

Profit
ACADEMY

MODULE 12

SEGMENT 6



Speaker 1: In this video, I'm going to show you something very exciting and powerful for getting traffic to your sales page so you can start making sales for the product you've created in phase two. Now, remember in phase one, you were doing all the hard work. You were doing all the work, blood, sweat, and tears, time and energy, and investment and getting traffic. In phase two, you get to leverage the marketplace. You leverage it with your products. That product is an asset, and by having your own product you've opened up the door that allows you to tap in to affiliate traffic. It's time to be on the other side. Flip it from phase one, where now you're in a position so that others can do all the hard work, and send you the traffic for a change.

Let's dive right in. In this presentation, I'll show you 15 ways to find affiliates for promoting your products. First one, affiliate marketplaces. We've talked about this several times, not only to do research, not only to find products to promote, but you actually use some of the same resources to go in and find affiliates. It's the perfect place to find affiliates who are promoting and marketing products in various niches are going to be seen on the screen here. You want to look for the top sellers, if you're able to sort by that category. In ClickBank.com, you're storing by gravity. Gravity reveals the top sellers, and we've shown that in previous videos in this training.

ClickBank.com of course is going to be the best site, probably the easiest to navigate. It also covers various niches, just about any niche that you're going into. ShareASale.com, we've talked about that for finding affiliate products, so remember; the same sources you went to to find products, those people who own products are able to tap into their own assets, being their subscriber list or customer database, so you want to contact those people. Of course, MaxBounty.com just to name a few.

Affiliate marketplaces continuing. JVZoo.com is a good one. WarriorPlus.com is also a good one. Most of the products and affiliates who are going to be in this marketplace are related to internet marketing in general, business to business, and business to consumer. Business to consumer, when I'm talking about making money online. Those two niches, internet marketing and making money online, are going to be the primary people who are going to be in here. If you're in that niche, you're in luck. Mostly, there are a few niches and affiliates who look at these places for some other types of products outside of those niches, but just so that you're aware.

When I talk about WarriorPlus.com, it is also a marketplace for what is called WSOs that are sold on the Warrior Forum. WSOs that are called Warrior Special Offers. People actually go in and do pretty well there. They create a sales letter. They create a post, and put that sales letter in it. It's a red hot market place for people

who are looking for anything related to how to make money with or how to market the websites, that sort of stuff.

Get listed in affiliate directories. This is number two. The second way. If you're using Clickbank.com to sell your product, the marketplace is built in. It's searchable by anyone. That takes care of that for the most part. If you're using ClickBank to accept products, you set up your entire funnel there. Good for you. You've taken care of both steps. However, that doesn't mean you need to stop or not go out and manually look for affiliates. That's just an easy, getting started place, and a perfect place to be. That's why we recommend if you get started, try to put it on ClickBank.com. Put your product on ClickBank. The reason it is number one and largest digital product marketplace out there.

Just as a refresher, I'm popping over to ClickBank marketplace just to show you about how to sort by gravity once again, just as a refresher, so you can know where to find these top sellers. It doesn't have to be the top sellers because if there's any gravity at all, that means these people are collecting customer databases, so they have an asset they can tap into to recommend your product.

We come in and we can choose our categories. Remember, you go to ClickBank. There's a navigation link at the top called marketplace. Let me actually go back there. ClickBank.com, go up here to where it says marketplace at the very top. When you click on that, you'll be able to access it from there. Choose a category. Let's just say, you're in, let's go down to health and fitness. You can see the variety of categories there. Right here, where it says sort results by. Popularity and gravity pretty much are the same. It usually gives you the same results, but just to show you where to access that.

We want to sort because that's saves us a lot of time. If we don't, for the people who have products in there that aren't selling, it's going to be intermixed. It takes us a while to find those that are actually selling. If we scroll down, it's going to be from highest to lowest. When we say highest, I mean gravity. Here's our gravity number. This one's 296. There's 251, 170, and so forth. If we go down to the bottom of the page, it's 89, which is still good.

How do we find these people? Sometimes there's two different ways. At the end of the description, there's usually a link. It's for an affiliate's page. You can be guaranteed if they have an affiliate's page, and if you go to that affiliate's page and they have some contact information there, that's going to be accurate. It's going to be the one they're checking. It's the preferred contact method. Makes sense, as opposed to going to the website and giving a contact form. That one's probably not on the priority list as opposed to ones that are for affiliates because that's a priority. Their affiliates are a priority.

That's two ways how to contact people when you go to these marketplaces. Look at their website. If they have an affiliate page, go there. That's probably going to be the preferred way to get in touch with them and save time. Let's just click on this. This is how you get to their site, by the way. You click on their title.

This one has a video sales letter as most will because they seem to convert well. What you would do is look toward the bottom of the page and see if it says affiliates or if says contact us. Many times, it will not. Sometimes what I will do is just hit the refresh because many of these vendors will show a text version of their sales letter when you try to leave. This may be the case. Let's click it. Yes. It's doing that, so that's good.

Let's scroll down to the bottom. Get rid of their opt-in form popover. Let me scroll down because you can't see it, but it is at the bottom of the page. All right, see where it says contact and FAQ? We can click on that and go to their contact page. There's another way to contact people if you can't see their obvious contact information, and that is, I'm jumping ahead of myself here, but just while it makes sense I'll talk about it. We go to what's called a who-is site. It looks up the owners of the website, gives you the information. Many times it's accurate. Sometimes it's not, but here's a website you can visit.

It's called BetterWhoIs.com. Again, I'll show you that on-screen a little bit later in another slide, but you actually just type in the word BetterWhoIs, just like it is right here at the top, and dot com. Then you type in their domain name right here. It's going to bring up some contact information. Let me go back and get that domain name. We can see this is TruthAboutCellulite.com. I'm just going to copy that from there. Let me go back to BetterWhoIs. There we go. Then I would just paste it right here, and we want to get rid of the http and www. That's already there, so correct that. We'll click on search, and then we'll see if it gives us some information.

It usually will tell us what the name server is too. That tells us where they're hosting is. This one does not provide us with that information. There are other who-is sites, by the way. This one will sometimes give you a direct who-is lookup from the domain registrar, which happens to be GoDaddy. We can see that right here. It says for complete domain details go here. Right-click and copy there. I'm going to put it up here in my browser. See if it gives us some more information.

It's going to give us a captcha. Let's fill that out. It looks like PTI SU. Let's give that a shot. Didn't like that. It's waiting. All right, so that was correct. Now we can find, there's their registrant email right there. There's even a telephone number and address and all that stuff. That's a few ways you can get in and do some very quick reconnaissance as I call it to find out someone's contact information so that you can get in touch with them.

Here are some other affiliate directories. AssociatePrograms.com. There's AffiliatesDirectory.com. AffiliateFirst.com. AffiliatePrograms.com. There are a few others I'm going to share with you, but first I want to pop over to AssociatePrograms.com, the one you see at the top because it's probably one of the oldest. It's been around for a long time, and if we pop over to the site, what you want to do is go over here to affiliate program directory, find affiliate programs to promote. Yes, that is one use of the site. Find products to promote, but the other side of that is if people have products that are listed here that means that they probably are getting customers for their products. They have a database, an asset that you can leverage to have them promote your product.

We can select. We can use keywords, or we can select by category. If we go over here, a lot of stuff we can choose from. Let's see. There's health and beauty. I'll go down to nutrition or weight loss. Let's see. Lifestyle. There's some pretty varied categories here that we can find. Let me pop up back a little bit where we can go to the health and beauty. Let's click on weight loss, for example, for the demonstration. Then I'm going to click on the search icon, so we can see what's available there.

We'll see a brief description of what they pay us, but what we're looking for is how to contact them. Let's see. The truth about baby weight. That's an interesting one. Let's just click on this link. Actually, let's click on the title. Allow that to load just a second. There's a page that says join URL, so chances are, when you go there, you'll find some contact information. It may ask you to sign up for their affiliate program, in which case you can do that. Then you can respond to them by email. They send you an email about being an affiliate.

This might be a product you want to promote to your list, to your customer. Nothing wrong with joining and then replying to one of the emails that they send out to you, talking to you as one of their affiliates. I'm just getting in touch. I'll talk about that towards the end of the presentation, as far as getting in touch and starting that conversation.

You can follow the same steps here when it comes to looking up someone that is potentially an affiliate that is a good match for you and how to contact you. A few others. AffiliateRanker.com. AffiliateSeeking.com. There's AllAffiliatePrograms.com. JamAffiliates. All of these are dot coms. No need for me to really keep saying that, I guess. Top-Affiliate. While we're talking about finding affiliates, I want you to keep in mind as these are directories. You want to list your affiliate program with them as others are already doing. Let's keep that in mind.

Now, just for reference, to show you how to submit to these directories, in the previous slide one of the sites listed was AffiliatePrograms.com. I pulled that up

in my browser. If we go over here to affiliate programs, and click on affiliate programs, on the right-hand side it says add listing, add your affiliate program. You can click on that to get started. Just look for submit your program, or add your listing, something like that of that nature when you visit these sites.

Method number three. Search Google. You've heard me say it many times. Google is your friend in this business. You can search by keywords. Look at the top sites on the first two pages of results, and when you visit the sites, these top webpages that look relative to your niche and your product, look for opt-in forms. You want to look if they're selling their own product of course. If they are, we know they're getting customers. They have a customer database that they can promote to, they can recommend your product to.

Otherwise, if they have an opt-in form maybe it's blogs that show up in those first two pages in the results. If they've got opt-in forms you know they're collecting leads. That means that they're a good candidate for being an affiliate. That means they're actively building lists and can drive traffic. Again, just look for contact information near the bottom of the page. I showed you an example earlier. The verbiage could be contact us. It could be about, or it can even say "Hey, affiliates." It could just have a link that says affiliate, or it may say, "Affiliates make money." Something to that nature.

Here's a very powerful [trick effect 14:40]. I would suggest even maybe doing this first. I want to find affiliates who are active, who are really out there, and are working. Type in the product name and the word review. Those sites are affiliates. They try to get ranked for that. Find a specific product name related to your product out there, and just type in. If it's product widget A, then put widget A review or widget A bonus and review. This is what super affiliates are doing. These are the terms they're using.

What they will do, they're smarter. They know that if they can build their own little review webpage and get it ranked, and put it out there, people are searching for these terms. Everyone's looking for product name and review, or some people are savvy enough to know that there are super affiliates out there who are offering some kind of incentive to make it worth their while to purchase from that website. It means bonuses. That's a keyword, product name, bonuses, and review or bonus and review, or just product name and review.

You'll typically be able to follow the steps I'm showing you in this video to find out how to contact them. They may have some way to contact them on the page, or use the domain who-is lookup, something like that.

To expand on this, here's a site that we've mentioned. I think Tom may have mentioned it in one of his videos, called SimilarSites. I think we've had a couple

of people mention it, I think, in the training. You take the sites you find here in the results by doing your keyword research, and plug those domains into the SimilarSites.com. It's going to show you similar sites to that domain. It saves you a lot of time, speeds up the process to finding some affiliates.

You can also search your competitors' names in Google, or their product name. The results that come up will most likely include affiliate ads or sites that are talking about them. Again, just some additional research that can lead you to these affiliates.

Find blogs. Absolutely find blogs in your niche that appear to be building an email opt-in list. Already spoke about that earlier. Again, use that site, SimilarSites.com to find related blogs. If you find some good sites, in the process just keep popping back over to SimilarSites. Keep it pulled up into your browser tab and start plugging these sites in to help you expand your resources, your list of places that you can go.

Method number four. Search forums. Search affiliate marketing forums is the main takeaway here. Why? Because that's where affiliates hang out. If you want to get in front of the right audience, you go where that audience hangs out. Affiliates are probably going to be in affiliate related forums. One of the most popular is AffiliateSummit.com and you can go to Forum.AffiliateSummit.com. Of course, again, G-search it, as I refer to it. Google search for forums in your niche. Use the keyword forum append it to whatever your niche keyword is. If it's weight loss forum, type in weight loss forum or whatever. Parenting forum, et cetera.

One way to contact people is use private message. Most forums have this available. A couple of ways you can probably find them on there. Private message is one. The others may be look under the signature link. This is an ad, a one- or two-line ad at the bottom of their post that they make in forums, if that's allowed. That may lead you to a page where you'll find some contact information.

Just to give you an example of using that private message, here's how you do it. If you click on a post that someone has made, and this looks like someone you may want to contact or it looks like they're an affiliate or just doing your regular rsh, if you click on their name, it will open up this box with options. You choose send a private message to. Pretty simple writing. Anybody can do that. Just a quick demo on how to do that. Of course you're going to have to be a member. You have to sign up for the forum before you can access those option, but forums are a great place to find affiliates.

Number five is announce it. In other words, it's like advertising or announcing your affiliate program on some sites. A popular one that's been around for a long time, well-established is ABestWeb.com, forward slash forums. If your product is related to internet marketing or making money online, you can get listed on the following sites. MunchI.com. LawyerForum.com, which I've mentioned often, forward slash affiliate program database with some hyphens in between. JVNotifyPro is probably one of the top launch sites. LawyerJV.com. One of the new ones I've seen is JVPromote.com. I think right now, they have over 700, almost 800 affiliates that are listed there. JVSpy.com

Number six. Find a JV Facebook groups and join them. This is a networking opportunity for you here. I told you a second ago if you want to get in front of a group, find out where that group hangs out. What better place than Facebook groups? The key is you have to have a Facebook account, so you've got to be logged into your Facebook account in order to find this, or use this search string. It's Facebook.com/search/STR/JV/keywords_groups. Don't worry. You'll get the PowerPoint slide for this so you can have this as a resource.

If I copy and paste that into my browser once I'm logged into my Facebook account, here's what it looks like. You can see right in the center of the screen here, vertically, we've got JV groups that are listed. That search string already has the term JV built into it. That was a shortcut, why I'm providing it to you. We can see the various JV groups that are out there. There's one, JV Launches. WSO, JVZoo Affiliates. JV Interns. JV Insider Circle. Give Aways. Ad Swaps. Of course, you can use the search bar at the top as well. You can see our buddy, Jeff [Linney 21:08] there, took his picture from Profit Academy Live. He's a part of the JV Launch Calendar Group, it looks like. Anyway, a perfect place to go when you want to be a part of group that can benefit you. You can benefit others. Facebook groups.

Number seven is search article directories. You search keywords related to your product and niche, and then you look for the top authors that are active. You want to click on their articles, and then click on their bio box at the end of those articles and visit the site. Then contact that in the methods that we already have shown you. One of those top article directories is called EZineArticles.com. We want to start in a category first. Let's come down to, let's say, health and fitness because we landed on it earlier. Let's try muscle building and see what we get.

Here's a list of all the muscle building articles that we can visit. First I want to show you. Let's click on one, and I'll show you what I'm talking about when I say a bio box. At the end, it's usually the last sentence that probably has a link in it. To build lean muscle, click here. It also just gives his email address right there. That's rare, I think. That one was easy. You can go to his site and see if there's

contact information, or plug in that domain to BetterWhoIs, and then also maybe go to SimilarSites.com.

Let's go back for a second. Right here, which is in red, is says top authors in build muscle. If these people are active, we see their join days. We want to make sure they have some recent articles. We can click on it and see. These are the people we want to be contacting. Read their articles, and if they're either promoting their own stuff, or they're promoting someone else's, that's generally the idea, when it comes to content marketing. It could very well be great candidates. That's the steps you take when using article directories. You can always use Google again to type in article directories. Just type in article directories, and you'll find several to choose from.

Number eight. YouTube. Remember I talked about people doing reviews? A lot of people do reviews on YouTube. They try to take advantage of that YouTube traffic. Again, search by product name and the word review. You can use the product name or a niche name. For example, weight loss and review. That way, you might expand that search by using the broader niche name instead of product name, and it will show various products come up that are in that niche that people are doing reviews for. Type that in. See what comes up.

These people are definitely affiliates. To contact them, here's what you do. I pulled up the Google main page, and just happened to see one of the featured results, which is how to rewrite PLR articles. You want to click on the account holder's name. If I click on that, let me go over to the about navigation at the top. Then we can send a message. This is that private message thing again. You can contact them right there. That's how you do it, the steps at YouTube. Powerful resource to assert is YouTube.com.

Number nine. Affiliate contest. What you want to do, if you're subscribed to others who are in your niche, and they already have products, these are probably names that you already know. You see them. If you go to some of these directories or announcements, some of these resources I'm showing you, if you see they're listed there, try to get on their affiliate list. Anytime you sign up for an affiliate program, they're going to let you know if they have affiliate contest in other words. Like in ClickBank, sign up for the affiliate program with their affiliate page that they advertise in that description section that I showed you. If they have a contest or a launch coming up, they're going to let you know about it. You're on their list. You're going to find out.

Again, here's a great way to find other affiliates. When they have contests, these product owners are people who are launching product, and they'll have what's called a leaderboard. It's just the way to get affiliates motivated. A couple of times a week, they're going to send an email saying, so and so is running the

board. They're number one. They're going to win the top prize. That motivates the other affiliates to work harder and try to send more sales so they can get the better prize, and get the bragging rights for being the number one, two, or three affiliate. You're going to see those names. They actually put them on a webpage, or sometimes in just an email. Here are the names of the people. That's gold for you right here. These are people who are known to drive traffic and sales. That's a killer step right there, affiliate contests.

Who else better to recruit as affiliates than your own customers? In phase one, we taught you about building your list. These are people you build a relationship with. You balance content promotion over several months' period. You go into phase two. You're building your own product. Now, you've got your own built-in traffic at the push of a button from phase one. You're going to launch your product to your own list first. They're going to become customers. They're going to see the product. They are people who are believing in you, who like and trust you, so they're purchasing your product. If it's a quality product, and you've delivered on your promise, then who better to be those people who are your best supporters of that product than your customers?

Teach them to affiliate market for you. They're the perfect candidate for promoting your products. You tell them about it, and after they purchase, then advertise your affiliate program on the download page.

Number 11, your contacts. Look in your contacts list to talk to people you network with. If you've been to some of our live events, or maybe you're on LinkedIn, otherwise network with these people at these events. Keep that in mind. Get to know these other people. It can pay off down the road when you build relationships that way.

This one I like. I call it, build it and they will come, sort of. What I mean by that is when affiliates see others promoting your product, they follow the herd. They'll find you. This inevitably happens all the time. Just to make you aware of it, this is just one of the ways that affiliates will find you without you having to do a lot of work. It's just a matter of getting those first few on board. There are maybe other affiliates who are following those super affiliates. Anyway, it's just a trickle-down thing that happens, and it works well.

Of course, you can advertise. Here are a few methods for you. Send a press release. Not a lot of people take advantage of this. PRWeb.com, probably the top press release resource site. If you don't know how to build a press release, you can search on Google for press release template, or you can even hire someone to write a press release for you. I know people on Fiver that do that. You can check with the Warrior Forum. There's a for hire section of people who I've seen in the past that will write a press release for you.

Look for the top blogs related to your niche content. Look and see if they're advertising on their site. Most of them are going to be, if they're getting traffic. They're probably going to have some banners, or even offer advertising. You can search blog directory in Google again to look up some of these resources.

Advertise in affiliate forums where ads are seen. These top forums are all going to be advertising, and usually they offer that space for rent. It's a perfect place to put a little banner advertising. If this is the type of forum where you know affiliates are going to be, they're going to be hanging out, get in front of them with one of those ads.

Speaking of blogs, you can go to BlogCatalog.com. You go to catalog, search by category. If you think about it, anything I've told you, any site that I've talked about and told you to search, this is generally the steps. You can search by keyword. You can search by category. Go to category. See the sample blog post, and then click over to the author's own blog, and then look for the contact information. Let me see if I can do a quick demo for you on that.

All right, so BlogCatalog.com. We go to catalog, and we want to go to category next. Let's just choose family, parenting, and baby. Let's click on. There's going to be a sample blog post right here. We actually see their site right there. We can click on that and go right to [MomFuse.com 30:17]. Sorry. Those annoying autostart videos ads are killing me. Where were we? All right. We can click on this, and we see ... Please don't do that again. It looks like it's going to. Loading ad. Let's go back where we were here. This said start reading, view post. We can click on a title. The ads on this site are crazy. Just be aware of that. Of course, we already saw this link earlier, so we can skip this extra step and refer to their website from the first page that we access. We'll stop that right there.

This next step is really powerful if you step outside of your comfort zone to do it. This is create a face video and put it on YouTube. What you're really doing is getting on camera, just say, "Hey, it's John Doe. Thanks for visiting or your interest in our product. Our JV launch is coming up on such-and-such date. Here's what we're offering. Here's what's in it for you." You've probably seen these before, if you've been a part of any affiliate program. You've signed up to it, or maybe you've been notified of a launch. You're on that list. You're jumping over to see what they're doing or what they're offering. You're probably familiar with that.

Here's one on YouTube from a guy I know named Todd Gross, who's huge in the video marketing niche within internet marketing. He loves doing video, used to be a ... Now, you don't have to have this kind of experience. He used to be a weather guy, so he's really comfortable in front of the camera, does a great job at it. This is just an example right here. He's does them a little bit more fancy

with green screen and stuff. You don't have to do that. Believe me. You can just pop open your iPhone, or iPad, or any type of video camera that allows you to upload it to YouTube. Just about any do these days. Just do a quick recording of yourself. Make it personable. Invite people. Be friendly, and tell them what's in it for them. Upload it to YouTube.

This particular one, he's got 798 views. Then what you do is you post the same video on your affiliate signup page. You'll probably get some traffic coming directly from YouTube, but then when you put it up on your affiliate signup page, and you get traffic, affiliates that you're recruiting and inviting, coming to your page, they'll watch your video there, which tallies up views on YouTube no matter where you embed it. The more views you get, the higher it gets ranked on YouTube. It's a win-win if you can take advantage of YouTube in this way.

The next step in advertising, your own websites. At this point, you may already have a blog up there. Maybe you're already getting some traffic, whatever. If you have site that's getting traffic, put an affiliates link in the footer and link it to your signup page. This can be an affiliate banner. Affiliates make money, or sign up for our affiliate program, or something like that. Take advantage of your own site. Don't forget that. Sometimes we overlook the simple things.

Advertise your affiliate program on social media sites, Facebook, Twitter. Remember, you can advertise on Facebook. You can actually advertise on Twitter too. Paid tweets. If you already have of course your own Facebook and Twitter programs, that's a no-brainer, especially if you've already got some followers there. Just a side note, you can search for affiliates you know by name on Facebook and Twitter, and connect with them there. Social media is definitely one that should be in the forefront of your mind when putting all of this together.

Question. When we get to number 14 here. Who are you subscribed to? We're all subscribed to somebody that we follow in our own niche. Look to those whose list you're subscribed to in your niche, and reply to them. Start up a conversation.

Finally, outsource it. Number 15. You can hire a service to submit your affiliate program to directories for you, such as AffiliateAnnouncement.com. You can hire a JV broker or affiliate manager. They'll find and manage your affiliates for you for a cut of the profits. Yes, you're sharing a little bit of the profits, but you get people who are experienced and can really generate some sales for you because of their connections or their ability and expertise to manage that sort of thing for you.

You can hire a service to find affiliates, such as Partneriffic.com. This is expensive, only for those who have budgets. I know you're going to go in here and do your due diligence and do your research and see what it costs, and compare to your budget. Another one is AffiliateRecruitment.com. Partneriffic.com. AffiliateRecruitment.com. Hiring a service to find affiliates for you.

A little bonus tip, which I've already let the cat out of the bag on earlier, and that was use that who-is site. Another one is WhoIs.DomainTools.com. BetterWhoIs, and WhoIs.DomainTools.com. A couple of those sites you can use for looking up domain names and finding contact information listed there with the registrar.

Now let's talk about contacting prospective affiliates. Actually, I'm going to give you some extra bonus information as to what to say, but this really a review of what we've talked about so far when it comes to contacting. Remember when we're contacting them, you can use email. That's either sending an email directly, and reply to, or using a contact form, like through the contact or about pages or something like that.

Social media. We talked about forums, doing a private message. One we haven't talked about yet is postal mail. We get so caught up in email these days and tweets and things like that and private messaging that we forget about the old standby, postal mail. There's no email clutter to get lost in, so if you want to get someone's attention, write a letter, or type it out, and send it in postal mail, what we call snail mail. Yeah, it can't get lost in their inbox. There isn't an inbox. They're going to see your letter. If you really want to get priority attention, use postal mail. That's really the tip here for that slide.

Finally, this is good stuff here. At this point, you're probably saying, okay, now that I know now to find them and contact them, what do I say? How do I say it? Here's a few tips for you. The first contact, the first email is to just get their attention. You're not going to go out there and spill your guts and go into all the details in this first email. It's just to get their attention to get them to respond. Now, the reality is, this could take a few attempts. One of the guys at SuperAffiliates.com, I contacted on my first major joint venture and launch. It took me probably 30 days before he finally responded. He said he just got lost in the clutter. I didn't send a snail mail. I think the one that finally got his attention was the one in a forum where I knew he was active.

Nonetheless, a tip for you. Subscribe to their list. Better yet, purchase their product if they have one. These are ways to get priority attention. Snail mail, you're definitely going to get their priority attention. It's not going to get lost. If you purchase a product and you get an email from them, from their customer list, respond to them. They're going to get that email. They're going to respond

and open emails from their customers. They're going to respond to emails from their affiliates like I talked about earlier.

Subscribe to their lists. That way they know, that's the connection. You can just send a reply to one of the emails they send to out. Here's a good way to butter them up a little bit, as we say in the South. Compliment them. If they sent you to some article or maybe they've got a great looking blog, or you purchased their product, try and find a way to give them a compliment. It never hurts to do that. The point for this one is to say, first contact is just to get their attention.

I minute ago I talked about responding to the emails. Don't respond to the first one if you just joined the list because they're going to know if you're coming up to pitching them a little bit on you affiliate program, they know you just subscribed to make that contact for that reason. Be wise about it. Again, the first email, just designed to get their attention. Only to get them to respond. Don't go into the details until they respond. This can take a few attempts. However, as I mentioned earlier, subscribe to the list. Respond to one of their emails, again, not the first one, as they'll know what's up. Does that make sense?

Now the follow-up email. If you don't hear from them within a week, send them another follow-up email with a friendly nudge about connecting. You might just give them your telephone number or Skype info. If you don't do it on the first, at least maybe do it here on the second one, just to give them another way to contact you. It could be that they saw your first one, and they meant to get back to you, and just didn't, or it just got overlooked altogether. Sometimes you have to have patience in this process.

Now, if they respond, then and only then, you tell them the details about what's in it for them, such as the payout, any special bonuses, what you're going to do just for their referrals. That's optional, a little more advanced, maybe give a special bonus. You've created something just for their referrals. You only want to do that for people who are called super affiliates, who really have and can drive a lot of traffic and sales for you, and are known to do that. You should keep that in mind.

By the way, let me step back a second. In that first email, one of the things you say is how you know them, how you find them, and briefly why you're contacting them. People like to know how you found them. It's like, I found you on Google, or I'm a customer of yours, or I'm a subscriber, whatever. Tell them how you found them, briefly who you are. You don't need a full background, just a sentence about you. That's fine. Just say, here's my name. I'm from North Carolina, and here's what I'm doing. Would love to talk to you about it, if you've got just a second. I think you'll find it a profitable proposal. Whatever. You just get them to respond.

In the second email, or the one following their response, this is your chance to provide some hard facts and metrics. These affiliates who are active and professional at what they do, these are the super affiliates especially are going to want to know the numbers. We've talked about this in previous training. You can look back at one of the fast track training that [Onick 41:33] did, where he talked about the EPCs and how to calculate them and what they are and conversation rates, et cetera.

How do you get these numbers to pass along to these people that you're recruiting? Your joint venture partners, your super affiliates. Remember that list you built in phase one that you launched the product to? That's the perfect time to test and pay attention to the numbers and conversion rates. You get this from launching to your own list first.

Another tip for you. Give your prospective affiliate or JV partner a free review copy of your product, or free access to your members area, whatever it is. It's digital. It doesn't cost you anything, and if you want to gain their trust, you have to do that. If you're new to the game, just understand that's the way it works. It's no skin off of you. Easy to do. Give them free access. Let them review the copy. They're not going to promote something they haven't seen. Some will, but for the most part, the bigger players are not going to do that unless they know what they're sending to their audience.

Some final notes. Important. Do not approach people who have products that are in competition with you. They're not going to promote. Their product must be different in some way, a different method, a different strategy, a different sub niche of the market, whatever it is. This is just common sense, but I just want to point it out to you. Yes, you're going to look at your competition, but not direct competition. Be aware of that, and do your homework.

Last note. Have some thick skin. Expect a lot of nos when you're out recruiting affiliates. Understand that, this is the 80/20 rule. It generally applies in business altogether. Understand that 20% of your affiliates will actually do any of the work and make sales. That's the reality of it. Expect some nos. Expect the majority aren't going to work. You get 100 affiliates, and you get excited, but you only may get 10 to 20 that actually are out there doing any work. That's just the reality of it all.

Hopefully, everything from A to Z that I've shown you in this training will help you feel more confident, and give you some insider information and tips for going out and finding affiliates to send you traffic to promote your products.