

Product Launch Control

18 ways to Recruit More Affiliates



By Daniel Sumner and John Thornhill

Product Launch Control

Welcome to Product Launch Control's highly informative report which will help you to recruit new affiliates more easily.

Affiliates are a huge part of any product launch and with a good reliable army of affiliates behind your launch, you stand to make a ton of money! But it doesn't end there..

Creating a long lasting relationship with affiliates is paramount for success and an integral part of online marketing. One you have your own group of affiliates behind every launch, you and your affiliates can reach new income heights together.

In advance, thanks for reading and we hope your enjoy this short report.

Regards,



1. Put together an affiliate program - I have to start with the obvious as some marketers are trying to sell their digital products all on their own. If you are selling digital information then you simply must have an affiliate program. I tend to use ClickBank or JVZoo but there are many more affiliate platforms out there.

2. Create an awesome product - Again, this may seem obvious but so many marketers sell poor products that simply don't deliver. The result is something that gets negative reviews, tons of refunds and a ruined reputation. You want to create something that affiliates want to promote and that means putting 110% into your product.

3. Your sales copy must be amazing - When you create a sales page it's not just to sell to potential customers, it's to sell to potential affiliates too. You could create the best product ever but if your copy sucks you can forget getting affiliates on board. My advice is to invest in a professional writing service if this is something you feel you can't do yourself. I'd also recommend a graphical sales page for a more professional look and increased conversions.

4. Create a comprehensive JV Blog - Most affiliates create a single affiliates page with everything crammed onto it. This makes it very hard for affiliates to get the information they need. By creating a JV Blog with easy navigation affiliates can find the info they need. If you need a JV Blog to you can find a full walk through bonus in the members' area of <http://productlaunchcontrol.net>

5. Have a killer sales funnel - Top affiliates are looking for maximum returns, this means adding more than one product to your sales funnel. Try to include at least one recurring and one high ticket product in your funnel. Doing this creates huge returns over a single front end product.

6. Payout commissions on the backend - If you have a backend operation in place that sells a high ticket product include this in your sales funnel. I guarantee you will have better results. You should also make affiliates aware of the backend commissions they can earn. Doing this will enhance promotions!

7. Give affiliates everything they need to promote your product - Some affiliates want graphics, some want blog posts, some want email copy. Some want a bonus template, some want social media tools. The secret is to cater for every affiliate by including every single promo tool you can think of. You should also mention that if anyone wants anything personally created just to get in touch. Affiliates are the money makers, remember this!

8. Keep affiliates updated - There is nothing worse than taking part in a launch only to find the product creator doesn't keep you updated. Affiliates want to know how they are doing and how your sales are going so make sure you keep them informed by mailing every day during launch.

9. Don't force affiliates to opt-in - If you force affiliates to opt-in to get to your affiliate page many wont opt-in at all. Give affiliates a choice to register for updates and most will, but don't force them.

10. Don't change the rules halfway through your launch - I've seen this happen numerous times, sales requirements change, prizes change, rules change. Do this and you can forget the same affiliates promoting your next launch.

11. Make yourself available - Don't hide behind your support desk, create a personal affiliate email and use that for communicating with your affiliates.

12. Reciprocate - If someone supports you support them back. (After making sure their product is awesome)

13. Join mastermind groups - Facebook, forums, email, personal friendships. The JV world is all about relationships. Make sure you are involved in as many groups as possible.

14. Give access to your product to anyone that asks for it - If someone asks for a review copy of your product give them it, even if you've never heard of the person asking. You never know how much traffic they are capable of driving.

15. Be excited about your product - The way you talk about your product is important, if you can't get your affiliates excited about your product how can you expect them to promote it?

16. Run a JV Competition - Affiliates love to win prizes and the best way to do this is to offer prizes for the amount of front end sales. Advertise the top 10 sales via leaderboard. If you can't afford to give away any prizes at the very least create a leaderboard, affiliates love seeing their name on leaderboards and it will give them an added incentive to promote your product to beat the person ahead. Most of the time, affiliates know each other so winning a competition is great for bragging rights.

17. Keep providing fresh email copy - Whenever you email your affiliates include some fresh email copy. Many will simply copy what you provide and mail out. A good tip here is to ensure your email copy is good and will convert sales.

18. Educate your affiliates - Teach them how to get more sales by providing additional training. If you know of any affiliate methods that work, share them with your affiliates, They will thank you for it by promoting your product using the methods you teach them.

As you can see a successful launch goes far beyond what affiliates can earn you, it's about what you can earn them by providing all the necessary tools need for a completely successful launch.

Remember that the main thing about getting affiliates to promote your stuff is because of the relationships you build. Get that part right and you will always have affiliates ready to hit send. Don't sell your affiliates short, help them to make as much money as possible and they will be there for you time after time.

If you require more help and advice regarding your own product launches, please take a look at <http://www.productlaunchcontrol.net>

Thanks for Reading!