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Creating Your Affiliate Army

Nothing powers up a product launch like a responsive team of affiliates. It can be the driving force behind a successful product launch, and in generating an unstoppable flood of hungry buyers to your website, 24 hours a day, 7 days a week.

Like viral marketing, affiliates have the potential to carry and spread your message throughout your niche market, faster than any other method online.

It's more cost effective than pay per click marketing, yet has the potential to outperform any other marketing tool online.

Best of all, it costs you absolutely nothing to recruit and motivate affiliates to promote your product, as they only receive payment, whent they have generated a sale. They earn, when you earn. It's a win-win situation.

And with your own affiliate army, you can benefit not only from their initial efforts in promoting your product, but in creating massive lists of targeted prospects for future product launches.

This affiliate army has the power to drive in repeat business for your current product and every other one you ever create.

If you treat them right, by consistently communicating with your affiliates, motivating them, and offering them incentives to actively and aggressively promote your business and your products, you might never need an alternative method of promoting your business again.

Affiliates can do all of the promotional work for you.

So, how can you create an active affiliate army who will spread your message online, and work towards maximizing your outreach?

The 'Affiliate Army: Complete Guide' reveals the insider strategies to developing wildly profitable affiliate campaigns that attract hundreds of active affiliates (including super affiliates) to your marketing campaign.

Using these methods, you will be able to instantly jump start your advertising by giving people the opportunity to make money simply by promoting your product.

When it comes to constructing an attractive affiliate program that is likely to draw in crowds of active affiliates, you need to incorporate a handful of powerful strategies that will make your offer absolutely irresistable to even the most skeptical affiliate.

I will show you exactly how to set it all up quickly, and easily, eliminating any costly mistakes or room for failure.

Let's get started.

Your Affiliate Army Platform

One of the most critical factors in whether your affiliate program is likely to be successful or not involves a combination of elements, including:

1) The commission you offer for each sale made.
2) The originality of your product.
3) The quality of your product.
4) Your reputation in the market.
5) The affiliate tools provided

If you are a new marketer, you will have a challenge in front of you; *building trust with your potential affiliates.*

These marketers need to know that they will be compensated for all of the time and effort they put into promoting your product.

If you run an in-house affiliate program, where you are responsible for manually paying affiliates, you will need to build a relationship with affiliates, so that they spread the word that you are a credible developer, and pay out promptly and on time.

To avoid this obstacle, you should consider hosting

your affiliate program with an online service provider such as www.ClickBank.com, where they handle all of the tracking as well as ensure that affiliates are paid out on a timely basis.

By using ClickBank or a similar service to house your affliate program, you instantly eliminate any concerns that affiliates won't be paid for their promotional work.

When attracting affiliates, you need to ensure that your product is of exeptional value, and that you are willing to offer review copies to serious affiliate marketers in your niche.

This can get a little tricky, when determining who is requesting a review copy with a genuine interest in promoting you, and who simply wants to gain access to your product for free.

This comes with the territory and it's not always an easy part of the job.

From my personal experience, validating an affiliates request by simply searching for them within the search engines, online forums and marketplaces pertaining to my niche's topic is a clever, and easy way to determine

whether the affiliate is a serious promotor.

While this isn't always the most accurate method of researching potential affiliates (and it can be a time consuming process), if you are serious about protecting the integrity of your product's distribution, it's something that you should seriously consider if you find that you are receiving an overwhelming response for review copies.

If you have an existing reputation or brand online, you will find it a lot easier to convince affiliates that your product is of high quality without having to distribute review copies.

You could instead, offer a short review copy that doesn't contain the entire document, or you could offer a watermarked version of your product that stamps the affiliate's name into the document, minimizing the chances that your product will be shared or distributed to others.

And this brings us to the commission percentage that you offer to your affiliates. What you will need to do is take into consideration your overall profits and determine what you are willing to share with potential affiliates.

Keep in mind that any sales generated by your affiliates is likely sales that you, yourself would not have been able to recruit. It's important that you look at it from that perspective, rather than feeling as though you are losing profits each time an affiliate generates a sale.

The higher the commission percentage offered, the easier it will be to recruit a massive affiliate army, willing to promote your product.

You will need to start by evaluating what your competitors are offering their affiliates for a similarly priced product, and while this isn't always the best method of guaging what you should offer your own affiliates, it will certainly help you pinpoint a commission range to consider.

You also have to evaluate your overall objective, when choosing your commission payout offers.

Are you primarily interested in the short-term profits, or are you interested in customer acquisition itself?

Determining the right compensation structure for your program is only one of many decisions you will have to

make as you prepare to launch your affiliate program and you need to thoroughly evaluate what the overall benefits are in sharing a good size portion of upfront profits with affiliates, when you can work towards monetizing your back end, as well as future promotions from your new customer base.

You will also want to do two things for your affiliates:

1) **Set up an affiliate information page**
2) **Offer affiliate promotional tools and media**

Even if you intend on promoting your affiliate program through a marketplace like ClickBank.com, you still want to offer affiliates with an information page that outlines your commission offer, provides a short sample of your product (if you plan to do this), and also offers extensive promotional tools.

The difference between a successful affiliate program and an unsuccessful one, often lies in how easy you make the entire process for your affiliates.

If you offer them various banner ads, in different sizes and color schemes, as well as pre-written articles to use on their websites, pre-written email

campaigns to use within list building promotions, and even keyword swipe files that they can integrate into their websites and review sites promoting your website, the easier it will be to entice serious affiliates into promoting your website.

You want to create a bundle package, exclusively for affiliates that features as many different promotional tools as you can possibly create. In fact, you can never have too much promotional media readily available to potential affiliates.

Here is a quick overview of what the majority of super affiliates look for when evaluating affiliate programs worth joining:

Payouts – Affiliates want high payouts, they want to be paid often, they want to be paid by their preferred payout methods, and they want to be paid on time – every single time with no delays and no excuses.

They don't want to have to fill out forms, request payments manually or set up accounts apart from the ones they currently use, (such as Clickbank or Paypal).

In other words, they want to be able to receive their earnings easily, without jumping through a series of

hoops, and rightfully so, after all they have earned
this money and deserve to receive it quickly and
easily.

Bonuses – Affiliates always appreciate rewards, bonuses
and incentives, which can serve as incredible
motivators when encouraging affiliates to actively
promote your product.

Contests – Affiliates absolutely love contests and
competitions. Being able to earn gifts, products or
cash is a great way to boost up activity and jump-start
your affiliate campaign.

If you go a step further and publish the results on a
hidden "Affiliates Only" page that showcases your top
affiliates, you will see the competition shift up a
notch or two, as affiliates try to outsell and out
perform one another just to be listed and ranked on
your page.

Promotional Material – Affiliates want promotional
material. You need to offer them as much promotional
material as possible in order to make their job in
promoting your program as easy as possible.

Banners, articles, ads and keyword swipe files - there

are so many things you could add to make your affiliates have an easier time promoting you, and the easier you make it on the, the far more likely you will be able to recruit a massive affiliate team.

Remember, in affiliate marketing, simplicity equates profitability and productivity.

You want affiliates to be able to create their account, grab their promotional material and begin to create promotional campaigns, as quickly and easily as possible.

Here are some examples of promotional materials you should try to offer.

1) Banners in many sizes. You should have at least two or three of each common size. Some great sizes to include are 468x60, 234x60, 468x80, 88x31, 120x60, 120x240, 125x90, 125x125, 150x150, 300x250, 728x90, 120x600 and 160x600.

    At the very minimum, you should probably have at least two of 468x60, 88x31, 728x90 and 120x600. You may also want to offer these in both standard animated .gif format, as well as flash, but please

don't offer flash only!

2) Popup ads, pop under ads, floating ads, etc. You can offer plain text and graphically enhanced versions, and include instructions for affiliates to include them on their pages. You can hire a programmer to create the code for these, if needed.

3) Promotional articles that relate to your field. For example, if your product is a weight-loss e-book, you could offer some free PLR articles offering simple tips for raising your metabolism, simple exercises, how to decrease your appetite, how to stay motivated on a diet, etc.

   In additional to lending credibility to your product, articles will help your affiliates get more search engine traffic with less effort on their part.

   Make sure that you make it clear that your affiliates can change the articles in any way that they see fit, but that the articles should only be used to promote your affiliate program!

   They should be allowed to have other affiliate

links on the page, such as AdSense or other banners, but the main product being promoted with the article should be yours.

4) Splash pages, or full-page ads. These are like mini sales pages. They can be used for a wide variety of purposes, such as landing pages for AdWords ads or articles, or for those ads that you see on some sites when you click and ad and it makes you watch and ad before you can see the content.

   You should have some that are mostly graphic, and some that are mostly text with only a few graphics to enhance the appearance. You should also have some that are smaller, around 640x480 and 800x600, and a few that are truly a full page, like a miniature version of your sales page.

Another type of promotional material that is incredibly useful is in offering affiliates with an alternate sales page or landing page.

You'd be surprised how one sales page can convert incredibly well for one affiliate, and absolutely terrible for another.

By having sales pages in varying styles and colors, you will allow affiliates the variety that they need in order to choose which sales page they believe will convert best with their traffic.

Quality:

Affiliates directly attach their names (and reputations) to the products that they promote, which is why it's so important to them that they only recommend high quality, unique products.

In other words, their name is on the line.

Remember, most of your affiliates, at least the super active ones, have spent a lot of time and potentially money, building a list, developing their reputations within the market, and creating a following of their own.

Each time they promote a product, they are utilizing these valuable resources to generate traffic and potentially sales for your product.

This means that they have to be very careful over the types of products that they promote in order to retain their relationships with their buyers, subscribers and leads.

Design & Salespage – You need to ensure that your website is professionally designed and well structured.

You also need to make absolutely certain that your sales pages were written by a seasoned copywriter and are created with conversions in mind.

If affiliates are considering purchasing PPC (Pay per click) marketing to promote your product, they will want to know your average conversion rates, to determine whether paying for advertising is likely to pay off.

Offer Giveaway Tools

Another great strategy in recruiting affiliates is in offering them exclusive access to bonus tools that they can use to pre-sell their leads.

You can do this by offering reports, ebooks, videos and e-courses that affiliates can send out to their contacts as a way of getting them interested in your product.

For example, if your main product is an 'Online Dating' e-book, you could create a free e-book titled "20 Tips

To Online Dating". In that e-book, you would have your affiliate link embedded in strategic locations.

The affiliate links could be changed for your affiliates, so that *their* affiliate link would be embedded in the version of the book that they were giving away.

They could offer this download directly on their site, or they could also offer it as a free giveaway to anyone who subscribed to their newsletter.

You should be prepared to provide detailed statistics regarding your website, and if your site is just launching, make sure that you incorporate proper tracking into your site so you can determine incoming traffic as well as average conversion rates.

You should create a free account at Google Analytics that will help you begin tracking your own performance, as well as your affiliate's performance once you've launched.

You can create an account at:
http://www.Google.com/Analytics

You should also set up a communication channel that allows affiliates to quickly get in touch with you, should they have a question or concern.

I suggest installing a help desk, which will help you manage your incoming emails and track all correspondence.

You can download a free help desk script from:

http://www.osticket.com

You will want to address any emails you receive in a timely fashion, indicating that you are active and available to anyone who needs you.

If you are in the initial stages of a website launch, you will need to clear your schedule so that you are available as much as possible in order to iron out any bugs or problems that both your website visitors, potential customers and affiliates may have with your product, website or delivery.

If you are planning to run your own affiliate program, you will also want to offer as much flexibility as possible in terms of how your affiliates are able to receive payments.

Not everyone is able to accept Paypal, due to country limitations, so keep this in mind when creating your affiliate program.

The more options available, the better, just make sure that you will be able to effectively manage the different payments you decide to offer.

Remember, above and beyond all else, you need to make sure that your affiliates are paid on a regular basis, and that you clarify any terms, restrictions or holds you intend to place on commissions.

If you decide to run your own in house affiliate program, you should consider keeping a rolling reserve, which is a portion of all affiliate commissions generated, for a period of time.

This helps protect you against charge backs or refund requests, and will make it easier to manage payments, ensuring that the commissions you pay out are free and clear.

Affiliate Programs (hosted and managed)

http://www.PayDotCom.com

http://www.ClickBank.com

http://www.1ShoppingCart.com

http://www.AffiliateWiz.com

http://www.Shareasale.com

http://www.CJ.com

http://www.ShareResults.com

Affiliate Scripts (self hosted)

http://www.MyAffiliateProgram.com

http://www.IdevDirect.com

http://Jam.Jrox.com

http://www.Interneka.com

http://www.AffiliateProScript.com

Announcing Your Affiliate Program

When creating your affiliate program, you need to evaluate your offer from an affiliate's perspective.

This isn't always the easiest thing to do, after all you have a personal attachement to your product.

But if you truly want to recruit the greatest number of affiliates possible, this is a critical step in ensuring that you structure your affiliate program so that it offers up everything that a potential affiliate would want.

To start, when you are planning out a launch, you need to begin recruiting affiliates at least 10-14 days prior, so that you can prepare your affiliates with the proper advertising tools and allow them to get things ready for your launch date.

Remember that many of your seasoned affiliates will take an aggressive approach to marketing your product, which requires registering domain names, creating potential reviews of your products, developing blogs, social media websites (Squidoo lens, Hubpages, etc), and so you want to give them a head start on developing their promotional campaigns well in advance.

In order to do this, you need to create a mailing list designed to allow interested affiliates to receive notification of your launch, as well as be able to download your available media and promotional tools.

Depending on how you intend to launch your product, you should set up a private affiliate squeeze page that enables affiliates to register for access to a private newsletter, managed and delivered through your autoresponder provider (www.Aweber.com and www.GetResponse.com are two of the more reliable providers online(.

The next step would be to register on JV based websites and communities.

JV's, otherwise referred to as Joint Ventures allow you to promote your upcoming affiliate program before it's even launched to the public.

This is a fantastic method of generating buzz before your product is ready for launch, and will make it easier to recruit interested advertisers and partners.

Two of my favorite JV resources are available at:

http://www.JVNotifyPro.com

http://www.IMNewsWatch.com

You will want to create an introduction based ad that you can submit to both IMNewsWatch and JVNotifyPro that features information about your product, as well as your affiliate program.

You should create your affiliate information page so that you can link your article to this landing page where interested affiliates can sign up for an affiliate account and download your available tools and resources.

This is an exceptionally important step in recruiting an affiliate army.

You do not want to rely on marketplaces like Clickbank.com alone to recruit affiliates for your product.

You need to take a proactive approach to seeking out potential affiliates and luring in those who have the power to spread your message and generate fresh traffic on launch day.

You should also consider taking things one step further

and creating an affiliate based private community board, or forum.

This way, you can interact with potential affiliates, answer questions, provide promotional tools and survey affiliates to determine what they need in order to promote your product.

You can download a free copy of PHPBB, a forum platform, at http://www.phpbb.com

By housing a private forum, you can also distribute free samples or review copies of your product without fear that it will be accessed by unauthorized parties.

Be sure to password protect your forum directory and email the password to affiliates who have chosen to join your email list.

There are many reasons why being open to offering a review copy of your product is so important in terms of being able to grow an active affiliate base:

• With a copy of your product in hand, affiliates are more able to accurately describe your product when setting up pre-sell pages.

A pre-sell page is important in improving conversions, and when affiliates are able to accurately describe your product, it can help qualify the visitors before they make it to your page so they're already excited about your product before they even get there!

- Affiliates will be able to offer you valuable feedback. If they see errors or problems in your product, they can notify you prior to launch.

- Seeing the quality of the product will encourage affiliates to promote you. If they know the quality of the product, their confidence in promoting you will shine through in their pre-sell copy and overall marketing campaigns, which translates into additional sales.

- Being able to tell their visitors _truthfully_ that they have used your product gives them more credibility.

- Being able to see your product for themselves, affiliates will be more likely to trust you, because they will feel that you have nothing to hide. Programs who won't offer affiliates a look

at their products are sometimes seen as having an inferior product.

If you're not comfortable giving out your product to just anyone, and that is understandable, then you should consider giving it only to people who can give you a thorough explanation of how they intend to promote the product.

They should be able to give you URLs to sites they own, or tell you specifics about how they will be promoting it.

Some affiliates may not have a site, but they should be able to tell you they'll be using PPC or other methods to promote your website and product.

You could also utilize the feedback from those affiliates that you offer a review copy to, in order to improve your product prior to launch. Request feedback, and suggestions on how affiliates think your product can be enhanced.

Better yet, ask for testimonials each time you issue out a review copy of your product. That way, you can add these testimonials to your sales page as social proof prior to launch!

Your Affiliates Value

As a program owner, it is your job to provide your affiliates with as much material as possible in order to help them promote you, but you also need to take things a step further and be readily available to ALL affiliates whenever they need you.

Do not overlook the new affiliate who you believe isn't likely to generate sales. Always treat each and every affiliate like gold, because that is essentially what they are.

They are the driving force behind your website's promotions and if you overlook an affiliate who needs your help, word can carry relatively quickly, and you stand the chance at losing potential affiliates who refuse to join a program where the developer is unresponsive.

Being kind and professional toward that person today could bring you their loyalty for many years to come.

You need to handle your affiliate program in a similar way that you'd handle a joint venture partnership.

Always go the extra mile in doing all that you can for those who are interested in promoting you, because essentially, they are no different than business partners.

If an affiliate requests help, respond in a prompt manner and be as helpful as you can.

If they request custom material, such as specific banner sizes, do your best to honour their request. You can always add these extra elements you create to your affiliate bundle, and make it available to all affiliates.

You need to keep in mind that the affiliates you recruit today, will gladly promote you in the future if you take care of them, working towards open communication and in helping them however you can.

It's well worth the effort.

Recruiting Affiliates

In order to recruit affiliates, you need to get the word out about your affiliate program.

We've already discussed how you can post a notice through IMNewsWatch and JVNotifyPro, however there are many other on and offline strategies that will help you gain maximum exposure and recruit as many affiliates as possible, prior to launch.

Attend Conferences And Seminars

Attending conferences and seminars related to your market, will help you build partnerships with serious affiliates in your niche.

You want to approach affiliates with a pre-planned pitch, so that you are able to capture their attention and leave a good impression.

Evaluate the benefits of joining your affiliate program, so that you are equipped to answer questions and showcase the highlights and incentives available to interested affiliates.

Speak with confidence. You want people to take you

seriously and see you as a serious professional who has a lot offer.

Message Boards And Forums

Become active within relevant forums and online communities.

Not only is this a fantastic method of building overall brand awareness, but you can keep a steady pulse on competing product launches and upcoming releases, so you can position your own at an opportune time.

You want to avoid launching your product around the same time as a number of other launches are taking place.

After all, you want to entice affiliates to promote your product, and if they are already committed to promoting other product launches around the same time as you intend to run your own, you may run into conflict with affiliates who aren't comfortable over-promoting to their list or leads.

Most affiliates minimize the number of times they run large scale promotions each year, due to the time and resources required to create mass-scale campaigns.

Because of this, you want to stay up to date on when competing products are set to launch, and choose an 'off' time, when the majority of affiliates will be available.

When participating within public communities and forums, you want to avoid over-posting (spamming) or in blatant recruiting.

The objective with forums is to simply create an online presence, to offer help and resources whenever possible, and to interact with your peers as well as prospects.

If you focus on building a solid reputation by offering help whenever possible, you will find it easier to promote your affiliate program (as well as your products) by attracting attention to your forum's signature box, a small area that enables you to promote your websites and services.

You want to do your best to be as approachable as possible.

While you need to effectively manage your time and should be conscious with the amount of time you spend

on forums and social communities, it is a great way to network with potential partners, while spreading the word about your upcoming launch.

Affiliate Program Directories

There are literally hundreds of affiliate-based directories online, that allow you to post or purchase available space, showcasing your affiliate program.

What you want to do is focus on promoting within only 5-10 affiliate directories, the more popular ones, so that you are able to maximize exposure while keeping advertising costs to a minimum.

Here are a few to help you get started:

http://www.AffiliateFirst.com
http://www.Webmaster-Affiliates.net
http://www.eSponsorsws
http://www.AffiliateProgramsLocator.com
http://www.AffiliatingBook.com
http://www.AssociatePrograms.com
http://www.AffiliateHangout.com

Other: http://www.affiliateprograms.com/directories.php

You can also choose to save time by hiring an
announcement service to do all of the work for you:

http://www.affiliateannouncement.com/

Two Tier Affiliate Program

Another great way to get affiliates is to offer a two-
tier program, or a referral program. This is designed
so that you are paying affiliates each time they
recruit another affiliate into your program.

One thing to keep in mind however, is to contact your
payment processing company prior to running a two tier
campaign to ensure that it is acceptable with their
policies.

Companies like Paypal have been known in the past to
frown on two-tier program set ups, deeming them similar
to pyramid schemes.

Typically, when you offer a two-tier program, you pay
affiliates to refer other affiliates.

Occasionally, programs will offer a one-time payout,
but more often than not, affiliates are paid a
commission on the sales of any affiliates they refer.

For example, if you are paying out 50% to affiliates and offering a 5% referral commission, the affiliate that makes the sale would get 50%, and whoever referred that affiliate would get 5%.

You would be paying out 55% total in this case, but it is well worth it, because you're getting many affiliates that you would not have had otherwise.

Pay Per Click Advertising

Conduct keyword and overall market research to determine what people are searching for when looking for an affiliate program like yours and apply those keywords to your campaigns.

PPC marketing is a fantastic method of jump-starting your product launch as well, just keep in mind that many affiliates will not want to compete against you if they are running alternative ads, so consider pulling any promotional campaigns you have running once your product is ready to launch.

Contact Key Players

If you are able to identify key people within your niche who are likely able to generate exposure for your affiliate program, consider drafting an introduction email and emailing them personally.

Better yet, if they are available by phone, give them a call.

What you are looking for are influential people within your niche market. They could come in all different forms, professional marketers, bloggers, ezine owners, or even social marketing gurus.

When contacting them regarding your affiliate program, be sure to ask them what they are looking for in terms of commission percentages and incentives.

Be open to giving them exactly what they need or want, because these people alone could springboard your marketing efforts to a whole new level.

Contact Newsletter Publishers

In the same format that you contacted the key players in your niche, you should also spend time searching for prolific newsletter owners.

These people have the ability to broadcast a message promoting your affiliate program, or your product itself to the masses.

When approaching newsletter publishers, you want to highlight exactly what's in it for them.

Offer them a percentage of all earnings that new affiliates bring in, or if you are interested in having them promote your product, rather than your affiliate program, consider offering them a higher commission or incentive than you are offering the general public.

You can locate newsletter publishers by browsing through the extensive Directory of Ezines at: http://www.directoryofezines.com/

When contacting newsletter publishers, be sure to email them individually, one at a time. Never send out a mass email to all contacts at once.

You need to address them by first name, and reference their newsletter publication website to show that you are identifying them, and familiar with their publication.

Peer To Peer Networks

This is a stealth method of generating buzz regarding your product and affiliate program.

Peer to Peer networks are file sharing communities such as www.eMule.com

With these file hosting services, people are able to directly search for specific keywords, pulling up any files that contain these phrases.

Here's how you can exploit this free traffic:

Create a guide that is highly relevant to the type of product you are intending on launching.

If you are creating a product on 'Profitable Blogging', consider creating a short report titled 'Top Ten Blogging Cash Strategies' and release it within the peer to peer networks.

Create two files, one in zip format and one in PDF format as people will actively search for both extensions.

Next, you will want to download a peer to peer sharing program, such as www.eMule.com

Spend some time customizing your preferences, including adding a shared directory (and adding your download into this directory so that it's visible to others in the network).

Then connect to the network and just let it run!

Video Marketing

Video marketing can be a great place to recruit active affiliates, just by creating a handful of videos that showcase your product and uploading them to various video distribution sites, including www.YouTube.com

You want your videos to be entertaining with a viral element, so that they capture attention and are likely to be distributed and shared within your market.

You don't have to spend a lot of time and money developing your video, in fact, you can create simple slideshow presentations that will do the trick.

Just make sure that you link your video to your affiliate's information page, so that it appears at the end of your video's stream.

Use Affiliate Based Search Tools

There are various free tools available online that will help you actively search out potential affiliates in your market. This can drastically reduce your research time and help you get started quickly:

http://www.LinkCapture.com
http://www.Arelis.com
http://www.SuperAffiliateFinder.com

Social Networking Sites

Recruiting affiliates has never been easier with social networks and communities like www.Twitter.com and www.Facebook.com

Not only can you tap into your target market quickly, but you can promote your affiliate program absolutely free.

What you need to do is spend time creating a following base of people who are already promoting similar

products in your niche. You can locate potential
affiliates using directory searches (Twitter has many
including www.TwitDir.com or www.Twellow.com

Twellow makes it easy to locate potential affiliates,
as you can browse through various categories, entering
in keywords to locate active affiliates.

Since each person includes keywords that best
identifies and describes themselves within the Twellow
directory, just by entering in the keyword "affiliate"
will generate results.

Begin by following affiliates that you believe may be
interested in promoting your product.

You need to be as interactive within the community as possible, so that you can maximize your exposure and build relationships with potential affiliates as well as customers.

You can also choose to automate the process of recruiting affiliates via social sites like twitter.

Here's how:

With a third party service, available at http://www.TweetLater.com, you can set up automated direct messages that are sent out each time someone chooses to follow your twitter updates.

Visit http://www.tweetlater.com/register to create your account. Once created, log into your account and choose the link from the navigation menu that will allow you to automate your DRM messages, and set up your welcome features.

The first thing you will see is the option to automatically send a welcome message to new followers.

This is your auto DM feature, where a message is sent out to each new follower, instantly, after they have added you to their twitter contact list.

You can edit the welcome message at any time, just be sure to structure it so that you are thanking your contacts for following you, and inviting them to join your affiliate program.

This is an exceptional method of generating interest in your products and attracting active affiliates.

Social Networking Websites:

http://www.Twitter.com

http://www.Facebook.com

http://www.MyBlogLog.com

http://www.YouTube.com

http://www.Delicious.com

Hire An Affiliate Manager

If you really want to take your business to the next level and recruit as many affiliates as possible, consider hiring an affiliate manager who will promote your affiliate program for you.

One such program that has received rave reviews online is available at: http://www.partnerific.com

Here are others worth considering:

Affiliate Recruitment Services

http://ci.trellian.com/

http://www.syntryx.com/tour.php

http://www.thepartnermaker.com/

Locate Super Affiliates

Use the following tool to locate active, super affiliates who may be interested in promoting your products and services.

http://www.grabthespider.com/

Join Multiple Affiliate Networks

If you want to maximize your affiliate program's exposure, consider adding it to multiple affiliate networks.

Since many affiliates prefer specific networks, by adding your program to a handful of leading network sites, you will tremendously increase the exposure of

your affiliate program.

Here are a few that I personally recommend:

http://www.ShareaSale.com

https://my.clickbooth.com

http://www.CJ.com

https://www.pepperjamnetwork.com

Listing, Resource:

http://www.affiliateseeking.com/netwo/23000002/1.html

Issue A Press Release

Press releases can be a fantastic method of generating interest in your affiliate program, quickly and easily.

Not only are press releases easy to create, but they are an affordable communication vehicle that can quickly spread your message all over the Internet.

Here are a few resources to help you get started:

http://www.PRWeb.com

http://www.WebWire.com

http://www.MassMediaDistribution.com

http://www.WiredPRNews.com

http://www.PR.com/

http://www.MarketWire.com

http://www.affiliateannouncement.com/affiliate-press-release.php

Press Release Writers:

http://www.PRNewsChannel.com

http://www.eWorldWire.com

http://www.WebWire.com

Conclusion: Final Words

So there you have it, a step-by-step guide to creating and promoting your affiliate program.

You need to take action and begin to consistently promote your affiliate offer to targeted affiliates and marketers who help you jump-start your promotional campaign and get the word out about your product.

Be aggressive in contacting authorities and influential people within your niche market.

Focus on offering incentives to joint venture partners and super affiliates who can maximize your exposure, and always do your best to make joining and

participating within your affiliate program as simple as possible.

The more work you do for your affiliates, the easier it will be to attract experienced marketers who can lead the way.

Spend time developing creatives, including ebooks, reports, banners, ezine campaigns, keyword swipe files and multiple landing and promotional pages that showcase your offer.

The more flexibility and options that you provide to your affiliates, the less time they have to spend creating their campaigns and instead, can focus on promoting your product. After all, that's their job.

While it may seem like a lot of work upfront, once you have created your affiliate program and experience the rush of an active, thriving affiliate base, you can focus on creating additional products and enhancing your business, knowing that for every future product launch you unleash, you have an existing affiliate base eager to promote your brand.

To your success,

Your Name

Your URL

Tools & Resources

Affiliate Directories

http://www.AffiliateFirst.com

http://www.Webmaster-Affiliates.net

http://www.eSponsorsws

http://www.AffiliateProgramsLocator.com

http://www.AffiliatingBook.com

http://www.AssociatePrograms.com

http://www.AffiliateHangout.com

Affiliate Programs (hosted and managed)

http://www.PayDotCom.com

http://www.ClickBank.com

http://www.AffiliateWiz.com

http://www.Shareasale.com

http://www.CJ.com

http://www.ShareResults.com

http://www.AffiliateBot.com

Affiliate Scripts

http://www.MyAffiliateProgram.com

http://www.IdevDirect.com

http://Jam.Jrox.com

http://www.Interneka.com

http://www.AffiliateProScript.com

http://www.AffiliateElite.com

http://www.AffCommerce.com

Affiliate Webmaster Resources

http://www.AssociatePrograms.com

http://www.AffiliateRanker.com

Web Hosting

http://www.GoDaddy.com

http://www.Aplus.net

http://www.HostGator.com

Designers / Banners

http://www.BannerMall.com

http://www.BannersWorld.com

Useful Tool: ClickMate

If using ClickBank to manage your affiliate program,

consider purchasing a copy of www.EasyClickMate.com, a

software program that will help you better manage your affiliates, as well as keep in constant communication with your affiliate base.