How To Manage and Sell Affiliate Programs

Includes a Special Interview Section

5 Super Affiliates

Their Success--Their Words

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Introduction

Welcome to *How To Manage and Sell Affiliate Programs*. This book is dedicated to all those people wanting to make money reselling products, services and programs via the Internet.

Making money by reselling another company's product is not a new concept. Businesses have been utilizing this type of sales approach for years. Probably the most well known type of traditional affiliate program would be any commission sales person. They make money by reselling a product for a company and they are only paid when they make a sale. Sometimes they are actual employees for the company and receive benefits and other times they are contractors who receive no benefits but they get higher commissions.

Selling affiliate programs can be a very lucrative business. However, just like commission sales or people who are in business for themselves, it takes a certain amount of self-discipline and determination.

If you have what it takes and you are willing to make a few sacrifices, and you find programs that you believe in and treat you and your customers like people and not numbers, then you will succeed.

How do you know if you have what it takes? If you agree with the following statements, then chances are very good that you have what it takes.

1) I want to control my destiny and I realize that I need to give up something now for something better in return.
2) I realize that selling any product or service takes time and I understand that with patience and perseverance, I will achieve my goals.
3) I will commit time each day to working my program. (A minimum of one hour a day, to start)
4) I understand that I must reward myself for the little successes and forget the setbacks, while at the same time learning from my mistakes.
5) I am not super human and I cannot work dozens of programs and do justice for all of them.
6) I know that in order to make money, I have to spend money.
7) I will devote myself to the projects I choose and not allow myself to get drawn into the get rich quick hype that pervades the Internet.
8) I am willing to dedicate some time to learn what works for others and continue my quest for knowledge.
9) I am willing to help others achieve success as I achieve success.
10) I will not give up when the going gets a little tough. I know there will be tough days and I am in this for the long haul. I want to succeed and I will!

Overview

As you read this book, you will not find dozens of links on every page taking you to places to sell you goods and services. You will not find pictures or graphs designed to enlighten you and raise your expectations. What you will find is the experience of over 20 years of marketing and advertising and the background of someone who has worked and created affiliate programs successfully on the Internet.

I got involved with Marketing by accident. I was about 2 years out of college, wondering what I was going to do with my life when I got my first big break. Actually I created the break myself. I was delivering Pizza's when I read the want ads and saw a position for a Marketing Director. I did not know what a Marketing Director did at that time, but I knew I could do it. I called the number, got an interview and proceeded to sell myself to the owner of this company.

I was going up against people with years of experience, "professionals" in the world of marketing, but I had something they did not have and that was determination and moxie. I knew I had to do something different to get this job, mainly because I wanted to be called a Marketing Director, but also because I

wanted to become a professional. Delivering Pizzas with my background was the not the best use of my abilities.

I told the owner near the end of the interview that I would make him a deal. I would work for him for FREE for 2 weeks. If, after 2 weeks, he did not feel I was the person for the job, we would shake hands and go our separate ways with no hard feelings. Well, the rest as they say is history. I got the job and helped to build this small company of 4 employees to over 40 employees within 18 months.

My next position with a different company was Marketing Director, but I was quickly promoted to President of Marketing, and then to President for a new subsidiary company they created. This might sound like I had it all, and to some people, I did, but not to me. I was making excellent money, but I was working all the time, travelling, even more and I really did not have much of a life. I realized one day that if I did not get out of the corporate world at that time, I never would.

I quit--well resigned and left it all behind me. That was over 5 years ago and while there have been some tough times I have never felt better about my life and what I am doing. I love the fact that my destiny is in my hands and I control how much money I make and how many hours I work.

Now, don't get me wrong, I am not telling you to quit your job and go full-time into affiliate marketing, but if you want to create your own destiny and really live the life you want, you need to start now. Remember, today is the tomorrow you dreamed about yesterday. Start planting your seeds today and after a few tomorrows, you will see that your future and your success are firmly in your control. There is a saying that is as true in nature as it is in your financial world. "The best time to plant a tree was 10 years ago. The second best time is today". The best time to start creating your financial success was yesterday, the second best time is today.

Too many people keep putting off starting a business or taking charge of their life until one day they wake up and it is too late. They are stuck in a job they hate, they commute too long, they can't stand their boss, they are not making near enough money---and---they have no one to blame but themselves!

Don't let this be you. It does not matter whether you are 20 or 70. You can succeed in the online world of affiliate marketing and I am going to show you and tell you how. I am not going to tell you what you want to hear, I am going to tell you what you need to hear. There are thousands of people who will tell you what you want to hear, but all they are doing is enriching their lives by taking your money and more importantly your belief in yourself.

Okay, let's get started. Get something to drink and clear your head of the negative thoughts that pervade our lives. Keep an open mind and absorb the information we are going to give you.

Getting Started

Do you remember your first real job? The anticipation of starting with a new company, learning new things, dealing with new people, trying to absorb everything you can as quickly as possible. Maybe you were a little overwhelmed for a few days or even a few weeks.

Now, remember how you felt after one month. You had learned so much, met a lot of new people and you were comfortable with your surroundings and work environment. You became a regular employee. You did your job and you did it very well. You knew what to do and when to do it and the job soon became a natural order in your life.

Working affiliate programs can give you that same feeling of awe, anticipation and bewilderment, when you first start. There are so many things to learn and understand. There are many new products, services, rules, suggestions, etc.

Now, take a deep breath and remember that if you stick to a good program, and work through the tough times, your day will come. Starting a new program is just like starting a new job. You need to take some time to get to know your new opportunity, get familiar with what is going on, think about how you want to promote this opportunity and set some goals. In short, you want to make a plan!

Do you want to earn a lot of money or just a few hundred dollars of extra income each month? How much money are you willing to invest? Let me stop right here and tell you that you are going to have to invest money. There are too many people and programs on the Internet that tell you can make money with free advertising and free programs. YOU CANNOT! Money has to come from someplace or someone. If you think you will be able to generate an income on the Internet with no investment, stop reading right now.

Make a Plan:
There is a phrase that Scuba Divers say and that is: “Plan your dive and dive your plan”. Use these words of wisdom for your affiliate program. Make a plan of action and stick with it. If you choose to work a program and you are going to work that program for one hour a day, then make sure you accomplish this feat. Do not jump all over the place and the absolute worst thing you can do is to work a program for a few weeks and then jump to the next program.

I once worked for a company where the President wanted to bid on a project that was outside our scope of expertise and we had absolutely zero chance of getting the contract. I was busy with some very lucrative contracts and I was going to focus my energy on those contracts, and I refused to waste 3 days in bidding on a project that would take me away from my main focus. To make a long story short, I was released (fired) and replaced by a “yes” person. Not only did they not get the new contracts, they lost the current projects I had worked so hard to acquire. His company went out of business less than 6 months later.

The moral of this story is you need to choose your battles. Find a good program and be fiercely loyal to the program. If you believe in what you are doing and you are with a reputable company, and you do your part, you will succeed. Stand by your convictions.

You are going to have people tell you how much money they are making with their program or how you don’t have to work at all and you will get paid. Do not believe this. If you do not have to work and you will get paid, why do they need you?

Planning requires you to establish a budget, decide on marketing, have a good place to work, etc. Each of us will plan differently, but the basics are the same. Each of the planning details will be discussed in greater detail throughout this book.

Marketing/Advertising:
All we need to say here is this is the most important aspect of your program. Without advertising and marketing, you are going to fail. Get more details about this most important aspect of your affiliate program later in this book, but remember entire books have been written on marketing and advertising, so we are not going to cover every aspect but we will give you a good overview.

Management:
You are now in management, because you will be managing yourself as well as your affiliate partners. Management is essentially taking care of the business at hand and doing so in a fair and impartial manner.

Managing your affiliate partners should be one of your first issues of the day. Too many people join a program and then are forgotten. I use Outlook to maintain this information, but I also have a customized affiliate management program that works in conjunction with my website. ACT or any other quality contact manager would also work very well. If your affiliate partners succeed, you will succeed. From a marketing perspective, you will spend 80% of your time and money to acquire a new affiliate partner, don’t waste this