

SUBJECT: [Affiliate Manager] Now a report

Hi [NAME],

Last week I made you write some articles for your affiliates. Yeah, I know, I'm a slave driver...but it's for your own good.

When you provide great materials for your affiliates on a regular basis, they pay you back by actually using them!

In addition to articles, consider creating some "special reports" that your affiliates can give away. A special report doesn't need to be complicated. It can be a simple PDF document on one focused topic.

The special report is often longer than an article, but don't think you have to write a book. A special report can be a few pages, 20 pages or however long you'd like.

So why create special reports, instead of just articles?

- A PDF document often has a higher perceived value than a simple article on a website or in an email.

- Your affiliates can use the reports as "gifts" for their subscribers. They might give them away:

- When people sign up for their list
- As a thank you to subscriber and/or customers
- As a special download on their blogs or websites.

In addition, PDF documents get printed and saved on hard drives, increasing your chances of being referred to at a later date...instead of just forgotten like an article can be.

So, this week, you know what to do. Create just one special report for your affiliates. For example:

"10 Ways to Increase Your Chances of Having a Baby Girl"
"Top 20 Ways to Save on Refinancing Your Home"

...or anything your target customer would like to hear

Take care,
YOUR NAME

P.S. Need more help with your affiliate management? No problem!:
Get the complete self-study course at
<http://www.YOURWEBSITEHERE.com>