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Liz Tomey

<http://www.TomeyMarketing.com>

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Welcome to Affiliate Profits! This video ebook may just be the key you've been looking for to get your business off the ground and profiting. Affiliate promotions make up more than 75% of the sales I make each year. As you can see from that number, if it wasn't for my affiliates, I'd make 75% less each year than I do now.

Everything I will be teaching you in this course, I have successfully implemented with two of my own businesses.

I started my direct mail business in 1998. Although I was online at this time, I didn't use the Internet for my direct mail business. However, I built an army of offline affiliates who promote my products and services through the mail. I average about \$60,000 a year with my direct mail business thanks to my offline affiliates.

In 2003 I entered the Internet marketing arena. I used the same methods to build my online affiliate force as I did with my offline affiliates. Thanks to the Internet, I was able to do it much faster. This year thanks to my online affiliates, I'm on track to make well over \$100,000 just with my online business.

Add those two figures together and you get \$160,000 a year in profit. Yes, these are profit figures, not sales figures. Now if I hadn't had any affiliates (remember I said affiliates make 75% of my sales each year) I would have only made 25% of that much money.

Are you seeing the power of affiliates now?

I have multiple products and services, and since I have affiliates who promote these products and services for me, I have the time to keep up with all of them. I don't spend time promoting at all. All of my time is spent recruiting and training affiliates along with developing new products and services for my affiliates to promote.

Since I will be teaching you my system, I will be doing it with multiple products and services. If you only have one product or service, you can still use these tactics, but you will just be doing it on a smaller scale.

What I'm about to reveal to you is a step-by-step process you can duplicate to have an army of affiliates promoting for you!

Getting Started

- **Your Own Domain Name**

Your first step is to get a domain name that will be your headquarters for your affiliates. I chose <http://www.TrainYourAffiliates.com>

You could choose something like:

www.YourBizNameAffiliateCenter.com

www.YourBizNamePromotions.com

For those of you who have never bought a domain name, the following video will teach you how to buy a domain name from

<http://www.GoDaddy.com> If you know how to buy a domain name, you can skip this video.

View Video Online: <http://www.TrainYourAffiliates.com/videos/domain>

Download Video: <http://www.TrainYourAffiliates.com/videos/domain.zip>



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<http://www.MarketingForREALPeople.com>

- **Your Own Hosting Account**

Now that you have your domain name, you're going to need hosting for your domain name. Usually hosting will cost you from \$5-\$? a month.

Having a reliable host is very important. Over the years I have been through a lot of different hosting providers. Most of them have been nightmare experiences. Including but not limited to my site being down for days at a time. If you don't have a reliable host, and your site is constantly down not only will you not get your customer's money when they visit the site, but you also ruin your credibility.

For a good reliable host, I recommend <http://www.httpme.com> I've been with them since 2002, and can't recommend any other hosts over them. I have only seen one time since 2002 that my site has been down with them. The situation was taken care of VERY quickly. All other questions I've had have been answered, and all of my needs have been met. Their customer service is like no other. Customer support is VERY important to me when it comes to my websites, and I was so glad to find a service that shared my same views on customer service. <http://www.httpme.com> has many plans and options for you to choose from.



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The following video will teach you how to set your hosting up for your domain name once you've purchased hosting. You don't have to purchase hosting from <http://www.httpme.com> to understand the video.

If you already know how to get hosting for your domain name and set it up, you can skip this next video.

View Video Online: <http://www.TrainYourAffiliates.com/videos/hosting>

Download Video: <http://www.TrainYourAffiliates.com/videos/hosting.zip>

Wow, we are rolling now. We have a domain name and hosting. I am so proud of you. You're really going through this "techie" stuff really well. Great job! Now hang on to your hat, and take a deep breath. We're really going to start getting into the meat of having an affiliate program.

- **Your Own Affiliate Program**

Okay, this might be the most expensive part of this entire process. An affiliate script is going to cost you between \$50 - \$1000's of dollars. You can also find services that you can pay a monthly fee to. I don't like them because they don't install on your own server. I like being in total control of my affiliate program, so I don't use these services.

I use [Ultimate Affiliate Manager \(UAM\)](#), which I absolutely love. It sells for a \$97 one-time fee, and the owner will even install it for you at no charge.

The owner (Kavi) is also a friend of mine. And again, no that's not why I'm telling you about [UAM](#). Kavi and I didn't become friends until after I had purchased UAM. I had never dealt with an affiliate script before, and Kavi was awesome.

[UAM](#) not only does your affiliate tracking for you, but it also has a built in affiliate payment system, autoresponder system, and URL tracking system. See why I love [UAM](#)?

I can't possibly cover all the different affiliate scripts, software, and programs out there in this course. Since I've told you about [UAM](#) and it's the system I use, I will be teaching you how to use it.

The following video will walk you step-by-step through setting up everything for [UAM](#) after it's been installed. Including adding products, using the autoresponder system, and paying your affiliates. You'll see in the video that [UAM](#) is super simple to use.

View Video Online: <http://www.TrainYourAffiliates.com/videos/affiliate>

Download Video: <http://www.TrainYourAffiliates.com/videos/affiliate.zip>

So far you have your domain name, your hosting, and your affiliate system all set up. Now it's time to set everything up so you can start recruiting and training affiliates.

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So far you have your domain name, your hosting, and your affiliate system all set up. Now it's time to set everything up so you can start recruiting and training affiliates.

Affiliate Profits

- **Setting Up Your Affiliate Promotion Center**

For those of you who don't know how to build a website, this will be the hardest part for you. However, there are tools out there to help you.

There are several website building tools out there that can help you build a website. Do I recommend any of them? No, I do not. The reason being is because I've never seen one that I like. They are very limiting in what you can do with them, and for as large as my business is I can't have that. Anything that limits you, you should never use.

You have two other options:

1. Hire someone to build your site for you. This can be very expensive. You can visit sites like <http://www.elance.com> or <http://www.guru.com> and find freelance workers who can build your website for you.

2. Learn to build websites yourself.

Okay, I just heard a couple of you fall out of your chairs. ☺ Listen, learning HTML so you can build your own web sites yourself isn't that hard. If you can follow simple instructions, you can build web sites with HTML.

When I was 15 years old, I taught myself HTML. I've never spent a single day in a classroom learning to build web pages. I even used to own my own web design business at <http://www.RockyTopWebDesign.biz> and had people paying me to build their web sites. Most people that do web design have spent at least a few years in school learning to do it. I learned everything I know from <http://www.w3schools.com>

W3schools.com is a free site that gives you step-by-step tutorials that teaches you how to build your own website using HTML. It's an incredible site with a wealth of information. Many of my consulting clients that I have directed to the site have thanked me over and over again

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because they can build their own web pages without limitations, and without having to pay someone else.

Before you say you can't build web pages, let me tell you two things. First, if you say you can't, you can't. If you say you can, you can. Put your mind to it and do it. Second, being able to build a web site or at least be able to edit a web page template is vital to your business. Unless you have the money to pay someone else (which like I said is VERY expensive), you'll never get ahead.

Okay, so what are we going to put on our product promotion site, and what is its function.

Your product promotion site will include every product and/or service you offer that can be promoted by your affiliates. It will be used as a home base for your affiliates where they can see what products you are offering for promotion, what you pay for sales generated by affiliates for your products and/or services, where your affiliates can get all their promotional materials for your products and/or services, and training materials.

Yes, this is a lot, but remember how much affiliates have made me? Being that successful takes time and work. If you aren't willing to put time and work into this, you'll never succeed with it.

Now that we've got your "pep talk" out of the way, let's continue...



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As an example, we'll be using my <http://www.TrainYourAffiliates.com> site as a guide to help you replicate what I have done. Open up your web browser and go to <http://www.TrainYourAffiliates.com> and I will walk you step-by-step through the process I used when build my promotion center.

When you get to the site, notice on the left hand side I have listed all the products and services that I currently have that my affiliates can promote. When you click on each link, it takes you to an information page about what the product is, how much it pays, and what promotional materials are available.

Each page also contains an optin subscription box offering free affiliate training from me. This is just affiliate training info in general, but in the training I also throw in little notes about how they can use what I am teaching to promote my products. Having this allows me to stay in constant contact with visitors to my site. I do this by using an autoresponder...

Let's talk about why you should use an autoresponder on your promotion center.

Autoresponders are one of the best marketing tools every offered. They allow you to load several messages into a system that you can have delivered to subscribers of your autoresponder at different times. When you have multiple points of contact with people, they start feeling like they know you and you can establish credibility and trust with them. You're also putting your products and services in front of them again and again giving them more opportunities to promote your product or even buy it directly from you.

You can watch my video on how I create autoresponder messages and load them to my autoresponder system by clicking on the link below.

View Video Online: <http://www.TrainYourAffiliates.com/videos/auto>

Download Video: <http://www.TrainYourAffiliates.com/videos/auto.zip>

Okay, now let's return to the front page of <http://www.TrainYourAffiliates.com> On the front page is a welcome message telling visitors exactly what the site is and what it can do for them. This is VERY important. This is like a sales letter for your affiliate program. You need to explain what you have and why they need to promote it.

At <http://www.TrainYourAffiliates.com> I have done many things to make it a "sticky" site. What I mean by a "sticky" site, is a site that keeps visitors coming back. I offer information articles, ebooks, and videos all about affiliate marketing. This site is not only my promotional center, but it's full of great information to keep people coming back to it.

This is a must for successful promotion center. You must keep people returning to it again and again.

In the last part of this course, we are going to talk about building your affiliate force. This part is very important. Without actual affiliates, this has all been a great big waste of time. ☺



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- **Building Your Affiliate Force**

Direct Mail

As I stated in the beginning of this ebook, my first business was a direct mail business. Many online marketers have forgotten about the mail, and they are losing out on a huge audience! My offline advertising methods to bring people online to buy a product or sign up for a list always do wonderful. I can't stress to you enough that you aren't using offline advertising techniques, then you are missing a lot of leads and sales.

So, just how do you use direct mail to recruit affiliates?

Here's just a few ways....

- Create a lead capture page offering a report, or other information source that you can mail inexpensively. In order for the visitor to get your information, they must provide their mailing information. When you send them what you offered, make up a sales letter promoting your affiliate promotion center.

You can see an example of this strategy by going to
<http://www.trainyouraffiliates.com/lost-files.htm>

- You could also offer an informational CD. In order to get your CD they would have to give you their contact information. This is a little more expensive, and you could probably get away with charging a small shipping and handling fee for this.

You can see an example of this strategy by going to
<http://www.trainyouraffiliates.com/affiliate-profits.htm>

The Phone

Yes! The phone! When you find a potential affiliate try and get their phone number. Call them on the phone and introduce yourself, and your business.

I would much rather someone call me on the phone then email me. Email is so time consuming for me (I'm sure there are many others that think the same.), and a phone call can be much more productive.

So the next time you go to email a potential affiliate, think about picking up the phone first.

Affiliate Directories

Submitting your affiliate program to affiliate directories is another wonderful way to recruit affiliates. These sites have active affiliates looking for products and services to promote. This is the best way to reach a lot of potential affiliates at once.

Here's a huge list of affiliate program directories:

- [Affiliate Showcase](#) - Affiliate directory that can be customized.
- [AffiliateFirst](#) - Contains US, UK, and Worldwide programs listed in numerous categories. Includes search and articles relating to marketing and site design.
- [AffiliateMatch.com](#) - Affiliate programs directory with searchable, categorized listings.
- [AffiliatePrograms.com](#) - Directory of affiliate programs and resource guide. Webmasters can rate programs.
- [Affiliates4Cash.com](#) - Affiliate program directory and guide.
- [AffiliatesDirectory](#) - Directory of UK and general affiliate programs.

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- AffiliatesDirectory.com - Directory of programs offering resources, marketing tools and advice for affiliates.
- Affiliateseek - Affiliate program directory, advice, forums and news. Also offers affiliate scripts.
- AffiliateTip.com - Affiliate program directory, newsletter, tips, and resources.
- AssociatePrograms.com - A searchable directory of rated affiliate programs.
- AssociateSearch.com - Affiliate program search engine with internet marketing and advertising resources.
- ATLnetwork - Comprehensive directory of affiliate, associate, referral and partner programs.
- BannerStart - Comprehensive guide to banner and affiliate programs with reviews
- BecomeAnAffiliate.com - Directory of programs and a webmaster resource guide
- [100 Best Affiliate Programs](http://100BestAffiliatePrograms) - Reviews the top affiliate programs and web master tools.
- [50 Best Affiliate Programs](http://50BestAffiliatePrograms) - A monthly update of affiliate programs evaluated by the networks to which they belong. Newsletter notifies you of new programs entering top positions.
- [Canadian Affiliate Programs](http://CanadianAffiliatePrograms) - A list and review of affiliate programs in Canada, geared to Canadian sites.
- [Casino Affiliate Programs](http://CasinoAffiliatePrograms) - Gambling-focused partner programs for webmasters, classified by terms of payment or type of game.
- [Clamins' Affiliate Program Reviews](http://ClaminsAffiliateProgramReviews) - Reviews of affiliate programs from fellow webmasters in categorized directory.

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- [ClickAffiliate.com](#) - Affiliate program directory of associate, referral, revenue sharing and pay-per-click programs. Resources include own rating system, marketing tips, industry newsletter, free promotion for webmasters.
- [Click2lead](#) - Click2Lead is a search directory for webmaster affiliate programs.
- [ClickQuick](#) - In-depth reviews of top opportunities and affiliate programs with message board.
- [ClicksLink.com](#) - Associate program directory, newsletter, and forum.
- [Dan's Best Associate Programs Directory](#) - A selective directory of worldwide affiliate programs.
- [eSponsors.ws](#) - A directory of affiliate/associate programs and advertising networks.
- [Fleece The Net](#) - UK affiliate program directory - find the best money making ways for your site
- [Global Affiliate Programs](#) - Directory of programs, categorised by topic and country UK or USA. Includes explanation of how affiliate programs work, and advice on how to pick a program.
- [GlobalHighway.com](#) - Affiliate program directory.
- [Home Business Directory](#) - Affiliate program and home-based business directory.
- [iBoost](#) - Directory of affiliate, associate, referral, revenue-sharing and bounty programs.
- [IncomeMax.com](#) - Affiliate program directory from Neil Shearing.
- [I-Revenue.Net](#) - Guide to associate programs presenting site owners with revenue opportunities.
- [MyReferer](#) - Affiliate software reviews.

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- Net-Ads.com - A directory of online programs that pay per-impression, per-clickthrough or per-sale.
- One Stop Affiliates - A database of UK based affiliate programs and resources.
- Partnerprogramme.com - Over 130 free affiliate programs (German & English)
- Refer.com.au - Access to the best affiliate, associate and revenue sharing programs.
- Refer-It.com - A comprehensive guide to affiliate, associate and referral programs.
- SearchPrograms.com - Review of 30+ searchbox affiliate programs for webmasters.
- Sponsor Directory.com - A comprehensive guide to affiliate, associate and referral programs.
- SponsorPlus.NET - A searchable directory of affiliate programs with user rating and review systems.
- 5 Star Affiliate Programs - In-depth full page reviews of a targeted selection of per sale, per lead, 2 tier and datafeed affiliate programs.
- 2-Tier.Com - Associate programs listed by category in a searchable directory.
- Top 10 Affiliates - An affiliate programs directory including several webmaster resources.
- UK Affiliate - Large collection of UK affiliate programs.
- UK Affiliate Programme Directory - Searchable directory of affiliate programmes suitable for UK sites..

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- WeAreAffiliates.Com - Affiliate programs directory with 1000`s of programs and networks.
- Webmaster-Affiliates.net - Affiliate program reviews, articles, discussion board, and dictionary. Users can add reviews.
- WebmasterPrograms.com - A directory reviewed associate programs for webmasters.
- WhichAffiliate - Articles, tips, and affiliate directory.
- ZCASH - Casino affiliate portal.



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The below article is a great resource that covers the ins and outs of using affiliate directories to recruit affiliates...

How To Recruit Affiliates With The Affiliate Directories

There are many affiliate directories providing searchable database's to help webmasters find affiliate programs suitable for their sites. Think of them as the Yahoo's for the affiliate world.

All of these directories will consider your affiliate program for a free listing in their database. If a directory editor chooses to highlight your program as a recommendation in their newsletter then you will benefit from even more great publicity!

With almost 40 such directories ensuring you are listed on as many of these directories as possible is an important task.

As affiliate programs rise in popularity they are becoming increasingly selective as to which programs qualify for a listing making it important that you submit and present your program in the correct manner.

How to get listed

Each directory will have their own submission policies but in general they will not accept -

- Adult content related sites
- MLM, that's anything paying commissions on more than 2-tiers or 'levels'
- A few restrict 'Gambling Sites'.
- Most won't accept submissions from affiliates themselves, submits need to come from the program owner

It's also worth noting that a lower priority is often placed on most pay per click programs, some will still accept your listing but be prepared for a higher rejection rate than for a pay per lead or sale program.

In almost every case your submission will be reviewed by the directories editors before inclusion in the directory. Also bear in mind that they are very busy and if you have evaded the submission policies the chances are your request will just hit the recycle bin!

Six Tips To Increase Your Chances Of A Listing

1. Make sure your programs ready!

Is the affiliate sign-up form up and operational, is your tracking system actually logging click thru's and sales. Make sure there is no 'little red crosses' where logos and banners should be and spell check your pages.

2. Create an 'Affiliate Information Page'

Both directories and potential affiliates need to be able to access pages detailing your program. If your using one of the affiliate networks it's generally not enough to just supply the directories with your co-branded sign-up page at the network.

Create your own affiliate information page and include the following -

- A description of your product/service
- Illustrate your commission and payment terms
- Make sure the programs terms and conditions are available before joining up
- Ideally also include a link to your home page and privacy policy

3. Do Your Homework

Review a few of the directories before you start. Get a feel for how they list programs.

All provide a 'drill down' category selection and some also offer a keyword search.

Look at the category choices to find the most suitable to submit your program to. Try to search as an affiliate might. Some headings can have more than one meaning. For example lets say your a retail outlet you might think the heading of ecommerce is appropriate but if you look at the other programs listed you'll discover most are actually offering services to enable ecommerce, maybe you ought to have opted for Shopping instead?

Perhaps you sell household goods and think 'Hardware' is a good choice but then you might look like a computer hardware seller and would be better off in Homes & Gardens!

Finally, I suggest avoiding the 2-tier category if you're only allowed one category choice. If you have gardening products with a 2-tier commission structure wouldn't good affiliates who know they attract gardeners want to know you meet their sites visitors needs before worrying about your pay plan?

4. Prepare Your Submission Data

Next plan out the data you want to submit.

I suggest when your asked for your URL if you're only given the option to provide one address submit that of your affiliate information page.

Write your 'program description'; often you are limited to just 255 words so you need to get your message across fast.

Mention your product/service and also work in commission rates payable and any special features of your program.

DON'T SHOUT it all out in caps. Go easy on the exclamation marks and hype - promise untold riches for no work in just 7 days and your listing is heading for that recycle bin again :)

You will also need a list of keywords or key phrases, comma separated. Choose phrases affiliates might use to search out your product/service types or program features.

5. Don't Play Tricks

An editor reviews all submissions. Try to bend the rules and chances are you will waste both your time and that of the directory editor.

You could try naming your program aaaaaaa1computers to try to get to the top of the categories alphabetical listings but more likely you will end up no where!

You could try subtle keyword loading with your program title and description but personally I very much doubt you will attract much more exposure through this. This isn't like search engine submissions influencing automated spiders, rather spend your efforts creating a great program the directories will love and promote for you!

6. Submit Your Data

With all your data prepared your ready to start submitting.

You need to track down each affiliate directory, double check their submission policy and find their 'add URL' or submission form. When completing the forms you will find it easier to have your prepared data open in a separate notepad window to cut'n'paste.

Alternatively instead of spending the next day or two tracking down the directories and form filling you could fill out a single form at the Affiliate Announce service. For a small fee we will ensure all your directory submissions are completed promptly and professionally while you concentrate on looking after your affiliates and building your business!

Neil Durrant

Founder

[Affiliate Announce](#)

[The Original Affiliate Directory Submission Service](#)

Writing Articles

We've all heard everyone preaching about writing articles and submitting them to article directories, but you better listen up. Writing articles and submitting them to article directories is a great way to recruit affiliates.

Here are a few ideas for articles you could write to recruit affiliates...

- Affiliate marketing strategies
- A short interview/review from someone who has used your product or service
- Affiliate marketing resources

Search Engines

Search engines are going to be a great way to find potential affiliates. Select a few keywords that are related to your product. Go to a search engine like <http://www.Google.com> Do a search for your keywords. Take a look at the sites that come up. If those sites are related to your product, contact the Webmaster of the site and introduce your self and your business.

There are also several software programs out there that can speed this process up for you such as:

- [Affiliate Finder Pro](#)
- [Internet Success Spider](#)
- [Super Affiliate Generator](#)

Affiliate Marketing Ezines

Ezine advertising has taken a recent dive in probability over the last few years however, you can still find good ezines to advertise in. The key is to test. If you run an ad in an ezine and it doesn't work for you, try a couple variations of the ad. Using a tracking system is a must when advertising online. Here's an INCREDIBLE one that I recommend.

[DynaTracker](#)

My friend David Zohar developed an ebook called Residual Income Success. No, it's not about affiliate marketing ezines as you can see from the title but he talks about what good ezines to advertise in, and I highly suggest you grab a copy not only read about the ezines, but the ebook its self has taught me many things that I am currently making money with on auto pilot! You can grab David's book by going to <http://tomeymarketing.com/residualincomesuccess.htm>

The Directory of Ezines is hands down the definitive source for finding ezines. It does cost money to get access to it, but it's well worth it. You can check it out by going to <http://tomeymarketing.com/doe.htm>

Clickbank.com

If you've read anything about affiliate marketing, you'll know exactly what clickbank is. Clickbank can act as an affiliate program for you. I don't recommend exclusively using them, but getting your product or service listed in their directory could be very profitable for you.

Clickbank has tons of affiliates each day that search their directory for different products and services to promote. If your products or services are listed in this directory, you could get more affiliates quickly.

I'm not a huge fan of clickbank.com for many reasons, but I have seen my site get 20-30 new affiliates in one day by using this technique.

Conclusion

As you can see, having your own affiliate program is a lot of work. However, the profits you will make will far out way the amount of work you have to put in.

From time to time, I do Webinars on different aspects of affiliate marketing. If you'd like to attend one of these free Webinars, you can check out my events calendar by going to <http://www.tomeymarketing.com/calendar> Most are free to attend, and at the end of each Webinar I do take audience questions. 😊

I hope you have enjoyed this course and more importantly learned from it. What I have taught you here is very powerful, and once put to use you will see a lot more profits with your business!

To your success!

Liz Tomey
<http://www.TomeyMarketing.com>