.com](http://PRweb.com)
- b) Look for **Top Blogs** related to your niche content.  
Look if they offer advertising on their site. Search:  
"Blog Directory" in Google.
- c) Advertise in Affiliate **Forums** (where ads are seen).

# Advertise

d) Go to [BlogCatalog.com](http://BlogCatalog.com)

Go to Catalog, search by Category, see sample blog post, then click over to author's own blog. Look for contact info.

# Advertise

e) Create a **"Face" Video** and put on YouTube.

\*Use that same video on your affiliate signup web page.

(example)

# Advertise

## f) Your **Own Website(s)**.

If you already have a site that's getting traffic, put an "Affiliates" link in the footer and link it to your signup page.

# Advertise

g) Advertise your Affiliate Program on **Social Media** sites (Facebook, Twitter, etc.)

*\*Side note* – search for affiliates you know on Facebook and Twitter and connect with them.

## #14 - Who are YOU subscribed to?

Look to those whose list **you are subscribed** in your niche. Reply to them.

## #15 – Outsource It

- ❑ **Hire a Service** to Submit to Directories for you, such as [AffiliateAnnouncement.com](https://AffiliateAnnouncement.com)
- ❑ **Hire a JV Broker** (or Affiliate Manager) who will find and manage your affiliates for you.

# Outsource It

✓ **Hire a Service to Find Affiliates** such as...

- [Partnerific.com](https://partnerific.com) (expensive!)
- [AffiliateRecruitment.com](https://affiliaterecruitment.com)

## (BONUS Tip) – Finding Contact Info

### ✓ **WhoIs Sites.**

- Search their domain in a 'Who Is' database such as...

[BetterWhoIs.com](http://betterwhois.com)

<http://whois.domaintools.com>

# Contacting Prospective Affiliates

- ✓ Email (Direct/Reply/Contact Form)
- ✓ **Social Media**
- ✓ Forums (Private Message)
- ✓ **Postal Mail** (No email clutter to get lost in!)

# Recruiting

- ✓ **What To Say** (and How To Say It)

# Recruiting

## ✓ **First Contact**

1. First email (just to get their attention).

# Recruiting

Don't go into details until they respond. This may take a few attempts. However, a **Tip...**

Subscribe to their list. Respond to one of their emails (**but not the first one**, as they'll know you only subscribed to make contact).

# Recruiting

## ✓ **Follow Up Email**

If you don't hear from them within a week, send another follow up email with a friendly “nudge” about connecting.

\*You might give them your telephone number or Skype info

# Recruiting

## ✓ **If Respond...**

Then, and only then, tell them the details about "what's in it for them!" such as payout, any special bonuses just for their referrals (optional), etc.

# Recruiting

Here's your chance to **provide hard facts and metrics** (conversion rates and E.P.C. numbers)\*

\*You can get this from launching to your own list FIRST.

(TIP)

Give your prospective affiliate or JV partner a **FREE** 'review copy' of your product, **access** to your member's area, etc!

# Final Notes

- ✓ **IMPORTANT:** do NOT approach people who have products that are in competition with you.

They won't promote. Their product **MUST** be different in some way (i.e., a different method).

# Final Notes

- ✓ Have thick skin and **expect** a lot of "no's".
- ✓ Understand that **20% of your affiliates** will actually do any work and make sales! (Reality)