

the affiliate guide

6 things that put more money in your pocket

prepared by Dawn Martinello



thing #1: buy it, try it, sell it.



I'll let you in on a little secret. When you're building your empire, you need to **create trust** between you and your audience. That's not news, and I didn't even come up with it all by myself. If they believe in you, they'll buy from you. Easy stuff, yes?

The problem occurs when people start to recommend something that they haven't used or read before. Sure, you can tell me that a movie looks good ... or that

you've heard from others that it's good. But you don't really know until you go to the movie and see for yourself.

Try it. **If you love it, tell your audience.** If you don't love it ... well, you wouldn't be trying to sell it.

Your review is going to tell people about the product {grab some great content from the original sales page} and give a completely transparent review of what the product did for you. Was there something that you didn't love about it? Tell'em. Did something work really well for you? Put it in writing.

You can also **optimize your post for SEO** by adding the name of the product, the word "review", and my name in the title as well as bolded in the first few sentences.



thing #2: add a bonus



If you have a product of your own that you sell (or would like to sell), **consider adding it as a bonus** to create a higher-end package. This works really well if your product is similar or relevant to the product that you're offering but it can be anything that you think your audience is going to respond to.

Some people also offer their services as a bonus – which can also work really well, but if it works TOO well, you may find yourself with too large a block of time being owed to the customer and not enough time to continue building your empire.

Worried that you're giving away your hard work for nothing? Don't be. If your commission on a product is \$45, and you normally sell your product for \$30, you're **actually increasing the value of your product by \$15**. It's also a great way to tag along with the popularity of the creator of the product and get your name and work noticed.

thing #3: social media



I have a love-hate relationship with social media. It's a great way to **spread news** and even market yourself, but if you don't know when to rein yourself in it can be your worst enemy. You'll hear people say that there is no right way to use social media – and I agree. But there are definitely wrong ways.

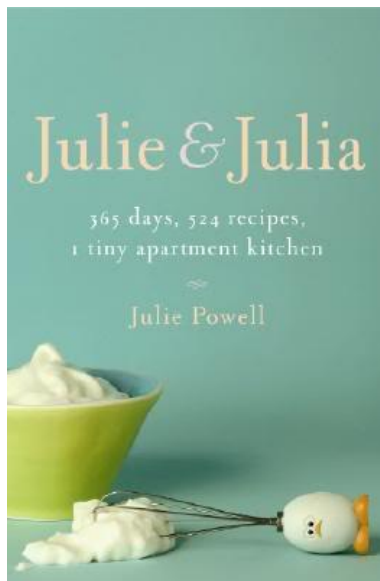
Please, please don't ever just post an affiliate link. Not only will Twitter start to target you as a spammer, but your audience will too. Remember, social media is all about **providing useful, engaging content** – so send out a link to your review. You'll not only grab a sale, but you'll {hopefully} engage the visitor enough that they'll keep on returning.



And while we're on the subject, it's probably a good time to point out that you should always bring people back to your site no matter what you're doing – Facebook, Twitter, articles, etc. Why? Because if you only put your affiliate link the best case scenario is that you make a sale but you don't increase your audience.

On your Facebook Page, you can use FBML to create a custom page for your button and links. Write a snazzy sales copy, and you're all set.

thing #4: julie & julia



In 2002 there was a movie called Julie & Julia which took us on a journey of the lives of Julia Child and Julie Powell. In 1949 Julia Child is in Paris trying to decide how to spend her days when she finds her passion for cooking while taking lessons at Cordon Bleu. In 2002, Julie Powell is underemployed and decides to work her way through Julia Child's book *"The Joy of Cooking"* in a year and blog about it.

What does this have to do with you and making money? Simple. **Draw on Julie Powell's idea and success by blogging your way through the product.**

Are you an affiliate for a skin care regime? Do a photo blog that show before and afters, or a **video** on how to use the products.

Are you an affiliate for Dave Navarro's **Launch the **** Out of Your Ebook?** Then blog about your experiences as you implement all the steps.

How about Danielle LaPorte's **Fire Starter Sessions**? You should be doing a digital experience for your readers – video and written articles that show you kicking your competitors' ass all over the 'net.



thing #5: no website needed



Guess what – you don't need a website to make affiliate money. Here are my top 3 suggestions for people to become a super affiliate without ever owning a website. Remember the golden rule – give an honest review of the product, not a spammy sales page.

1. Put the links and images in your email signature.
2. Post reviews on forums, create an article, or post relevant comments on blogs.
3. Create an e-product of your own that can be given away freely.

thing #6: for the sagacious marketer

There's a super cool tip that all **the cool marketers** are using nowadays called a redirect. See, sometimes when people see a highlighted link, they hover their mouse over it and see that it's an affiliate link and won't bother clicking – could be that they don't believe in affiliate programs, or maybe they're just not that into you. It doesn't really matter, because we're going to give a clean look to your site. Here's how you do it:

1. Create an HTML page with your product name: firestartersessions.html

✂ The only HTML on this page will be the following code:

```
<html>
<head>
  <META http-equiv="refresh" content="0;URL=XXXX">
</head>
<body>
</html>
```

Be sure to swap out the XXXX with your affiliate link.



2. Upload your newly created HTML page to your site and use your brand new link anytime you want to sprinkle your affiliate link. In this example case, your new affiliate link would look like this:

www.yoursite.com/firestartersessions.html

3. If you're pretty familiar with your website's back end, you can do an extra step to make it an even sleeker URL. Instead of naming your new file from step 1 firestartersessions.html you'll name it index.html and you'll put it into a directory with the product name. So in our example case, your new affiliate link would now look like this:

www.yoursite.com/firestartersessions

FSS: getting started with 1SC

{this is the transcription of FSS: getting started with 1SC}

Hi everyone – welcome to the **1ShoppingCart** walkthrough for Danielle's Fire Starter sessions. We've had a lot of questions about how to use this system, and hopefully this will help you get started.

When you were first approved for the affiliate program you would have received an email with the login URL, username and a password. If you can't find it, [send me an email](#) to let me know and I will have it resent it for you.

Okay, so this is the hub of the affiliate program. Lots of information here, but the one area you really need to **concentrate on is up here where it says "links & tools"**. This is where you can access all the media that we've created for you as well as your direct affiliate link.

This here is your direct link – this is what you need to use to ensure that you are **credited for the sales** you generate based on your marketing efforts. You can use this for text links or as a link with your own graphics. If you scroll down, you'll find all the graphics that Danielle had created for the book and for you to use in your marketing. **When you find a graphic that you'd like to use, simply copy the full code that you find below the graphic and paste it into your website.**



Don't worry if this URL here isn't exactly like your direct affiliate link. Using the pre-made link codes are going to allow you to track impressions – or the amount of times your graphic pops up on someone's screen, as well as the number of click-thru's, and of course, your sales.

If you ever want to know the amount of your commission, you can just click on the "Commission Summary" up here. This is going to allow you to **generate monthly reports** so that you can keep track of all the money that you're earning on the program.

Now if you click up here on where it says "Affiliate Resources", this is actually going to direct you to Danielle's **private affiliate page** and you can find the same badges as what are in your Affiliate Resource Center of 1ShoppingCart. If you decide to use these images instead, you'll going to have to make sure that you change out this part of the URL right here and insert your direct affiliate link that we talked about earlier. Remember though, using these codes won't track your impressions or clicks – but you'll definitely still receive your commission on any sales.

If you scroll to the bottom of this page, you'll see some additional information about the program, as well as some promotional ideas that Danielle has put together. If you're having trouble coming up with the words, you can also **grab Danielle's promo copy** that she wrote as well.

If you have any other questions, let us know! Good luck with your affiliate program and we would love to hear your tips and advice on what's working with you in your marketing program.

View the screencast: [Getting Started with 1SC](#)



promotion ideas

- ✂ Just stating the obvious: **sprinkle your affiliate links whenever apropos.**
- ✂ Write a review of THE FIRE STARTER SESSIONS e-program
- ✂ Interview me.
- ✂ Do a list of: things you love, 5 helpful books for entrepreneurs, books about business that are great for your life.
- ✂ On my own site, I have a special **shop section** called, [Other People's Books](#). I'm an affiliate for the books that are listed there. I give a **description** of each book, a positive personal **endorsement**, and I list the **price**. I think the more info you can give up front about a product, the more effective it is.
- ✂ If you create any e-books or **products of your own**, you can include THE FSS as a recommended resource.
- ✂ Announce on your site that you're an affiliate. "Hey look, I just signed up to help spread the fire..."
- ✂ Feel free to run excerpts from THE FSS on your site, or grab any of my other articles or videos for re-purposing.



promo copy

**How's your cashflow and your mojo?
Does your vision match your reality?
Does your brand match your soul?**

[THE FIRE STARTER SESSIONS](#) is: an e-book meets video transmission of acumen and love. You: are likely sitting on an empire of content, product, services, and prosperity that needs a spark -- or blow torch -- to take you to the next level. You: want to rock your revenue streams and do meaningful things in the world.

Worksheets that help you draw conclusions, quick videos with motivational punch, connections to current thinkers, practical smarts, and frank wisdom -- THE FIRE STARTER SESSIONS is packed with inspiration that you will put to use.

Danielle has worked with 462+ entrepreneurs in her 1-on-1 Fire Starter consults (which are \$500 and booked six weeks in advance.) For CEOs, coaches, artists, retailers, bestselling authors -- from site design to big dreams -- Danielle's strategies combine passion with pragmatism to get to fulfillment and cash.

Each chapter is its own "Fire Starter Session" that includes: e-book components, video inspiration or interviews, and worksheets.

Some of the sessions are: True Strengths & The Metrics of Ease; Branding: Clarifying the Diamond of You; Products & Services: Making Stuff That Feels Good to Make; Money: More is More, Enough is Plenty; Web Design & SEO: Your Virtual Real-Estate...and dozens of tips and motivating perspectives.

In addition to getting Danielle's deep and detailed knowledge, THE FIRE STARTER SESSIONS brings you contributions from some A-league marketing strategists, pro-bloggers, branding experts, and creativity coaches.

Whether you're in the early idea phase or a well-established rut, Danielle's thorough, witty, and experience-based advice will most certainly light a fire under your...aspirations.

###



(Feel free to add your own jazz to these:)

DANIELLE LAPORTE BIO – SHORT

Danielle LaPorte is the creator of WhiteHotTruth.com, which has been called "the best place on-line for kick-ass spirituality." An inspirational speaker and business strategist, and former think tank exec, Danielle's new digital book, THE FIRE STARTER SESSIONS helps entrepreneurs rock their career with integrity, audacity and their truest strengths.

You can find her on Twitter [@daniellelaporte](https://twitter.com/daniellelaporte)

FSS: Twitter + Marketing

{this is the transcription of FSS: Using Twitter in Affiliate Marketing}

I'm going to show you how to use Twitter today in your affiliate marketing. If you don't have a Twitter account yet, you really need to get one. And if you need some help figuring out what Twitter is all about, you can view a fabulous video over on www.commoncraft.com/twitter and it will explain all about how it works.

Okay, so let's talk about the different ways you can push your affiliation with The Fire Starter Sessions on Twitter.

Backgrounds

First of all, you can create a **custom background** that will feature a graphic and some bullet points about the book and direct people to click on the link on your bio. Of course, this link over here in your bio will ideally have a link to a Fire Starter Session on your page that talks about Danielle and her book as well as your affiliate link to her site. If you need some help creating a redirect on your site to keep the link looking clean, look at the last tip of the affiliate guide that Danielle recently sent you. (see tip 6 above)

If you need a background to use, you can get a free one over at Danielle's [private affiliate page](#). Getting that background up is really, really easy. Go ahead and go over to your Twitter page, and get logged in and up at the top we'll click on settings, and then on design. At the bottom you can click on change background image and choose your background image and you can pull in any image that you've decided to pull in there. You can also adjust the different colours of the sidebar and text over here.



Let's take a quick look at what these are going to look like. We've designed three – **one is in teal, one is in orange, and one is in white as well**. So this is how they are going to look depending on your screen resolution and which design you chose.

What to Tweet

Second, you want to ensure that you're **tweeting quality information** about Danielle's book and not just trying to sell to your audience. **Relevance is key**, so pull a few quotes from the sample chapter you've received and then shorten your affiliate link with one of the many services like bit.ly. Using this service is very easy. Once you're on the site, simply type in your affiliate link, and click "shorten". So here's the shortened URL to use in Twitter that will take everyone right to your affiliate page. The nice thing about bit.ly is that if you sign up, you can also track how many times people click on your link as well.

If you run out of ways to promote your affiliate link, **consider doing a review** on the sample chapter or running an interview with Danielle and then tweeting about that. **Danielle has already completed dozens of interviews with various people so you can always bring attention to those interviews as well.**

As always, drop us an email and let us know what's working for you as you promote The Fire Starter Sessions.

View the screencast: [Using Twitter in Affiliate Marketing](#)

Tweets to get you started

- ✂ **Your most valuable currency is what comes most naturally to you. Cash in here: {link to your FSS page}**
- ✂ I'm taking Danielle's advice – no more doing the stuff that makes me feel bad. {link to your FSS page}
- ✂ **Would you rather be bright, or a freaking super nova? Find out here: {link to your FSS page}**
- ✂ Danielle's video The Metrics of Ease blew my socks off: {link to your FSS page}
- ✂ Less friction = greater velocity. The book by @daniellelaporte talks about the ease factor {link to your FSS page}



- ✂ Spark your genius. Ignite your business. Make it matter {link to your FSS page}
- ✂ @daniellelaporte has worked with 462+ entrepreneurs and it's all in one book! {link to your FSS page }
- ✂ @daniellelaporte has brought the crème de le crème into her book. Can't wait to dig in { link to your FSS page }
- ✂ "being well-rounded is highly overrated." – Danielle LaPorte <- I agree! { link to your FSS page }
- ✂ What would you like to never, ever do again? { link to your FSS page}
- ✂ If you can't come up with the \$500 to pay for a session with Danielle, grab her new book {link to your FSS page}
- ✂ WHOA – over 200 pages of in your face truth from @daniellelaporte. {link to your FSS page}

FSS: Facebook + Marketing

Static FBML is the one application that your Fan Page can't do without. Setting it up is easy and I've listed some of my favourite tricks to make your page look fabulous. One of the better known FBML designers has an easy to read tutorial on how to set up FBML on your fan page – so head over there [now](#).

Here are some great snippets of code that you can piece together to create a custom landing page for your Facebook Fan Page.

To allow others to share with a friend:

```
<fb:request-form
method="post"
type="Your Fan Page Name Here."
invite="true"
content="Check out Your Fan Page Name Here on
Facebook!<fb:req-choice url='YOUR FAN PAGE URL here' '
label='GO' /> ">
<fb:multi-friend-selector actiontext="Tell your friends about us"
rows="3" showborder="true" />
</fb:request-form>
```



Sometimes you may want to show different messages to people. Might be something as simple as an inspiring quote! Here's how you do it:

```
<fb:random>
<fb:random-option weight="2">A: This will be shown 2 times as often
as B.</fb:random-option>
<fb:random-option weight="1">B: This will be show half as often as
A</fb:random-option>
</fb:random>
```

This code will put a share button on your Page that will allow you to post to profiles or as a message.

```
<fb:share-button class="url" href="http://www.yoursite.com" >
```

And here's one of the best pieces of code you can use. This will allow you to hide information from non-fans!

```
< fb:fbml version="1.1">
<fb:visible-to-connection>
This is visible to fans only
</fb:visible-to-connection>
</fb:fbml>
```