

**How to EXPLODE Your Online
Sales without Paying a Dime in
Advertising**

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Introduction

Everyone wants to make money. This is a given. In the real world, people open stores to do just that. They love to help people, and they find products people will enjoy buying. They buy the products and open a store to sell them.

On the Internet, this same thing can occur. People often come to the Internet with an idea to make money. The problem is that in most cases, they do not have the product to sell. They may not be decent writers so they do not create something that can be used by others.

In these types of situations, it does not mean they cannot make a living online. There are tons of people in the same condition who want to make money but have no clue as what to sell.

This is where selling other peoples products come in. What would be better than to sell something that has been in existence online for quite some time. It has proven itself over and over again. If the product is hot, people know about it and find ways to get it.

Selling other products is also known online as being an affiliate. This raises an interesting question. What exactly is an affiliate? Well, basically, it is someone who sells a product for someone else and gets a percentage of the sell. For example, if you knew someone who had a product for sale, and you went under contract with that person to help sell his product, you would be an affiliate of his product.

Going a step further, the product that a person provides for another to sell, is also referred to as an affiliate program. It is basically a referral-based system. Believe it or not, many people, who get online, don't have a product of their own to sell, so they will seek out the hottest product online, contact the owner of the product, and agree to sell it at a stipulated price. When the product sells, that person gets a commission that is also set.

If you are new to the online world, perhaps you may also want to start out by selling products made by other people. This way at least you can start making money. Eventually, while you are making money selling other products, you can think of a product to create for

yourself that you can sell online. In fact, you could actually take your own product, and promote it as an affiliate program for others to help sell for you. This way not only does the person selling your product make money, but you do as well. And the best thing about this is you can explode your sales tenfold.

Being an affiliate, or selling products made by other people, depending on how you wish to say it, can be very lucrative for you. Why? Whether you think of this or not, affiliate programs are very powerful. When you sell products that are not your own, you are in fact performing marketing online. You are just not marketing your own product. You establish a relationship with the person whose product you are selling. However, when you are selling your own product, and are hiring others to sell for you, you also establish a relationship with each affiliate who sells for you.

The great thing about affiliate programs is that it's easy to persuade people to join. They have nothing to lose other than a few hours of their time getting set up.

As an affiliate, you only have to motivate your visitors to click through to a website that belongs to the person, whose product you are selling. You can do this by way of a banner ad or text link. Once the product owner gets the customer, he closes the sale, processes the payment, fulfills the order, and you get a nice check from him for your troubles. What better deal can you get.

If you are the one providing the affiliate program or product, it would be your responsibility to track how many orders each affiliate sends you. This way you can calculate their commissions, and ensure they get paid fairly and accurately.

Another factor about selling products created by others is there are no advertising costs. If you are selling something as an affiliate, you will more than likely be given banner ads, text ads, and other promotional materials to place on your website. This way when people come to your site, they will see one or more of these promotional items, click on it, and before you know it, you will see a check in the mail, or

money received by PayPal, whichever method you prefer to get paid.

This is a type of win-win situation for both parties. Why? Think of it this way. A 30-second commercial during the 2008 Super Bowl cost \$2.7 MILLION. How do you think network executives would react if you approached them and asked to place your ad for free, promising to pay them a percentage of the sales that were generated by it? They'd laugh at you.

On the Internet, however, this type of alliance is commonly accepted. The available technology has made arrangements of this kind very easy to enter into.

So, in reality, you are selling his products, and you do not have to pay a dime in advertising. The owner pays you when you make a sale.

Another great thing about selling products created by other people is its low risk. If you do not sell anything, you just don't make money. If you do sell, you have money coming to you.

Even if you have your own product and hire others to sell for you, you still are doing it at low risk. The biggest expense is time in setting it up.

The biggest factor in selling products for others is the enormous amount of money that can be made. If you pick a product that has a great track record, you have no choice but to make a ton of cash. Everyone will be coming to you to purchase that product, especially if they cannot find the original owner. Now, think about this for a moment. What if you were the owner of the product and you hired 20 or 30 people to help sell your product. And your product was in big demand. Can you see the huge income potential.

That is what this e-book is about. You will be shown how to take your product, and explode your sales online, without lifting a finger or paying a dime in advertising.

If you rather start out selling products for others, that is okay, But this e-book will focus more on how you can make a ton of cash online without spending any money in doing it. All it takes is a product that is in demand, and a good marketing message. Then find

people who will be willing to sell your product for you at a certain commission. You will be surprised by how much money you can make from one product.

For example, let's say you created a product and were selling it for \$97. You hired 20 people to help sell your product. You provided banner or text ads. Each person sold 10 units in a day. This means 200 units were sold in one day. And since you are selling each unit or product at \$97, the 200 units made \$19,400. Now let's say you agreed to give each person who sold the units 10% commission. This is 10% per unit sold. So this means for the 10 units sold, each person made a total of \$97. And since there were 20 people selling, the total payout would be \$1940. You still make a profit of \$17,460. Not bad for something that only took you a few hours to create and no out of pocket expenses to make it.

Do you see the potential now. Having others sell your product for you can literally EXPLODE your sales online in a day. Just get the right product and you are in business.

How to Explode Your Sales Online

You have a great product and you want to make a ton of cash from it. You created a dynamite website and placed a fully functional payment processing system on the site. Now you are ready. The problem is orders are twinkling in slowly. You are disappointed by the results. But yet you want to make a killing online.

What next? Well, it is very possible for you to explode your sales online. The best part is, you don't have to spend a dime in advertising in order to promote your site. There are ways you can make money online without having to break the bank.

The best way is to hire people to sell your product for you. If you can prove to others that your product has a lot of value and is worth buying, you will be able to attract many people and have them sell your product for you. The only condition is you will have to create banner ads or text ads, but this is easy to do if you have graphic software to create the banner. Even if you don't, there are places online where you can go and create a simple free design. Just type the words "create free banners," or "free banner ads," and you will find

websites that offer a program where you can create your own banner with just a few clicks. Most of these sites make money by way of AdSense advertising or they offer memberships with extensive banner creation and other benefits.

The main thing is to create ads that will attract people to your website. Once you have created the right type of ads, you can provide them to those who have agreed to help sell your product.

By the way, many people prefer to use the term affiliate to describe someone who sells something for someone else. Therefore, from now on, I will use the word "affiliate" in that context.

The best way you can sell your product is to know it like the back of your hand. When you know your product inside and out, you must inculcate this knowledge to your affiliates. The more your affiliates know about your product, the better chance they have of selling it.

You have to keep your affiliates on top of everything about your product. Any time you make changes to it,

or upgrade it, you need to inform them about it. This way they can help better promote your product. This is the key to making money online. The more knowledgeable someone is about a product, the more likely the person will do an exceptional job of selling it.

Do you want to explode your sales online? Of course you do. Take heed. Because in the chapters to follow, you will learn how to go about recruiting people to sell for you and how to set up the right affiliate program that will bring you the most income in the quickest possible time.

How to Find Affiliates to Sell Your Product

When you are ready to sell your product, it helps to have people to help you sell it. The question is finding people who will be willing to sell for you. One way to do this is when you get a sale, offer the buyer an incentive. Tell the buyer you will give him 20% to 30% commission for each product he sells. If your product is really good and is in demand, he will want to jump at the opportunity to make money with it.

If you have subscribers, you can also offer to them the chance to be affiliates. Give them a good deal, and they will more than likely jump on it.

In order to find affiliates, you first need to know your target market. By knowing your target market, you will find places where affiliates hang out.

One of the best ways to do this is by acting like a customer and searching your keywords in one of the major search engines. Make a note of what sites keep coming up, as these are the businesses you'll approach to join your program.

You can also locate affiliates by searching online directories under subject headings related to your product. You can find these directories by searching using "mybusiness directory." The keyword "mybusiness" is the business you are in. Or it can be your product you are selling.

You can also find affiliates by going to high-traffic sites that sell ad space. Go to these sites and persuade these sites to let you post your affiliate banner or text link. You can give them some kind of incentive by telling them that if it works well for them, they will have made money. If not, they didn't lose anything for trying.

Of course, you can always advertise your affiliate request in your e-zines. If you have a big subscriber base, all you would need to do is advertise once or twice, and before you know it, you'll end up getting a lot of sign-ups.

If you do not have your own e-zine, this does not mean you can't still advertise in one. Just go to places like the following:

- [The E-zine Directory](#)
- [E-zine Listing](#)
- [Everyday Business Online's E-zine Directory](#)
- [Web Master's Central E-Zine Directory](#)

You can use one, or all of them, the choice is yours. If you have a really great product, you wouldn't need to go to all of them, since you may get more affiliates to respond than what you bargain for.

It would also be a great idea to register your product with a major affiliate program directory. When people want to sell other peoples products, they will seek out affiliate program directories so as to find the best to get involved in. If you have your advertised there, you will get responses.

Here are two places you may want to look into:

- [Associate Programs](#)
- [Affiliates Directory](#)

There are more than the above to. Just type in "affiliate directory" in Google, Yahoo, or whatever

search engine you use, and you will find plenty places you can go and register at. Go to each one and find out what the directory's policy is and how to register. Once you do this, it won't take long before you will get replies and sign ups.

Which Affiliate Program Works Best

When you are done with your program or product, and you are ready to sell it, you place it on your website and promote it. You decide that hiring affiliates will help to sell your product faster. The question is, how do you want others to sell it? Do you only want to hire affiliates to sell it for you or do you want to go deeper, and have your affiliates hire sub-affiliates as well. The first type is known as a one-tier affiliate, while the second type is known as two-tier affiliate.

With the first type, you only pay commission to your immediate affiliates that you hire. But with the second type, you pay a commission to the affiliates you hire and to the affiliates, or sub-affiliates, that the affiliate hires. The advantage to the second type is you make a lot more money, because more people are involved in helping you sell your product.

At this time you may wonder why you should pay sub-affiliates to. Here is an example showing a one-tier program and a two-tier program in action:

Example 1: One-tier affiliate program:

You have an affiliate named Robert. You pay him a flat-rate commission of \$10 for every \$97 sales he sends your way.

After the first month he produced 25 sales for you. If we look at the numbers, here is what it looks like:

Robert's sales	$25 \times \$97 = \2425
Robert's commission	$25 \times \$10 = \250
What you made	$\$2425 - \$250 = \$2175$

Example 2: Two-tier affiliate program:

In this example, you have the same affiliate, Robert. You agree to pay him the same flat-rate commission of \$10 per every product he sells at \$97.

But there is a difference. This time you tell Robert to hire his own affiliates to help sell your product. For every sale Robert 's affiliates make, you pay Robert \$3 commission as well as the standard \$10 to all of Robert's affiliates.

At the end of the first month, Robert has recruited about three affiliates to be under him. Robert made 25

sales and her three affiliates made 3, 5, and 6 sales each. Here is how it all went down:

	Sales (@ \$97 each)	Commissions (@\$10 per sale)
Robert	25	\$250
Affiliate 1	3	\$30
Affiliate 2	5	\$50
Affiliate 3	6	\$60
Robert's sub-affiliate referral fee(\$3 per affiliate, 14 sales)		\$42
Total Affiliate Fees Payable		\$432
Your Total Revenue	39 X \$97	\$3783
What You Made	\$3783 - \$432	\$3351

Now take a look at the first example and the second example and see if you can tell the difference. With the

first example, you only made \$2175, but with the second example, you made \$3351. The only difference is that three sub-affiliates under Robert were added, along with the amount of products they sold. That's it. And do you want to know something else that is fascinating. When your affiliates sub-affiliates start really making money, they will see the value in your product and will take it upon themselves to recruit affiliates under them. Then you will have sub-sub-affiliates. That's okay. Even if you have to pay them an additional referral fee, your income will rise exponentially. Talking about exploding your sales!

Tools to Boost Your Affiliate Sales

If you want your affiliates to sale your product so you can make tons of money, you have to give them a little helping hand. The best way to boost your affiliates' sales is by providing your affiliates with various tools that they can use to convince people to click a link to your website product page.

There are nine different tools that are helpful. These tools include:

1. Email
2. Text links
3. Product reviews
4. E-zine ads
5. Interviews
6. Articles
7. Banner ads
8. Hover ads
9. Product images

Each tool can be considered important by what it does and how it works. One very important thing the tools will do is by way of promotion. You can't sell anything without someone knowing it is there. This is why people focus on marketing their products by the use of tools that will guarantee promotion, in some form or another.

It is to your advantage to build promotional items that your affiliates can use, because if you don't, your affiliates aren't going to bother. Why should they. It is your product they are selling. Therefore, you should be the one to give them what they need to promote your product, without them doing much work. All they want to do is post an ad on their site with a link, nothing more.

If we look at each tool individually, we will see how each one can be utilized to its fullest potential.

Email

Obviously, the biggest tool that people use is email. Every day you get email from someone promoting a product. Many marketers have proved over the years,

and even in recent times that email marketing or email promoting still works. The only concern you will have is with spam. But if you write your promotions the correct way, you can avoid spam filters.

Another great thing about email promotion, as it applies to your affiliates, is that they have probably developed a subscriber list of customers who trust them. So when your affiliates send out an email promotion that you develop, their subscribers will listen.

It is even better when you write your email promotion message to make it sound like a personal recommendation. This will hit well with those reading the emails, especially since people love to read recommendations about something before buying it.

When carrying out email promotions, it's important to take into account CAN-SPAM Act regulations. CAN-SPAM applies to everyone -- if one of your affiliates is breaking the rules, YOU could end up paying the price!

You can get more information about CAN-SPAM from the [Federal Trade Commission](#).

Text Links

No matter what website you go to, you will find them with text links. Text links are words that are underlined and normally in blue, that when clicked send someone to a web page.

If your text message is well-written, your affiliates will be able to easily send buyers your way. It doesn't require much writing. All you need is a short sentence or paragraph. As long as it clearly explains the benefits of your product with a "click here," following it, your affiliates won't have much of a problem delivering customers to your product page.

Actually, many text links that I have seen, were written as a information source and not as an ad. If visitors see your text link and look at it as an information source, they are more likely to respond, since people in general do not like being "sold" to.

Product Reviews

Product reviews are consumer opinion pieces that allow your affiliates to *subtly* endorse your products. Product reviews work because your affiliate offers

useful information to visitors, instead of just trying for a hard sell. If your product has done well in the marketplace, your affiliates will be happy to give your product good reviews.

By providing good reviews, their visitors will be more inclined to take the necessary action to click the link to your product page, because they've seen them evaluated.

It would be a great idea for you to request your affiliates to design each product review so it is unique. There are two reasons for this. Let's say there are 25 affiliates. If each affiliate put up the same product review, there would be 25 identical product reviews. When the product reviews are indexed, only one is seen. The rest are ignored. Also, visitors may notice the reviews are identical. If they do, your credibility will be compromised big time.

E-Zine Ads

E-zine ads are little classified ads that are designed to be used in your affiliates' e-zines. They're a simple and effective way for your affiliates to promote your

products. All your affiliates need to do is cut and paste the classified ad into their e-zines, click "Send," and wait for the sales to start taking off.

Interviews

Interviews are a great way for your affiliates to promote your product. Plenty of research has shown that people respect the opinion of experts when it comes to making purchases.

You can position yourself as an expert by providing your affiliates with a transcript of an interview that was done about you. Your affiliates can place it in their e-zine or on their website.

When your affiliates place your interview in their e-zine or website, they can begin it this way:

"I recently read this interview done with leading industry expert [your name here] and I thought you might really benefit from this information because..."

After the above introduction they can include the interview. To add emphasis to the interview, they can add a little blurb at the end of the interview that goes something like this: *"For more great tips from [your*

name here], *I highly recommend checking out their website at www.domainname.com.*

Articles

Article marketing happens to be one of the one of the biggest and most used methods of promotion today. What better way to promote your product than to write articles about it. You can write the articles and send them to your affiliates to use, or you can request your affiliates write articles about your product and place those articles on their website.

Not only are articles good for promotion, but when search engines index the articles, traffic can be sent to your affiliate's website.

Banner ads

A banner ad is a graphic link on a website. Instead of having a text link, there is an image with text. The image usually reflects some benefit of the product with a few words designed to entice people to click the link in the banner, or the banner itself.

Some websites use a banner ad, while others use a skyscraper ad. The difference between the two is that

the banner ad will normally appear in a horizontal position at or near the top of the page, while the skyscraper ad is vertical.

Hover ads

Hover ads are ads that appear when you arrive at a website, although some hover ads have been known to appear when leaving a site to. They are typically designed so that users can't see a website properly until after they have seen the advertisement, which is made of a combination of text and images, along with an opt-in form.

Pop-up ads are like hover ads. They appear the same way. The major difference is that major browsers include software that suppresses pop-ups. But there is no browser out there that can prevent a hover ad from opening.

Product images

Providing your affiliates with product images embedded with their affiliate links gives them the chance to use the images on their website or their e-zine.

Pay Your Affiliates Fairly

There is a saying that goes like this: "If you want a job done well, you have to pay well." This goes for paying out commissions. If you really want to hire people to help sell your product, you better come up with a good commission plan or they will refuse to do it.

There is not a person on this planet who will do work for low wages, unless he is an amateur. This also goes for selling. If you offered your affiliates a commission of 5% for a product you intend to sell at \$97, they will tell you to get lost. But if you up the ante and tell them you plan to offer a nice commission of 30%, now they will think twice and actually pay attention.

Remember one thing. Your affiliates will be willing to help sell your product for one reason - *to make money!* As such, the higher the commission you offer, the more motivated they'll be to do whatever is necessary to sell your product.

However, the only way your affiliates will work hard for you is if you recognize their efforts by providing a

healthy percentage of the profits you make. The more money they make, the more motivated they will be to market your product or service.

So, if you really want to explode your sales online, be prepared to motivate your affiliates by paying excellent commissions.

How to Track Affiliate Sales

If you want your affiliates to sell for you, they must be confident they will receive every dime that is coming to them. This means every sale must be accounted for. For this reason, every sale must be tracked properly, or you could have some people angry at you and may even stop selling all together.

There are four ways you can track each sale your affiliates make:

1. Tracking using HTML or "mirror" pages
2. CGI tracking
3. Cookie tracking
4. Use affiliate software

We will cover each one in detail below.

1. Tracking using HTML or "mirror" pages

For this method, you will need to set up a web page for each affiliate you have. Each web page cannot be a part of your own or current site. This can be very time-consuming if you have a ton of affiliates. But the costs are minimal.

Let's say you own domain www.domainname.com.

Basically, you set up a page for your first affiliate called www.domainname.com/affil1.html. Affil is short for affiliate. You would set up another web page for a second affiliate called www.domainname.com/affil2.html. You will continue doing this until you have created a web page for every affiliate you have. Every page will be identical with the exception that the tracking number will be different.

You would actually "hard code" the tracking number into the HTML code. This way when a sale is made, a hidden code in the form prints the code. The only real benefit to mirror pages is they are cheap to implement. It just takes time and knowledge of HTML.

2. CGI tracking

There are tracking programs that will use CGI scripting to put your affiliate's code right in the URL. This code is visible to the visitor because it is part of the URL.

For example, if an affiliate refers a visitor to your site, and the visitor bookmarks your homepage, they

wouldn't just bookmark www.domainname.com. They would bookmark the URL, along with the identification number of the affiliate who referred them. So it would look something like

www.domainname.com/index.cgi?12345, where "12345" will be the affiliate identification number.

Since the affiliate code can get long, and it is not hidden, URLs can get very long. The problem with this system is if the visitor remembers your domain name without the ID number, and just types in

www.domainname.com in the future without the affiliate ID number, your affiliate just lost a sale. You won't be able to track it.

This is not the correct way to track an ID. If you think about it, since the ID appears with the URL, many of your visitors will think they are being tracked. If the visitor comes to your site from your affiliate site, but leaves and returns to your main site to buy, you have no idea what affiliate referred them.

3. Cookie tracking

When it comes to cooking tracking, a cookie (small piece of code placed on a user's hard drive) is used to keep track of affiliate sales. The cookie will identify which affiliate sent you which visitor. This makes it much easier to track every affiliate's sales.

Here is basically how cookie tracking works:

Robert has decided to help you sell your product. You assign him the URL www.domainname.com/product/?195645. The number "195645" is the affiliate code you assigned him. This is the number you will use to track Robert's sales. Any time Robert refers anyone to your product page, he will use the entire URL. This way his affiliate ID is included.

When someone clicks a link a cookie that includes Robert's affiliate ID number is placed on the visitor's computer. This way you can track this cookie automatically from your site. If the visitor places an order, Robert gets credit for the sale.

As long as the cookie is stored on the visitor's website, the affiliate will get the credit, even if the visitor did not purchase the first time visiting.

4. Using affiliate software

Instead of using other means of tracking your affiliates, why not go the safe route and use affiliate tracking software that will do all the work for you. All you do is enter the person's name in it, and the software does the rest.

There are many such programs out there in the marketplace. You will need to Google using keywords "affiliate tracking software." You are bound to find plenty to choose from. Go to each site and investigate each product until you find one that suits your fancy. I cannot recommend one for you, because your likes may be different from mine.

There are products that are rated number one by marketers who use them. Look for such products. They will usually have three or four stars shown the site. You may also find recommendations by other users. The better the product the higher cost it will be. So investigate and look at each product compared to what you can spend.

Insider Secret to Exploding Sales Online

In order to make money online, you have to create a product that people want. You need also to have leverage. The best marketers online explode their sales by using techniques that not too many people know about.

I've talked about using affiliates to promote and sell your products. Do you know that without having affiliates to help you, the chances of you making a ton of money online are slim. You will make money online selling your own products yourself. But you will do tremendously better if you have people helping you.

Once you find people who are willing to help you sell your product, the next step is to get them involved. Here is where not too many people know the right way to get them involved.

Keep in mind that anyone you get, who is interested in your product will think about what is in it for them. What will they get out of promoting and selling your product. Here is where a secret technique that is not used very often will work.

The first thing to do is tell them how much money they can make and how easy it will be for them to make it. Let's them know they will not have any risk whatsoever. You will take all the risk. You will provide the training and promotional materials. You will guide them by the hand. Also let them know you will offer them high commissions for selling your product.

Here are some questions that may come up with:

- Will I have to pay to get involved?
- When can I get started selling your product?
- When do I get paid and how?
- Will there be a minimum check amount sent out?
- Are graphics or banners provided? How do I get them?
- How do I know when I sell something?
- Can I get information on visitors and sales?
- How often can I access my sales statistics?
- What's your conversion rate?

Keep these questions in mind. If you are able to answer them quickly and honestly, you will have yourself affiliates who will be happy to work with you in selling your product.

Wrap Up

In order to make money online you have to create a product. This product needs to be in big demand. It also has to be a high-quality product or no one will want it.

Selling the product on your own is okay, but sales will come in slowly as it is just you who will be selling your product. Unless you spend a fortune in marketing, you will make a lot of money, but it will take more time than you may like.

There is a way around this dilemma. This is by hiring others to sell for you. If you can get other people to agree to sell your product for you on a commission basis, you will find it much easier and faster to make a ton of money. You will find that making a ton of cash will come quicker for you as you will have people working to help sell your product for you.

Think about it. If you were the only one to sell your product, it would take you a long while to make a ton of money with it. But if you had about 50 to 100 people selling your product for you, you could end up selling a

ton of your product in less time than you could do it yourself. This is what makes using affiliates such a powerful way of making money. You can literally explode your business online, if you have a great product, and can get a sizable number of affiliates to help you.

The major part of getting affiliates is to find them. This really is not as hard as it seems. If you go by this guide and follow it, you will find getting affiliates to sign up to sell your product will be easier and less time consuming than you may realize.

Don't waste another minute with selling your product on your own. Hire people to do it for you and explode your sales online. You'll be glad you did.

Desk of: *Roger Knight*