

Lesson no. 4 – How to be a Super Affiliate Marketer

HOW TO BE A SUPER AFFILIATE?

SUPER AFFILIATE

Technically speaking, a super affiliate is someone who creates a significant amount of profits from the sales they make for the products or services they represent. A super affiliate makes a healthy living from their online affiliate business alone – while a standard every day affiliate usually needs to supplement their affiliate income with, gasp – a full time job!

Here Are A Few Steps To Become A Super Affiliate:

Step One

Commit to publishing content every single day. Content has continually proven to be the best sales tool available for affiliate marketers. Nothing, not even strategically placed ad copy works as well as furnishing quality content that pre-sells any product or service that you're promoting on your website.

Published content includes:

- a) emails to your list(s)
- b) E-newsletters
- c) Blogs posts
- d) Social network comments or posts on forums, social networking sites, and chat rooms
- e) Articles
- f) Press releases
- g) Even leaving comments on other blogs

Step Two

Track and test everything. Make sure you know where your prospects are coming from, what motivates them to click through and what information they read and respond to – then give them what they need. Tracking and testing is the only way to fine tune your affiliate program into a smooth running, money making machine!

Step Three

Utilize any provided marketing materials and be willing to take it a step further. Many affiliate programs do a great job of giving their affiliate ready made marketing materials including:

- a) Banner ads
- b) Email copy
- c) Article posts
- d) Free promotional reports
- e) Demo videos
- f) Product reviews

Use the materials your affiliate manager has provided. It's most likely been tested and developed for results.

That being said, be sure to create your own content as well. Even as an affiliate, you are your own company and your website needs to reflect your personality and brand.

To build a community around your website, it's important to provide valuable content on a regular basis. This is a sure way to create a following that trusts you and your credibility. As a result you will see better click through rates and affiliate sales!

Step Four

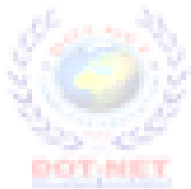
Pre-sell. Pre-selling means that your content, whether it is a review, article, tutorial, course, or blog post, speaks honestly about the products and services you are promoting. The good news is that your main purpose as an affiliate is to pre-sell products and services.

Pre-selling is about giving value to your website visitors and prospects. You want to make them comfortable with you while building your authority to generate interest and a desire to click through to the company website, where the sales are made.

Step Five

Follow up. Just like your affiliate manager follows up with you to see how you're doing and what you need – it's crucial that you follow up with your prospects whenever possible.

A great way to do this unobtrusively is to create a opt-in list by offering visitors a newsletter they can subscribe to, a free report, or any number of products in exchange for an email address and the permission to contact them with valuable information and special promotions.



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