

Special Report Club Affiliate Training Guide

Long gone are the days when you could slap a banner on your website and make sales through affiliate programs. Website surfers are immune to banners and “suffer” from what is commonly called “banner blindness”. Graphics are pretty and still have their place, but if you want to get serious about affiliate marketing you’ll need to go further than that.

This affiliate marketing guide includes 13 surefire ways to help you generate an income from the Special Report Club Affiliate program. The great thing is you can apply these tips to all the affiliate programs you are involved with.

We offer a variety of promotional material for your use. You’ll find graphics, short and long ad text, articles as well as some product reviews customized for our program.

So let’s get started!

1. Get to know our products. You can better promote a product if you are familiar with it and like it. We’re not just saying this to get you to buy our product, but a personal recommendation and good product knowledge goes a long way.

Our product is much more than a single report like many PLR companies offer. It includes everything a person needs to sell the special report, including:

- 30 page main PLR report
- Mini sales letter
- 5-6 page PLR giveaway report
- Squeeze page
- 5 Follow-up emails
- 1 Promotional email selling main report
- 5 Blog posts
- 5 Articles
- 2 Professionally designed ecovers
- List of recommended affiliate programs

2. Write Your Own Recommendations & Ads: You can always take any pre-written text provided in our affiliate program and see how they work for you, but it’s generally better to write your own recommendations and ads. They add a personal touch that will persuade people to find out more.

Tips for Writing Ads & Recommendations

Be Aware of Your Target Reader’s Needs: Understand the benefits (most important!) and features of the products that will appeal to them.

Share Your Experience: Give concrete examples of how the product has worked for you. Don’t just say you love it...illustrate the *benefits* it has provided to you.

For example, one might say: “I used to struggle to provide new and fresh content to my readers. I didn’t have time or the energy to continually create new products. Special Report Club allows me to give my customers the information that they are seeking, without me having to do all the leg work. My customers are once again happy and my sales have increased.”

Give Information, Not Necessarily A Sales Pitch: They'll get a sales pitch when they get to our website. Keep the tone informational and friendly...gain trust of your reader first. Your job is to warm up the visitor to our product. We'll close the sale.

More Internet Writing Tips

- **Use a provocative, attention-getting headline:** Ask a question: give a hard to resist benefit; tell your visitor how you've benefited from the product.
- **Prove your claims:** Don't say, "It worked for me". Say, HOW it worked for you. List concrete benefits of using Special Report Club, reports, how you implemented the use of the product and what results it produced.
- **Avoid excessive exclamation points!!!!!!** It looks like insincere hype.
- **Avoid excessive capitalization.** WRITING IN ALL IN CAPITAL LETTERS IS LIKE SHOUTING! Don't yell at your readers, okay?
- **Keep it simple.** People tend to skim while reading on the net and it can be hard on the eyes. Some ways to do this are to:
 - Break up your paragraphs into bit-sized chunks
 - Use headlines and subheadings
 - Write in short sentences with simple language

If you'd like to build upon our pre-written text, you can do so here:

<http://www.specialreportclub.com/affiliates.html#emails>

3. Never Expect a Banner or a Graphic to Do All the Work: "Banner blindness" is a common phenomenon as we've already mentioned. In other words, people ignore banners. Although graphics can grab the attention of a website visitor, text and information is what they're looking for when they want to buy.

4. Create a Whole Page Review Dedicated to the Product: Now, we're not trying to bully our way into your website by asking for a whole page. The fact of the matter is, full pages work. Your full-page feature will serve as the focal point of many of your promotions.

Benefits of Full Page Recommendations:

- Permits targeting specific keyword phrases to rank well on search engines.
- Commands your visitor's full attention.
- Allows you to go into detail about why you like and recommend the product. Include product benefits, features, personal experiences, graphics and anything else you feel is relevant. You can NEVER give too much information.
- Helps you warm up your visitor to the product before sending them to the website for a sales pitch.

How to Use Your Full Page Recommendation:

- Optimize your page for search engine visitors. Do your keyword research (<http://www.wordtracker.com>) to see what people are looking for and optimize your page for that. Include your chosen keyword phrase(s) in your title tag, description tag, page content, etc.
- Link to your full page recommendation from various areas of your website. Perhaps put a graphic and a little introductory information on your home page. Then, you can give your visitors the option of following the link to the sales website or reading more about your product review.

- Recommend Special Report Club reports to others in email or on message boards (only where allowed), and send them to your product review page. An affiliate link is often looked upon with suspicion and may not be allowed on a message board. Besides, you know these people; they want to know YOUR opinion. What they don't want a sales pitch from us.

5. Write Articles on Related Topics to Draw in Traffic & Interest: Write articles about: How offering special reports can increase business profits
Why continually offering fresh content is crucial for business building.
How tough it is to continually develop new information products

...anything related to special reports or information products. You can include a subtle recommendation for the product within the article or in your signature line.

Article Writing Tips:

- Provide "real" information and tips in your articles. Make sure it doesn't sound like a sales pitch. Any recommendations you make should be added value to your article. The recommendation should not be its main purpose.

- Some marketers say to never put your recommendation or what you are selling in the body of your article. They say it belongs in your byline. But let's be serious. People will read your article, but they don't always read the byline. They are just grateful to get good information. As long as you write a highly informative article, your recommendation certainly has a place within the article itself.

- Not sure what to write about? This is a common problem. Here are a few ideas, but you are encouraged to come up with your own ideas, too:

a) Write a "Top 5" or "Top 10" article regarding issues related to information products. Include a short explanation of each. For example: Top 5 Issues Business Owners Face When...

b) Expand on the "Top" issues to write a full article on each issue, with Special Report Club reports being a solution.

c) Other article ideas:

- How special reports can help establish you as an expert
- Why special reports are so popular
- How you can profit from selling informative reports

When writing your articles, always keep your target reader and her desires in mind.

You're welcome to use our free reprint articles located in our affiliate center as well:
<http://www.specialreportclub.com/affiliates.html#articles>

Getting Your Articles Published:

Of course, you should publish your articles on your website and in your newsletter. You can also find other web publishers to run your articles as well. Many will not mind the inclusion of an affiliate link, as long as your article contains good, solid content.

Hide Your Affiliate Links in Your Email Articles:

If you'd prefer to keep people from seeing that your recommendation comes with an affiliate link, you can do the following:

1. Redirect a page from your website to your affiliate link, so it will read something like: yourdomain.com/product-name/ but it will send visitors directly to the ebook sales page with your affiliate link. Check if your hosting control panel allows for easy redirects.

2. Send traffic to your full page recommendation page. You can send people to your website to read your full review. That way, you don't have to include your affiliate link in the article.

Where to Send Your Articles for Publishing & Consideration

We have compiled a list of places that accept article submissions. Be sure to read all the submission guidelines before sending your articles.

www.Wahm-Articles.com

www.GreatArticlesForMoms.com

www.FamilyContent.com

www.GoArticles.com

www.EzineArticles.com

www.Amazines.com

Make your articles available from your website. Include a note on your articles which states they are available for reprint as long as your byline and links remain intact.

Offer your articles to members of your networking groups or people you know that have newsletters targeting your market. Generally, you should not post your articles to groups unless they specifically allow this. Just let them know you have some free content that may interest them.

6. Promote the products in Your Opt-in Newsletter: If you have an opt-in newsletter list, tell them about Special Report Club reports. If you have a letter from the editor section, tell them about the product and how it has helped you. Your personal recommendations will go a long way.

7. Promote Special Report Club on Highly Trafficked and Relevant Pages of Your Website: Check your website statistics to see which pages visitors view the most. These are great target areas for your promotions, especially if they are relevant to our product line.

8. Promote Special Report Club in Your Signature Line: If you frequent message boards or belong to email groups that allow signatures, tell people about the great products you found. Include your signature in all your business and personal emails, too.

9. Offer a Freebie with Purchase: It doesn't hurt to give your visitors a little incentive to buy the products. You could give out a free consultation, a free ebook—whatever you think your visitors would like—when they make a purchase. Just ask them to forward their email sales receipt to you. Email receipts do not include credit card information, so it should be safe to forward this information.

10. Promote Special Report Club on your thank you pages: After a visitor has made a purchase from you, give them a recommendation for Special Report Club on the thank you page. They are about to leave your website, so this is a great time to give them this extra information.

11. Promote Special Report Club on your custom error (404) pages: You know that page that shows up when your visitors enter a URL in wrong? Don't waste this space; use it to promote an affiliate product.

12. Promote Special Report Club in your thank you emails: Whether you're saying thanks for joining the newsletter or for buying a product, always give your email recipients a product recommendation. This is the perfect opportunity for a backend sale.

13. Autoresponder Courses: Create an Autoresponder course on a topic related to information products or special reports... or possibly one on each. Include lots of great information about the topic and subtly promote the product at the end of, or within, your lessons. You can deliver the course every day for a certain period, once a week or whatever frequency you choose.