

TRAINING YOUR AFFILIATES EFFECTIVELY



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TRAINING YOUR AFFILIATES

one simple action step towards training your affiliates effectively

www.dianestafford.co.uk 2008 May

Affiliates

Affiliates are individuals who choose to positively promote YOUR products and services, usually because they know and like you and your services and wish to share with others, the benefits you provide.



Although you and the quality of your products and services may inspire others to promote you without them becoming affiliates, the main purpose of affiliates is to **make money for themselves by making money for you.**

Your benefits of training your affiliates effectively

Your benefits of training your affiliates are savings of time and money that you would otherwise have to spend on marketing yourself. Your affiliates help you sell more of your offering and if you train them effectively and look after them, you will help them become more successful at promoting your products and services, therefore, you will sell more and make more money - all with much less effort.

Training your affiliates effectively isn't difficult.

You simply supply them with a variety of methods they can choose from in order to promote your products or services.

Many businesses only provide one or perhaps two methods of promotion for their affiliates. Say, text links and/or an image banner, that the affiliates can add to their websites and other forms of promotions. **Then they leave the affiliate to 'get on with it'.**

However, not all affiliates know how to 'get on with it' and would benefit from effective training. Don't take it for granted that because someone has signed up to be an affiliate with you, that they know what to do. People have to start somewhere, and if you want them to be successful at promoting YOUR product or service for you, then help them do that!

Email Support Training Example:

Training your affiliates effectively through **email support is one example**: This [business owner provides his affiliates with a variety of methods of promotion](#). As well as an effectively designed affiliate centre, he also supports them via email and even gives them promotional content that his affiliates can include in their email messages to their own lists and members:-

----- SUGGESTED SUBJECT LINE -----

Here's the subject line we suggest you use with this email to help you earn MAXIMUM commissions:

SUBJECT: Beat the "R" word - with 3 free gifts

Simply type this text into the subject line of your email.

----- START COPY & PASTE EMAIL HERE -----

Hi (customer name goes here),

Has the "R" word got you down?

(I'm talking about the whispered rumors of "recession," of course.)

If you -- like so many others -- are pinching your

pennies in preparation for an economic downturn, then I've got GREAT news...

... Right now, you can get 3 of the 'Net's hottest e-business tools for beginners -- for FREE!

All you need to do is take a trial of his popular "[Internet Entrepreneur Club](#)" -- and he'll give you three of his best-selling website building tools, 100% FREE.

And all you have to pay to take the trial is a measly \$3.27!

(That's the price of a vanilla soy latte at Starbucks!)

So if you'd like to get your hands on the tools you need to build a website that SELLS -- without draining your bank account -- I urge you to check out Derek's latest offer:

([add your affiliate link here](#))

It's a heck of a lot sweeter -- AND better for you -- than that overpriced vanilla soy latte I was talking about!

All the best,

(your signature)

P.S. Derek's Club members enjoy HUGE perks! So not only will you get your 3 free gifts, you'll also enjoy full member privileges during your trial.

To find out more, visit: (add your affiliate link here)

for example - you can make is a long url

<http://www.marketingtips.com/internetentrepreneurclub/t/979138>

[Internet Entrepreneur Club](#)

===== ENDS =====

Look after your affiliates & your message looks after itself

If you have affiliates, take them seriously and look after them, give them as much information, help and support as you can. **They are caring for your promotional message.**

Your message is what makes or breaks your reputation or that of your products or services, which is reflected in the number of sales you acquire (or lose) if you don't care for YOUR marketing message - why should your affiliates?

Positive Action Step

Read the above example and write a promotional email containing **your own message, in your own words**. Set up an email to your affiliates in your [autoresponder](#) sequence with your example(s) promotion & marketing message.

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promotional / marketing action steps

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example courtesy of [internet entrepreneur club](#)

[If you don't have an auto responder messaging service for your affiliate communications, you can take advantage of a free trial period here.](#)

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