

Learn More from Nicole at her blog! → www.NicoleontheNet.com

Expert Briefs:

**Nicole Dean Asks Successful
Marketers the Questions
You Wish you Could**

How Do You Motivate Your Affiliates?

By Nicole Dean
Of www.NicoleontheNet.com

Spread the Love. Share this With a Friend or Post it on your Blog!

NOTICE: THIS REPORT COMES WITH GIVEAWAY & MASTER RESALE RIGHTS INCLUDED.

You MAY sell it, AND give it away.
However, this report may NOT be altered in any way!

What CAN You Do With This Awesome Report?

- Tweet about it.
- Blog about it.
- Post on Facebook about it.
- Add it to a Membership Site.
- Include it as a surprise bonus with your own products.
- Send it to your list.

© Copyright Nicole Dean

ALL RIGHTS RESERVED.

AFFILIATE DISCLAIMER. ~~The short, direct, non-legal version is this:~~ Some of the links in this report may be affiliate links which means that I earn money if you choose to buy from that vendor at some point in the near future. Yes, I am proud that I feed my family by finding the *best* learning resources on the net and sharing them with you and I am humbled and thankful that you trust me to do so. I do not choose which products and services to promote based upon which pay me the most, I choose based upon my decision of which I would recommend to a dear friend. You will never pay more for an item by clicking through my affiliate link, and, in fact, may pay less since I negotiate special offers for my readers that are not available elsewhere.

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

Learn More from Nicole at her blog! → www.NicoleontheNet.com

About Nicole:



Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole loves to help online business owners to earn more money AND have more fun! She is an expert in Affiliate Marketing, Affiliate Management, "Lazy Marketing" for passive profits, Outsourcing Effectively, and Marketing with Content. But, she's got a secret. She uses a LOT of shortcuts.

Nicole juggles a lot of things, but she does it all without owning a Blackberry or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work. She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Eddy & Einstein.

Resources from Nicole

Learn the secret shortcut that many niche marketers use to stop working so darned hard
[Quality PLR Articles & Reports](#)

Find out how Nicole has gotten a waiting list of people who want her to steal their web traffic: [How to Guest Blog](#)

Jimmy D. Brown called her Wonder Woman when she was his Affiliate Manager. Why? She got more done in a day than he thought she'd accomplish in a month.

Check it out here: [How do you have a Business AND a Life at the Same Time](#)

Are you ready to get your infoproduct out of your computer and into the Internet — where it can start making moolah for you? Check out: [How to Sell Your Products on Clickbank](#)

Learn how to Blog without Going Bonkers: [Blog CPR](#)

Spread the Love. Share this With a Friend or Post it on your Blog!

It's another [Expert Briefs](#), where I ask really smart business owners to answer your burning questions.

If you've missed past Expert Briefs, you can click on the undies to see them all →

I ran a really successful affiliate contest last month and it's got me thinking about motivating affiliates. So, on that note, this week I asked our panel of experts this question ...

What's your best tip for getting your affiliates to actively promote you?

I think you'll find the answers this week interesting and hopefully helpful in improving your affiliate program.

Jeanette S. Cates, PhD says:

About once a year I like to run a 100% commission One Dollar promotion. That means that if an affiliate is paying attention at all, they'll promote it to someone!

And in turn – they'll get a payout in their paypal account (I set my payment threshold that month to \$1). For some, it's the first dollar they've made online. For others, it's a wake-up call (Hey, she DOES pay commissions – when I promote!)

All in all it's a lot of fun for all of us. And it gives me a great excuse to get more affiliates involved.



Tawnya Sutherland says:

What's my best tip for getting affiliates to promote me?

Well, with my super affiliates, it is basically jumping on the phone with them one-on-one and putting together a marketing campaign to push out a product to help them easily make money. I'll provide them with all the sales copy, blog posts, email blasts and tweets. I find the easier I make it for them the more likely they are to promote my products for Virtual Assistants.

As for my other affiliates, I have set up a website with tutorials on everything from how to do redirect to tips and strategies in affiliate marketing. Educating people who are newer to affiliate marketing helps these people eventually



Learn More from Nicole at her blog! → www.NicoleontheNet.com

become super affiliates for me too. I also supply all the sales tools they need to make it easy for them to promote my products.

Keeping in touch bi-weekly or monthly, giving them a chance to promote the product before I do also encourages them to get out there and tell the world about my products.

Making it simple and easy to promote my products for my affiliates is my ultimate goal.

Mark Mason says:

This week, I would like to come at this from a little different perspective — the perspective of the affiliate. After all, what better way is there to understand how to motivate affiliates that to try and see things from their point of view?



Here are the top four things that are valuable to me as an affiliate and really motivate to promote an offer:

1. A quality product. I hate it when I get complaints about a product that I promoted, so I only promote stuff that I really believe in. That means that a product has to have top-notch quality for me to promote it.
 2. A personal connection. If a product owner takes the 30 seconds needed to check in with me personally, that tells me a lot about who I am dealing with. Just a simple email asking me if I need anything or how things are going (or a thank you) is huge.
 3. Surprises in the US Mail. I know it sounds silly, but getting a small surprise gift in the mail is awesome. I don't know why, but the few times that has happened to me, it has impressed me and made me want to work harder to promote the product.
 4. Great affiliate materials. Let's face it. We are all very busy. If it is easy to promote something, I am more likely to do it. Great affiliate materials also tell me that the product owner is serious about the product. Swipe blog posts are my favorite affiliate tool.
-

Spread the Love. Share this With a Friend or Post it on your Blog!

Nicole Dean says:

Well, I could go on about this all day long (as some of you know who've heard me speak about this topic in person). 😊

Here we go.

**Affiliates are BUSY, BUSY, BUSY.
(Did I mention Busy, yet?)**



This means that you have to get their attention in some way, first. And, it also means that anything that you ask them to do has to be quick and painless for them.

The first part is getting their attention. This can be a huge feat in and of itself.

First let's touch on the fact that there are two types of affiliates and, while valuing both types, you'll focus differently on each.

1. The Experienced (Big time) Affiliates: Personal Attention. Give them Your Time.

Since you're busy, too, and have a life, you'll want to focus on spending your one-on-one time with the bigger affiliates. The Super Affiliates or Mid-Range Affiliates are established in your market and have lists or a sizable audience in some other way — RSS readers, a membership site, an active forum, etc. You focus individual time on them.

If you're focusing on someone like a Lynn Terry or Connie Green, it's all about the relationship that you're nurturing. Don't think you can hire an affiliate manager to connect with them. It will NOT work. (Coming soon... "Why you probably do NOT need an Affiliate Manager and What You Do Need Instead." Stay tuned for that.)

They normally don't open your mass affiliate emails and won't go to your affiliate center. I do say this with love because I fall into the "more experienced" group, obviously. 😊

2. The Less Experienced Affiliate: Help Them, but with Group Time.

That doesn't mean that you ignore your less experienced affiliates (ie. small potatoes). You just nurture them differently and usually focus on spending your "group" time with them. You communicate with these affiliates through your group mailings or your lists and on your affiliate blogs. In an ideal world, it would be nice to be able to spend lots of time individually with these guys and gals, there just aren't enough hours in the day. So, to best help them, create tools and training that they can study and use to succeed.

Learn More from Nicole at her blog! → www.NicoleontheNet.com

These are the types of people who you're setting up your affiliate center for — and who will actually log in to see what you've got available. They're the ones who'll open and read your affiliate mailings.

Like I said, both types of affiliates are valuable and important. However, you've always got to know which type of affiliate you're trying to motivate. Because it's completely different both ways.

So, my #1 tip for motivating affiliates?

If it's your top affiliates that you're focusing on, then connect with them personally and offer to create a custom promotion for them, do a webinar for their people, run a big-time affiliate contest, or somehow take some work off of them while making them money. Make them an offer they can NOT refuse.

If you're working on motivating the masses, then stay in contact with them. Give them prewritten emails and articles and plenty of excuses to talk you up. Don't ignore them just because they're not successful ... yet. Show them you care and you'll have loyal affiliates at all stages.

Don't ignore your affiliate list. It can be just as profitable (and even moreso) than your leads lists.

I hope this post has given some food for thought.

Recommended Resource from ME:

I just launched IncomeCPR.com which is **for people who already HAVE an infoproduct or two created** but are asking themselves "Why aren't I making any money from it?!"



In coming months at IncomeCPR.com, I'll be teaching how to recruit affiliates, how to get a sexy backend (funnel), how to reduce refunds and how to lessen your customer support time and expense (even making it profitable). Stay tuned....

Warmly,
Nicole Dean

You may certainly share this document with a friend!