

The One Strategy You Can Use To Get Tons of Free Traffic!

(and it's not search engines)

- **The One Traffic Tool Every Product Owner Should Be Using Daily**
- **How To Get All The Free Traffic You Want With Only One Marketing Activity**
- **How To Get Others To Promote You N.O.W.**

The One Traffic Tool Every Product Owner Should Be Using Daily

By Jimmy D. Brown

<http://www.TheSalesArmySecrets.com>

What if there was a magic bottle that you could rub and a traffic genie would pop out to beckon to your every internet marketing command?

After the initial shock wore off, you'd be quite happy to have it in your possession, right? :-)

Well, in a manner of speaking, such a genie exists. She exists in the form of an "affiliate manager".

An "affiliate manager" is someone who oversees the operations of an affiliate program in exchange for compensation.

And, out of all the traffic "tools" on the market, the affiliate manager is the one that you should be using daily in your business if you own your own product.

Why?

The bottom line is: more traffic, which results in more revenue for you.

But, specifically, there are 3 reasons why you need an affiliate manager...

1. Recruiting.

Your affiliate manager can recruit new affiliates into your program for you. Instead of you spending time trying to find (and then convince!) affiliates to join your program, your "affman" can do this for you while you focus on other things.

2. Rewarding.

Everyone knows that simply getting people to join your affiliate program is not enough. It takes a lot of effort to get passive affiliates to become (and stay!) active. An affiliate manager is responsible for motivating your team to remain involved in your promotions.

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3. Running.

Beyond getting affiliates into your program and making sure they stay active, your affiliate manager can “run” as much of your operations as you want her to. Here are just a few things my affiliate manager (props to Nicole!) does...

- * Creates training materials
- * Write follow-up mailings
- * Communicates with affiliates
- * Answer affiliate support questions
- * Monitors contests and incentive programs
- * Posts to our blog
- * Clerical stuff (creates rebrandable files, etc.)
- * Circulates content (article directories, etc.)

I could go on and on, but you get the idea.

Perhaps the best part of hiring an affiliate manager is the fact that it doesn't have to cost you a penny in out of pocket expenses. That is, you can setup your agreement to be performance-based: you pay the affiliate manager a percentage of the overall revenue generated through her efforts ... the more revenue she brings in through the affiliate program, the more she earns.

Now, the question is –

**** Where do I find an affiliate manager? ****

There are actually quite a few ways to find quality (emphasis needs to be on “QUALITY!”) affiliate managers for your program. Let me share just one...

One of the easiest ways to find an affiliate manager is to visit your favorite affiliate marketing (or internet marketing) forum and post a request asking for recommendations or responses for your needs.

You can do this in two ways -

1. Post a PUBLIC Request.

That is, you post a message for everyone to see, with brief details on the position you have available and that you are seeking recommendations or interest to explore further.

2. Post a PRIVATE Request.

The other option is to identify those participants at the forum who appear to have experience and/or knowledge in affiliate marketing who might be good affiliate manager material. Then, you would simply contact them privately to see if there is interest in discussing your needs.

Running your own affiliate program is a tremendous traffic generation tool, but it has a lot of parts. There are many different activities that are involved in successfully running an affiliate program, and hiring an affiliate manager to oversee your operations is a great way to free up your time to work on creating additional products and other “creative” work.

A good affiliate manager can bring in affiliates, train and motivate them, and run your operations for you. Her efforts bring in the traffic; your efforts turn the traffic into orders.

It’s the closest thing to a traffic genie in a bottle that you’ll find. Rubbing is optional. Using this strategy isn’t.

Jimmy D. Brown is the author of Sales Army Secrets, full of meaty details on ways to find affiliate managers, how to structure your agreement with them and tasks to have them handle. Details at <http://www.TheSalesArmySecrets.com>

How To Get All The Free Traffic You Want With Only One Marketing Activity

By Jimmy D. Brown

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Are you a “traffic juggler”?

That is, do you attempt to get traffic to your site by doing all kinds of activities ranging from SEO to PPC listings to buying solo mailings?

In other words, do you “juggle” your traffic generation activities like multi-colored balls – never holding on to one for very long and always moving on to the next one?

As a recovering “traffic juggler” myself, I can tell you this with great certainty ... you and I aren’t alone.

Sadly, most internet marketers wear the same hat. They complicate things by trying every new traffic strategy, buying ever new traffic tool and joining every new traffic program.

It doesn’t need to be that way.

In fact, what I want to suggest to you in this article will make your life a whole lot easier, and, as a direct result, will actually get more traffic to your site than ever before.

Brace yourself for a life-changing statement –

**** If you have your own product to sell online,
you only need to focus on ONE traffic strategy! ****

Yep, you read that correctly.

Instead of trying to do a gazillion things, there is a very simple, very effective approach: focus on the ONE thing that really matters, the ONE thing that produces the greatest results, the ONE thing that will get you all the traffic you’ll ever need.

And that ONE thing is to...

**** Start, Strengthen and Spread Your Own Affiliate Program***

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Let's look at that statement in 3 steps for simplicity purposes...

Step 1: *START* Your Affiliate Program.

There is one major reason why you need to start your own affiliate program that stands head and shoulders above the rest: every traffic generation concept (past, present and future) can be done FOR YOU, BY OTHERS if you have your own affiliate program in place.

Let that sink in. Chew on that for a while. It's such a paradigm shift that most people don't even realize the tidal-wave-like power behind the concept.

Instead of you working with PPC ads and you working on the SEO stuff and you buying the solo mailings, you can get others to do this FOR YOU as a member of your affiliate program.

So, to begin with, you need to start your own affiliate program. A great place to do this is Clickbank.com.

Step 2: *STRENGTHEN* Your Affiliate Program.

After establishing your affiliate program, it's important to "strengthen" it. That is, you will need to train your affiliates to do all of the marketing for you. You'll also need to provide them with marketing materials such as brandable PDF reports, articles, advertisements, banners, etc.

But, let's take this another step.

Instead of loading some marketing and training materials to your affiliate center and leaving it up to your affiliates to figure out how to use them, why not point out how to use them?

Example: List 10 great newsletters where they can purchase solo mailings to promote your offer. Put something in there for every budget. (What a nice treat it will be when one of your aggressive affiliates purchases a \$500 solo mailing to promote your offer!)

You'll be SHOCKED to see what this one additional step can mean to your bottom line.

But, you could take it even another step further.

How about offering to personally train 10 affiliates in how best to promote your offer? You could teach one how to use ezine advertising; another how to buy PPC ads in numerous engines; still another how to distribute ezine articles.

(Here's an idea: how about you purchase a copy of the latest traffic tool or manual for one of your affiliates and get them involved in using it to promote you?!)

Can you imagine the impact?

Step 3: *SPREAD* Your Affiliate Program.

Finally, you want to continue growing your program by recruiting more and more affiliates. As your numbers grow, so will your results.

The bottom line is simple: instead of "juggling" a bunch of different traffic ideas, a much more effective use of your time is to focus on ONE source of traffic: your own affiliate program.

Juggling is great for clowns, but lousy for internet marketers.

Don't be a clown when it comes to your business.

Jimmy D. Brown is the author of Sales Army Secrets, the most comprehensive, creative product available on the subject of profiting from your own affiliate program. Get a free mini-course at <http://www.TheSalesArmySecrets.com>

How To Get Others To Promote You N.O.W.

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See if you can spot the similarity.

What do the following three statements have in common?

1. I can't do it right now, but maybe later.
2. I've already got my mailings scheduled.
3. Let me get back to you.

Got the similarity spotted?

These are all typical responses that most people get when asking partners and affiliates to promote their offers.

Chances are you've gotten answers much like these, right?

Don't despair ... there are ways around the barriers of reluctance and passiveness.

Let me share some simple ideas for getting affiliates to take action on your promotions quickly. I use the acronym "N.O.W." to describe three ways to get others to promote you now...

N - News

In journalism, no one wants to be "scooped" when it comes to newsworthy items. Sharing some big story that another network or publication broke days ago is a big "no-no". You always want to be first when it comes to getting the word out.

That same philosophy applies to what I've labeled "The Principle of First". The idea is simple: being "first to market" aids in responses. Those who let their contacts know about your news promptly will generate the greatest results. If they wait, someone else will break the news.

So, to apply this principle, you simply need to create some newsworthy buzz that your affiliates and partners can't pass up on sharing with their network of influence.

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****CASE STUDY****

Several months ago I decided that I was going to remove the archives from one of my membership sites. This announcement served as a strong motivator to get my affiliates to promote my site promptly before someone else did. The result was almost 500 new members paying monthly fees!

If you make dramatic changes to your offer, or create some other kind of “story” or “news” that warrants discussion promptly, you’ll find you can get many fence-setters active in promoting you.

O - Occasions

Another great way to motivate affiliates to get active is to use “occasions” that have a real deadline involved.

Some examples include –

- * Product launches
- * Firesales
- * Live events (teleseminars, workshops, etc.)
- * Contests
- * Special offers
- * Limited quantities

This is what might be referred to as “The Principle Of Force”. That is, you **MUST** promote the offer now or miss out simply because the offer will no longer be valid. You “force” participation.

For example: If you have a 3-day “firesale” set for a specific date, then anyone interested in earning commissions for referring customers to the “firesale” would be “forced” to promote it during your pre-determined timeframe or they’d miss out because the event will end.

My recommendation is that you schedule some kind of “occasion” every quarter. That should give you four significant spikes in your revenue each year, which can be a tremendous boost to your bottom line.

W – Wants

What do your partners and affiliates want? Seriously, stop and think about that for a moment. In fact, go one step further than that and ASK them a simple question...

“What would it take for you to promote this offer this week?”

Make it happen.

I want you to remember the intangibles here: the sales of your initial offer aren't really all that important. (Don't freak out, hear what I have to say :-). It's building a lead list, an affiliate list and a customer list along with ADDITIONAL offers over time that makes the real money.

Consider this –

Option A:

Miss Ima Guru ignores your request to promote your offer as it currently stands.

Option B:

Miss Ima Guru accepts your modified offer which includes giving her 100% of the revenue she generates. You make nothing off her promotion...but in the process of her promotion she adds 500 new subscribers to your list, 75 new affiliates and 60 new customers.

Which would you rather have?

Whatever it takes to get people to promote your offer now, make it happen.

*** NOTE ***

Now, let me make a simple suggestion here: The deal you make should be directly proportional to the potential results the partner represents.

Some affiliates and partners bring more to the table and should be offered more in order to get them to participate.

That being said, you can get virtually any affiliate to promote you now if you make it worth their while. So, ask them, “what will it take?”

This is what I call “The Principle Of Fear”. That is, a feeling of “This is such a compelling offer, I can’t afford to miss out on this deal.”

All of this adds up to more involvement and participation among your affiliates and partners...

N – News +
O – Occasions +
W – Wants =

Other people promoting you NOW!

Jimmy D. Brown is the author of the course, "5 Practices Of Highly Profitable Affiliate Programs". For your free copy, drop by <http://www.TheSalesArmySecrets.com>
