How to Start Your Own Affiliate Program

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Introduction

Traffic is the life blood of any online business. Without it, your business will never get off the ground. And if you don't constantly work to increase traffic, your business will never grow.

It doesn't matter if you've got the greatest product in the world...if no one "sees" your offer, then you'll be going nowhere FAST!

If you discover how to quickly generate floods of traffic from the start, then there's simply no limit to you how quickly you can reach your goals. But generating traffic is the one thing that holds most people back...

The way I see it, there are three ways to generate traffic:

1. **You can buy it.** That means bidding on keywords, placing ads on people's websites, ezine advertising, etc.

2. **You can build it.** That means using things like article marketing and social media sites to generate free traffic.

3. **You can use leverage.** That means recruiting affiliates to send you traffic and setting up joint ventures.

Buying traffic can be risky if you don't know what you're doing and building a content network can take forever. And there's only so much time in the day. What you need to do is use leverage to multiple your own efforts so you can grow your business exponentially.

The number one FASTEST way to generate traffic is to set up an affiliate program and get other people to promote for you!

And you need to have this system in place before you start promoting so you can maximize your profits from the traffic that you and your affiliates drive to your site.

Your affiliate program will leverage the traffic you generate and build more traffic without any extra work. In other words, when a prospect becomes a buyer, that buyer can also become an affiliate who will promote your product creating a snowball effect.
For example, let's say your front-end product is converting five percent of your visitors into buyers and that one out of five buyers

becomes an active affiliate. If you get 100 visitors a day, that's one new affiliate per day who will promote your product and bring you more traffic, customers, and affiliates.

Let's say you get 10 JV partners to promote to their lists and their combined efforts send you 1,000 visitors. That's an immediate influx of 50 new customers and 10 affiliates who will promote for you. Now if those 10 affiliates send you 1,000 visitors over time, that's another 50 customers and 10 affiliates who can do the same.

See where this is going? If you leave out the affiliate portion, there is no leverage or perpetual growth of your business. But if you have an affiliate program, once it's all set up you just throw traffic at it and your business grows automatically!

There's a saying that goes, "I'd rather have one percent of a hundred men's effort that a hundred percent of my own." That's the kind of leverage I'll show you how to get from your affiliate program.

Read on...

How Affiliates Multiply You

It might sound technical to talk about having an affiliate program, or it might just sound like showing off. It's neither one. It's really about a simple concept—leverage.

Let's look at some different ways that you can generate traffic:

- Forums
- Press Releases
- Viral Software & Tools
- Banner Advertising
- Utterz
- Viral Reports
- Starting a Podcast
- Search Engine Optimization
- Blogging
- Offline Marketing
- Squidoo
- Stumble Upon
- Digg/Reddit/etc.
- Article Marketing
- Ezine Advertising
- Google Adwords
- Craigslist
- Webinars

- Teleseminars
- Twitter

Long list, right? Now, are you an expert at each of those things? I'm certainly not.

I get a lot of traffic at my blog. But the main purpose of the blog is to communicate with my subscribers, customers and affiliates. And it took months before I saw consistent traffic from search engines, which is minimal compared to the traffic I get from my affiliates.

I've written several viral reports. But those are tools that my affiliates use to promote me. I give them the branding tools and they take it and run.

To get the amount of traffic I get from my affiliate sales force, I'd have to learn about and implement each of those traffic strategies on a regular basis. I don't know about you, but I just don't have that much time on my hands.

I'm only one person with only so many skills. But I have thousands of active affiliate who are promoting me and many are experts at one or more traffic strategies that drive traffic to my sites.

If you search on Google, you'll find that my affiliate team has:

- Posted my articles and banners on their blogs
- Created Squidoo lenses to promote my products
- Bookmarked my pages with links to my site
- Posted my free reports on their blogs
- Set up AdWords campaigns at Google
- Posted in forums with affiliate links in their signature
- Uploaded videos to YouTube
- Sent my solo ads and free reports to their lists

If you take the time to recruit and train affiliates, you'll get more done—and make more money—each day than you would by yourself in a month

And the good news is…you only have to do the work once. After you've created the tools and training materials for your affiliates, you could have 100 or 10,000 people using the same tools to promote you!

The real beauty of this system is the fact that you actually make money while building a list and recruiting an army of affiliates who send you traffic for free. It doesn't get any better than that!

Your Affiliate Program

Now that you understand why you need an affiliate program, it's time to get started. The first step is to decide what you're going to call your affiliate program, where you are going to set it up and what you're going to offer.

What Will You Name Your Program?

I call mine, "Derrick Van Dyke's V.I.P Affiliate Program" because it sounds exclusive. But you can call it whatever you want.

I recommend that you develop a catchy, memorable name that has something to do with making money or an exclusive club.

Where Will You Set It Up?

Your affiliates will log into the affiliate center to get their links and check statistics. But the sign up page will be hosted on your site.

So you have two choices:

1. You can buy a new domain and host it there
2. You can set it up on your existing domain

I recommend that you register a domain name that matches the name of your affiliate program. However, if you want to skip that for now and get going ASAP, then you can go with option two and get a domain later.

If you go with option two, you'd simply create affiliate signup page on your domain (e.g. DerrickVanDyke.com/affiliates.htm). You could always redirect that page to a new domain later.

This isn't a critical decision. And if you think it'll take too much time to set up a new domain, then go with option two for now.

Lastly, if you can afford a nice graphics package for your affiliate center, you should order it now because it can take a week or more to get it back from the designers.

What Will You Offer?

We'll talk about the major benefits of your program in a minute when we discuss creating your affiliate sales letter. What you need to do right now is decide how much and when you will pay your affiliates.

The commission you should pay depends on the value of the product you're selling and ultimately, the conversion rate. But to keep it simple,

- If you're selling a low-cost product ($7 – 17), your commission offer should be 75% to 100%.
- If you're selling a product at $27 - $47, your commission offer should be 50% to 75%.

All affiliates care about is the numbers, meaning dollars per visitor. So if you pay 75% and your offer converts at 2%, the dollar per visitor value is less than it would be if you paid 50% and your offer converted at 5%, right?

Let's work the numbers…

*$47 * .02 * .75 = 71 cents per visitor*

*$47 * .05 * .50 = $1.18 per visitor*

Now if you're just getting started, you won't have any conversion stats, so affiliates will be attracted to higher commissions. So the more you can offer your affiliates, the better.

When and How Will Your Pay Affiliates?

I pay my affiliates on the 15th of each month for the previous month's commissions to allow time for refunds. But you could pay your affiliates twice a month, once a week, or every day if you want.

If you only have a few affiliates to pay, you could just send them the money through PayPal. But a better option is to use the Mass Pay service. Just download a file from Easy Sales App and then upload it to PayPal. You can pay thousands of affiliates in seconds.

If you don't want to deal with paying your affiliates manually, you can use the Instant Pay option, which will pay your affiliates at the time of the sale.

Here's how that works:

- If you pay 100% commission, every sale will go directly to the affiliate's PayPal account
- If you pay 75% commission, the first sale will go to you and the next three sales will go to the affiliate
- If you pay 50% commission, the first sale will go to you and the next sale will go to the affiliate, the third sale will go to you and so on…
- If you pay 25% commission, the first three sales will go to you and the 4th sale will go to the affiliate

The only downside to the Instant Pay option is when your customers request a refund and you have to track down the affiliate who got the sale.

Finally, you can use ClickBank to process payments and pay commissions to your affiliates. ClickBank handles everything for you and pays your affiliates via check or direct deposit.

The biggest downside to ClickBank is the fees. PayPal charges 2-3% and ClickBank charges 7.5% plus $1 per transaction.

PayPal allows you to pay 100% commission to your affiliates. The maximum commission you can pay at ClickBank is 75% and the "instant pay" option isn't available.

Action Steps

To summarize, there are four steps you need to take to create your affiliate program:

- **Step 1: Decide your program name.** Something memorable that has something to do with making money should work well.

- **Step 2: Decide where you'll offer your program.** That could be a new or existing domain…and that second option is probably the fastest way to get started.

- **Step 3: Decide your commission offer.** All affiliates care about is the numbers, meaning dollars per visitor. So make your offer attractive. When you're just starting and don't have conversion proof, it's smart to offer higher commissions.

- **Step 4: Decide when/how you'll pay affiliates.** Easy Sales App gives you the Instant Pay and PayPal Mass options.

Once you've decided what you're going to call your affiliate program, where you're going to set it up and what you're going to offer, it's time to write your affiliate salesletter.

Your Affiliate "Sales" Process

One of the keys to recruiting affiliates is giving them a convincing reason to join your program. Why is your program better than others?

So, in a sense, you're "selling" your affiliate program to prospective affiliates. You can do that with a compelling salesletter that stresses the benefits of your program and gets people excited.

Your Affiliate Program Benefits

Here are a few benefits that will help convince new affiliates to join your affiliate program:

1. **An incentive.** When affiliates sign up for my affiliate program, they get my free report called, "Super Affiliate Marketing." I even had an eCover graphic designed to increase its perceived value. This is a great way to get people in and get them motivated by giving them a plan of action.

2. **Ongoing training.** Let affiliates know that they'll receive weekly updates and tips on generating traffic and increasing conversions. Then load your autoresponder with articles and reports on affiliate marketing. You could even hold a weekly teleseminar or webinar.

3. **Lifetime profits.** If you use the Easy Sales App affiliate tracking software, your affiliate will get commission on all the products you sell (if you choose). That's a huge incentive because they can refer one customer and get paid on multiple products.

4. **Promotion tools.** List all the tools available in the affiliate center—solo ads, banners, classifieds, brandable reports, bonus offers, etc. and update your page as you add more.

5. **Monthly contests.** You can run a new contest each month to motivate your affiliates to promote your products. Keep it fresh by offering different types of prizes (cash, iPods, laptops, etc.).

What affiliate program do you personally know of that offers these kinds of incentives on a regular basis? It's a tremendous way to not only attract new affiliates, but to also train your existing affiliates to be more active in your program.

The last step is to add a registration form to the bottom of your affiliate salesletter. That form will add the affiliate's information to your database and add them to your mailing list so you can follow up with tips, updates, and information about your affiliate program.

Once they submit that information, they are immediately redirected to the affiliate center where they can log in and get their affiliate link.

Action Steps

To summarize, there are four steps you need to take to create your affiliate program salesletter:

- **Step 1: Write your salesletter…**or use my template.
- **Step 2: Create a new affiliate list at Aweber.** This list will let you stay in touch with your affiliates, which is likely to boost your referral sales.
- **Step 3: Add an opt-in form to your salesletter.** This will put new affiliates on your affiliates list.
- **Step 4: Redirect to your account activation page.** This is where affiliates can log in to get their affiliate link and promotion tools.

Once you have your affiliate sign-up process set up, it's time to add promotion tools to your affiliate center.

Your Affiliate Promotion Tools

If you want your affiliate to take action and promote your products, you need to give them the tools they need to get started. Your affiliates can take care of all your traffic generation if you provide them with the copy-and-paste tools they need.

Helpful Tools

Here's a list of promotion tools you can create for your affiliates:

- Articles
- Brandable reports
- eCourses
- Blog posts
- Expert interviews
- Fast-action bonuses
- Follow-Up sequences
- Audio and videos
- Classified ads
- Solo ads
- Product reviews
- PPC keywords
- Banners and buttons
- Thank you page ads
- Error page ads

Do you need all of those? Probably not. But here's a simple rule of thumb:

> **The more tools you give affiliates to use, the more options they have to promote for you...which often means you'll get more promotion effort out of them.**

Remember, your tools make their lives easier. The easier you make it for them, the more likely they are to help you.

The Easy Way to Create Your Tools

Here's a list of the minimum tools you should have for each of your products:

- 2-3 solo ads
- One special report
- 3-4 classified ads
- Banners, buttons, and cover graphic

That might sound daunting, but it's really not. In fact, you probably have a head start on the work and don't even realize it.

You don't have to write your ads from scratch.

By now, you should be on at least 50 different lists sending you ads for various products. So you'll have plenty of sample ads to use in your marketing. I'm not saying you should "steal" other people's work. Just re-write the ads to fit your product and create your own.

You can also grab portions from your salesletter (from the resell rights product you are selling) and use them in your ads.

Your graphics are probably done already! If you took my advice, you already paid somebody to create nice graphics for your product. All

you have to do is put those (or some subset of them) on your affiliate tools page for affiliates to download and use however they want.

Now, about the report…that's the one that tends to scare people, but it shouldn't. Here's why:

- **It can be brief.** A report of 5-10 pages could be plenty. It doesn't have to be a long book.
- **You can reuse material.** You can borrow stuff from your product (remember, you own it) or you can buy some PLR articles to reuse. You don't necessarily have to start from scratch.
- **Don't forget the purpose.** Your primary goal with this report is to set up a promotion for your product. That means the bulk of the report can be *about* your product. Specifically, it can be about the problem your product solves, why it's great, etc. It doesn't have to be anything revolutionary or difficult to write.

So don't be afraid of the report. It's a great tool for affiliates, and it's not a big deal to create.

Make Sure Your Tools Get Used

For each of your tools, you will also need tell people how to use it and what to do. For example, if you offer a brandable report, you will need to provide instructions on how to use the branding tool and how where they can distribute the report.

Be specific when you tell affiliates how to use your tools. You can't anticipate every possible use, but you can give affiliates a basic plan of action to follow. For example:

- Send your solo ad to their list
- Post your graphics on their blog
- Place your ad on their thank you page

Don't assume affiliates will know what to do. If you take the time to train people, you will have loyal affiliates promoting your products for years to come.

Action Steps

To summarize, there are three steps you need to take to create your affiliate tools (sort of):

- **Step 1: Decide which tools you'll offer.** More is usually better, but don't feel compelled to offer every single possible tool. That minimum list I gave you really can be good enough. It's at least a good place to start.

- **Step 2: Create your tools.** Remember, don't start from scratch unless you have to. Use existing material creatively, and borrow ideas where you can.

- **Step 3: Add usage instructions for your tools.** This will give affiliates ideas and sometimes step-by-step direction. That increases your chances of having more active affiliates.

It may take a couple days to create your tools, but you only have to do it once and the benefits are forever.

Once you have your tools, the next step is to find affiliates and JV partners to use them.

Recruiting JV Partners And Affiliates

Now that you have an affiliate program that will multiply your sales efforts, you need affiliates! They will be your 24x7 sales force out there generating income for you, so it's important to find good prospects and get them on board.

The first step is making contact with prospects.

Making Contacts

If you start now and work on building relationships with people in your market, you'll have a warm contact list when it's time to launch your product.

The first step is to get on the lists of every marketer who is selling products to your target market. Once you're on their lists, watch the products they promote and sign up for the lists of those marketers too (you'll never run out of potential JV partners to contact).

Once you're on at least 50 lists, you'll start to see announcements for upcoming product launches and time-sensitive offers. These are the best offers to send to your list and I will cover this in another section.

Being on all these lists is also a great way to get examples of ads to use in your promotions. Plus, you'll be using this to your advantage to leverage partners and explode your list.

Find out everything you can about your potential JV partners. Visit their website, read their emails, watch what they are promoting and try to start a conversion by:

- Commenting on one of their articles
- Asking a question
- Leaving a comment on their blog
- Promoting their product

- Giving them a testimonial for one of their products

You're just looking for some kind of response. Once you get a reply, save their contact info in your address book under a special category for potential JV partners.

At this point, you're not pushing anything. You're building relationships and getting to know people in your market.

There are literally thousands of ezines and general marketing lists that you can sign up for, so you'll have an endless supply of potential JV partners. And once you've found the 50 or so potential affiliates you want to work with, you can always unsubscribe from the other lists.

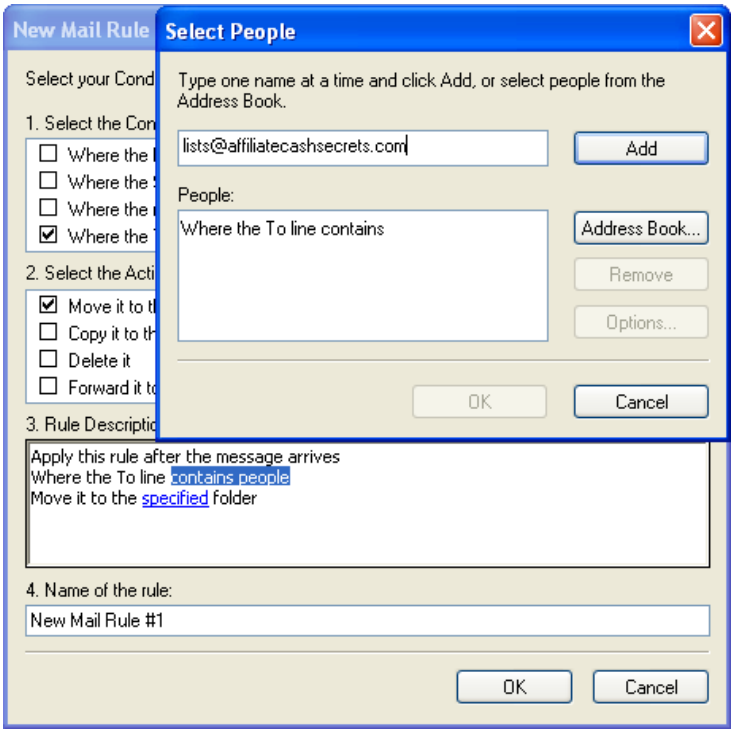
Managing Contacts

As you can imagine, you'll be signing up for a lot of lists, which poses a potential problem…

Some marketers send offers daily, so you'll be getting a lot of mail. I recommend that you use a separate email address (like *lists@yourdomain.com*) so you can filter all the email you get into a separate folder in your mail program.

Just about every mail program has some kind of *message rules* (just read the documentation for filtering mail), and you need to become an expert at using them. I can illustrate the point with Outlook Express.

In Outlook Express, select **Tools->Message Rules->Mail**, and click **New**. A dialog box will appear that looks like this:



Follow these steps:

1. Check “Where the To line contains people”
2. Check “Move to the specified folder”
3. Click “contains people” and enter the email address you will use to subscribe to all the top marketers lists
4. Click “Add”
5. Click “specified folder” and select a folder or create a new one

Once you’ve done that, your email from that source will be routed to the given folder automatically. That will reduce your email management time by a huge amount.

Are Affiliates And JV Partners The Same?

Before I get to where you can find affiliates and JV partners, I want to explain the difference between the two.

First, an affiliate is anyone who promotes your product in exchange for compensation. So, by that definition, a JV partner is an affiliate.

Second, a "true" joint venture is a contractual agreement joining together two or more parties for the purpose of executing a particular business undertaking. So the term "JV Partner" is not entirely accurate in this situation.

But for the sake of being consistent with accepted marketing lingo, I'll refer to JV partners as affiliates who get preferential treatment.

Let me explain…

In a typical product launch, the seller or a JV broker will contact potential partners and invite them to participate in the launch. There is a JV signup page, a JV contest, and JV partners usually get a free copy of the product.

Regular affiliates don't get the preferential treatment. Once an affiliate generates a significant number of sales or get on the contest leader board, they'll be recognized as a "Super Affiliate" and will most likely be contacted by the seller or other marketers to participate in a future product launch.

In most cases, the only contribution a "JV partner" makes to a product launch is sending a series of emails to his list. That's not really much of a "joint venture" in the true sense of the word. So I'd refer to these promotion partners as "Super Affiliates" because they already have built a list prospects and can send you traffic with a click of their mouse.

But let's say your JV partners all contributed a product to your launch and you agreed to do reciprocal mailing for your partners. Now that's leaning toward a true joint venture.

So there are actually three classes of affiliates:

- Regular affiliates
- Super Affiliates
- JV Partners.

Now that you know more than you wanted to about classifying affiliates, let me show you where to find them.

Where to Find Affiliates

These people don't necessarily hide, but you do have to go out and find them. Fortunately, that's not hard to do if you know where to look. Let me give you a few places...

The ClickBank Marketplace

The ClickBank Marketplace is the best place to start your search for potential JV partners. Why? Because product owners who are selling products to people in your market make perfect JV partners.

But since you probably won't be landing any JVs with big-name marketers right off the bat, you'll want to start at the bottom and work your way up.

Just choose the category related to your product and sort by low popularity. These product owners will be more likely to respond to your first contact and easier to set up a JV with in the future. Click "view pitch page" to visit each site (not every site will have a list).

Ezine Directories

Another great way to find list owners is through ezine directories. Again, sign up for the lists of the ezines in relevant categories, watch what they promote, and sign up for those lists too.

Here are a few ezine directories to get you started:

- http://www.ezinehub.com
- http://www.ezinelocater.com
- http://www.bestezines.com
- http://www.newsletteraccess.com

- http://ezinesearch.com

Article Directories

Most people write and distribute articles to generate traffic back to their site. So if you search for articles related to your target market, you'll find potential JV partners you can contact.

Just click the link in the resource box at the bottom of the article. It should take you to a site where you can sign up to their list or get their contact information. An easy way to make contact is to mention the article you found and ask if you can publish it on your blog.

These are the top article directories:

- www.EzineArticles.com
- www.SubmitYourArticle.com
- www.GoArticles.com

JV Networks

The primary purpose of JV is to connect partners for product launches. Members join because they're interested in promoting offers related to their own market. And as a member, you can also post your offer for other members to promote.

These are the top JV networks online:

- http://www.JV-Network.com
- http://www.jvnotifypro.com
- http://www.JVAlert.com

JV Contest Leader Boards

If you sign up for the JV networks above, you'll start getting invitations to participate in a product launch. Most launches will have some kind of contest and a leader board to show who is winning.

There are usually 10-20 "Super Affiliates" on the leader board that you can contact and invite to promote your product or set up an ad swap.

Just Google the names, find their websites and sign up for their lists. Let them know that you saw their name on the leader board and you'd like to invite them to your JV contest.

Blog Directories

Look for people with active blogs related to your target market and make contact. Get on their list or post a comment on their blog.

These are the top three blog directories:

- http://search.blogger.com
- http://www.blogcatalog.com
- http://directory.easywordpress.com

Marketing Forums

Forums are a great place to interact with other marketers and make contacts. Ask questions, answer questions and start getting to know people. Visit their sites and join their lists.

To get started, visit one of the high-traffic forums below and sign up for an account.

- http://www.AssociatePrograms.com
- http://www.eWealth.com
- http://www.InternetBasedMoms.com

- http://www.MoneyMakerGroup.com
- http://www.WorkAtHome.com

Once you launch your product, you can go back and set up JVs with some of your new friends. You can also add a link to your affiliate program in your signature file for more exposure.

Search Engines

Go to Google.com or Yahoo! and search for keywords related to your target market. You'll find pages of sites in the listings. Visit those and get on their lists. People who advertise on search engines will also make great affiliate partners.

Here's a sneaky trick to find affiliates who are promoting your competitors' products at ClickBank. Just enter this in the Google search box:

nickname.hop.clickbank.net

For example, my affiliate link for Commission Blueprint is http://vandyke.comblue.hop.clickbank.net, so I would search for *comblue.hop.clickbank.net*.

Social Networking Sites

You're already on the lists of the marketers you want to work with, right? So why not follow and tweet with them on Twitter? It's a great way to get your foot in the door and land JVs.

You can also make friends and land JVs at Facebook. Search for people you want to contact, add them as friends, send them a message, and view their friends for potential contact.

You can also search Groups by entering the name of a product and contact the people who are talking about or promoting a specific product.

Analyzing Your Potential Partners

Contacting people about a joint venture is incredibly easy, contrary to popular opinion.

Once you've had the opportunity to study the people you most want to work with, you will have an idea of what products they promote; what their promotions are like and even their style of communications.

Before you approach them, here's a checklist of things to make note of:

- **Make sure they promote quality products.** You don't want to recommend junk to your list, and you want to be sure their list takes their recommendations seriously.
- **Make sure they promote other people's products.** If they promote only their own, that won't do you much good.
- **Pay attention to the types of products they promote.** They should be of a similar category that will be of interest to your target market.

If they promote resale rights products in their ezine, stress your resell rights in your proposal. You could say something like this:

> *I noticed you promote resale rights…*

If they promote traffic generation products, mention that when you contact them.

And especially if they promote the exact type of product you're promoting, say,

> *I have something that's right up your alley.*

Contacting Potential JV Partners

You need to accept the fact, especially when you're just starting out, that more people are going to say no than yes when you approach

them. That's particularly true if you're new or unknown. Don't take it personally. If someone says no, just go to the next person on the list.

The good news is that you don't need to have very many affiliates to be successful. Remember, you just need that initial push to get the ball rolling and start building a team of affiliates from the leads and customers that you acquire in the process.

In fact, if you contact 100 people and only 10% agree to promote you, prepare for a flurry of traffic and sales!

And by the way, if you took the time to build relationships like we talked about earlier, you could get 20%, 30% even 40% of people to say yes.

> **Note:** No doesn't necessarily mean "no forever." Once you build a nice-sized list, you can go back to the people who said no with some leverage to work with.

Here is a sample email you would send your "warm" list. It is simply meant to generate a reply. If you give them the full details, they may reject your offer without even talking to you.

> *Hi {!firstname}*
>
> *Check your marketing calendar because I would like to see how we can support each other and exchange some value this coming month.*
>
> *I hope to hear from you soon.*
>
> *Best regards,*
>
> *[your name]*

Getting to First Base—The Subject Line

When you're first getting started, it can be intimidating to approach someone with this type of offer. And the truth is, marketers get bombarded with so many offers that your proposal could easily get lost in the shuffle.

So if you're tempted to write something like “JV Proposal” in your subject line, do yourself a favor. DON'T.

Getting someone to open your email is a lot like trying to get to first base on a date...

You want to make them interested enough to consider going out with you, but you don't want to be too pushy. And you're up against a lot of competition, so you want to stand out from the crowd, without coming across like a crazed postal worker after a difficult week.

So rather than trying to make your pitch in the subject line of your email, try a different approach, maybe something personal that will at least get them to open your email.

Here are some examples:

- {!firstname}, I want to promote [product] to my list...
- {!firstname}, I want to promote you forever...
- {!firstname}, can I send you some traffic?
- {!firstname}, can I send you some sales?
- {!firstname}, can you do me a favor?
- For {!firstname} (personal)
- Re: [Subject Of Ezine Issue]
- Re: [article they wrote]
- Re: [subject of their last issue]

If you're on their list, you can simple reply to one of their emails, which makes it hard NOT to open your email reply. You can try a variety of subjects if you don't get a reply.

Your Initial Email—Make an Offer They Can't Refuse

Before you write the first word of your initial offer, you need to realize that the people you will contact are very busy and basically, lazy. These days, most people want it fast and they want it easy.

So if you want successful marketers to JV with, you need to make it as easy as possible for them to do so. Start by sending them your free report—you want them to know what it is they're promoting to their subscribers.

Don't come across as if you're doing them a huge favor, but don't sound like you're a servant asking for permission to speak to the King either, you know what I mean? Keep the tone of your email light, friendly and easy.

And remember, most successful marketers are busy people, so keep your email short and to the point. (But it doesn't hurt to start with a little flattery!)

Here's a basic template you can use, but remember to put it into your own words and let your personality shine through.

> *Hi {!firstname},*
>
> *My name is [your name] and I've been a subscriber of yours for some time. I really enjoy your [articles, tips, etc.].*
>
> *I especially enjoyed the one about [some topic]. I own [yourdomain.com] and would like to discuss a possible joint venture with you.*
>
> *If you're interested, let me know and I'll send you all the details and a copy of my report for your review.*
>
> *I believe this could be very profitable for both of us.*

Thanks,

[your name]

It is short, simple, and effective.

Once you contact someone, put them on a JV list in a spreadsheet or any document so you know who you've contacted (name, email, url, ezine name, date contacted, etc.)

How and When To Send A Follow-Up Email

Wait about a week. If they didn't reply to the first email, send a second one...but only include the details of what you're offering to them, not what you want them to do.

> **Note:** If they did reply to your initial email, modify the introduction based on what they said to you in their reply (they might request specific info, etc.) And make sure to send the details on how they can fulfill their end of the bargain—again, keeping your message clear, concise and to the point.

Here's a sample letter you can use:

> **Note:** Personalize the beginning and modify it to fit your situation. For example, you may not have a list when starting out, so you can't offer to swap endorsement mailings at first. You'll have to get creative.

Hi {!firstname}.

It's [your first name]. I sent you an email the other day [or enter actual day sent] about a possible joint venture that would be profitable for us both.

In short, this joint venture will:

1. *Increase the traffic to your website*
2. *Increase your income in two different ways*
3. *Provide "massive value" to your list*

Here's what I will do for you:

1. *I'll promote your [product / report] to my entire database of subscribers*
2. *I'll add a permanent promotion to my autoresponder sequence.*
3. *You'll get traffic and leads from all the joint ventures I do in the future.*

Please let me know at your earliest convenience.

I look forward to working with you!

Thanks,

[your name]

Now, a prospective partner might have responded to your initial email already. Maybe he said something like, “Sounds good—what do I have to do?”

In that case, you can include this in your follow-up:

All I ask in return is that you send a promotion to your list for me and add it to the end of your autoresponder sequence.

Attached is a copy of my report and a sample email for you to send to your list. Please reply with a sample email

to send to my list and we'll make this a profitable joint venture!

Let me know if you have any questions and I look forward to working with you!

Thanks,

[Your Name]

If they haven't replied already, it's probably smart to save that last bit for a third email once you have some more buy-in from the prospect.

Two or three emails are all you need to send. If they don't respond, make a note to contact them again in a month.

If they do respond but don't follow through, put them on a "warm list" to follow up with later. Your purpose right now is to get your proposals out to as many people as possible. At this point, don't waste too much time on anyone who's not ready to get started right away.

Swapping ads is a great way to get your foot in the door and recruit affiliates, so don't be afraid to offer that.

Action Steps

To summarize, there are six steps you need to take to create your product outline:

- **Step 1: Make initial contact with prospective partners.** You need to start creating a relationship where your name sounds familiar. I gave you several ways to do this (commenting on their blog, etc.)

- **Step 2: Set yourself up to manage contact emails.** Set up your email client to file your emails from the various marketers whose lists you sign up for. This will save you a ton of headache.

- **Step 3: Find potential JV/affiliate partners.** I gave you nine different places to look.

- **Step 4: Analyze your prospects.** Make sure they're people you might want to partner with. Check out their sites, products, etc.

- **Step 5: Make initial contact to propose partnership.** I showed you how to create a subject line that'll get you to first base, so to speak. I also gave you an email template that you can customize and use for yourself.

- **Step 6: Follow up with interested prospects.** This is where you close the deal and get these people on board to promote. I gave you email templates for doing this.

Now you should have your initial set of partners who will help you grow your business much faster than you can grow it on your own. All the work is about to pay off!

Wrapping Up

Recruiting affiliates is an easy and very effective way to drive traffic to your site and generate sales. It beats traffic exchanges and safe lists and you don't have to invest money in advertising and hope you get a return on your investment.

It really is a numbers game. So you have to commit to contacting at least 50 potential JV partners if you want to see results. The first 20 might say no but the next 10 could say yes…and that's where the money is.

I showed you how affiliates multiply your sales capabilities WAY beyond what you can do yourself.

Then I showed you how to set up your affiliate program, including how to name it, what commission rate to offer, and so on.

Next I walked through how to set up your affiliate "sales" process to entice prospective partners. And I showed you how to create affiliate promotions tools that affiliates will love.

Finally, I showed you how to recruit JV partners and affiliates. I told you where to find great prospects, and I gave you some guidelines and some email templates you can modify for your personal use.

Thanks for reading, and let me know if you have any questions.

Derrick Van Dyke