

Internet Based Family Affiliate Training Guide

Long gone are the days when you could slap a banner on your website and make sales through affiliate programs. Website surfers are immune to banners and “suffer” from what is commonly called “banner blindness”. Graphics are pretty and still have their place, but if you want to get serious about affiliate marketing you’ll need to go further than that.

This affiliate marketing guide includes 14 surefire ways to help you generate an income from the Internet Based Family affiliate program. The great thing is, you can apply these tips to all the affiliate programs you are involved with.

1. Get to Know the Internet Based Family Website Builder

You can better promote a product if you are familiar with it and like it. We’re not just saying this to get you to buy my product, but a personal recommendation and good product knowledge goes a long way.

You may not be able to try every product you promote, but it is well known that affiliates that use the product will make better sales. At the very least, I hope that you will take the site builder for a 10-day trial so you can full understand it’s features, how easy it is to use and how it can help your clients, subscribers and website visitors.

2. Write Your Own Recommendations & Ads:

You can always take any pre-written text provided in our affiliate program and see how they work for you, but it's generally better to write your own recommendations and ads. They add a personal touch that will persuade people to find out more. Use my suggested ad text as a beginning point and add your own voice to them and be sure to include features and benefits that would most appeal to your target audience.

Tips for Writing Ads & Recommendations

Be Aware of Your Target Reader's Needs: Understand benefits (most important!) and features of the products that will appeal to them. For example, if your clients are not technically-minded, you will focus on the point and click technology of the site builder. Tell them they won’t have to hire a programmer to create their shopping cart or message board – it’s all included.

Share Your Experience: Give concrete examples of how the site builder has worked for you. Don’t just say you love it...illustrate the *benefits* it has provided to you. If you don’t actively use the site builder, be sure to get a product review from one of the clients you refer to Internet Based Family.

You can talk about how it has saved you time from writing HTML code. You can talk about how you saved money that you previously were giving to a web designer. If you had a less than professional-looking website before, you can talk about how your sales increased when you chose one of Internet Based Family’s professional templates. The

possibilities are endless. Just talk about the features of the site builder and how they benefited you.

Give Information, Not Necessarily A Sales Pitch: They'll get a sales pitch when they get to our website. Keep the tone informational and friendly...gain trust of your reader first. Your job is to warm up the visitor to our product. We'll close the sale.

More Internet Writing Tips

- *Use a provocative, attention-getting headline:* Ask a question: give a hard to resist benefit; tell your visitor how you've benefited from the product.

- *Prove your claims:* Don't say, "It worked for me". Say, *HOW* it worked for you. List concrete benefits of using the site builder, how you implemented the use of the product and what results it produced.

- Avoid excessive exclamation points!!!!!! It looks like insincere hype.

- Avoid excessive capitalization. WRITING IN ALL IN CAPITAL LETTERS IS LIKE SHOUTING! Don't yell at your readers, okay?

- Keep it simple. People tend to skim while reading on the net and it can be hard on the eyes. Some ways to do this are to:

- Break up your paragraphs into bit-sized chunks
- Use headlines and subheadings
- Write in short sentences with simple language
- Use bullet-points (just like this) to make easy-to-read lists

3. Never Expect a Banner or a Graphic to Do All the Work for You:

"Banner blindness" is a common phenomena as we've already mentioned. In other words, people ignore banners. Although graphics can grab the attention of a website visitor, text and information is what they're looking for when they want to buy.

4. Create a Whole Page Review Dedicated to the Product:

Now, I'm not trying to bully our way into your website by asking for a whole page. The fact of the matter is, full pages work. Your full-page feature will serve as the focal point of many of your promotions.

Benefits of Full Page Recommendations:

- Permits targeting specific keyword phrases to rank well on search engines.
- Commands your visitor's full attention.

- Allows you to go into detail about why you like and recommend the product. Include product benefits, features, personal experiences, graphics and anything else you feel is relevant. You can NEVER give too much information.
- Helps you warm up your visitor to the product before sending them to the website for a sales pitch.
- If you are going to do a full page recommendation, be sure to visit the Site Builder Selling Points page at:

<http://www.internetbasedmoms.com/affiliate-tools-points.html> - It will give you some ideas of what to include in your full page.

How to Use Your Full Page Recommendation:

- Optimize your page for search engine visitors. Do your keyword research. Go to <http://www.aliceseba.com/wordtracker.html> to see what people are looking for and optimize your page for that. Include your chosen keyword phrase(s) in your title tag, description tag, page content, etc.
- Link to your full page recommendation from various areas of your website. Perhaps you'll put a graphic and a little introductory information on your home page. Then, you can give your visitors the option of following the link to the sales website or reading more about your product review.
- Recommend Internet Based Family to others in email or on message boards (only as allowed), and send them to your product review page. An affiliate link is often looked upon with suspicion and may not be allowed on a message board. Besides, you know these people; they want to know YOUR opinion. What they don't want a sales pitch from us.

5. Write Articles on Related Topics to Draw in Traffic & Interest:

Write articles about website building, starting an Internet business. You can include a subtle recommendation for the product within the article or in your signature line.

Article Writing Tips:

- Provide "real" information and tips in your articles. Make sure it doesn't sound like a sales pitch. Any recommendations you make should be added value to your article. The recommendation should not be its main purpose.
- Some marketers say to never put your recommendation or what you are selling in the body of your article. They say it belongs in your byline. But let's be serious. People will read your article, but they don't always read the byline. They are just grateful to get good information. As long as you write a highly informative article, your recommendation certainly has a place within the article itself.

Getting Your Articles Published:

Of course, you should publish your articles on your website and in your newsletter. You can also find other web publishers to run your articles as well. Many will not mind the inclusion of an affiliate link, as long as your article contains good, solid content.

Hide Your Affiliate Links in Your Email Articles:

If you'd prefer to keep people from seeing that your recommendation comes with an affiliate link, you can do the following:

1. Redirect a page from your website to your affiliate link, so it will read something like: yourdomain.com/internetbasedfamily/ but it will send visitors directly to the ebook sales page with your affiliate link. Check if your hosting control panel allows for easy redirects. Or alternatively, buy a domain name that redirects to your affiliate link. This will look like you're simply recommending the website without an affiliate link at all.
2. Send traffic to your full-page recommendation page. You can send people to your website to read your full review. That way, you don't have to include your affiliate link in the article.

Where to Send Your Articles for Publishing & Consideration

We have compiled a list of places that accept Ezine article submissions. Be sure to read all the submission guidelines before sending your articles.

www.GoArticles.com
www.EzineArticles.com
www.MakingProfit.com
www.IdeaMarketers.com
www.ArticleCentral.com
www.BusinessClique.com
www.GreenTipsandHam.com
www.Boconline.com
www.Amazines.com

Make your articles available from your website. Include a note on your articles which states they are available for reprint as long as your byline and links remain intact.

Offer your articles to members of your networking groups or people you know that have newsletters targeting your market. Generally, you should not post your articles to groups unless they specifically allow this. Just let them know you have some free content that may interest them.

6. Promote the products in Your Opt-in Newsletter:

If you have an opt-in newsletter list, tell them about Internet Based Family. If you have a letter from the editor section, tell them about the product and how it has helped you. Your personal recommendations will go a long way.

Offer them some of the free reports you can find in the affiliate center at:
<http://www.internetbasedmoms.com/affiliate-tools.html>

7. Promote Internet Based Family on Highly Trafficked and Relevant Pages of Your Website:

Check your website statistics to see which pages visitors view the most. These are great target areas for your promotions, especially if they are relevant to our product line.

8. Promote Internet Based Family in Your Signature Line:

If you frequent message boards or belong to email groups that allow signatures, tell people about the free website builder trial. Include your signature in all your business and personal emails, too.

9. Offer a Freebie with Purchase:

It doesn't hurt to give your visitors a little incentive to buy the products. You could give out a free consultation, a free ebook—whatever you think your visitors would like—when they make a purchase. Just ask them to forward their email sales receipt to you. Email receipts do not include credit card information, so it should be safe to forward this information.

10. Promote Internet Based Family on your thank you pages:

After a visitor has made a purchase from you, give them a recommendation for the site builder on the thank you page. They are about to leave your website, so this is a great time to give them this extra information.

11. Promote Internet Based Family on your custom error (404) pages:

You know that page that shows up when your visitors enter a URL in wrong? Don't waste this space; use it to promote an affiliate product.

12. Promote Internet Based Family in your thank you emails:

Whether you're saying thanks for joining the newsletter or for buying a product, always give your email recipients a product recommendation. This is the perfect opportunity for a backend sale.

13. Try an exit window or pop up window:

Annoying or not – pop ups work. Stick with one tasteful pop-up targeted to your website visitor and you'll see great results. Here's a simple pop up window script.

Create an html document that will serve as your pop-up document. Then insert this javascript code into the page where you want the pop up to appear:

Place the following between the <head> </head> tags of your HTML document:
(make sure to specify the URL of your HTML document and a width and height for your pop-up)

```
<SCRIPT LANGUAGE="JavaScript">

<!--
function WindowOpen() {

    msg=window.open('http://www.yourdomain.com, 'Sample', 'toolbar=no',
'location=no',
'directories=no',
'status=yes',
'menubar=yes',
'scrollbars=yes',
'resizable=no',
'copyhistory=yes',
'width=0','height=0');
    }
//-->

</SCRIPT>
```

Then this part goes in the <body> tag of your html document:

```
<body onLoad=WindowOpen(>
```

Note, the above code may be blocked by pop-up blockers, which are very common with web browsers and various toolbars that people install. You may want to try unblockable pop-ups like those found at <http://www.aliceseba.com/focusgenerator.html>

14. Autoresponder Courses:

Create an Autoresponder course on a topic related to building a website and starting an online business. Include lots of great information about the topic and subtly promote the product at the end of, or within, your lessons. You can deliver the course every day for a certain period, once a week or whatever frequency you choose.

You can set up an autoresponder (free for up to 500 subscribers – just find the link at the very bottom of the page) at: <http://aliceseba.emailaces.com>

Just Do It On Step at a Time

You now have 14 ideas to start promoting Internet Based Family, but that certainly doesn't mean you have to do them all today. Just set aside a few moments each day to start implementing each idea one-by-one.

If you'd like more advanced affiliate marketing strategies, I do recommend you learn from someone who is living the affiliate marketing "dream". Rosalind Gardner is an affiliate marketer who has earned in excess of \$435,000 yearly with affiliate programs. She's created an extensive affiliate marketing manual that outlines step-by-step how to dramatically increase your earnings from affiliate programs.

Find out more at:

<http://www.aliceseba.com/superaffiliate.html>

I purchased Rosalind's ebook when she first published it and have to say, it is the most step-by-step manual I've ever seen on affiliate marketing. Since then, I've had the opportunity to meet with and chat with Rosalind in person...and can tell you that this lady not only knows her stuff, she also knows how to teach it to others.

Best of luck to you, in all your Internet marketing adventures. I'm honored to have you as a partner in promoting the Internet Based Family website builder.

To your success,

A handwritten signature in black ink that reads "Alice Seba". The signature is written in a cursive, flowing style.

Alice Seba
Your Partner in Online Success

Find your affiliate materials at: <http://www.internetbasedmoms.com/affiliate-tools.html>