

101 DIGITAL AFFILIATE HACKS



NicheHacks
NICHE DOMINATION SHORTCUTS

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GUIDE OVERVIEW

THIS GUIDE IS SPLIT INTO 4 MAIN SECTIONS

1 Picking Products

learn how to pick high converting affiliate products

2 Traffic

discover how to get converting traffic to your affiliate offers

3 Building Your Email List & Email Marketing

you need an email list as an affiliate learn how to do it properly

4 Increasing Conversions & Sales

increasing conversions and sales means more money, learn the best 'hacks' here

Master these 4 elements and you'll be a super affiliate in no time.

INTRODUCTION

I think you'll agree with me when I say:

It's pretty damn **HARD** trying to sell
digital products as an **affiliate**.

Knowing **which products** to promote is a mystery in itself.

How to get traffic to the offers even more complex.

Learning **how build your list** so you can promote via email is beyond difficult.

Then actually getting that traffic to **convert into sales** is mission impossible.

Or is it? Well, not really...

Actually you can easily pick high converting digital affiliate offers, get traffic to them whilst building your list in the process and sell products in volumes usually reserved for super affiliates and

gurus....even when you're a newbie.

And in this report I'm going to show you how to become one of these super affiliates for yourself even if you're new to affiliate marketing and don't know where to start.

INTRODUCING MY...

101 MOST POWERFUL

AFFILIATE MARKETING HACKS

For More Affiliate Sales

WHY SHOULD YOU LISTEN TO ME?

So you might be thinking...

WHY should I even listen to you...
what do you know about
affiliate marketing anyway?

And that's a fair question there are a lot of fakes in this industry teaching stuff they don't know.

So let me tell you why you should listen....

I've been doing this affiliate marketing stuff for a few years now. Particularly focusing on digital products the past 2-3 years.

And I've gotten quite good at it.

IN FACT...

In the last 18 months since **NicheHacks** started on **JVZoo** alone (just 1 of the many affiliate networks I promote products from) I've sold 2,491 products.

And made a total of \$32,954.22 in commissions (and counting) to date.

↕ Seller	↕ Product	↕ Clicks	↕ Visitors	▼ Sales	↕ Conv	↕ \$ per Visitor	↕ \$ per Sale	↕ Total
	487 Products	59,749	60,062	2,491	4.15%	\$0.55	\$13.23	\$32,954.22

Not to mention the thousands of dollars in bonus commission and cash prizes for winning or placing in affiliate launch leader boards.

Leaderboard	
Position	Name
#1	Stuart Walker
#2	Jimmy Kim
#3	Traian Turcu & Stefania Bogdan
#4	Lee Murray
#5	Walt Bayliss
#6	Richard Legg
#7	Mark Roth
#8	Ray Lane
#9	Kevin Fahey
#10	Kameko Jennings

Often beating "super affiliates", gurus and big names who have been around longer than and have bigger lists than me.

Look at some of the names on the list below – huge digital-product vendors like Memberspeed Inc, Shawn Casey and Walt Bayliss


Leaderboard	
Position	Name
#1	SW
#2	MemberSpeed Inc.
#3	Shawn Casey
#4	Mike From Maine
#5	Chad Eljistr
#6	Walt Bayliss
#7	Kevin Fahey
#8	Suzanna Theresia
#9	Shweta Sharma
#10	SK Media

Some of these guys have been selling digital products for years and have lists in the tens or hundreds of thousands filled with proven buyers.

My list is much smaller and compiled almost exclusively of blog subscribers, what most people refer to as “freebie seekers” which you’ll often hear touted as being as good as worthless.

Yet I can still outperform these super affiliates, win the contests and make the big cash prizes when promoting affiliate products.

Product vendors love it when I join their product launches just look what Adam Nolan had to say after I joined his 7 day launch for the last 2 days only.



Adam Nolan
 to me

Mar 9 (2 days ago)

Dude... You're a machine. You destroyed everyone else. No one came even close! I owe you another \$500. :) I love your traffic!! Thanks so much for the promo! Made spending the day in Vegas a lot more fun. Making sales while I'm losing money at te roulette table. Hey... I still came out ahead! Ha!

 I'll get that over to you asap. Thanks again bud. ;)

I promoted just for 2 DAYS yet won the contest by a mile.

In fact product vendors love me so much that names like Adam Nolan and Alex Jeffrey's recently offered to do private promos of my products as a favor to me because I send them so much traffic and sales.

When it comes to affiliate marketing particularly selling digital goods like info-products, tools and software, I can sell them in high volumes.

Convinced I know what I'm talking about when it comes to selling digital products as an affiliate?

Good then continue reading this guide to learn my **101 BEST "HACKS"** that if you put into practice will push you towards 'super affiliate' status too.

PICKING PRODUCTS

01 UNDERSTAND WHY PEOPLE BUY AFFILIATE PRODUCTS

No one is surfing the internet thinking "I want to give someone money" and they definitely don't want to hand over their hard earned cash to someone like you (no offence), especially if you are currently a stranger.

Most of time people surf the internet looking for solutions to problems. That's WHY they buy products because they believe that it will solve a problem they have.

So don't go looking around the internet for "affiliate products to promote" go looking for problems and then find the products which offer the solution.

Then when you present these products to people as a solution to their problems they will bite your hand off to buy them.

02 HOW TO BUILD TRUST AND CREDIBILITY (AND WHY IT'S IMPORTANT)

Without **trust** and **credibility** no one is going to buy through your affiliate link or on your recommendation. Why would they?

Who are you but a random person on the other side of the screen (and possibly world).

You're not a trusted brand like Amazon and you could be recommending them any junk to get a commission. You need to build up your trust and credibility. It takes time but it pays off.

- Make sure EVERYTHING you put out online is honest and true.
- Don't promote junk.
- Don't put out low quality content.
- Don't sell something just to get a commission only promote

- products you believe in and stand behind.
- Products you've used yourself or will be happy to use.

03 WHY YOU NEED TO DELIVER VALUE (AND WHAT THAT MEANS)

Affiliate marketing is ALL about **delivering value**.

As you're not the end retailer and not an established household name you're simply one of thousands of other affiliates promoting the same products.

And to do that you have to be someone other than another "me too" affiliate who is only interested in making commissions.

You have to stand out by providing value in everything you do.

So what exactly is value?

It could be top notch content that you can't find anywhere else (like I have on **NicheHacks**)

Or...

Better customer interaction and relationship building than everyone else (replying to all emails, interacting on **Facebook**, chatting on **Skype**, getting on webinars with your audience etc)

Or going the extra mile with everything you do.

Stand out. Deliver value and people will come to trust you.

04 PICK HIGH CONVERTING PRODUCTS AND HIGH EPCS

You might find the best product in the world but if that sales page doesn't convert then no matter how much traffic you send to it you're not gonna see many sales.

Pick products with a high conversion rate and strong EPC (earnings per click i.e. the amount you'll earn for every click / visitor you'll send)

As a digital affiliate it's easier to find this information than as a physical product affiliate.

In the online marketing niche platforms like [JVZOO](#), [W+](#), [Deal Guardian](#), [PayDotCom](#) and so on all give you this information.

Sadly the biggest digital platform, [Clickbank](#), does not. Annoying.

But you can use tools like [CBEngine.com](#) find out some information.

05 DON'T IGNORE REFUND RATE

Don't get caught up in just looking at the conversion rate and EPCs because if the product has a high refund rate you're gonna lose a load of that commission

And have pissed off customers too who won't trust you to buy a second time.

So wherever possible get information on the refund rate. [JVZOO](#), [W+](#) etc in the IM niche give you this information.

Again [Clickbank](#) doesn't but you can try and contact the product vendor to get the details and any honest vendor with nothing to hide will reveal this information.

If they don't then be warned they have something to hide.

06 BUY AND USE WHAT YOU RECOMMEND

Recommending something blind is a sure fire way to piss your customers off.

If you haven't even seen what the product is offering or can do how do you know it will help the person you're recommending to?

The sales pages can, and often are, misleading.

They make promises they don't deliver on and you don't get what you paid for.

So ALWAYS buy (you can refund if it's a big expense to you) or ask for a review copy (most vendors are happy to give them if they have nothing to hide) and go through it before promoting to check it is a valuable product that delivers what it says.

07 ARE THEY REPUTABLE?

No matter how good a product is if the customer support isn't there, the product vendor has a history of abandoning products a month after launch or spams everyone to death afterwards then you've shot yourself in the foot.

Check out previous products and see what the refund rate is like.

Google their name for reviews and opinions on them.

Check forums in your niche to see what people say.

Join their mailing list or buy a previous product to see how they conduct themselves.

I've made this costly mistake in the past by promoting a product that was good on first use but that actually had many major flaws and the vendor had a chequered history.

Cost me a lot of fans – don't make this mistake. Put an extra hour or so into researching your product.

08 PROBLEMS AND SOLUTIONS ARE ESSENTIAL

I touched on this above but it's worth mentioning again (and again and again). Products MUST solve problems your audience have.

And it must be a problem they are very aware they have and actively looking for a solution to otherwise they aren't going to buy from you.

If someone hasn't yet realized they have a problem they don't feel like they need a solution.

No one buys digital products for the sake of buying them (unless they are an addict and that's a problem in itself) so you're going to struggle even the most amazing one to them.

09 GO THROUGH THE SALES FUNNEL ON YOUR CUSTOMERS BEHALF

Sales page looking good and product being good isn't the only thing to consider.

What's the whole set up like? Are there 27 one time offers to go through? Can you instantly access the product after purchase? Do you get what you were promised or need to chase it up?

If the set up annoys you it's going to annoy your audience even more. So even if you got a review copy and are happy with the product still go through the complete process to see what happens.

10 SUBSCRIBE AND LOOK FOR SPAM

Nothing worse than getting a great product then finding out the vendor mails nothing but promos, junk or spam to his list. Sign up before hand and watch what he sends and if he seems like a list you'd like to stay subscribed to.

If not then re-consider promoting their products.

11 DON'T FORGET THE UPSELLS AND OTOS

There's money to be made on single products but when it's low priced you really need to be adding in upsells, one time offers, downsells and so on to maximise earnings.

A high converting sales funnel is almost necessary so look out for them before you promote the product.

12 WOULD YOU RECOMMEND THIS TO YOUR GRANDMOTHER?

Would you recommend a product you're about to promote to your audience to your grandmother?

If that answer is NO then don't send it to anyone else either.

This is a good way to get you thinking about whether something is worthy of being promoted or not.

PICKING PRODUCTS SUMMARY

So we've covered how to pick digital affiliate products.

And that's all well and good for the first step.

But what's next?

Well, now it's time to cover traffic and how you'll get visitors to the offers you're trying to promote.

TRAFFIC

Without **TRAFFIC** you will **never**
sell any **affiliate products**.

Well there's a right way and a wrong way.

In this section we will cover the correct way to drive traffic as an affiliate for digital products.

So read on....

13 CAPTURE EMAILS AND MAKE SALES OVER AND OVER

No matter where your traffic is coming from before you send it direct to sales pages make sure you capture an email address from your visitor **FIRST**.

If you don't you've essentially wasted all of that traffic.

Sure you might get a small number of sales (1-2% max most likely from cold traffic IF you know what you're doing) but then those visitors are lost forever afterwards.

The product vendor gets their customer details but you won't. So they'll be able to sell to them again and again and you (who did all the hard work acquiring the customer) never will.

Send any visitor to your own website / blog or opt in page and capture their email address before sending to product sales pages.

I send all my traffic to my blog where people can engage with my content.

This warms even the coldest traffic up and makes them WANT to join my list.

From there I can further engage with them and eventually recommend an affiliate product when they are at their most engaged meaning increased sales.

14 WHY SENDING DIRECT TRAFFIC IS DUMB!

To further touch on the point above about not sending traffic direct to sales pages.

If you do that you do not have a business.

Without customers details (name, email address etc) you have nothing.

You're just someone who builds other peoples businesses for them by sending them customers.

Every real business, offline and online, has a customer list. If you don't you're just "making money" not running a business.

And if somehow your source of "leads" dries up (i.e. Google kicks you out of the rankings or you get banned from the FB Ads platform) then you have nothing to show for it.

15 BLOG TO BUILD UP TRUST AND INCREASE SALES

I might be biased on this point being a blogger but I think it's justified.

Whenever I enter a product launch affiliate competition I come in the top 3 spots. More often than not being 1st or 2nd (and usually missing out by just a sale or two on first place).

I out-place affiliates who are big time digital product vendors, gurus and super affiliates, and have been around for years.

Many of them have much bigger lists than me (my list is relatively small) and lists solely of buyers (of their products) so they should be

beating me in these competitions.

My list is made up just of blog subscribers. 99% of my list have never bought anything directly from me (I've not been selling products all year until now).

This is because I run a high quality blog filled with free, valuable, content.

I give away a ton of value upfront before even asking you to opt in let alone buy anything.

This builds up a lost of trust on the front end.

So when I finally do come to promoting an affiliate product most people don't even think twice about buying, they trust me enough to purchase.

That's why I believe running a blog is the best way to make affiliate sales. Not through giving away a freebie on a squeeze page or selling digital products to build your list.

Both those methods CAN and DO work but not nearly as effectively in my experience as using a blog to generate traffic.

16 OFFERING FREEBIES LIKE THIS SUCKS AND WON'T MAKE YOU MONEY

This is such a touted method by people claiming it's a great way to make money from affiliate marketing.

But really it sucks and I haven't seen it work for years.

If you're sending cold traffic to a squeeze page / email capture page in exchange for a freebie then trying to follow up with affiliate emails then you're in for a tough time.

Cold traffic to a colder squeeze page is a hard way to build a responsive list.

Sure squeeze pages can get up to 70-80% opt in rates if highly optimized.

BUT:

Most of those people who opted in did so to get something for free not because they wanted to get follow up emails from you.

They have no relationship with you and more often than not have no idea who you are.

Many will enter fake or secondary emails or unsubscribe / mark as spam any emails you send them.

So even if you do give them a real high quality freebie it changes nothing as most won't and don't want to read them.

People do not value free stuff so many will never read it anyway, they just grabbed it as it was on offer and then stored it on their hard drive for it to gather digital dust and never get read.

This is a HARD way to build a responsive list who wants to open your emails and buy through your affiliate links.

17 HOW TO USE FREE TRAFFIC TO MAKE AFFILIATE SALES

When you're starting you're probably not going to want to spend money on traffic or understand HOW to do it anyway.

So free traffic like from content marketing, social media, video, forums etc is likely your method of choice.

This is fine but it takes time AND never ever sends this traffic direct to affiliate products.

Always send back to your own website first so you can capture emails and engage with them to warm them up.

18 THE BEST SOURCE OF TRAFFIC FOR AFFILIATE SALES

This is the grand daddy of all affiliate traffic – **EMAIL TRAFFIC!**

The traffic that will buy more than any other form of traffic.

Why? Because for someone to give you their email address and then open and read your emails is the ultimate sign of trust.

No one wants their inbox bombarded with junk emails. It's hard enough for most of us to keep up with the good stuff we want to read.

If someone has WILLINGLY (not been FORCED to just to get some information) joined your list they like you and want to hear more from you in most cases.

So they are warmed up and engaged and ready to hear what you have to say.

And that means they are very close (if not ready) to buy from you if you recommend something.

It doesn't mean you can simply bombard them with affiliate offers as soon as they join your list, that'd be stupid and counter productive.

You still have to nurture them with high quality content, value, and email exclusives too.

But...

Email traffic is far more engaged than any other source and gives a far better return on investment than any other traffic.

So:

Build up your email list and build up that relationship then when it comes to time to promote something your list will bite your hand off to buy.

19 ARE YOU A REAL BUSINESS?

Real business can afford to pay for advertising.

If you're running a business then so can you.

Before you start throwing money at paid ads you need to know your numbers.

How much is a customer worth to you?

When you know that you then know how much you can afford to spend to acquire a new customer.

Digital Marketer explains this process much easier than I can here....

<http://www.digitalmarketer.com/how-to-calculate-average-customer-value-funnel/>

Paid traffic is great as it can be scaled up almost indefinitely when you know your numbers and have your ads in place.

If you know a customer is worth \$20 to you and you're able to get a new customer through, let's say a Facebook Ad for \$2 then you're going to make \$18 profit for every new customer you get.

But remember EMAIL TRAFFIC is the most warmed up traffic and likely to buy so get that paid traffic onto your email list BEFORE you try and sell to them.

It's very hard to convert cold traffic into sales anyway. I know guys who make a very generous living from this but they know their numbers to every last detail, have tiny margins and they spend a LOT of money in tracking and testing things before they have a profitable campaign.

And really they don't have a business as they aren't building a list so if their traffic source was turned off (banned from FB Ads for example) they'd suddenly not have any income.

This is not sustainable.

Capture emails and further build relationship BEFORE trying to send to a sales page.

TRAFFIC SUMMARY

So now you know how to get traffic as a digital product affiliate.

But getting that traffic is only 1 part of the puzzle.

You have to capture that traffic and turn it into loyal and raving fans if you want to have any long term success with affiliate marketing.

So how do you do that?

Easy...

Build your email list and watch as your traffic (and income) soar.

Let's do this...

HOW TO BUILD YOUR LIST & EMAIL MARKETING

Without an **EMAIL LIST**,
you don't have **business**

Well there's a right way and a wrong way.

In this section we will cover the correct way to drive traffic as an affiliate for digital products.

So read on....

20 DO 'THIS' THEN ASK FOR EMAILS

We've touched about this earlier in the report but to give you a little more insight into it...

All traffic, whether from SEO, paid, social media or whatever should be funnelled towards a content rich site that gives away value up front for free.

THEN:

After they've consumed your free content you ask them for an email address.

Either through:

- A pop up offering a problem solving lead magnet related to the type of post they use (e.g. a post on blog traffic should offer a

free report on how to get more blog traffic).

- A content upgrade offering some additional content related to the post that they can only access by entering their email.

The best example I can show of this is on this post on NicheHacks which the pop up converted at 81.30% (crazy!)...

<http://nichehacks.com/how-to-write-emails-that-win-affiliate-competitions/>

I showed people how to write emails that win affiliate competitions then as a content upgrade I exchanged their email address for the 6 emails I used to make over \$8K and win a recent product launch competition.

It's an irresistible incentive that people will happily enter their email address in to get.

This is the best way to build a responsive email list that loves to buy your affiliate recommendations.

Product Launch Competition [Click]	tirmkotyuv-lightbox	246	200	81.30%
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21 USE HEADLINES THAT WORK SO MORE PEOPLE READ

In order to sell affiliate products via emails people obviously have to open your emails.

If you've built your list properly (via a content rich site like I've talked about above) this is much easier.

BUT:

Solid headlines with proven formulas are a guaranteed way to increase your open rates and get more people seeing your affiliate links.

Use this guide to instantly write better headlines that are proven to increase open rates (and therefore increase affiliate link clicks)...

<http://nichehacks.com/copy-and-paste-headline-formulas/>

22 USE THESE HEADLINE MODIFIERS TO INCREASE OPENS AND SALES

I do a lot of testing when it comes to email marketing.

One of my most recent tests was to see if adding “modifiers” to the end of headline titles would increase open rates.

If you’re on my list you’ll have seen me using [Fresh Content] and [New Content] among others at the end of my headlines.

Turns out these modifiers NEVER lower open rate but can increase open rates up to 6.25%

Here’s the best modifiers...

- [In-Depth Content] – 6.25% increase
- [Most Loved Content] – 5.26% increase
- [Not Available Anywhere Else] – 5.26% increase
- [Popular Content] – 4.76% increase
- [Fresh Content] – 2.78% increase
- [New Content] – 1.7% increase

So if your open rates are up more people are seeing your affiliate links and more likely to click them.

23 USE YOUR HEADLINE TEXT AS YOUR CTA FOR INCREASE CONVERSIONS

This is a sneaky little trick I haven’t seen written anywhere else but works like crazy. People open your emails because they liked the headline.

Turn your link into a call to action using the same headline for increased clicks. So if your headline was “31 Ways To Promote A Blog Post” that should also be your link text.

This gets more people clicking on your affiliate links.

24 CLICKABLE IMAGES GET MORE VISITORS ON THE SALES PAGE

People are enticed to click images. Even basic images made in paint increase conversions.

I used images like the following and saw an increase of 5% in clicks....

DISCOVER 31 WAYS TO PROMOTE A BLOG POST WHEN YOU CLICK HERE

Imagine if you created something which actually looks good?

25 URGENCY WORKS TO INCREASE CONVERSIONS

Nothing gets people clicking more than urgency.

If the offer you're sending is time sensitive or limited in time then really push that

home to get people clicking NOW.

You don't want them delaying until later.

Don't use this when there is no sense or urgency however as it leads to annoyance

But if that offer is about to expire or increase in time make sure you hammer that point home and explain if they don't take the action now they'll miss out.

This Is Going Up In Price Now [Last Chance To Get Your Discount]

[View Stats](#) | [Copy](#)

Sent to **8,364** subscribers at 04/30/15 09:04 PM

Includes **3** additional lists .

26 SCARCITY WORKS TOO

There's nothing like telling people something is in high demand but low availability to get them to snap it up.

Only use when it's genuinely scarce otherwise it just become a scammy sales tactic.

If it's limited to 100 copies or 'X' amount of copies before a price rise be sure to really focus on that and you'll increase your affiliate sales.

27 DOUBLE YOUR OPEN & CLICK RATES AND YOUR SALES

Not every headline will appeal to all your subscribers and sometimes we miss emails or were too busy to read it.

So 12-24hrs later you should re-send the same email with a different headline.

I often double my open rates using this method.

In the example below you can see how on a recent promo campaign I received a 55.8% total open rate through re-sending twice to unopens.

If I hadn't re-sent it would have stayed at 24.4% which was the original open rate

<p>Revealed Inside: What's Worth Buying & What's Abso ...</p> <p>View Stats Copy</p> <p>Sent to 2,267 subscribers in "440kMonth NOT OPEN" at 08/30/14 09:03 AM</p>	10.6% opened
<p>How One Site Makes \$400K A Month From Curated Cont ...</p> <p>View Stats Copy</p> <p>Sent to 2,897 subscribers at 08/29/14 10:03 AM</p>	24.8% opened
<p>I Am Addicted To This Stuff. Have You Tried It?</p> <p>View Stats Copy</p> <p>Sent to 2,852 subscribers at 08/28/14 11:07 AM</p>	24.4% opened

28 IMAGES CAUSE EMAILS TO GO TO SPAM. BULLSH*T!

I often see people say that including images in emails lowers open rates because messages are more likely to go to spam yet I've never seen any of them back it up.

Amazon has images in all their emails.

Digital Marketer, email marketing gurus, always have images in their emails and they test EVERYTHING.

My emails with images always have normal open rates and INCREASED click rates.

Images work. People click them.

It can be a simple image with a call to action. It can be a screenshot or some date. It can be purchase proof.

People click images so use them to increase click through rate and up sales.

29 IF YOU'RE NOT TESTING AND TRACKING YOU'RE NOT A MARKETER

Unless you're testing and tracking you're not a marketer.

Marketers make decisions based on data and results not on feelings.

You're just throwing spaghetti at a wall and seeing what sticks.

When you test and track you can get systems and formulas in place that you can copy over and over again to see guaranteed results.

Test and track what makes people open your emails, read your posts, click your links and do more of it.

30 WRITE A TEMPLATE ONCE AND RE-USE TO SAVE TIME

I have 6 different email formulas I use in most promo campaigns

- results
- FAQ
- bonus
- final warning
- checklist
- story telling

more revealed below...

I have outlines for each of these email types that I use in every campaign changing details where necessary. It speeds up creating my affiliate promo emails by ten times at least.

31 SEGMENT YOUR EMAIL LIST FOR INCREASED COMMISSIONS

A sure fire way to increase clicks & make more affiliate sales is to segment your list into groups based on interests.

You can do this based on emails they've opened and clicked before.

So you know if someone clicked an email about Amazon marketing they have some sort of interest in the subject and probably would take interest in a product about it.

If you're whole list is unsegmented and you have people into Amazon, SEO, Blogging and a dozen other subjects you're going to have a lot of people totally uninterested in what you're promoting to them leading to low conversion rates and a lot of unsubscribe and complaints.

Next time you're sending out an Amazon promotion or topic send it to this segment and watch click rates soar, conversion rates skyrocket and commissions increase.

32 EMAIL REGULARLY TO BUILD TRUST

The only thing worse than a marketer who emails too much is one who doesn't email often enough.

If you don't stay fresh in the mind of your audience most of them will forget you.

They are on dozens of lists and are joining more day in day out – don't get forgotten.

How many times has it happened to you that you've received an email out the blue from someone whose name you don't recognize and you're not sure if it's spam or something you genuinely signed up for?

You just end up unsubscribing or hitting spam.

Mail regularly. At least twice a week.

33 SEND EMAIL EXCLUSIVES TO MAKE YOUR LIST VALUED

If you want people to buy your product recommendations you have to send them stuff other than promotions.

If you've got a blog you'll send them notifications about new blog posts.

But you should also send them email exclusives so that it's worth them being on your list and makes them feel like unsubscribing would be a bad choice.

34 EMAIL OFTEN DURING AFFILIATE COMPETITIONS

During product launch competitions you should email once in the morning and then again at night.

I'll either email 2 totally different emails to all my list or if emailing

the same email again do a re-send to unopens with a completely new headline totally different from the first.

I can double or even triple my open rates doing this and my complaint and unsubscribe rate is very low.

35 DON'T USE THE SAME HEADLINE OVER AND OVER

As I mentioned above if you're re-sending an email or a very similar one make sure the headline is very different from the first.

The reason?

A lot of people didn't open it as it didn't appeal to them so they probably aren't going to open up a near identical one.

36 USE COUNTDOWN TIMERS.... IN EMAILS!

We've all seen countdown timers on sales pages.

But what about in emails?

Yeah the Digital Marketer team have just released a great new plugin called OuttaTimrr that lets you add a countdown timer inside your email.

Guaranteed to increase urgency and shoot up email open rates.

<http://outtatimr.com/>

37 SEND RELATED EMAILS FOR INCREASE SALES

The best way to keep your list engaged, opening and clicking, and buying what you recommend is to keep it SUPER relevant to what they signed up for.

If they opted in to hear about video marketing then sending them emails recommending Kindle products probably isn't going to appeal to most of them.

Stick with something super targeted and you'll make more affiliate sales.

EMAIL SUMMARY

Now you know how to pick high converting offers, how to get traffic and build your list.

But what's next?

Well now you've got to actually send that traffic to offers and make it convert.

It's not as simple as just blasting your audience with affiliate links.

So here's what to do:

Use my affiliate hacks to increase conversions and sales...

INCREASE CONVERSIONS & SALES

In this section we're going to...

COVER my **best hacks** to
increase you **conversions** and make
more sales as an **affiliate**.

Put these into action and watch your affiliate commissions soar.

Let's do it...

38 PICK PROFITABLE AFFILIATE NICHES

One of the best ways to make increased sales as an affiliate is to pick a profitable affiliate niche to begin with.

Remember this quote and you'll do well..

"Everyone wants to get paid, laid and live forever" - if your niche falls into any of these areas you're onto a winner.

Some niches just aren't designed to make money or don't have enough affiliate products.

Stick with niches within the following industries / markets:

- Health & Fitness (weight loss and diets, bodybuilding, embarrassing problems)
- Wealth (online marketing, forex, gambling, lottery, employment)
- Romance & Relationship (online dating, marriage, adoption, pregnancy, get ex back)
- Interests (sports, activities, skills, hobbies)

There's more on this topic here:

<http://nichehacks.com/profitable-niches-for-affiliate-marketing/>

39 PICK THE RIGHT BUSINESS MODEL

Another key way to making money from affiliate marketing is to make sure your business model is suited to affiliate marketing.

The 5 main affiliate businesses are:

- Affiliate Blogs
- Product Review Sites
- Coupon & Discount Websites
- Comparison Websites
- Unusual Product Site

You can learn more about these here and how to put them into action....

<http://nichehacks.com/profitable-affiliate-sites/>

40 WRITE RESULTS BASED EMAILS FOR SOLID RESULTS

Nothing works better than a strong results based email where you say real life results from using the affiliate product in action.

People can refuse to believe your words but they can't argue with raw data and results.

If a product made you sales show your **Paypal** account.

If it ranked your website show it in **Google**.

If it helped you lose weight put up before and after shots.

Results based emails are the biggest sellers in my affiliate campaigns accounting for 30.85% overall on average.

FAQ	Final Day	Bonus	Story	No Tracking	Results	Checklist	Discount	Review	Total
2	1	0	2	0	8	1	0	0	14
14.29%	7.14%	0.00%	14.29%	0.00%	57.14%	7.14%	0.00%	0.00%	100.00%
50	43	55	32	30	20	20	0	0	250
20.00%	17.20%	22.00%	12.80%	12.00%	8.00%	8.00%	0.00%	0.00%	100.00%
2	14	3	1	0	8	0	0	0	28
7.14%	50.00%	10.71%	3.57%	0.00%	28.57%	0.00%	0.00%	0.00%	100.00%
8	19	13	16	0	46	17	20	16	155
5.16%	12.26%	8.39%	10.32%	0.00%	29.68%	10.97%	12.90%	10.32%	100.00%
11.65%	21.65%	10.28%	10.24%	3.00%	30.85%	6.53%	3.23%	2.58%	

41 WRITE REVIEW EMAILS BECAUSE THEY CONVERT

Review the products in your emails. People like to read honest reviews, good AND bad, of products. Give it a fair evaluation and not just being positive to try and secure the sale.

42 BONUS EMAILS INCREASE SALES

In every single 1 of my email affiliate campaigns I will include an email dedicated to hammering home the exclusive bonuses I'm offering.

Make them relevant and unique and well worth buying alone. Then send out an email or two about them solely as well as mentioning them in all other emails.

These account for 10.28% of overall sales I make on every campaign on average.

43 EVERYONE LOVES A STORY – WHAT'S YOURS?

Everyone loves a story and yours are unique.

Write about something that happened in your everyday life and tie it in with a lesson to be learned.

It's easier than it sounds – what's been going on in your life? What major events have happened? What's currently trending?

Talk about it and then tie it in with a lesson.

The first thing to do before you go writing a story is to work out what lesson you want to teach first.

Is it that if you hesitate you miss out when it comes to investing in products?

That you have to do more of what works in marketing?

That you should copy those who have already achieved what you want to achieve?

That business owners invest in their business?

Work that out first and then think about the story. It makes it much easier to tie in your message.

Story emails count for 10.24% of all sales on average in my affiliate promotions.

44 DON'T FORGET THE FAQs

Everyone has questions about products.

In fact for most products in your niche the questions will be quite similar time after time.

Create a list of common questions and re-use them with some changes to suit the product launch.

Here are the most common in the online marketing niche..

These are the most common questions asked in any launch IME

- I'm on a budget can I do this on a shoestring?
- I'm not a good writer can I still do this?
- Are there upsells needed to get this to work?
- Can this be done in ANY niche?
- Is this product really responsible for people making \$X or achieving 'X' result?
- Is EVERYTHING I need included in the product or do I have to buy additional stuff to get it to work?
- I've no existing list or audience is that OK?
- Can a newbie who's never done this before really do this?
- I'm not very technical can I manage this?
- IS this legit as it seems too good to be true?
- Is there any proof this works?
- Are there any bonuses available with this?
- Are there any upsells and OTOs?

These FAQ emails account for a big 11.65% sales on average in my promotions.

45 THIS IS YOUR FINAL WARNING!

Most affiliate sales will come on the first and last day of the promotion.

When the launch is about to come to an end and the price rise or it goes offline people buy for fear of missing out.

I usually send 3 emails on the last day to catch anyone who didn't buy yet and can often get a third extra sales on this final day.

These emails are nice and simple just warning people that it's about to go offline / rise in price and that they need to act fast.

They count for 21.65% of all my sales on average in affiliate promotions.

46 WHY NOT DO A CASE STUDY?

Everyone loves a case study.

Show you or another member of your audience using the product.

Put it through its paces and see what happens.

They convert much better than bland and generic hyped up emails with no substance.

47 OFFER HIGH QUALITY BONUSES AND WATCH SALES ROCKET

High quality, unique, bonuses can send conversion rates and sales through the roof.

People buy products I'm promoting as an affiliate just to get the bonuses even though they don't want the main product.

So we're not talking about a load of junk PLR you have clogging up your hard drive.

We're not talking about generic bonuses for every promo.

But solid high quality bonuses closely related to the product.

Some recent bonuses I've given away were:

115 Profitable Info-Product Niches on a launch of a product on how to create an info-product.

A FB ads case study showing how I went from my ads converting at less than 1% to over 5% on a launch about Facebook Ads.

48 PROVE IT AND SEE SUCCESS

What's better than showing people you have actually bought the product you're recommending?

I know I'm more likely to buy when I see the affiliate has stumped up his own hard earned cash and thinks it's worth an investment.

Show receipts and purchase proof in your content and emails for increased sales.

49 MORE LINKS = MORE SALES

Don't ever just have one links tucked away at the bottom of your email.

Always have multiple links for increased chances for people to click and use both naked URLs and in-content links.

Most people won't make it to the bottom of your email so make sure they don't have to with a way to click early on.

We always talk about the importance of having links and email opt in forms "above the fold" (where someone can see it without scrolling down) on websites.

Well the same applies to emails – have them throughout the whole email.

Digital Marketer tests show that 5 links per email is the best amount for increased click through rates.

50 WORK ON YOUR CONVERSION RATES

Conversion rates can almost always be improved. And this should be something you're working on before sending more traffic. More traffic doesn't necessarily mean more sales.

If a product is converting at 0% sending more traffic means it's still going to convert at 0%.

So work on conversion rates first.

If you were selling your own product you'd work on the headline and sub-headlines first (this is the only thing EVERYONE will read) then focus on other parts of the sales page.

As an affiliate you can't change the sales page but you can improve your own content to see if you can increase clicks.

- Try putting links in different areas of your page / email.
- Use images and buttons.
- Change your anchor text and call to actions.
- Try different layouts.
- Always keep testing and trying to increase your conversions.

51 THEN SEND MORE TRAFFIC

Once your conversion rates are sky high you'd want to look at ramping up your traffic. Look at what sources of traffic are converting into sales best and do more of it.

See if you can ramp that traffic source up or do more of it.

52 WRITE MORE CONTENT...DUH!

If you have a high converting affiliate product then you don't only want to have 1 single piece of content promoting it.

Create more with different angles.

Reviews.

Case studies.

Checklists.

FAQs.

Customer Feedback & Testimonials.

Stories related to the product or vendor.

Add more blog posts. Write more emails to add to your follow up series.

53 IN-DEPTH REVIEWS SELL HARD

A great way to sell affiliate products, via both a blog or email, is to do in-depth reviews.

Look at the product features and benefits, the pro's and con's, the price and guarantee, customer feedback, what it can be used for and more.

54 LET'S GO FOR A WALK?

A lot of people struggle with just how to get started and use products.

Walk people through it step by step.

A post or email with lots of screenshots and images.

A video or screencast.

These sell affiliate products like crazy.

Pat Flynn of SmartPassiveIncome makes over \$50K a month from Bluehost affiliate program by showing people how to set up a WordPress website with them.

55 CHECK?

People love simple to digest checklists.

Creating promotional emails that work as a checklist allowing people to mentally "tick off" what NOT to do then telling them to click the link in your email to find out what to do next works like a charm.

56 LET ME TELL YOU A STORY...

Telling stories sells.

People have heard the hyped up claims and other nonsense before.

They haven't heard your personal story about how you came to know the vendor, what you did with the product or the marketing lesson to be learned from something that's happened in your life.

I've learned a lot about selling through story telling from Michael Chenney.

57 AGAIN AND AGAIN AND AGAIN. MORE SALES

Most people don't buy on the first exposure to something.

Especially online with digital products.

They want to check multiple sources, read reviews, get more opinions and make sure it's really something they want.

Never just send your visitor to an affiliate sales page once and then that's it.

Expose them to it multiple times.

Create lots of content about it.

Send multiple emails.

Retarget them across the web to get them back to your pages.

When mailing a promotion be sure to send them multiple different emails taking different angles so they get lots of different reasons to buy.

58 WHO WANTS RECURRING INCOME?

What's the one thing better than a one time sale?

Recurring income.

Software. Tools. Membership sites.

Find products that pay month by month and you'll essentially get a pay rise every month without any extra work.

Try getting that in your day job

59 PROMOTE HIGH END PRODUCTS FOR EACH COMMISSION

Are you scared to promote high end products to your audience?

It's a common thing.

People either think their audience aren't going to buy anything high end (because they can't afford to)

Or that they won't see the value in it.

This isn't true for most audiences.

There are always people who are willing and have the ability to buy high end products.

In fact a lot of your audience are looking for higher end more complete products and trainings that give them EVERYTHING instead of having to buy dozens of \$7 ebooks and piece everything together.

Hunt them down and promote them. You'll be surprised at the results.

60 BUILD TARGETED LISTS AND HAVE HIGH AFFILIATE SALES

It's best to have multiple different lists for each of your different products or categories on your blog so that each person ends up on a list tailored to their interests.

If you've a list filled with lots of different people looking to get information on a range of different topics then the best way is to set up different lists for different interests then send them to a squeeze page for each one.

Whoever opts in is interested in that topic. Anyone who doesn't isn't.

Them mail content and promotions related to that topic only.

61 PROMOTE PRODUCTS YOU CAN VOUCH FOR

When you've used a product yourself it's so much easier to convince others to buy it.

You know **WHY** it's great.

You know **WHAT** it does.

You know what problem it solves and why that's beneficial.

62 PEOPLE CLICK THESE

Images (of purchase proof, data, call to action buttons) can be a great way to get more people clicking through to a sales page.

Use them in emails.

Animated GIFS work amazingly well too but try not to use them in every email as it becomes too much,

63 YOUR HEADLINE IS THE ONLY THING EVERYONE WILL READ

The only thing EVERYONE will read is your headline.

And if they don't like it they won't bother to open that email and you've 100% missed out on any chance of a sale.

Spend more time working on that email headline than anything else. Write 20 different possible topics and perfect them.

Get a second opinion on what's best.

Here's the ultimate guide to writing headline formulas..

<http://nichehacks.com/copy-and-paste-headline-formulas/>

64 IF YOUR LINKS LOOK LIKE LINKS PEOPLE WILL CLICK EM

Make sure your links actually look like a clickable link.

Always have a full URL for someone to click on at least once in the email.

A recent test I've been running is split testing naked URLs vs. anchor text.

When using the naked URL I saw an average increase of 0.30% in clicks. Not huge but it adds up over time and cannot be ignored.

65 PSYCHOLOGICAL TRIGGERS MAKE PEOPLE TAKE ACTION

Psychological triggers are subtle words and sentences that people react to without realizing they are reacting to.

They include power words like...

Discover, Instantly, Imagine

There's 317 of them here...

<http://boostblogtraffic.com/power-words/>

But also using visualization to make people picture the outcome you want them to achieve in their minds.

E.G.

"Picture yourself casually strolling up to that girl at the bar, spitting the pickup line you've just learned, and asking her for her number then her giving it to you without hesitation"

And using subtle sentences like "**by now you are realizing the power of**"

The "**by now**" sounds like "**buy now**" and when used just before a call to action or buy button can increase the chances of a purchase being made.

66 ELIMINATE THESE 4 PEOPLE AND SEE THE RESULTS

There are 4 people every marketer has to deal with.

- **The worrier:** worries they can't do what you're asking them, they are confident enough, that it will cost them money etc.
- **The procrastinator:** Puts everything off until later. Highlight how urgent it is to take action NOW.
- **The Sceptic:** Doesn't believe anything you or anyone else says. You need to assure them you're the real deal, legit, and worth listening to.
- **The person who doesn't know they need help:** This person is content and not actively looking for solution because they don't really know they have a problem. Make them realise that their problem is and why it needs addressed now.

By addressing all 4 of these people in your email copy and eliminating their issues you'll see a massive increase in clicks and sales.

67 SELLING LESS SELLS MORE

Would you believe that selling less actually sells more?

I know what you are thinking:

That doesn't make sense.

So let me explain...

If you try and sell to someone on the first time they encounter you it's a bad first experience.

You're effectively trying to f*ck on the first date and whilst it will work sometime it's not going to work with most people.

If you're ALWAYS trying to sell then you're just coming across as a chancer and an opportunist looking to make a buck.

Sell less often and don't try to sell on the first encounter.

On your website just offer up valuable content on at least 90% minimum

of your posts.

Then funnel people onto your list and start building a relationship with them.

Once that relationship is cemented THEN sell.

And never try and sell high end stuff to people you've just met for the first time.

If the first time we meet I try and sell you something for \$500 you're probably going to be laugh at best or be offended at worse and you're not going to give me any more time.

Start by selling small, low priced items, at first THEN work your way up.

It's called the **Affinity Pyramid** and we've explained it more here....

<http://nichehacks.com/selling-less-sells-more/>

68 GIVE REAL VALUE AND GET MONEY IN RETURN

The best way to sell affiliate products is to always be giving out value.

Lots of valuable content for no charge.

Free tips and advice.

Great customer service.

Interaction with your audience.

Making yourself seems like a real person who can be contacted.

This build trust and shows you're someone worth listening to.

69 REMOVE THE BANNER ADS — THEY DON'T WORK

Banner ads have stupidly low click through rates and aren't an effective way to sell affiliate products.

Stick to putting links throughout your content.

70 STICK TO IN CONTENT LINKS

Use links throughout your content and keep them in content.

It's fine to have a few big call to actions followed by a big link especially at the end of the review or promotion but not constantly throughout the content as it just looks spammy and sales-y.

71 BE ORIGINAL AND BE REWARDED

There's nothing worse than when an affiliate just copies the sales page or uses swipe files to promote it.

It shows no thought has gone into the promotion and probably means you haven't really used it.

Be original. Write your own thoughts about the product not what the product vendor wants people to hear.

When your audience see you're just using swipe files or copy by the product vendor they'll lose faith in you.

72 BE HONEST AND BE REWARDED

No one wants to hear or believes that every product is perfect.

They want the honest truth and will value your recommendations more if you're truthful about it.

Tell people about the products weak points and what you don't like about it.

No one will refuse to buy it because you simply mention a few weaknesses.

73 STOP TRYING TO BE A SALESMAN

You aren't a sales man.

You are a person who recommends products in order to solve problems.

Knock off the car salesman pitches and stick to showing results and providing solutions.

74 STOP CHASING COMMISSIONS!

If you promote anything that pays you a commission you might do well for a short while but it's short lived and you'll live to regret it.

I understand it's hard at first if you're desperate for cash or just want to make some money.

But in the long term you've shot yourself in the foot because when someone buys something that's junk they realize you just promoted it to make money and not because it was useful.

Only promote products you believe in, have preferably used and got results from yourself, and that will most importantly benefit your audience.

75 TRACK WHAT WORKS AND DO MORE OF IT

If you want to be a successful affiliate marketer you have to be testing and tracking everything.

Tracking each affiliate link you put out onto the internet so you know which link or email campaign converted into sales.

Which promotion resulted in the best conversion rate?

Which bonus offer works best?

What email type produces the most sales?

Test everything and record everything then do more of what works.

76 COMPARE IT

One great way to sell a product is to compare it to other similar products especially if it's better than the competition

I do this all the time where I'll say there are similar products such as XYZ however they are higher priced and offer less value or don't offer as many benefits as this one (if that's true)

77 STICK WITH NICHEs YOU KNOW WELL

When you're in niches you know nothing or little about it's VERY hard to write a convincing email, piece of content, let alone a promotional email or affiliate pitch

You just cannot identify with the problem your audience member faces or WHY they want to find a solution.

You don't know the correct terminology or words people within this niche use.

When you stick with niches you know well you can easily write the content and pitch to them in a way they identify thus increasing affiliate sales

78 IDENTIFY A COMMON BOND

People are far more likely to buy from someone they relate to and have a common bond with than someone who is nothing like them.

Find something you and the bulk of your audience have in common – a shared interest, a similar struggle, a same experience and relate that back to them.

If you're in the online marketing niche you can tell them that when you started out you were in the same situation they are – broke, scared, desperate and with little hope but you overcame this by doing XYZ (the solution)

If in the weight loss niche you tell them about how you too were overweight, embarrassed about your body and self conscience in front of others but you conquered this by doing ABC (the solution)

You get the idea I think?

79 WHAT ARE THE BENEFITS?

Something most struggling affiliates do is talk about product features.

...and I bet you do this too.

You'll say...

"This SEO tool can add keywords to your content, tell you how many times you've used your keywords in a piece of content and makes it easy to see where you are ranked"

Those are product features. No one buys a product based on its features. They buy it because they think it will benefit them. Talk about the benefits.

So you say...

"This SEO tool can add keywords automatically to your content SO THAT YOU RANK WITHOUT HAVING TO DO KEYWORD RESEARCH"

"It will tell you how many times you've used keywords in your content SO THAT YOU DON'T HAVE TO WASTE TIME COUNTING THEM MANUALLY OR RISK A GOOGLE PENALTY BY OVER OPTIMIZING"

"Makes it easy to see where you are ranked WHICH MEANS YOU CAN SPEND LESS TIME LOOKING AT YOUR ANALYTICS TOOLS AND MORE TIME WITH YOUR FAMILY"

To keep it simple just remember to use "so that...BENEFIT" after you list every feature.

This will increase your click through rate and sales to the affiliate products.

80 GET PERSONAL FOR INCREASE AFFILIATE SALES

Affiliate marketing is about having a conversation with your audience.

You're not a salesman you're someone who guides and helps your audience.

Always use "I" and "we" and "you" in your promotional emails and interactions with your audience.

It's personal.

Using "we" makes it seem like you're all in it together.

"You" making it seem like you're talking directly to that subscriber and not thousands of people on a list at once.

"I" makes you seem real.

81 PROBLEM, AGITATE, SOLUTION = SALE!

People are motivated by pain and pleasure.

A great way to entice clicks on your affiliate link is to use the 'PAS' formula

Problem + Agitation + Solution = CLICKS

State clearly your readers' problem

i.e. "No one clicking the links in your email?"

Then agitate it...

"Low clicks means low conversions, low sales and ultimately less money in your bank account every month which could lead to you struggling to pay the bills"

Then offer a solution...

"But don't worry the solution is available on the link below now....

>> LINK"

Simple!

More on PAS here:

<http://www.copyblogger.com/problem-agitate-solve/>

82 USE THE 60 SECOND SALES HOOK TO SELL MORE

This is a powerful copywriting technique from Kevin Rogers that anyone can put to use with thanks to a fill in the blank template.

60 Seconds Formula:

- Introduce Yourself
- Tell your reader about the problem you struggled with and how bad it was / pain it caused
- Tell them now you've discovered a solution (without revealing what it is)
- The result now you've solve the problem (i.e. the benefits to your life)
- Call to action on where they can get the solution and what the benefits will be.

You can get the 60 seconds sales hook + template here:

<http://60secondsaleshook.com/>

83 STRONG CALLS TO ACTION & LOTS OF EM

People need to be told what to do and when to do it.

Have strong multiple actions throughout your content and emails.

Instruct them to click that link and click it NOW before it's too late and the product goes offline.

84 TELL PEOPLE YOU GET A COMMISSION

People aren't stupid. Most of them will get that fact you get something out of promoting a product.

So be honest and up front about it.

I talk about on my about me page and welcome email that I do.

This makes you transparent and more trustworthy.

Lying about it will not help.

Not mentioning it will make you look suspicious.

85 AVOID HYPE

The online marketing niche is rife with this.

Nothing but hype.

You know the type...

"Making \$10K whilst you sleep with a click of a button"

Hyped up nonsense. Avoid it. Just say things like they are.

You'll get more respect for it and people will trust you more.

86 AVOID SWIPE FILES

Hundreds of affiliates are mailing these swipe files and if you are too you're no different from them.

Just another spammy, no use affiliate, that's going to forever be broke.

You can take inspiration from them. You can mould your ideas around them.

But don't straight up copy n paste.

87 CHANGE THE RECORD

I used to be guilty of this too.

I'd come up with 1 angle and talk about it in every email with just a different headline.

It's boring. It's repetitive. People don't want to hear about it over and over and will get pissed off, unsubscribe and complain.

Come up with multiple angles and promote that way for more effective results.

88 CALM DOWN ON THE PROMOS

If you're promote a different product every day or even multiple times a week you just look like a chancer looking to make a buck.

There are not that many good products out there that you've used and had results from.

It's not believable.

Choose your products wisely and gain respect for only promoting stuff you believe in.

89 BUT DON'T STOP PROMOTING TOO SOON

If you're promoting a product during a launch period don't just send 1 or 2 emails about it,

Most sales will come in the last few days after multiple exposure to the product

Promote every day of a launch competition (I do twice a day and then 3 on the last day usually)

90 ARE YOU AFRAID?

A lot of "marketers" are afraid to promote for fear of offending their visitors.

Don't be. If someone gets offended at you trying to sell them something then they weren't the type of person you wanted as an affiliate in the first place.

Anyone who is happy to consume all the free content and value you put out without giving anything back doesn't deserve to be on your list.

Let them unsubscribe as they are doing you a favor.

91 YOU'RE NOT A SLIMY SALESMAN

Another major mindset issue for marketers is that recommending anything or trying to sell makes them a dishonest and slimy salesman.

If you are recommending genuine products which solve your audience's problems and will benefit their lives then you shouldn't be ashamed to recommend stuff.

92 ASK AND ADDRESS = SALES

One way to sell more affiliate products is to ask your audience what their main concerns are then find products which solve them. No point in guessing when you can just ask.

93 WHAT WILL THEY USE IT FOR?

A great way to come up with new promotion angles and sell more is to ask people who've bought the products what they'll use it for.

Then create promos around those angles. It can be a great way to discover new angles you would have never considered before.

94 DO THEY HAVE EXPERIENCE WITH IT?

You should always prepare your affiliate promos in advance.

I like to ask my audience a week or so before the promo if they've ever used the product (if it's been released before) or other products by the vendor and what their thoughts are.

I'll then use their comments as testimonials in my promotions and proof the stuff works. Like this testimonial from Ifran...

The image shows a screenshot of a web browser displaying a JVZoo affiliate dashboard on the left and a Facebook comment on the right.

JVZoo Dashboard:

- Header: JVZoo.com, JVZOO TOP PICK, An Expert Panel In Your Living Room?
- Navigation: Home, Affiliates, Sellers, Marketplace, My Account, Support, Tools, Tutorial Videos
- Section: Your Sales
- Filters: Quick Dates: Custom, OR Start Date: 02/11/2015, End Date: 02/13/2015, TID: [blank], REFRESH
- Table:

Affiliate	Product	Visits	Sales	Conversions	\$ Per Visitor	\$ Per Sale	Total
No Affiliate	All Products	540	104	19.26%	0.95	\$4.95	\$514.80
No Affiliate	Ebook - Better Love with Better Half	540	104	19.26%	\$0.95	\$4.95	\$514.80

Facebook Comment:

Ifran U Khan • NicheHacks.com Private Mastermind Group
14 February

Finally some RESULTS!!!! I did internal launch of my product before actual launch on 20th Feb, and conversions were CRAZY!!!! 19.26%! This means 1 out of every 5 visitors bought the product! Although it was warm traffic (my own subscribers list). The internal launch was done for 2 days, and this generated 104 sales as you can see in the screenshot, and this is with only 540 visitors. Imagine if I am able to flood thousands of visitors (with the power of affiliates) after the actual launch, what will happen! I am excited for 20th Feb now!

Like • Comment • Stop Notifications • Share

Brad Greyyes-Brant, Filip Van Houte, Nicheblockbuster Pastorial and 5 others like this.

View 28 more comments

Brad Greyyes-Brant In fact, I can't recommend strongly enough to go buy perry Marshall's 8020 of sales and marketing. It will be one of the best investments you'll ever make Yesterday at 03:36 - Like

Write a comment...

And this one from Jeremy...

Today

 **Jeremy Soon** 23:42

Just some example, I have launched health niche product with FE and OTOs (complete sales funnel). After 3 months, I have a average \$100+ dollar a day. My funnel is \$27 FE, OTO1 at \$47 and OTO2 at \$197. Up till today, only on that specific product, I have made close to \$31k (8 months).

 **Jeremy Soon** 23:42

Daily Sales Snapshot

Sat	Oct 17	\$130.11	
Fri	Oct 16	\$36.14	
Thu	Oct 15	\$147.42	
Wed	Oct 14	\$151.10	
Tue	Oct 13	\$156.49	
Mon	Oct 12	\$100.75	
Sun	Oct 11	\$141.05	

 **Jeremy Soon** 23:44

That is only from one niche, with a sales funnel in place (taught and stressed by Kenster). With that list, you can earn affiliate commissions as well, which you are familiar with. 😊

Hope this is good enough, if you need anymore let me know.

These both were used in results based emails to show that NicheHacks tribe members were using these methods with success.

It makes your promotional campaigns real.

95 SHOW YOUR DATA AND SCREENSHOTS

It's one thing to SAY you achieved 'X' results.

Another to show proof.

Take screenshots where possible to show your outcomes from using the products.

I do it all the time and it works like crazy.

No one can refute the fact that you have achieved the result when you show a screenshot (and those that would claim screenshots are faked are too sceptical to buy anything anyway)

96 GET PEOPLE ON THE YES TRAIN

You need to get people thinking positive and saying YES to as much as possible throughout your affiliate campaigns so that when you ask them to buy they are already on the YES train and primed to buy.

This works great in FAQ style emails where you should rephrase all common questions so that the answer is YES.

97 USE A COUNTDOWN TIMER TO INCREASE THE PRESSURE

If you don't own the sales page you can't put a countdown timer on it, right?

Wrong!

The following plugin allows you to put a countdown timer on ANY page even when you don't own it without having access to the code..

<http://www.pageexpirationrobot.com/v2/>

98 MAKE YOUR LINKS AND BUTTONS STAND OUT

One of the best ways to easily increase conversions is to make your affiliate links, call to action buttons or even opt ins stand out so people can't miss them.

Make them bold and ugly.

Make them big.

Make them shake (Use the Animate It! Plugin for Wordpress)

99 USE BRIDGE PAGES TO INCREASE CONVERSION

If you'd like to get a really high conversion rate (perhaps to impress a product vendor) then instead of sending all your clicks direct to the sales page do this...

Send all them to a bridge page where you instead have a short review, a video pre-selling the product or a bonus which then leads to the sales page.

That means anyone who does eventually click through is pretty much ready to buy meaning a very high conversion rate.

100 SELL THE CLICK NOT THE PRODUCT

Your job as an affiliate is not to sell the product, that's what the sales page is for.

**But to sell the click.
To make people click that link.**

Focus on why people should click the link and less on why they should buy.

101 SEND DIRECT TO THE PAYMENT PAGE

In some cases (depends on the affiliate network if allowed or not) you can send your traffic direct to the payment processor cutting out the sales page.

Why would you want to do that? Well it could be that the sales page isn't a high converter but the product is great.

Or that you know you can sell your audience much better than the sales page will.

Or simply want to cut out that extra step where they could get distracted.

INCREASE COMMISSIONS AND SALES

SUMMARY

In this section we've covered the best 'hacks' to shoot up your conversion rates and increase sales.

Put these into action and you're a rockstar level affiliate in no time.

Combined with the product selection, traffic and email marketing hacks you're ready to win affiliate competitions.

SO GO DO IT...

FINAL THOUGHTS

So hopefully by now you've a pretty good idea what it takes to become a "super affiliate" promoting digital products.

And are ready to put these

101 AFFILIATE HACKS

into action so you can easily pick
pick high converting offers
drive traffic
build your email list
watch as you rack up commissions

But what's next?

Well there's only 1 thing really...

You have to get out there,
AND GET STARTED.

SEE YOU ON A LEADER BOARD SOON NO DOUBT. ;)

CONTACT ME



STUART WALKER



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