



SUPER AFFILIATE MARKETING EDGES

Keep Most Of The Affiliate Marketing Fortune To Yourself... And Deprive Your Competitors!

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What Defines a Super Affiliate Marketer?

A super affiliate marketer is any affiliate marketer who makes a whole bunch of sales. In fact, a super affiliate marketer so good at selling other people's products that sellers COMPETE—yes, compete—just to get that affiliate to promote their products. They'll offer her bonuses, offer future JV partnership opportunities, and maybe even give her higher commissions than everyone else. This is NOT the norm for most seller-affiliate relationships.

Very few people would qualify as “super affiliate marketers”; and, for that reason, very few people receive the benefits that a super affiliate gets on a regular basis. In fact, even successful Internet business owners--who earn a full time income working online--usually do not qualify as super affiliates. They're earning regular commissions just like you; and they aren't getting special gifts and big offers.

In short, being a super affiliate is no easy task, but if you're up to it, you will gain far more than you would from simply making that many more sales. Instead, you will gain invaluable business relationships, gifts, higher commissions, and JV offers.

What Are the Criteria for Being a Super Affiliate Marketer?

In terms of education and technical knowledge, the criteria for being a “super affiliate” are surprisingly limited. You don't have to hold a degree in computer science. You don't have to be a software engineer. You don't have to have any particular technical knowledge. You don't even have to have a formal education.

In fact, if you look at many current super affiliates, you will find that they come from all over the map. Some are great writers and have a lot of charisma, but

they possess no technical knowledge whatsoever. Others have a lot of technical knowledge, but no public persona. Some hold PHDs. Others dropped out of high school – or are still currently in high school!

Super affiliates don't need any particular technical skill. What they do need is unflinching persistence, a willingness to network with others, and the ability to get help or hire help when they need it (i.e. when they need technical help, help with writing, etc.).

That may sound trite, but it isn't. If you plan to become a super affiliate, you are far better off if you have a good disposition, reasonable communication skills, and a willingness to accept where you have flaws and gaps in knowledge, than if you have an advanced understanding of search engine optimization, but are unwilling to get help when you need it.

If I had to peg any single skill that will put you ahead of the pack as a super affiliate it would simply be a keen mindset for administrative work. You need to know how to create a team and delegate tasks to that team. If you want to make hundreds of thousands of dollars as an affiliate marketer, you won't do it alone. You need a team; and you need to work well with that team.

How to Win Affiliate Contests by Offering Unique Bonuses

One of the biggest questions that all affiliate marketers ask themselves is “how can I differentiate ‘my product’ from the others?” When you're literally selling the exact same product as everyone else, you have to ask yourself how you can make it look different from all the others.

This is especially important when it comes big ticket items. The next time Mike Filsaime or John Reese launches a product, you can expect every marketer and his grandmother to promote it to the ends of the Earth. If the product costs \$1000

and they're earning a 50% or 75% cut, then you can expect an even more rabid effort.

So how can you—a clever but resource-poor marketer—hope to compete with those who have bigger lists and bigger budgets? How can you possibly win affiliate contests when you have to compete against highly-motivated, highly-talented, well-funded marketers?

Frankly and unavoidably, you have to provide the best bonuses for those who purchase through your link.

Whenever the big ticket items hit the market, you'll see sales pages overflowing with bonuses. You'll see insane statements like "buy through my affiliate link and you'll immediately get access to a treasure trove of \$43,000 worth of bonuses."

Looking at such offers, you might immediately think "I could never provide all of those 'great' bonuses. I guess I just can't compete." In reality, though, you can. Most people know that those bonuses are absolute rubbish; and that they probably wouldn't have the time to look at them even if they weren't.

Here's what you can do: rather than offering 37,000 scripts that are each completely worthless, offer one item that has nothing to do with IM directly, but which will appeal to your audience more than the scripts, which they know are crap, anyway.

Here's my suggestion: next time a big ticket product hits the market (one selling for, say, \$500 or \$1000), try offering Windows Vista as a bonus. What do you think people would rather have? 7000 additional pages of questionable information or a real, physical product they clearly want to purchase, anyway?

The answer is obvious. Avoid the crap bonuses. A nice bonus may take a chunk out of your bottom line, but it will be so much different from anything else people

are giving away (which essentially cost them nothing or next to nothing) that you will stick out like a sore thumb. Not only will considerably more people purchase through you, but the word will spread; and you may even gain some fame as a result.

If you're giving away something related to IM, make it darn good—so good that your competition won't offer it. But I would suggest something altogether different. They're getting a lot of IM stuff, anyway, so give them something they need that is unrelated.

Build an Opt-in Mailing List

If you haven't heard this already (and you probably have), you need to build a mailing if you want to maximize the amount of money you will generate as an affiliate. At least two or three times each year, a big name marketer will release a product; and a lot of people will want to buy it. If you have a captive audience, you can be the first person to allow them to purchase this product (through your affiliate link).

In addition to simply being convenient, it is also considerably more effective. It is much easier to sell to people on your list than it would be to sell to people you've never talked to before. Virtually every study conducted on the matter has concluded that making multiple contacts (i.e. emailing people on a regular basis) dramatically increases your chances of making sales. If you simply send PPC traffic to a sales page, you have a very low chance of making a conversion. But if you get them enrolled in a newsletter, you can contact them many times; and make several pitches.

One way in which you could do this with affiliate marketing specifically is to start a free newsletter. In order to make this successful, however, you need to reveal information in this newsletter that isn't trite and banal—stuff people could find elsewhere on the Internet. Give people specific information about you and your

business; and you will reap the rewards. Hold your cards close or cheap out on the quality of the information and no one will buy.

Additionally, avoid over-promoting to your list. Instead of harassing them to buy all the time, give them sincere reviews of the product. Actually purchase it (or secure an free advance copy from the seller), review it thoroughly, and then send out your review (along with an affiliate link) to your list. If certain things about the product are sorely lacking, don't hold back. Mention that in the review.

If you're unsure how to build an opt-in mailing list, grab a one-month free trial at Aweber at the following URL: <http://www.aweber.com>. The process is quite simple. All you have to do is create a series of messages, pre-load them into your autoresponder, setup an opt-in form on one of your landing pages; and then start driving the traffic to sign-up.

From there, all you have to do is provide consistent, relevant, high-quality information; and then seize all opportunities available. Whenever there's a big affiliate product launch coming up, prime the pump; tell your readers about it and let them know you will purchase it, review it, and send them information on it. Play your cards right and you've got a surefire way to make constant affiliate commissions.

How to Use Unusual Pre-Selling Techniques to Warm Up Your Prospects

One thing you will learn quickly as a super affiliate in training is that some prospects are often quite resistant to big launches. They'll get pounded with emails from every single list they subscribed to. Right or wrong, they will see you as another slick marketer, trying to wrench a few more dollars away from them for a questionable product.

So how can you avoid this? How can you ameliorate this resentment your list members are likely to feel? You can start by “priming the pump” very early with low-pressure banter.

Rather than sending them email #44 about a big product launch, head your competition off at the pass. Email your list members a month ahead of time and tell them not to buy the product until you get the chance to review it. While that certainly doesn’t seem like a sales pitch, it sets you up for one.

Once the product goes live, you can purchase your copy, review it; and then send out a list of “pros” and “cons” and a brief description—or something similar—to your visitors. With it, include an affiliate link.

Additionally, tell your list members that they may freely distribute the report on forums and in emails. Shortly after the product is released, people will be begging for reviews everywhere. If your review is one of the first to hit the forums, you could quickly pick up a number of affiliate commissions.

Actual Super Affiliate Marketers

But enough with the advice – who are some actual “super” affiliate marketers? Not surprisingly, some of the biggest name marketers you hear about are also top affiliate marketers. John Reese, for instance, is best known for his million dollar day. However, in addition to that, he has also be the top affiliate for dozens of major product releases. And it’s not hard to see why: he has more credibility than virtually any other Internet marketer – and with that credibility comes masses of willing buyers. If he suggests a product, his list members trust that it is good; and they purchase it. End of story.

But you don’t have to be John Reese to be a super affiliate. In fact, there are many “super affiliates” who sell products off of the Internet altogether. Some people have literally made hundreds of thousands of dollars—and even

millions—by selling cosmetics and health products as affiliates. They start off by hosting parties, where they display these cosmetics and custom health products; and then they slowly work from there, building a massive network of people who reorder. Eventually, they do not need to continue making sales.

There are also a lot of super affiliate Internet marketers who aren't well known. Every once in a while, you'll see an Internet marketing product launch from a total unknown – yet it will be an unbelievable success. In many cases, before these people sold their own products, they sold affiliate products; and they made hundreds of thousands of dollars doing so and without any fame at all.

Conclusion

Unfortunately, becoming a super affiliate is no easy task. But fortunately, you do not need a specific skill set to do it. Rather, all you need is a clear understanding and acceptance of what you can do and what you cannot do. Focus on what you can do; outsource what you can't do; and spend as much time as possible building a functional team and making contacts with people who have mutual interests.

Recommended Resources

Recommended Reading

[Edmund Loh's 8 Profit-Pulling PLR Strategies That Really Work!](#) – unlock the secrets to making money with Private Label Rights using 8 totally unique, killer strategies!

[19 Internet Business Models](#) – eliminate guesswork and discover what makes the world go round for Internet Entrepreneurs and copy their success business systems for your own in a flash – low cost, high profit!

All-in-One E-Commerce Solutions

[SOLOBIS](#) – all-in-one solution comes with unlimited web hosting, domain name, unlimited auto responders, broadcast feature, custom web builder, file manager, link cloakers, JV manager, 500+ beautiful web templates, online support team, and many more. No HTML and programming knowledge required.

Recommended Payment Processors

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