



## Smart and Valuable Tips for Affiliates and Product Owners

### **If you're an affiliate...**

#### **1. Promote products that are good for humans.**

Ask yourself, what tools do all your customers need? If they're in the internet marketing space, it's likely website tools and hosting. If they're in the health space, it could be nutrition guides or supplements.

Ask yourself too, what do you spend money on? When you like a product, when you're getting results yourself, when it's something that's really helping you, it's just a matter of telling other people about it.

#### **2. Use honest strategies.**

It goes without saying that fake identities and stolen credit cards are a no-no. Another thing you should not do is pass yourself off as the person whose product you're selling, or register domain names similar to theirs.

Furthermore, don't sell to the product owner's existing clients. The point of having affiliates is to broaden one's customer base, not to have one's original buyers fed off of.

#### **3. Respect the brand.**

Use good design in your promotion materials. Avoid producing sites, banners, images, etc. that look cheap or amateurish, and that will reflect badly on the brand, the product, and the product creator.

#### **4. Create a resources page.**

A products or resources page is the easiest thing to create. Put on it the products and services that you really enjoy. From that page, you can extend to individual pages per product, with positive reviews to promote them.

#### **5. Employ the super signature.**

If you're emailing prospects, list resources below your sign-off and include an affiliate link. It's a simple and non-pushy way to create interest in products.



## **6. Create custom content.**

Do you have a close working tie with the person for whom you're an affiliate? You might jointly produce a course or training, or put together a special offer for your audience. This creates more value and strengthens the relationship.

## **7. Have targeted campaigns.**

Create sequences in your autoresponder that are custom-segmented by interest and served to people interested in the solution an affiliate product delivers.

## **8. Offer bonuses.**

A great strategy to have is if you can work with a product owner to set up bonuses you can offer to your prospects.

## **If you're a product owner looking to get affiliates...**

### **1. Qualify your candidates.**

Have people apply to be your affiliates, and put them through a number of filters. What skills or experience do they have that will make them effective spokespersons for your product? Do they have a database, an audience? Good standing? Have they been promoting a similar product?

If a would-be affiliate actually uses your product, that's a definite plus. Their audience will want to know why they chose it and what makes it good.

### **2. Have and enforce terms and conditions.**

Prepare clear terms by which you will allow people to sell your product for commission, and stand by those terms without exception.

### **3. Control the content.**

To ensure quality and prevent brand damage, you can pre-write the emails that affiliates will send; customize the landing pages and even the package that their clients will get.

### **4. Offer private promotions.**

Something you can do for select affiliates is to let them offer promotions exclusive to them. You can work together to create the email and sales copy that they



can simply tweak to match their brand. Make the offer available for specific dates and close it afterwards.

### **5. Use automation.**

If you have an automated webinar, an automated launch campaign or an automated sale, you can simply provide the links to your affiliate. This works as well if you yourself are an affiliate, letting you automate your business while ensuring people get valuable offers on the backend.

### **6. Attract super affiliates.**

When wooing a super affiliate, do not approach them with an untried offer. Be able to show them conversion stats; tell them earnings per click, what the payout is, what the offer is and who it's worked for. Make it easy; customize things for them; create a fact sheet that makes working with you appealing.

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