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Top 10 Affiliate Marketing Tactics

Welcome to another edition of Michael Rasmussen's Internet Marketing Success Newsletter. In this issue, you'll learn about the top 10 affiliate marketing tactics that are working right now.

Let's face it, not everyone has the time and resources to create their own info products, but anyone can make money by being an affiliate marketer. So as you can imagine, this is an important topic, and I intend on giving it the attention it deserves. Let's get started.

Starting Over?

I remember reading some eBook a while back that had Mark Joyner (a very well-known and successful Internet marketer) as one of the people who contributed to it.

I think it was one of those multi-guru interview eBooks on a particular subject, like "What would you do if you started over from scratch and had to build a business in 30 days".

Anyway, Mark said something that really struck me. He said that, if he were to start over, he wouldn't bother with creating his own products. Instead, he would just choose to build a valuable list and promote other people's products as an affiliate, because it's faster and easier.

I've been thinking about this a lot lately, and while I do make some good cash from my own product creations, most of my business is in promoting things as an affiliate. Maybe you have the same kind of business too.

Here are some of my favorite affiliate marketing tactics, including some that are brand new, and that very few people know about yet.

Tactic #1 - Youtube Videos

I've been creating short videos to post on websites like YouTube.com. They are super-targeted, of course, but they definitely produce results. These are easy to create, but if you're not tech savvy, you don't even have to do it yourself. You can hire a virtual spokesmodel, and have them just read your script off a teleprompter.

Now granted, this is not going to be a repeatable, predictable traffic stream (like pay-per-click, for example), but it does work, and is well worth your time to investigate.

If you want to learn more about how to do this, just do a google search for the phrase "Tube Traffic" and check out my brand new eBook.

Tactic #2 - Screen Capture Pre-Sell Videos

Since we're talking about videos, I also like to make screen capture presentations for some of the higher end products that I promote. Anyone can write a decent email these days, but a video presentation from a real person that you trust goes a long way, don't you think?

In your video, you can talk about the main benefits of the product, why you like it so much, and what specific results you've gotten out of working with the product.

In order to make these, you'll need the Camtasia software, and a microphone. Camtasia is around 300 bucks, but it's worth every penny, in my opinion.

You can learn more about it here:

<http://TechSmith.com/camtasia.asp>

Tactic #3 - Peer to Peer

You know those peer-to-peer file-sharing programs, like Limewire? Well there are people who create these little Quicktime videos that have keywords in the title and filename, but there's a twist.

When you open the video, it automatically opens up your browser and takes you to some affiliate link. Now, I don't recommend doing this unethically, of course, but if you had some kind of original content that you think might be popular on a P2P program, this might be something to think about.

This tactic is still a bit new to me, but I know from talking with other marketers that it does work. I think you'll need Quicktime Pro (www.apple.com/quicktime/pro/) in order to make videos that open up a browser window. Check it out, and let me know how this works for you.

Tactic #4 - Value Packed Reports

We all saw some masterful examples of using this tactic this year. The most famous was Rich Schefren's 'Manifesto' campaign. Next was Mike Filsaime's 'Death of Internet Marketing' campaign. People passed these reports around, because they were **GOOD**.

Most of the stuff that's floating around today is nothing but ghostwritten garbage that barely passes for readable content. So when a real expert releases something like that, people pay attention, and as you saw... a lot of money was made as a result.

If you've got some genuine expertise in your niche, then create a 20-30-page report that is jam-packed with value, and start distributing it. You could end up growing quite a huge list by using this method, just like Rich and Mike did.

Tactic #5 – Success Stories With Proof

Nothing will boost the sales of an affiliate promotion like showing proof that the product actually works. For example, if you're promoting a product on how to make money with Google Adwords, then take the time to use the strategies in the course, and document the results you've achieved out of studying the program.

Maybe you had a low clickthru ratio before, but now your clickthru has more than tripled. Well **THAT** is worth talking about. Take before and after screenshots of your clickthru, so that people can really see that it works.

The web is full of marketers who make empty promises that can't be backed up. Stand out from the crowd by showing your readers that what you're saying actually **IS** true, and then prove it.

Tactic #6 - Blogs

Yeah, yeah I know... blogs don't exactly sound sexy, do they? But you know what? If you've got a blog that people actually **READ**, then you can get some great leverage out of it. The key is to have something that's actually worth reading. If you do, then people will pass around the URL, and you'll gain subscribers from it.

Some examples of worthwhile blogs are Rich Schefren and John Carlton's blog. Those are two of my favorites, because they provide content that's **WORTH** looking at.

On occasion, they recommend a product or two on their blog, and I always take their recommendations seriously, and check out whatever product they're talking about. Why? Because I trust their opinion.

So if you're thinking about starting a blog, I say go for it. Just make sure that you only post content that's relevant to your niche topic, and worthwhile, or it won't make much of an impact.

Tactic #7 - Article Marketing

One of the great things about article marketing is that it goes hand in hand with blog marketing. You write the articles (or hire a professional writer to handle that), post them on your blog, and then you go and get even more mileage out of your articles by getting listed in the article directories.

Article marketing is definitely a favorite of mine, because there's so much you can do with it. If you write one killer article, you can do the following:

- Post the article to your blog
- Email the article to your list
- Post a link to it in the sig file on your forum posts
- Get listed in article directories
- Get the article reprinted on other websites
- Give the article to other list owners, and have them send it to their readers

And the list goes on and on. If you haven't tried article marketing yet, you really should give it a try.

Tactic #8 - Pay-Per-Click Ads

This is one of the most popular ways to make money as an affiliate. If you've got a good handle on PPC strategies and tactics, you can make more money by placing ads as an affiliate than the person who created the product in the first place (and who gets 100% commission on their own sales).

The key is to find keywords that are not as widely known. This is sometimes known as 'the long tail'. By finding dozens (if not hundreds) of little-known keywords, you can rank quite high, and drive a lot of traffic to your website.

I personally recommend driving the traffic to your own website, where you capture the visitor's name and email address before you send them off to your affiliate promotion. This way, you can promote other products to them in the future.

Tactic #9 - Branding A Viral E-Book

One of the easiest ways to make money as an affiliate is to create an eBook that is loaded with valuable content, but also contains affiliate links (your affiliate links) to relevant products.

For example: If you put out a 30-page eBook on dog grooming secrets, you could have affiliate links to:

- Home study courses on how to groom your dog
- Dog grooming products (shampoo, brushes, etc)
- Dog grooming schools (for those who want to be professionals)
- Courses on how to start your own dog grooming business

You get the idea. Provide valuable content in your eBook, but also insert links to products and services that you think the reader would benefit from.

Tactic #10 – Custom Made Premiums & Bonuses

You often see this tactic being used when there's a big, expensive course being promoted. The courses usually cost over a thousand bucks, and offer a 50% commission, so you can imagine how people would be scrambling to get a piece of that pie.

But you don't have to limit the use of this tactic to expensive courses. You can do it with any product that you promote. Let's say you want to promote my course on how to get traffic through YouTube. You could take the time, and go find 10 great examples of people who are using these techniques effectively, and create a PDF report with information about each person, and what they're doing to succeed.

A report like this would be extremely valuable, because examples like this are very powerful teaching tools. You could easily hire someone off Scriptlance or Elance, and pay them to create a special bonus like this.

The other reason that this tactic works so well is because you can create your own scarcity on an offer that doesn't have any. Sure, they can buy the product anytime, but if they want to get their hands on **YOUR** special bonus, they have to buy before the given deadline.

In Conclusion

Who knew there were so many ways to make money as an affiliate, eh? I hope this special issue has made a difference for you, and opened your eyes to what's possible for you. If any of these have made a difference in your income, I hope you'll let me know about it.

Good luck building your business, and as always... if you know anyone who you think would benefit from this premium newsletter, please pass it along to them, but then also ask them to sign up for a free subscription themselves. They can do that here:

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