



# How To Generate Sales Using An Affiliate Army For Info Products

*By Marlon Sanders*

*Take everyone in the world who surfs the Internet with an English Browser (roughly 200 million when I ran the numbers originally). 1 out of 102 have been to one of my websites as measured by 24 hour cookies. This was accomplished by an army of 30,000 affiliates. Here are the 5 most important steps I've learned.*

## **1. Provide instant gratification**

One of the things you need to do is build your LIST of affiliates.

One of the things we did to accelerate this was to offer a special incentive to new affiliates who made 5 sales.

Most new affiliates never make 5 sales. So you want to incentivize them to hit that benchmark. In your business, the number of sales to hit a bonus might be different.

This is what we did for years.

Right now I don't have an incentive going because I want to set up automation for it. Figuring things manually is OK in the short term. But in the long term you REALLY need to automate it.

This method helped us build a list of 30,000 affiliates. Of course, the more affiliates promote you, the more people see your offer.

It's easy to promote this offer. You just add it above your affiliate sign up page.

## **2. Turn your customers into affiliates**

Travis Sago, Russell Brunson and others would tell you that this piece of advice from me made them a LOT of money. Probably millions.

I call it "rolling your own affiliates."

The more you can have your own customers be your ardent promoters, the more you have a viral growth factor working in your business.

In order to do this you need "sell through" where instead of just signing up, your affiliates are bringing in sales.

Russell Brunson took this concept and ran with it. He operated a whole elaborate training system for his affiliates.

Travis Sago created the “Bum Marketing Method” training program in order to recruit and train his own affiliates. And it worked gangbusters.

### **3. Put an affiliate link at the bottom of your sales letters**

One of the downsides of doing this is some people will join as an affiliate in order to try to buy the product at half off.

Some programs allow that and don't mind. Others try to stop it. In our case, we watched and wouldn't pay commissions on what appeared to be a sale to the person via their own affiliate link.

The reason is, you don't want to cheat your affiliates out of a sale.

Nowadays, the more common practice is to manually approve affiliates. Unless someone has 10 or more sales on a platform such as JV Zoo, the common practice is to not approve them as an affiliate.

### **4. You can make a lot of sales on small numbers**

You can make a LOT of sales from people doing only a few sales per month if you do them in numbers.

I would rather have a lot of small affiliates bringing in a few sales a month than to be reliant on 3 huge

ones who might decide to NOT promote for me next month.

Of course, you NEED the big players promoting you also. But the more your program is seen all over the place (omnipresent as Grant Cardone would call it), the more you attract larger fish.

In order to make this happen, you need to give training and tools to affiliates. You need to make it as easy as you can for them to spread the word.

I created a website JUST for this purpose. And I send new affiliate sign ups there.

## **5. Give new affiliates a step-by-step process**

As I mentioned, I created a whole site for this purpose. And it lays out a simple, step-by-step process.

I use big numbers 1, 2, 3, 4. So it's one, do this, that and the other.

Two, do this and that.

And so forth.

Your pro affiliates don't need that. They'll grab your email swipe copy and that's all they need.

## **6. Provide multiple email swipes and tools for each product**

We were leaders early on in providing a wide range of tools for our affiliates to promote us.

Today, the most important thing is to give more than one email swipe for your promotion. Have long ones, short ones, and different ones angled for different customer groups.

The reason is, you want to make it super easy for the affiliate to find exactly what they're looking for.

## **7. Don't be like everyone else**

When you look at upcoming launches on Muncheye.com so many look the same, almost exact cookie cutters of each other.

Some of the most important innovation you do today is simply what you do to get attention and stand out.

With all the noise, it's harder than ever just to get attention. A little thought and creativity can go a long ways.

Do you have the guts to be one step ahead of the herd instead of blending in with the herd or tromping along behind them as a follower? Can you be a leader?

What would happen if you did?

## **8. Win the inbox battle**

The inbox is a battle for relevance, value and just standing out.

What can you do to stand out?

The key concept here is called the "pattern interrupt." You want to interrupt the flow of the mundane things they see in every email.

If you see a subject line that says “picture enclosed,” if you know the person, you’ll likely open it.

Then if it’s a pattern interrupt like a picture of an elephant’s tail end, you might just read the headline.

## **9. Adapt to the changes in affiliate marketing and avoid buggy whip thinking.**

Product prices have dropped. One time offers and upsells are more important than ever to boost earnings per click.

In the old days, you wanted to have your own stand alone affiliate software.

Today, all the action has shifted to places like JV Zoo, Warrior Plus and Clickbank.

Markets are constantly changing.

You either change and adapt or you die. This is the law of the universe.

A lot of people stick their head in the sand.

They deny changes.

They say what is, isn’t.

They pretend it doesn’t apply to them.

This is “buggy whip” thinking. The makers of buggy whips either adapted to the new world of black model T’s, or they vanished.

Change.

It's the universal imperative of survival. I'm making preparations shortly to launch products on W+ and/or JV Zoo.

And changing price points from an average Front End offer of \$59 TO one of \$10 to \$17 with One Time Offers to help offset the loss on the front-end price.

**Want to Schedule a Consultation** Where We Can Discuss How I Can Help You Build Your Own Super Power Marketing System?  
[\*\*CLICK HERE\*\*](#)

Best wishes,

Marlon Sanders



## **The Road Not Taken**

Two roads diverged in a yellow wood,  
And sorry I could not travel both  
And be one traveler, long I stood  
And looked down one as far as I could  
To where it bent in the undergrowth;

Then took the other, as just as fair,  
And having perhaps the better claim  
Because it was grassy and wanted wear,

Though as for that the passing there  
Had worn them really about the same,

And both that morning equally lay  
In leaves no step had trodden black.  
Oh, I marked the first for another day!  
Yet knowing how way leads on to way  
I doubted if I should ever come back.

I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I,  
I took the one less traveled by,  
And that has made all the difference.

**Robert Frost**