

The Sales "POP" Formula for Selling a Lot of Affiliate Offers

One of the keys to a profitable list is to put popular offers in front of your audience. It's usually best if you sell your own offers, as these tend to put the most profit in your pocket. However, if you don't yet have your own offers, then you can certainly sell affiliate offers.

However, you can't just run over to ClickBank, grab any old offer, and expect an avalanche for sales and commissions. If you want to make your affiliate sales "P.O.P.," then check out this simple formula:

- **P**ick the Right Product
- **O**ffer a Bonus
- **P**resell the Offer

Let's take closer look...

Pick the Right Product

A little research upfront will save you frustration down the road. That's why you'll want to follow these steps and tips when deciding what to promote...

Choose Something Popular

Affiliate sites like ClickBank let you specifically choose popular products that are selling well, so be sure to do your research and choose an in-demand offer.

Review the Product Yourself

Even if the product sells well and gets good reviews, read and use it yourself to be sure it's something you'll be proud to promote.

Research the Vendor

If you're unfamiliar with the seller, search their name and business name in Google to be sure they have a good reputation in the niche. Avoid anyone with red flags such as poor customer service, poor quality products, not paying affiliates, using black hat marketing and so on.

Check the Sales Page

Now you need to take a look at the sales page. First, check that it looks professional and is well-written. You might also ask the vendor what sort of conversion rate it's getting.

Secondly, be sure there aren't sales leaks or attempts at commission hijacking. These are any unnecessary links or promos that are likely to dampen conversions.

For example, if a popup window appears that offers a discount if someone clicks a link, check if that link still rewards you (the affiliate).

Another example: if there is a one-time offer or other upsell/cross-sell, be sure your affiliate link doesn't get stripped if people take advantage of these offers.

Another example: check the sales page for payment options that don't track and credit affiliates.

If the product checks out, then move to the next step...

Offer a Bonus

If you look around your niche, you'll notice that you certainly aren't the only person to promote this particular offer. Indeed, there may be dozens or even hundreds of others all promoting the same thing. And while the vast majority of these folks aren't really "true" competition (since most just stick a banner up and call it day), you definitely do have SOME competition. If you want to generate sales, then you need to stand out from this competition.

How? By offering a bonus to anyone who purchases the affiliate offer through your affiliate link.

TIP: You should also seek to stand out in a broader sense, by becoming a trusted "gatekeeper" who only promotes solid offers and who only sends the best content to your list.

The keys to a good bonus are as follows:

- It's in-demand. As always, do your market research to see what your audience wants.
- It's valuable. This should be something that your market would eagerly pay for (in some cases, it may even be something that you currently sell that you're offering for free)
- It's easy to deliver. Ideally, it should be a digital product that you can deliver to your customers automatically.
- It's highly related to the main offer. This is key – ideally, your bonus should be something that works with the main offer.

For example, if the main offer is an organic gardening guide, you might offer a pest-identification video. Or if the main offer is a dieting membership site, you might offer a free set of low-calorie cookbooks that fit in with the dieting guidelines being taught inside the site.

Your bonus could take a variety of forms, including membership site access, private group access, ebooks/reports, videos, audios, tools (such as worksheets, checklists, templates and similar), software/apps, and similar.

Note: High-value bonuses like personal coaching are likely to create plenty of conversions, but they may also create a time crunch for you. If you do decide to offer a service, then make sure you only promote it with high-ticket offers, and you may also limit the number available so that you don't fall behind.

Now the final step of the "P.O.P." formula...

Presell the Offer

Even if the product has a pretty good sales page, you still need to warm your audience up to the offer. You do this by telling your audience about the benefits of the offer as well as the benefits of your bonus.

Here's the key: don't just send out one email and expect a bunch of sales. Instead, create a series of three to five emails promoting the affiliate offer.

For example, you might send out a series that looks like this:

Email 1: Introduces the offer, shares the benefits, and promotes your bonus. (Note: oftentimes product vendors will create "copy and paste" emails for you to use. Go ahead and use these, but tweak them to personalize them a bit.)

Email 2: Share proof that the product works. You might share your own case study of how well the product works.

Email 3: "Last call" email. If there is any sort of special offer going on (such as a launch special), then send out an email reminding people the special ends soon. Otherwise, you can use this email to cover benefits not mentioned elsewhere or answer frequently asked questions about the product.

TIP: For best results, analyze the product to determine what objections may have to purchasing the product, and then raise and handle those objections within this email. Whenever possible, offer a bonus that helps handle the objections.

For example, let's suppose you're promoting a dieting guide. And let's further suppose that one common objection is that busy parents say they don't have time to cook healthy meals. You can offer a cookbook with quick, easy and delicious meals – not only does this cookbook make a great bonus, it effectively handles the "too busy" objection.

Conclusion

Selling affiliate offers is a great way to make money with your newsletter, especially if you haven't yet created your own offers. Just be sure to use the sales POP system to pick high quality products, offer a bonus, and presell the offers.



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