

Affiliate Marketing Blueprint



Tactics to
Creating a
Highly Successful
Affiliate Program



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Introduction

Thank you for downloading **Affiliate Marketing Blueprint: Tactics to Creating a Highly Successful Affiliate Program**. This e-book will help you with setting up your very own affiliate marketing program, as well as describe some helpful tips and strategies on how to get that affiliate program up and running.

Our affiliate marketing software, JROX.COM Affiliate Manager (JAM) will help you get started in your affiliate marketing path.

I'll admit, this is not an all-in-one resource on affiliate marketing, but it will definitely help you get started and on the right track. I'll point out some third party resources throughout this e-book that I also feel would be of great help and value to your new endeavor. Some of these resources have external links, so I suggest staying connected to the Internet while you read it, so you can reference them quickly.

Most importantly, make sure to take action on the suggestions made in this e-book. Only through action and perseverance will you be able to truly be successful in anything that you do, including affiliate marketing.

Finally, I also want to remind you that you have giveaway rights to this e-book. You are welcome to use it as a new downloadable e-book on your site, give it away as a bonus, or just email it to a friend that you feel might benefit from it.

Thanks again, and I wish you great luck in everything that you do.

Ryan Roxas
JROX.COM

Affiliate Marketing 101: The Basics

What is Affiliate Marketing?

In simple terms, affiliate marketing is an agreement between one website (the merchant) and another website (the affiliate) where by the affiliate refers visitors to the merchant's website. The merchant's website usually sells products and/or services and pays the affiliate a fee for referring that visitor.

These merchant sites pay the affiliates a commission for each referring visitor that they send. This commission can be generated in different ways, such as when the referring visitor buys a product, fills out a form for a lead, or just clicks on a link.

Who Uses It?

Affiliate marketing is utilized by numerous companies, both big and small. Most of the larger, well-known companies use it to effectively sell more of their products online. It is also a cost-effective tool for smaller companies as it does not require large upfront costs to get started.

Here are some companies that use Affiliate Marketing as a big weapon in their Marketing Arsenal:

- Amazon.com
- Dell
- eBay
- Barnes & Noble
- Apple
- Verizon Wireless
- Weight Watchers

These are just some of the more well-known companies. Many smaller businesses also use affiliate marketing to leverage the power of the Internet to boost their sales. It works well for any size company because of its flexibility and low startup costs.

How Does It Work?

In a nutshell, affiliate marketing works like this:

1. A new affiliate, usually another website operator, signs up for your affiliate program.
2. He / she is given her own unique affiliate link or URL to promote your products or services.
3. This unique link is what he/she uses to promote your goods all over the Internet. These promotions can be in the form of banner advertising, email signatures, email advertising, and so on.
4. Whenever a visitor sees these promotions and clicks on that affiliate link, they are tracked. This tracking mechanism is done by placing an Internet cookie on the visitor's computer so that the affiliate marketing software knows which affiliate member referred them.
5. After clicking on the affiliate link, that visitor is redirected to your web site in order to check out your products and services.
6. When that visitor either decides to buy your product, or perform any other action that you want them to do (such as fill out a form), the affiliate software generates a commission for the referring affiliate.
7. The affiliate can do this repeatedly in order to generate more commissions and ultimately create a good income for him / her.
8. In your case, you will be able to generate new sales easily and with no upfront costs because you never have to pay for promotional costs before a sale is made.

Benefits of Affiliate Marketing

Affiliate marketing is a WIN-WIN situation for both the affiliate and the merchant. Because of its flexible nature, there are numerous benefits that you as the merchant will get by making use of this type of marketing strategy:

1. **Low Upfront Costs** – Starting your own affiliate program does not require you to have a large marketing budget upfront. Most types of promotional marketing such as billboards, email ads, or even pay-per-click advertising require you to have a certain amount allocated beforehand in order to get started. With affiliate marketing, all you need is your website and the software to run your affiliate program, such as JAM.
2. **No Sales Associates Needed** – With affiliate marketing, there is no need to have dedicated sales people on your staff. That's because the affiliates in your program are your sales associates! These affiliates collectively help to promote your products and/or services for you, without having to have an upfront salary.
3. **Pay-for-Performance** – This is pretty much the best thing about affiliate marketing. You only pay when you get a sale or lead. No need to pay for underachieving employees. Affiliate marketing helps to reduce your overall marketing costs because you only pay for quality performance.
4. **Flexibility** – Affiliate marketing allows you to be very flexible in how you pay your affiliates. You can pay them for certain actions undertaken, such as when they refer a customer that buys from you, or fills out a lead form, or downloads one of your products. It can be used however you want so as to generate the most revenue for your business.
5. **Automation** – Because affiliate marketing is normally setup via computers and the Internet, many of your affiliate management tasks can be quickly automated, helping to free up time for you to focus on other aspects of your business. Tasks such as commission management, affiliate tracking and reporting, are all automated when you use JAM as your affiliate marketing software.

Why You Should Start Your Own Affiliate Program

If you own or want to start your own Internet Business, affiliate marketing is a must for your marketing strategy. It is an easy, cost-effective solution to promoting your products and services effectively online. Additionally, you end up building a sense of community among your affiliate members when you utilize it correctly.

Think of it this way: Having a good number of affiliates promoting your products all over the Internet is similar to having thousands of sales agents going door to door selling your products all over the country. The great thing about having an affiliate program is you don't have to put any of your affiliates on salary to get started!

Why So Many Affiliates Love Affiliate Marketing

Affiliate marketing is a good, easy way to make money on the Internet. Many pursue this type of business at first because of its flexibility, low startup costs, and broad range of products to promote.

Here are 10 reasons why affiliates love affiliate marketing:

1. **No to Low Startup Costs** – Most affiliate programs are free to join. This makes it easy for new affiliates to get started in promoting others products. Additionally, as a new affiliate, you only need a few things to get started, namely a computer, internet connection, and optionally a web hosting account.
2. **No Inventory or Production Costs** – With affiliate marketing, you don't need to have any products. This means you don't need to stock up on any inventory or develop your own product to sell. You can go online and choose from hundreds of different products to sell yourself.
3. **Flexible Schedule** – No dedicated hours are required here. Affiliates can promote your products any time they want, for as long as they want. This makes this business very appealing because affiliates can do this part-time or full-time.

4. **No Experience Required** – Anyone can be an affiliate (as long as they abide by your affiliate agreement). No need to have an MBA degree to get started.
5. **Sell What You Want** – With the numerous categories of products you can promote, you can virtually sell anything you want. From computers to books to CDs, I guarantee there is an affiliate program on the Internet that you can join that sells it
6. **No Customer Support** – Affiliates just sell. No need to deal with customer questions or technical support at all
7. **Work from Anywhere In The World** – Affiliate marketing gives you the freedom to work from anywhere in the world. As long as you can connect to the Internet, you can make money in Affiliate Marketing.
8. **Low Risk, High Potential Reward** – Affiliate Marketing allows you to start, stop, and restart again whenever you want without risking anything. You can change products to promote if you're not doing well with the one you currently are promoting, and you can promote as many products as you want without any risk.
9. **Earn While You Sleep** – The Internet gives you the power to make money even when you aren't physically working. Your affiliate website works for you 24 hours a day, 7 days a week. Even if you're sleeping, someone can still visit your website, click through to the merchant's site and generate a commission for you. What business in the world allows you to do that?
10. **Global Marketplace** – Sell to virtually anyone in the world. There is no limit to who you can sell to, as long as they are connected to the Internet.

Types of Affiliate Programs

There are different types of affiliate marketing programs. These depend on how you want to pay your affiliates based on different actions that are performed by the referral. For example:

1. **Pay-Per-Sale** – This type of affiliate program is one of the more popular types of programs in that the merchant only pays a commission to the affiliate when the referring visitor buys their product.
2. **Pay-Per-Lead / Pay-Per-Action** – This type of program pays affiliates every time a certain action is performed by the referring visitor. For instance, if the visitor fills out a lead form or downloads a product from the merchant site, a commission is generated for the affiliate.
3. **Pay-Per-Click** – For this program, merchants pay affiliates for each click that is generated from their affiliate link.
4. **Cost Per Thousand (CPM) Impressions** – This option pays affiliates for a certain number of ad impressions generated. For example, you can pay an affiliate a commission every time your banner is shown 1000 times on their website.

There are different options for affiliate payments as well. This can include flat-payments, percentage payments, and also recurring commission payments.

1. **Flat Payments** – This option pays affiliates in flat fees. For example, if you want to pay affiliates \$10.00 for every sale that they make regardless of how much the sale is, this is the option.
2. **Percentage Payments** - This option pays affiliates by percentage. For instance, if your program pays affiliates 10% of all sales, you would pay an affiliate a \$5.00 commission for sales of \$50 ($\$50 \times .10 = \5)
3. **Recurring Payments** – This payment option automatically pays an affiliate a recurring commission for each action generated. For example, some merchants who run membership sites and want to pay affiliates a portion of the monthly revenue, they can utilize recurring payments to pay the affiliate each month every time the member they referred renews his / her membership.

What is JROX.COM Affiliate Manager (JAM)?

JROX.COM Affiliate Manager, also known as JAM, is an affiliate and membership management system. This system allows you to recruit, manage, and build an army of online affiliates that can help promote your products and services throughout the Internet.

Where does JAM come in?

JAM can be used to help you recruit and manage affiliates as well as give them exclusive access to marketing and promotional tools to promote your business.

These tools have unique tracking codes that your affiliate can use so that any referring customer that they send to you, they will get the proper commission for it.

JAM will also help you manage most of the aspects of your affiliate marketing strategy from signup, to member management, to payment of affiliates, and to keeping proper records of commissions. It will even manage your affiliate marketing tools such as banner ads, text links, email ads that you can assign to affiliates that will help them to promote your products and services.

Why Use JAM?

The better question is: Why not? With JAM, you have a world-class affiliate management script that will handle most of your affiliate management tasks. You can even get started at no initial cost as we offer a free downloadable version. This version is exactly the same as the licensed version, except it's limited to 50 affiliate members.

Here are just a few reasons where JAM can help you build a successful affiliate program:

1. **Easy Affiliate Signup and Management** - JAM creates the affiliate signup forms as well as confirms the affiliate email for you. You also have the option to approve affiliates before they are allowed to login. Welcome Emails with their

unique affiliate details for promoting your products are automatically sent to them as well.

2. **Easy Commission Management** – JAM's commission management features makes your affiliate payments a snap. Once commissions are generated, you can login to JAM, approve them with one step, and create a mass payment file for upload to your payment processor, such as Paypal. It can all be done in a few minutes.

You can even set an option to auto-approve your commissions at preset-intervals!

3. **Wide Variety of Marketing and Promotion Tools** - Promote your products and services through your affiliates effortlessly by giving them access to banner ads, text ads, text links, hover ads and so much more. And the great thing about this, all you have to do is create the ads in JAM, and the codes are automatically created for your affiliates in the members' area.
4. **Automatically Send Training and Motivational Materials To Your Affiliates**
- With JAM, you'll get your own Automatic Follow-Up Module so you can send your new affiliates your very own training materials via email. Create a complete follow-up training sequence to email your affiliates every day, helping them to learn how to promote your products more successfully.
5. **Analyze Your Affiliates Performance** - JAM gives you access to a number of reports and graphs for affiliate, website, and commission analysis. You'll know exactly how your affiliates and your marketing tools are performing.
6. **Create Pay-Per-Click, Pay-Per-Sale, Pay-Per-Lead, or CPM Tracking** - JAM allows you to create different types of affiliate programs depending on what your needs are. These include Pay-Per-Click, Pay-Per-Sale, Pay-Per-Lead, or CPM(Cost Per Thousand) Tracking
7. **Integrates with Virtually any Payment Processor / Shopping Cart** - JAM will integrate with pretty much any shopping cart, payment processor, or thank you page for commission generation

For more information on what JAM can do for you, visit our website at:

<http://jam.jrox.com>

Getting Started: Building Your Affiliate Program

This section will show you exactly how you can quickly build your own affiliate program for your online business. It will also show you how to install the JROX.COM Affiliate Manager (JAM) system on your website for use as your own affiliate management program.

Installing JAM

JAM Installation Requirements

** If some of the following terms are foreign to you, you can contact us and we can check this for you. You can also ask your web hosting provider if they support these requirements.*

JROX.COM Affiliate Manager currently requires the following system components:

1. Your own web hosting account, preferably a linux based one.
2. PHP version 4.3 or greater
3. PHP safe_mode set to Off
4. MySQL Database version 4 and up
5. Curl + SSL option compiled into PHP.
6. Access to sendmail or an SMTP server for emailing functions
7. Ability to setup CRON jobs or scheduled tasks
8. Ability to load Ioncube Loaders

For Zend, you will need to have the Zend Optimizer installed on your Web Server

For the JAM Admin Area, you are recommended to use Internet Explorer 6 and higher or Firefox 1 and higher as your Internet browsers.

For Curl, you must have it enabled with SSL. To find out if you have Curl enabled with SSL, create a **test.php** file and in it, type:

```
<?php phpinfo(); ?>
```

This will show your current php configuration. Scroll down to an area that says:

CURL Support **enabled**

CURL Information **libcurl/7.12.1 OpenSSL/0.9.7a zlib/1.2.1.2 libidn/0.5.6**

If your phpinfo says that your CURL Support has something along the lines of OpenSSL/0.9.7a, then you should have SSL enabled for CURL.

Downloading JAM

If you have yet to download JAM, you can download a free version from our website at:

<http://jam.jrox.com>

Usually, there is just a simple form you need to fill out, and it will give you access to the download area of JAM.

Installing JAM

Creating a MySQL Database

JAM requires the use of a MySQL database. You will need to create one first as well as the database user that will have access rights to the database.

If you have a hosting control panel such as cPanel, there is usually an area there where you can create and delete MySQL databases as well as assign database access permissions. If you do not know how to do this, just contact us or ask your web hosting provider.

Make sure you give the database user that you created full access rights to the database that you will be using for JAM.

Installing the JAM Files

After downloading JAM, you have a few options for installing it. You can either use the Windows Installer (.exe), or just manually upload the files via FTP.

Using the Windows Installer

When you download and unzip the JAM application, you can run the included jamaffiliates.exe file if you are using a Windows based Operating System. This file will automatically upload the necessary files over to your web hosting account, as well apply the proper permissions to the files after uploading.

This option will only install JAM on your remote website. Make sure you have your FTP server, username, and password details as well.

Once you run the installer, follow the onscreen instructions to get started.

1. Enter your FTP details:

FTP Address: ftp.yourdomain.com

FTP Username: ftp_username

FTP Password: ftp_password

Installation Directory: the directory you want to run JAM from. Normally set to "affiliates".

Install Folder: the folder you want to install JAM in. Normally, "/home/public_html" or "/home/www"

Install Location URL: http://www.yourdomain.com

2. Click Next and Install and it will start uploading your files to your server.
3. Once you've finished uploading the files, click Finish. This will automatically open a browser window to the web-based portion of the setup. Just follow all the onscreen instructions to continue.
4. Once you are done, you will need to delete the install.php file before logging in.

Installing via Manual FTP

1. Open up the ftp_upload folder
2. You can either unzip the affiliates.zip file onto your machine, or upload it as is and unzip it on your web server
3. Using an FTP software, upload either the /affiliates folder or affiliates.zip onto your web site. (**UPLOAD ALL FILES IN BINARY FORMAT**)
4. Once all files are uploaded, if you uploaded the zip file, then you need to extract this onto your site. If you use cPanel, you can use the File Manager option in the control panel to extract this to your web directory. By doing this, it will create an affiliates folder with all the JAM files in it.
5. Browse to the /affiliates/includes/config.php file and change the permissions for it to world-writeable or "777"
6. Browse to the /affiliates/banners folder and change the permissions for it to world-writeable or "777"
7. Run the web-based installer by going to *<http://www.YOURDOMAIN.COM/affiliates/install.php>* and follow the on-screen instructions.
8. Once the install has finished, you will need to delete the install.php file before logging in.

Configuring JAM

This section will help configure JAM to your preferences. We will go through the necessary steps to make sure JAM runs according to your requirements.

Setup the Necessary CRON Jobs

What is a CRON job?

A CRON job, also known as a scheduled task, is a process that your web server/computer runs at preset intervals. This operation usually does things such as process management tasks, update data, or do backup at the preset time that it is configured to do so.

Here are some examples of what a CRON job does:

1. Backup your data files at 1:00 AM every day to a specified archive folder
2. Check for any recurring commissions that need to be created on a daily basis
3. Send out email alerts every night with reports on how your system is running

JAM requires the use of CRON jobs to run its daily management tasks and to setup recurring commissions, if any. Please check to make sure your web host supports CRON or some other sort of task scheduler whereby you can run a specific program at least every 30 minutes.

Setting Up the Required CRON job for JAM

JAM requires at least one cron job to run every 10 minutes. If your host cannot run it every 10 minutes, then you can run it every 15 or 30 minutes, although we recommend it to be 10.

****Make sure that the CRON job is scheduled to run at the 10 minute interval of the clock, such as 1:00, 1:10, 1:20, 1:30, 1:40, 1:50***

This is the required CRON job you need to run every 10 minutes:

php -q /home/username/public_html/affiliates/includes/cron.php pw=cron_password

Make sure to change *[yourdomain.com/your affiliate directory](#)* to point to your JAM installation directory and the ***cron_password*** to reflect the cron password in your **includes/config.php** file on this line:

```
define("JAM_CRON_JOB_PASSWORD", "cron_password");
```

JAM also has other optional cron jobs that you may want to enable. These include the affiliate report alerts and automatic database backups

To setup the CRON Job for Affiliate Email Reports

JAM supports the automatic sending of affiliate statistics and reports via email. This is setup via a cron job setting. This is an optional cron job and does not need to be run.

To set this up, follow these steps:

1. Click on **Settings > Email Templates > Affiliate - Monthly Reports Template**
2. Edit this template to suit your preference. This is the same email template that will be used when sending out affiliate reports.
3. Open up **your /includes/config.php** file for editing.
4. Scroll down to the following area, and edit it to suit your preference:

//SET WHEN AFFILIATE MONTHLY REPORTS WILL GO OUT

//CHANGE TO daily or weekly or monthly

define("JAM_SEND_AFFILIATE_REPORTS", "monthly");

5. Setup the cron job for this (all on one line):

```
php -q /home/username/public_html/affiliates/includes/affreports.php  
pw=cron_password
```

Make sure to change *[yourdomain.com/your affiliate directory](#)* to point to your JAM installation directory and the *[cron_password](#)* to reflect the cron password in your **includes/config.php** file on this line:

```
define("JAM_CRON_JOB_PASSWORD", "cron_password");
```

Make sure that it matches the preferences you set in your /includes/config.php. For example, if you selected a weekly schedule, and you want to run it on Sunday, then schedule the CRON job to run once a week, on Sundays. If it is set for daily reports, set it to run once a day. For monthly reports, set it to run on the 1st of the month.

To setup the Optional Automatic Database Backup

JAM supports the daily, weekly, or monthly automatic database backup of JAM.

**Your web server must support the "exec" command in PHP. If you do not know if your site supports this, please ask your web host or systems administrator.*

To set this up, follow these steps:

1. create a backup folder on your web hosting account. We suggest creating this outside your web directory, so that it is not accessible by outsiders. For example, if your web directory is /home/username/**public_html**, then create the backup folder in /home/username/**backup**.
**If you cannot create this folder, you can use the backup folder in your JAM installation directory, although this may be insecure.*
2. Change the permissions to this backup folder to 777 or world-writeable, so that JAM can write data to it.
3. Open up your includes/config.php for editing. Scroll down to this area and edit the following to suite your backup preferences:

*//SET TO "true" IF YOU WANT TO ENABLE AUTOMATIC BACKUPS
define("DB_AUTOMATIC_BACKUPS", false);*

*//IF YOU WANT TO ENABLE AUTOMATIC BACKUPS, TYPE IN THE
PHYSICAL FOLDER LOCATION HERE
define("DB_BACKUP_LOCATION", "/home/username/backup");*

//ENTER THE BACKUP SCHEDULE YOU WANT. POSSIBLE VALUES ARE:

daily, weekly, monthly

define("DB_BACKUP_SCHEDULE", "weekly");

//DAY OF THE WEEK TO DO WEEKLY BACKUPS ON.

*// POSSIBLE VALUES ARE Sun, Mon, Tue, Wed, Thu, Fri, Sat, Sun. ONLY
VALID FOR WEEKLY-BASED BACKUPS*

define("DB_BACKUP_DAY_WEEKLY", "Sun");

*//ENTER THE DAY OF THE MONTH YOU WANT TO DO MONTHLY
BACKUPS ON. ONLY VALID FOR MONTHLY-BASED BACKUPS*

define("DB_BACKUP_DAY_MONTHLY", "1");

4. Save this file and re-upload to your JAM /includes folder
5. Setup the following CRON job (all on one line).

***php -q /home/username/public_html/affiliates/includes/backupdb.php
pw=cron_password***

Make sure to change [yourdomain.com/your affiliate directory](#) to point to your JAM installation directory and the [cron_password](#) to reflect the cron password in your includes/config.php file on this line:

define("JAM_CRON_JOB_PASSWORD", "cron_password");

6. Make sure that it matches the preferences you set in your /includes/config.php.
For example, if you selected a weekly backup, and you want to run it on Sunday, then schedule the CRON job to run once a week, on Sundays.
7. After the backup runs, check the backup folder to make sure that the database backup file has been generated.

Going Through Your Affiliate Settings

Once you have JAM installed and the cron job running, you can focus on updating the JAM settings to your needs.

First, login to your JAM admin area by going here:

<http://www.yourdomain.com/affiliates/admin/>

Make sure to change the *[yourdomain.com/affiliates](http://www.yourdomain.com/affiliates)* to match your JAM installation URL.

Once you've logged in, click on the Settings link. This is the main page where you set the proper settings for each section in JAM.

JAM Settings

There are 5 primary sections you need to go through now. If you need more details, please click on the hyperlink to get the most up to date settings and options for each section.

1. [System Settings](#) – this handles the global settings for your JAM installation
2. [Affiliate Settings](#) – this section handles affiliate related settings such as affiliate URLs, Account Details, etc.
3. [Payment Settings](#) – settings related to paying and receiving payments from affiliates
4. [Signup Settings](#) – settings related to the signup form used to recruit affiliate members
5. [Marketing Settings](#) – this relates to the marketing tools such as banner ads, text links, and email ads.

Once you go through each section and updating it to your needs, you'll need to go in and edit the values for your first affiliate program.

For more detailed information on the Settings area of JAM, visit the official JAM documentation [here](#)

Affiliate Programs in JAM

When you use JAM as your affiliate management software, you can create unlimited affiliate programs for each of your websites or online stores. This makes it very easy to manage, as you only have to login to one affiliate management area to manage all of your affiliate programs.

Creating Your First Affiliate Program

As we go through the building process for your affiliate program, you will need to edit your first affiliate program's settings. This is done in your JAM admin area by clicking on the Programs link, then the Edit link for the first program.

The Edit Programs area will allow you to edit your affiliate program's different options, such as the Program Name, Description, Type, and Payout Options.

The important options to look at here are the **Program Type**, **Commission Type**, **Commission Levels**, **Commission Frequency**, and **Commissions Per Level**.

1. [Program Type](#) – This sets the type of affiliate program such as Pay-Per-Sale, Pay-Per-Lead, or Pay-Per-Click
2. [Commission Type](#) – Set this to either flat or percentage depending on what type of commission payment you want to pay.
3. [Commission Levels](#) – How many levels do you want your affiliate program to have? JAM supports up to 10 levels, also called tiers, so if you want to have a multi-tiered affiliate program, you can set one up here.
4. [Commission Frequency](#) – Do you want to pay recurring commissions for each sale or lead? Set it up here.
5. [Commissions Per Level](#) – This is where you enter the commission amount or percentage amount for each of your commission levels.

For more detailed information on the Programs area of JAM, visit the official JAM documentation [here](#)

Editing Your Welcome Email Templates

When affiliates signup to your program, they are given a Welcome Email after signing up. This allows you to send them a heartfelt greeting, welcoming them to your affiliate program. This also gives you the opportunity to add any necessary text regarding your affiliate program, such as what their new affiliate link is, help information, and login details.

You can edit your Welcome Email Templates by clicking on the **Settings link > Email Templates > Welcome Email Templates**.

Additionally, you can also edit the other Email Templates in that section such as the Commission Alert and Affiliate Alert emails.

For more detailed information on the Email Templates area of JAM, visit the official JAM documentation [here](#)

Editing Your Terms of Service and Program Description

JAM has a default terms of service page that your affiliates can view and must adhere to when they signup. You can edit this by going to **Programs > Content Publisher > Terms of Service**.

The Programs Description area **in Programs > Content Publisher** can be used as a page you can link to for describing your affiliate program. This includes what your affiliate program is about, the payment options, commission levels, etc.

Integrating JAM with your Shopping Cart or Payment Processor

This is the most important section in configuring JAM. By integrating JAM with your shopping cart or payment processor, you allow JAM the ability to generate commissions whenever a sale or lead is made.

How Do I Integrate?

JAM has numerous options for integration. The simplest method is to use a hidden image tag, which is usually placed on the thank you or post-payment page of your shopping cart or payment processor. However, you will need to know a few things regarding your shopping cart or payment processor.

First, you will need to find out what page your thank you page is at.

Second, you need to find out if your shopping cart or payment processor will post the sale and transaction variables to your thank you page.

Finally, you will need to know the sale and transaction variables that are used after the order is placed.

There are numerous ways to integrate JAM, and we may even have detailed instructions for the shopping cart or payment processor that you use. Visit the [System Integration section](#) of the JAM official documentation to see if your shopping cart or payment processor is listed.

If you do not know what these are or how to find out what they are, contact us by visiting our [support forums](#), or you can ask your web hosting company about it.

For more detailed information about System Integration options in JAM, visit the official JAM documentation [here](#)

Testing Your Affiliate Program

Once you have all the settings and configuration details in order, we recommend testing your affiliate program first before opening up to the public. This part is necessary so as to make sure that your affiliate program is working according to your requirements. You wouldn't want commissions to not be generated according to your payment configuration would you?

Anyway, the Testing Phase includes the following actions:

1. Creating Test Affiliate Accounts to make sure that all settings work correctly and the Welcome emails are sent.
2. Test Your Affiliate Links for proper redirection and tracking
3. Create test transactions that will generate test commissions
4. View the Reports to make sure all data is being registered and accounted for.

Okay, once you've finished configuring and testing your new affiliate program, it's now time to get your marketing tools and materials ready for your affiliate members. The next section will help you do this as well as provide you with tips and strategies on promoting your affiliate program online.

Setting Up Your Affiliate Marketing Tools

We've now reached the most important section of this e-book. We'll talk about setting up JAM to store your new marketing tools and promotional materials, as well as no to low cost strategies on how to promote your affiliate program and get new members.

Let's get started.

Creating Your First Marketing Tools in JAM

JAM has a wide variety of built-in marketing tools that you can use for promoting your products and services. These tools are readily available for you to use in your JAM admin area, under the Marketing section. We'll go through each one so you can determine if you want to use them as part of your affiliate marketing arsenal.

Banner Ads

Banner ads are small to medium size graphical images that are used to advertise your products and services. This is a very popular form of online advertising, as banners can be seen on many web pages on the Internet. Your affiliates can use this type of ad by placing your banner ad code on their web page to promote your product or service.

Although this option does not really provide good conversion ratios, it is still the most popular way for affiliate advertising.

In order for you to create banner ads, you'll need to generate your own banner graphics for upload in JAM. Once you upload it, this banner graphic will automatically be shown in your affiliate members' area along with their unique affiliate code. Your affiliates can then just copy and paste the banner code onto their web pages.

Creating Banners

You can create your own banners in a number of ways.

1. **Your Own Graphics Software** – If you already have Adobe Photoshop or Macromedia Fireworks or some other graphics application installed on your

computer, you can use that to create your banner graphics. This can have your Product or Service advertised prominently on the graphic, along with any messages you want your viewers to see. Some typical banner sizes that you should stick to are:

- 486 x 60
 - 120 x 60
 - 120 x 90
 - 728 x 90
 - 120 x 600
2. **A Graphics Professional** - You can have a professional graphic designer create your banners for you. Although this may be an expensive alternative, it may definitely yield some great looking banners
 3. **An Online Banner Maker** – There are some free online banner makers that you can use to generate some simple banners. Here's a few that you can check out:
 - <http://www.bannerbreak.com/>
 - <http://www.mybannermaker.com/>
 - <http://www.bannercreator.nu/>

For more detailed information about creating banners in JAM, visit the official JAM documentation [here](#)

Text Links

Text Links are just simple hyperlinks that have your affiliate's URL embedded in it. Here's an example:

[Affiliate Marketing Software](#)

When you click on that URL, it will be set the affiliate tracking cookie then redirected you to our website. You can create as many text links as you want in JAM.

For more detailed information about creating text links in JAM, visit the official JAM documentation [here](#)

Text Ads

Have you used Google to search online? If so, I'm sure you've seen those ads on the right side of the Google. That's what text ads are. They are paragraphs of text that you can prominently display on an affiliate's website describing your product or service. This is usually accompanied by some colorful borders and catchy headline.

This type of ad has a much better conversion ration than banner ads. Make sure to test different headlines and body text to see what works best for you and your affiliates.

For more detailed information about creating text ads in JAM, visit the official JAM documentation [here](#)

Hover Ads

Hover Ads are similar to Text Ads except it "hovers". What this means is that the ad itself can either hover on the affiliate's web page, or drops down from the top and hovers in place. This is not the same as a popup window, as it uses a different technology and cannot be blocked.

This type of ad works great in getting a visitor's attention when they first visit the website. Once the visitor opens up the web page, the hover ad is the first thing that they see before the rest of the web page. They will then need to click or close the hover ad to continue.

For more detailed information about creating hover ads in JAM, visit the official JAM documentation [here](#)

Email Ads

JAM allows you to create unlimited Email Ads that your affiliates can use to copy and paste for email marketing campaigns and ezine ads. You can create these prewritten

email ads so that affiliate can just use it to email their mailing lists, or to place an ad in an email newsletter.

For more detailed information about creating email ads in JAM, visit the official JAM documentation [here](#)

Article Ads

Article Ads are used for creating content on an affiliate's web site. These articles can be placed on their website as presell content to your product or service. Articles related to your products or even a product review will work well as an Article Ad.

For more detailed information about creating articles in JAM, visit the official JAM documentation [here](#)

Landing Pages

Landing Pages are full HTML pages that your affiliates can download and use as their own web pages. These can then be uploaded by your affiliate to their website for use.

Landing Pages can work great for those affiliates that advertise your products using pay-per-click search engines, whereby the ad that they place first goes to the landing page on their site. Some search engines such as Google no longer allow direct affiliate links to be promoted on their AdWords Pay-Per-Click service, so the affiliate must first create a landing page to promote the product. These landing pages can then “presell” your product or service, allowing the visitor to click through to your site to make the purchase.

Try using landing pages for things such as product reviews, articles or a website that poses a problem and finds the solution in the product that you are trying to sell.

Viral PDFs

Viral PDFs are PDF files that have your affiliate's information and links dynamically built in so that when they distribute them for you, they will still get credited the commission as the built-in links will be set as their affiliate link.

Distributing these Viral PDFs all over the Internet as downloadable e-books can definitely create some serious traffic to your website. We recommend using these as giveaways with content related to your product or service. Your affiliates can then use it as a free bonus on their website or as a free e-book to giveaway for subscribing to their list.

What Should I Put in the PDF?

There are a number of things you can put in as content for your Viral PDF. Things such as articles about your product or service, a How-To on using your product or service, and even how your product can solve a specific problem.

Free Viral Distribution

Just imagine how powerful that would be. Your free e-book is given away by your members all over the World Wide Web, generating huge amounts of traffic to your site – all without costing you any money, plus making commissions for your affiliate members!

Replicated Websites

JAM gives you the option to create Replicated Websites as well. With the Replicated Websites feature, you can automatically create an affiliate web page for your new affiliate recruit. This web page is created on your site, and the URL can be given to your new affiliate to use for promotion.

What makes this feature unique is that the replicated web page has affiliate content unique to your affiliate. For instance, you can dynamically show the affiliate's name on the site, making them the representative or sponsor for anyone visiting that web page.

By using this feature, you can give out dedicated web pages to your members, especially if they don't have a website or hosting account of their own.

Downloadable e-Goods

JAM allows you to have any type of downloadable file, as long as it can either be stored on your web hosting account or accessible via a URL from JAM.

These files can be any of the following:

- Downloadable software or trialware
- e-books
- PDFs
- graphics
- zip files
- and so much more.

You can use downloadable e-goods to give out software or tools that your affiliates can use.

Follow-Up Emails and Autoresponder Integration

The Affiliate Follow-Up Module allows you to create follow-up email messages that are sent to your affiliates on predetermined intervals. This is similar to an autoresponder follow up message that is sent one at a time, separated by a number of days that you specify.

Setting up follow-up messages works well especially if you want to send some email correspondence to your new affiliates.

This shows your new members that you are serious about getting them to make money not just for you, but for themselves as well.

Here are some examples of what the follow-up module can do for you:

1. Create an Affiliate E-Course to train your affiliates
2. Follow-Up with preset emails to see how your affiliates are doing
3. Automatically send preset emails to introduce new affiliate tools or marketing strategies.

JAM allows you to schedule up to 20 Follow-Up messages that can go out to your members separated by the number of days that you set.

These templates are completely customizable by you, so that it reflects your company image.

For more detailed information about creating follow-up emails in JAM, visit the official JAM documentation [here](#)

External Autoresponder Integration

Some people already have autoresponders that they use for creating mailing lists. JAM has the ability to integrate with many of the more popular autoresponders, so that you can use those applications for sending your affiliates emails and follow up messages.

JAM has automatic signup integration with the following third-party Autoresponders:

- AWeber
- AutoresponsePlus
- ListMailPro
- ResponseMagic

JAM also has the option to integrate with custom autoresponders as well.

For more detailed information about setting up third party signup modules in JAM, visit the official JAM documentation [here](#)

Whew! We've covered quite a number of marketing tools for you to use. All these are available for you in your JAM admin area. By giving your affiliate members more tools and materials to work with, it makes their jobs easier. Instead of focusing their efforts on creating those materials, they can just use the tools and materials you provide, giving them more time to promote your products and services. Ultimately, you help them to

become more successful in their affiliate marketing efforts. They can then utilize these tools much more effectively so as to make more sales for you and your business.

In the next section, we'll talk about some tactics and strategies on how to actually promote your affiliate program, as well as get some exposure for it. What's the use of having an affiliate program if you don't have affiliate members?

Let's keep on going...

Promotional Tactics and Strategies for Creating a Highly Successful Affiliate Program

Now that you have finished configuring JAM and setting up your marketing tools and materials, let's focus on getting people to actually signup and promote your products and services as affiliate members.

Submitting Your Program to Affiliate Directories

This section will show you how to submit your affiliate program to different affiliate directories on the Internet. These affiliate directories are web sites that list different affiliate programs, usually by category, so that new affiliate members can browse and then join if they are interested. This is a good first step to promoting your affiliate program.

Tips for Affiliate Directory Submission

Many of these will also accept your affiliate program listing for free. Before you submit your program, make sure you review their submission policies and requirements, so that you are adding your affiliate program and description properly.

Additionally, make sure you have your affiliate program ready to go. Some of these directories will manually verify your submission as well as your affiliate program site, so if your signup form or program description page is not ready, you may not get listed.

Your best bet is to have all of your information ready to go. These include:

1. Your Affiliate Program Description page
2. Correct Signup Form URL

3. Text description you will be using when you submit your affiliate program for inclusion
4. Keywords List for your Product or Service. Some directories might ask you to enter some keywords for your affiliate program.
5. Commission Payout amounts and Payment schedule

Affiliate Directory Listing

We've compiled over 40 different affiliate directories that you can list your affiliate program in. Each directory will require you to submit your affiliate program details manually.

1. <http://www.jamaffiliates.com>
2. <http://www.100best-affiliate-programs.com/>
3. <http://affiliates.searchking.com/>
4. <http://www.2-tier.com/>
5. <http://www.affiliatebase.com/>
6. <http://www.affiliate-fair.com>
7. <http://www.affiliatefirst.com>
8. <http://www.affiliateguide.com>
9. <http://www.affiliatehangout.com>
10. <http://www.affiliatematch.com/>
11. <http://www.affiliateguiding.com>
12. <http://www.affiliate-programs.ws>
13. <http://www.affiliateprograms.com>
14. <http://www.affiliate-review.com>
15. <http://www.affiliateshowcase.com>
16. <http://www.affiliatetip.com>
17. <http://www.affiliatesdirectory.com>
18. <http://www.affiliatesseeking.com>
19. <http://www.associatesearch.com>
20. <http://www.associateprograms.com>
21. <http://www.atlnetwork.com>

22. <http://www.becomeanaffiliate.com>
23. <http://www.best-affiliate-programs-online-directory.com>
24. <http://www.clickaffiliate.com>
25. <http://www.clickslink.com>
26. <http://www.earnfind.com>
27. <http://www.esponsors.ws>
28. <http://www.globalaffiliateprograms.co.uk>
29. <http://www.lifetimecommissions.com>
30. <http://www.new-affiliates.com>
31. <http://www.onlinebusiness.com>
32. <http://pickyouraffiliate.com>
33. <http://www.refer-it.com>
34. <http://www.refer-me.com>
35. <http://www.sitecash.com>
36. <http://www.sponsordirectory.com>
37. <http://www.sponsorplus.net>
38. <http://www.startearning.com>
39. <http://www.top-affiliate.com>
40. <http://www.affiliate-directory.us>
41. <http://www.ukaffiliateprogrammes.co.uk>
42. <http://www.weareaffiliates.net>
43. <http://www.webaffiliatesdirectory.com>
44. <http://www.webmaster-affiliates.net>
45. <http://www.webmastershelpcenter.net>

Paid Affiliate Program Announcement

If you don't feel like going through each of those affiliate directories just to submit your program, you can also use affiliate program announcement services. These paid services will list your affiliate program for you to these directories, plus a whole lot more.

With this option, you'll have to pay some money to get your program listed, but on the other hand, you will save some time. If you have other issues you need to get done besides submitting to a bunch of affiliate directories, then you might want to explore this option.

[Affiliate Announcement](#) – Automatically Announce Your Program To Thousands of Experienced and Qualified Affiliates.

Writing Articles to Promote Your Affiliate Program

Another easy way to promote your affiliate program is through article marketing. It is a professional way to increase your profits with very little effort! You put some 400 to 800 words on paper, submit to several sites and that's it. Well, almost.

Your article needs to relate to the product your affiliate program is set for. For example, if you have an affiliate program that promotes a product on sleep deprivation, then right a short article about that, and how your product can solve it.

What this does is “pre-sell” the reader with your product, as well as your affiliate program. Someone who reads it may even buy your product, as well as join your affiliate program.

Putting something of yourself into your article is a great way to get people interested in you and your subject. Not your life story just something simple, maybe an anecdote on something that happened to you. Remember; always be honest with your readers. You are creating a picture with your words, not just of your subject but also of you.

Just put the information down on paper - or word processor. Don't worry about the grammar or sentence structure, or anything else. Make the article somewhat light - but informative, as you want your readers to follow up by going to your site for more information. Once you have the words on paper then you can go back and rewrite to make corrections and polish the article. Spend time on this aspect - this tells your readers something about you.

Admittedly, writing can be hard for a lot of us. Using an outline can be one of the easiest ways to put an article together. Whatever you are producing will practically write itself with the use of an outline.

Once an article has been completed, you submit it to sites that specialize in free content. In turn, others that have an interest in your particular subject pick up your article and the article gets passed around the web. It becomes - very Viral!

How does this help you? Well, at the bottom of your article is a little box called a resource box. This little box has a small bio on you with a website link. It contains your name, website, and a link to your affiliate program.

Here are some websites you can submit your articles to:

1. <http://www.addme.com>
2. <http://www.ezinearticles.com>
3. <http://www.findarticles.com>
4. <http://www.goarticles.com>
5. <http://www.searchwarp.com>
6. <http://www.devshed.com>
7. <http://www.suite101.com>
8. <http://emailuniverse.com>
9. <http://www.published.com>
10. <http://www.articledashboard.com>

Using Press Releases to Promote Your Affiliate Program

Another cheap but effective way to promote your affiliate program is through a press release. A press release is an announcement of something newsworthy that is submitted to journalists and other media representatives.

By submitting a press release you can instantly create a buzz with your message and receiving a boost of traffic to your affiliate program.

You could submit a press release about you, your business, a new site, blog or product launched. This could be anything to do with your business. In this case, you can submit it about your new affiliate program.

When creating a press release, there is a certain format you have to follow. But before you create your press release, you want to keep in mind of the Five W's: Who, What, When, Where and Why.

Your readers want the facts. You don't want to sound even slightly like an advertisement. There's other advertising methods for those - don't include it in your press release!

Here are the formatting rules you need to follow:

Use mixed case. NEVER SUBMIT A PRESS RELEASE IN ALL UPPER CASE LETTERS. As you can see, it's much more difficult to read that way.

Always follow the rules of grammar and style. Errors in grammar and style affect your credibility. Excessive errors will cause your press release to be rejected.

Don't use HTML. When sending your press release to online Media, do not embed HTML or other markup languages in it. Including such formatting will negatively impact

the readability of your press release.

Use more than one paragraph. If you can say everything in only a few sentences, then chances are you do not have a newsworthy story. (*Note: You may hear that your press release should “never” be more than one page long. I have found that a press release should be as long as it takes to tell your story. If that means one and a-half or two pages, then that’s how long it should be. Do your best to keep it short and sweet, but don’t take out important information just to make it fit on one page.)

Include a summary paragraph for online submissions. Some online news services request that you include a one-page summary of your press release. This is because some distribution points only receive your headline, summary and a link to your press release. If you are submitting to online services, not including the summary paragraph may reduce the effectiveness of your press release. This is not usually necessary with print, television or radio media.

Write your press release on a word processor instead of composing it online. When you’ve finished writing it, print it out, and proofread it. Rewrite, edit, and proofread again, until you’ve got it exactly how you want it, and there are no mistakes. Because most people have a harder time proofreading their own writing, ask someone you trust to proofread it for you.

Do not include your e-mail address in the body of your release -- especially when submitting your press release online, or publishing your press release on your Website or in your blog. You can include your email address in the contact information if you wish, but if it goes online, be prepared to be spammed, since it’s going into public domain. Most online media services will have a place for your email address in the submission process, for your protection, and most of your local media will prefer a telephone number to contact you with.

Here is a basic template you can use when writing your Press Release:

Starting at the top of the page, on your company letterhead, write the words "PRESS RELEASE" in all capital letters, centered and bolded.

Hit the enter-bar twice, so you go down two lines. On the left hand side of the page, write the date you want the information to be released, or if it's "FOR IMMEDIATE RELEASE" write that, again in all CAPS and bolded. On the same line, but to the far right, write the words "CONTACT INFORMATION" again, bolded and in capital letters. Go down to the next line, and list the contact person and their phone number.

It's always a good idea to have two contact people whenever possible and two phone numbers for each of them -- for example, the office number and cell phone numbers. You can also put your email address here.

Hit the enter-bar twice again, and type in your headline next. (It needs to be centered and bolded, but not necessarily in all CAPS). Your headline needs to be short, snappy and relevant. You want it to grab the reader's attention.

Go down two spaces again. The body of your press release should be double spaced, and typed in an easy to read 12 in font, such as Times New Roman or Arial. Leave lots of white space in your press release -- use at least one to two inch margins around your page.

The first paragraph of your press release needs to provide the reader with enough basic information to make them keep reading. It should answer the "W" questions -- who, what, when, and where and why. Because you've only got a few sentences, make every word count.

The second paragraph of your press release will answer the "so what" question. It needs to explain who is going to be interested in this information, and why they should care about it. The second paragraph is an ideal place to include a quote, or a touchie-feely

"Kodak" moment, to add human interest to your story.

The third (and often final) paragraph of your press release should answer any other questions the reporter or journalist might still have about your story. Here is where you can include information about your company, or any technical stuff.

Make your press release long enough to say what you need to say. If it goes beyond one page, then centered under the last line on the first page, write the word "MORE" in all caps and bold it.

Then on the second page, on the top right hand side of the page, write "Page 2" and on the line under that, write the title of your press release again.

Continue where you left off. When your press release is finished, put these symbols centered under the last line "####" (without the quotation marks.) This lets the reader know that you're done.

That's all there is to it. Although the information you provide will be different each time you write a press release, the basic format will always stay the same. Now you've got enough information to be able to write your first press release. So, "write" on and good luck!

Secrets to Writing a Good Press Release

Make your news "newsworthy". A press release is not a sales advertisement. Your purpose in writing it is twofold: to provide the media with useful and relevant information about your organization, product, service or event and to get your name out to your target market.

Begin with a strong headline. Your headline and first paragraph need to grab the reader's attention. Without being flowery or overly dramatic, you have only the first few seconds to grab your reader's attention and get them to read your story, and decide if it's worth

running. So don't blow it by being vague or weak. The rest of your press release can give them the nitty-gritty details.

Tailor your story to your Primary audience – the media. Your secondary audience is your target market, but if the media doesn't decide that your story is newsworthy and runs it, your potential customers will never know about it!

Pay attention to your writing. Sometimes, especially in rural areas and online, the media will run your press release in their publications with little or no modification, so make sure you've used your spelling and grammar check before sending it, and keep to the facts. Most of the time, journalists will use your press release as a stepping off place for a larger feature story, especially if you can show larger relevance to other current events. Always develop your story as you want to have it told – put YOUR spin on it. Even if your story is not reprinted verbatim, always remember what YOUR purpose is in writing it – to provide exposure for you, and to help brand you as an expert in your field.

Not everything is news. Just because you are excited that you made your first big sale, or started a new product line, or wrote your first article, doesn't necessarily mean that the press is going to think you have a newsworthy story. From the time you start your first draft, keep your audience in mind. Who will find your story interesting? Why are they going to find it interesting? How is it relevant to something else that's going on right now?

Identify a problem, and show how you're solving it. Use real life examples about how your company or organization solved or is solving a problem. Give examples of how your service or product fulfills needs or satisfies desires. What benefits can be expected? Use real life examples to powerfully communicate the benefits of using your product or service.

Stick to the facts. Always. Tell. The. Truth. Avoid fluff, embellishments and exaggerations. It is part of a journalist's job to be skeptical. If you want to use publicity

effectively, then you're not looking for a one night stand. You want to gain the trust of the media, establish your credibility, and build an on-going relationship with your local media, so that you become a resource for them within your industry.

Find your “hook”. Try to make your press release timely. Keep informed about what’s going on in your community, in your state, region, the country or the world. Is there a local, regional or national news story that somehow ties in to your industry or your business? If you can hook your press release to current events or social issues, you increase your chances of having it picked up. If not, then make sure your story is relevant to the needs, wants or problems of your community or target audience.

Use an active, not passive, voice. Use strong verbs that will bring your press release to life. If there is controversy, describe it. There is an old adage in the news business: “If it cries it flies, and if it bleeds, it leads.” (Not very nice, but it’s often true.) So, while you may not be crying or bleeding, make what you’re writing about stand out. Use active verbs. Write “partnered” rather than “entered into a partnership” or “engaged” rather than “interested”, etc. Writing in this manner will help guarantee that your press release will be read.

Use only enough words to tell your story. Avoid using unnecessary adjectives, flowery language, or redundant expressions such as “added bonus” or “first time ever”. Paint a strong, vivid picture in the minds of your audience by making each word count.

Use jargon sparingly. There are times that some jargon is required if your goal is to optimize your news release for online search engines, but whenever possible, speak plainly, using everyday language. Avoid words like “capacity planning techniques” and “extrapolate”.

Avoid hype. The exclamation point (!) is your enemy. You will destroy your credibility by using hype. If you must use an exclamation point, use one. Never do this!!!!!!!!!!!!!!

Get Permission. Most people and companies are very protective about their reputations. Be sure that you have written permission before including information or quotes from employees or affiliates of other companies or organizations. If there is a hint of a dispute in this area, chances are your press release will be tossed aside, and never used. And you will lose your credibility.

If you follow those simple rules, you'll be able to put together a newsworthy story that will help you achieve your goals of getting the word out about your business.

Press Release Websites

Here are some sites you can quickly submit your press release once you're done creating one:

1. <http://www.articleuniversity.com>
2. <http://www.prweb.com>
3. http://www.agencyfaqs.com/news/company_news/submit.html
4. <http://express-press-release.com/submit-press-release.php>
5. <http://www.i-newswire.com/submit.php>
6. <http://www.powerhomebiz.com/BizNews/pressrelease.htm>
7. <http://www.free-press-release.com/submit/free-press-release.php>
8. <http://www.bizeurope.com/pressrelease.htm>
9. <http://www.pressreleasespider.com/AddFeed.aspx>
10. <http://www.prfree.com/index.php>
11. http://www.ap.org/pages/contact/contact_pr.html
12. <http://www.greatpossibilities.com/articles/publish/submit.shtml>
13. <http://www.dime-co.com/submitpress.html>
14. http://www.prurgent.com/submit_press_release.htm
15. <http://www.theopenpress.com/>
16. <http://www.free-press-release.com/>
17. <http://www.pressbox.co.uk/>
18. <http://www.press-base.com/add-press.html>
19. <http://www.fpsnewswire.com/freepost.asp>

20. <http://www.addpr.com/addrelease.php>

21. <http://www.1888pressrelease.com/>

MySpace, Social Networks, and Affiliate Marketing

MySpace is the predominant leader in Social Marketing. It's still fairly new, but its amazing way of connecting people together through its interactive network of photos, web logs, profiles, email, and forums has made it one of the most visited sites on the Web. It can also pose as an added opportunity to make connections with others in the same field and get the word out on your affiliate program.

What is a Social Network?

A Social Network is an online service that focuses on building a community of people who share the same or similar interests and activities. It also helps to connect those who are interested in exploring the interests and activities of others.

Many social networks use a wide variety of ways to allow for the interaction of their users. These include service such as RSS, podcasting, chat, messaging, email, video, voice, chat, file sharing, blogging, discussion groups.

By utilizing this powerful online community, users can quickly and easily build their own personal network with others. This is a very powerful way to spread the word to others all over the world. Imagine networking with others who have the same interests as you? You'll be able to promote not just your products and your affiliate program, but practically anything else you may want to share with them as well.

Joining a site such as MySpace is quite easy. All you have to do is create a free account, then edit your user profile with any information that may seem pertinent to you.

However, we suggest designing your MySpace more on a personal theme, since MySpace really is more about personal (social) connections. When you've made a good number of

friends online, you can then share with them other aspects of your business, such as your products, services, and affiliate program.

There are other sites that are similar to the MySpace concept as well. We recommend checking out these sites to see if it may be something that can work for you and your online business. By networking with others, you can help promote your online business quicker and easier, with practically no costs.

Social Networking Sites

1. <http://www.myspace.com>
2. <http://www.friendster.com>
3. <http://www.facebook.com>
4. <http://www.squidoo.com>
5. <http://www.ryze.com>
6. <http://www.43things.com>
7. <http://www.bebo.com>
8. <http://www.bluedot.us>
9. <http://www.hi5.com>
10. <http://www.meetup.com>
11. <http://www.linkedin.com>
12. <http://www.netlog.com>
13. <http://www.xanga.com>
14. <http://www.student.com>
15. <http://www.stumbleupon.com>

Building Lasting Relationships with Your Affiliates

Getting new affiliates to signup for your affiliate program is only the beginning. In order to keep them highly motivated and eager to sell your products for you, you will first need to establish a solid relationship with them. We've come up with some solid tips that you can use to make sure your affiliates keep on raking in the big bucks for you, day in and day out.

Train Your Affiliates Well

Most affiliate programs on the Internet think that by giving your affiliates a couple of banners and some text links, they will then go out and start making massive loot for you. This is just not the case. Many of your new affiliates will not know what to do when they first sign up for your program. All they know is that they like your product and they want to promote it to make a few extra dollars. Additionally, many of them will have lost their motivation to sell your product for you if there aren't any clearly defined instructions as to what they should do to promote it.

If you think about it, a salesman isn't going to get too many sales if he doesn't go through some sort of training seminar on the ins and outs as well as the type of customers they should sell to would they? This is where your affiliate training course comes in.

Your Own E-Training Course

You really should invest some time in putting together a good 7 to 10 day training course via email. This is quite easy to do, and you can quickly input it through the JAM follow-up module so it can be sent to your affiliates every day. You can also utilize a third-party Autoresponder for this as well.

How Do I Create a Training Course?

Creating your own email training course is fairly simple. You'll want to start by creating an outline of what you want your affiliates to know about you, your company, and your products. Here are some suggestions:

Affiliate Welcome Email – Your Initial Contact

This is the first email that gets sent to your affiliate after they have signed up to your program. It welcomes your new affiliate member to your program, and gives them the details of his account. These include such things such as his unique affiliate link, login information, and account details.

In JAM, this email template is already created for you. We do recommend you edit it so that the email has your own personal touch and business info.

In the Welcome Email, you should take some time to introduce your company's products as well. Since this is what they will be selling, give them a brief description of how well it works, and how it can really benefit the customers who buy it. Additionally, you should give them a short overview of how they can login to their affiliate account to get their promotional tools and marketing materials, as well as check their affiliate statistics and reports.

Another good idea would be to remind them what your affiliate payment schedule is. Things such as how many commissions they need to generate before you send them a payment check, whether you pay every month, or if you pay via Paypal or some other means.

Finally, give them a few simple instructions on getting started with your promotional tools. If you have some banners and text links available in your members' area, give

your affiliate step-by-step instructions on how to copy and paste them right away on their home pages. This will make it easier for them to begin.

Introduction to Your Promotional Materials

For each of the next training emails, focus on instructing your affiliates about how to promote your products. You can probably send them an email each day on how to promote your product using a particular type of marketing strategy. For instance, you can focus on teaching them how to market your product using Pay-Per-Click on Day 1, Using Ezines on Day 2, Creating Articles for Submission on Day 3, and Using Traffic Exchanges for Promotion on Day 4.

Make sure you are explicit in how you want them to market your product. Give them example code or even copy and paste text that they can use right away for submitting articles or creating content on their site. The less work that your affiliate needs to do, the better it is for you because you alleviate them of the stress needed when creating marketing material.

As far as content for your training course, here's another example of how you can format each of your training emails to them:

Day 1 – Quick and Easy Affiliate Promotion

This training email will further expand on your current promotional tools and marketing materials and how to use them. If you already explained this in your Welcome email, you can go over it again in this email to remind your affiliate about them. You can probably send this email either 1 or 2 days after their initial signup, so their new affiliate account is still fresh in their minds.

Go over each of your promotional tools and how your affiliate can use them step-by-step. If you offer banners, tell them detailed instructions on how to copy and paste the code on their home page. If you offer landing pages, give them those specific instructions on how they download it and use it for their own content pages.

Finally, give them instructions on simple affiliate marketing tips, such as placing their affiliate link into their email signature line and forum links, as well as sending out a short email to their friends and family members about your new product using their affiliate link. They can even use the Tell-A-Friend feature in JAM to automatically send them a custom email with their affiliate link already automatically added. This can generate some quick and easy cash for them as well as good sales for you.

By training your affiliates about your products and services and teaching them how to use your promotional tools and marketing materials, you'll make it much easier for them to promote your products.

Pay Your Affiliates On Time with Low Minimums

This is really a no-brainer. The faster your affiliate gets their hands on their cash, the more motivated they will be to sell and promote your product more. So make sure to pay them quickly and efficiently. Use methods such as Paypal Mass Payment, to automatically send payments to your affiliates via Paypal. They get their affiliate commissions instantly just by doing this. Furthermore, keep your minimum commission requirements low. Pay affiliates once they generate \$50 in commissions. This is a pretty acceptable amount, which gives your affiliates faster access to their money without having to wait a long time. If your commission requirements before payment are too high, then some of your slower performing affiliates may not get their cash quicker, thus making them less motivated to sell more.

Always Keep In Touch

We already suggested that you create your own e-training course to prepare your affiliates for marketing your product. But other than that, you should also keep in touch with them on a regular basis. Sending them a weekly or monthly newsletter with updates on your products and services, as well as news regarding your company or affiliate program will help keep you in your affiliate's mind.

Affiliate Contests

Another way to motivate your affiliate members is to run regular contests. Offer up some prizes for affiliates who generate the most sales or commissions in a given month. This is a very simple and inexpensive way to drive your affiliate's competitive spirits going. We've seen affiliate programs online giveaway things such as an iPod for the top selling affiliate, and even cash prizes for 1st, 2nd, and 3rd place. You can even add these events as part of your regular affiliate newsletter that goes out to your members.

How to Locate Super Affiliates That Will Promote Your Product

Once you have your affiliate program all ready to go and submitted to some affiliate directories, you'll still need to keep looking for affiliates. After all, affiliate marketing is like any other marketing task. You'll need to continuously promote it first to get some attention.

Internet Success Spider

One fast and inexpensive way of finding more affiliates is with a cool little tool called "[Internet Success Spider](#)". This piece of software will not only help you find affiliates, but "Super Affiliates" – those that will most likely be able to generate more sales for you.

By utilizing [Internet Success Spider](#), you have a faster option to finding bigger, more profit-generating affiliates online.

Here are a few good reasons to use [Internet Success Spider](#):

1. Use it to locate successful affiliates and learn from their techniques.
2. Use it to find your competitors' super affiliates and offer them a better deal with your affiliate program.
3. Find out exactly who is linking to your competitors, all with just a few clicks.
4. Find out the traffic stats for any website that you enter into the software

How Does Internet Success Spider Work?

Here's how [Internet Success Spider](#) works:

1. First, write down some keywords for your product or service.

2. Once you have some keywords down, enter them into the [Internet Success Spider](#) application. You can also enter a competitor's website address instead.
3. The software then automatically queries the search engines for sites that link back to your competitors.
4. The software will then categorize the search results by the number of backlinks as well as Alexa Traffic Ranking. This shows you who the potential super affiliates are in your niche market.
5. You can then contact them individually for a new Joint Venture proposal for your product.

Some More Tips and Tricks For Your Affiliates

Here are a few great articles on affiliate marketing that you and your affiliates may be able to use to get better results.

Use Squidoo and Lenses to Boost Your Internet Marketing

Squidoo has been part of the new Web 2.0 category of internet marketing tools since 2005. Squidoo allows an author to create a lens, a one page website, which focuses on any subject for free. A particular lens can draw information from numerous sources and place it all on one page for easy viewing and reading.

A lens maker can create numerous lenses on a subject, focusing attention on a different aspect of the subject with each lens. On the other had, a lens maker can make numerous lenses that cover many different topics, reflecting the lens makers' different interests and expertise.

Internet Marketing

One of the many good uses for Squidoo lenses is to use the lens as part of an overall internet marketing strategy. One or more good lenses can help to bring attention, traffic, and credibility to a product or business by providing valuable information and resources. Additionally, the lens can help to establish the author as an expert in their field and a person whose advice should be taken seriously.

The single page websites that Squidoo allows an author to create are called lenses because the finished website focuses on a single subject or idea. This focused attention on a subject is very attractive to users of the internet who are constantly searching for

answers to questions or problems. The internet search engines whose job it is to find good, focused websites that will answer the questions or problems are attracted to the lenses.

Therefore, the use of Squidoo lenses has become a valuable internet resource for building and marketing a business.

Basic Modules

There are numerous tools available on Squidoo to build a lens. Most of these tools are called modules. The modules create separate sections on the overall web page. Other tools available on Squidoo include the author's biographical area, a keyword list called tags, the lens title or headline, a lens roll, and RSS subscription for readers.

One of the basic modules allows the author to write short articles about various aspects of the lens's subject. Another basic module makes it easy to list and describe appropriate links to offsite information that complements the subject of the lens. For internet marketing purposes the author can use these basic modules to link to their own websites, thereby driving traffic to their own business.

Other basic modules provide links to commercial internet resources such as eBay, Amazon, Starbucks, CompUSA, and many other businesses where the reader can be directed to the author's own merchandise offerings or to merchandise and information that supports the author's own business. These modules can also provide some income, as the lens maker earns a small percentage of the sales of merchandise on these commercial websites.

Interactive Modules

Many modules are interactive in nature, which is why Squidoo is considered to be part of the new Web 2.0 category of interactive websites. Readers can respond to many of the

modules, adding their own favorites to certain categories. For example, readers can add their favorite YouTube videos to the list of videos on the lens or add their favorite pictures to the lens's list. Additionally, readers can add their favorite links to a list of links that the author has provided on the lens, or they can add their comments or responses to questions asked by the lens's author. One of the favorite interactive modules is the voting module where readers can vote on a question by the lens's author or vote on a listing of favorite resources.

All of the interactive modules have the effect of creating new content for the lens. The benefit to the lens maker is that the new lens content makes their lens more searchable by the many internet search engines. This is an obvious boost to the lens maker's overall internet marketing strategy.

Syndicated Content Modules

Another category of modules is that of syndicated content that is drawn from other websites. For example, if the lens maker has a blog on the same subject as his lens, he can have the blog posts automatically directed to the lens each time he creates a new blog post. Other types of syndicated content include articles from magazines and newspapers. The lens maker can automatically draw content related to the subject of the lens each time a new article appears in the specified periodicals. Similar to reader interactivity, this constantly changing syndicated content refreshes the lens on a regular basis, making it more attractive to the internet search engines and giving a boost to the lens maker's internet marketing efforts.

Creating a Squidoo lens can be fun as well as wise. It is fun because the tools produce a lens with a wide range of variety and creativity. And it is wise because the lens will help the lens maker market their business more successfully.

Getting Free and Easy Traffic To Your Web Site

Getting traffic to your web site is the most important task for a web master. Though paying for traffic is one option, it might not be a profitable source, especially if the web site does not have a direct source of revenue via sale of products. In such cases getting free traffic to the web plays an important role. There are many different ways in which you can generate free traffic. Some of the methods that you can use, are listed below:

1. Writing articles and submitting them to article directories. Almost all article directories provide a form field to include you copyright notice and the resource box. You should use the resource box not just to talk about your self but also to entice readers looking for more information. The resource box for your articles should be used to offer a freebie e-book or a report or even an attention-grabbing headline to attract the readers to click the link and visit your web site.

You can also end the article with a question and link to your web site to find the answer. Since web masters looking for free content on their sites also use the articles you publish in article directories, it creates a viral affect with your site getting traffic from varied sources. You also gain credibility as an expert with articles. Your article displays your knowledge and shows readers how much you know, about a specific topic.

2. Creating and distributing a free report on a specific subject also helps to get free traffic without putting in much effort. You should include a link to your site or link to a squeeze page to capture readers name and email. Having a link to a squeeze page automatically builds your own list of readers who can be contacted later with affiliate programs in the related subject. You should send your paid traffic to download this free report and allow them to redistribute the report. Giving the report for free attracts readers, and by allowing

them to distribute freely ensures that your web site gets free traffic, long after the report was distributed.

3. You should regularly post on forums related to your site. This is perhaps the easiest and quickest way to get free traffic. You should use these forums to make useful and interesting posts, and include a signature file that allows readers to click through to your site. If you are not an expert in any niche and are unable to have a discussion around a topic, you can always post questions. Asking for help will get your site noticed and get you some good incoming links.

4. Another option to explore for free traffic is to find link partners and exchange links. This will not only get you direct click-through traffic from other sites, but it will also get you search engine traffic once those sites are indexed and your site is given credit for the inbound links.

5. If you maintain a blog on your site, submitting your blog feed URL to various RSS sites also helps getting exposure to your site very soon. You should consider submitting feeds or sites to blog directories with a high PR to make sure you are getting quality incoming links. You should also not ignore submitting to sites with low PR in the later stages. If these web sites "make it big" you do not want to be left out. You should not submit to millions of web sites or directories using some software. Trying to submit your site to millions of other web sites may just work against your site.

6. You should look at submitting your web site to the social book marking sites like Squidoo, del.icio.us etc. This helps in getting good exposure to your web site.

Whatever the way you choose to get the visitors to your site, you need to be careful to do it naturally and never stop your hard work on your web site. After all Patience really pays!!!

Affiliate Marketing Tips for the Beginning Affiliate Marketer

Most people starting out looking to make money from their own home based internet marketing business are drawn towards the affiliate marketing arena with claims of easy money.

But is it really as easy as just sending prospects to your affiliate link? In a word, no. Nothing's that easy. There is work involved. There's no such thing as a free ride.

And most people that fail at affiliate marketing are the ones that enter it with that mindset. You, as an aspiring affiliate, need to realize that it is still marketing and as such you will need to hone your skill set to achieve any level of success.

As with any product or service you must advertise to make prospects aware of what you have to offer. You can't just join a program and hope that your link will be clicked.

A successful affiliate applies many different strategies. Most of these can be used in any niche with a little altering to fit that particular niche's parameters.

Here are a few tips on how to grow your affiliate earnings.

***You're the expert**

Get to know the product you're promoting. Research it as thoroughly as possible. If it's feasible, buy the product and use it. This gives you the advantage of working from a position of superior knowledge. Write your own testimonial or review. This instills confidence in the buyer because you've already purchased it yourself.

***Your own website**

You have to have your own website. This is imperative to your affiliate success. Why? Because every other affiliate will be using the exact same sales pages as you. You must stand out from the crowd. Differentiate yourself.

With your own site you can create custom landing pages to pre-sell the product. You can also write a special report and set up an autoresponder to capture the name and email address of curious individuals and follow up with them.

Always check with the affiliate agreement before creating your own ads and landing pages as this may be against the rules for that particular program.

***Forums and discussion boards**

Participating in online forums and discussion boards gives you two advantages. It not only allows you to drum up business for your products but it also gives you input from a customer's point of view.

By asking and answering questions you'll get a better feel for what exactly your prospects are looking for. What problems do they have? What do they feel would be the best way to solve these problems? Which do they think is the most pressing problem that needs to be addressed?

***Your own newsletter or ezine**

There are a tremendous amount of free newsletters and ezines on the web today, and for good reason. People who are passionate about a certain subject will always welcome more information on it as long as it's well written and presented.

By building a relationship with your readers you build their trust too. This is when you can start recommending products and services and when your affiliate profits will soar.

Simply send out an email every other week with an article written by either yourself or another expert along with some tips and possibly a famous quote and you've got a winning formula for a newsletter.

Capturing someone's email can also be applied to giving away a special report or product review so long as you let the person know that you will be sending additional emails.

All in all, these tips should help you greatly increase your earnings in any affiliate program in any niche.