



## Super Affiliate “Question and Answer” Session Using Questions Submitted At Neil’s Blog...

I’ve grouped similar questions together.

If you like this Q+A session, you’ll probably benefit from grabbing a free copy of our Spider software from...<http://www.GrabTheSpider.com/>



<http://www.GrabTheSpider.com/>

(available from 1pm EST Tuesday, 10<sup>th</sup> February 2009)

(Yes, it’s 100% free... the software we sold \$300,000+ worth of!)

Question: What do Super Affiliates want to see in an offer...

**Allan Graves** - "When you are approached by someone who wants to JV with you, what kind of credentials or proof of experience can you ask for to know they are the real deal?"

Testimonials and screenshots can all be faked these days and others they have worked with rarely respond to emails (or it takes them 4 weeks)."



Great question. Super affiliates will want to see many different things such as...

- checking the product for value (provide a comp copy)
- a recommendation by someone **they know** that you're legitimate
- a track record of previous launches
- testimonials from current and past customers
- low refund rates
- proof of business address and date of incorporation
- ability to track all sales (including mail-in and phone-in)
- high commissions (expressed as earnings per click or referral)
- a direct contact for the super affiliate
- custom creatives
- proof of sales and earnings
- multiple forms of payment accepted for sales
- multiple forms of payment methods used to pay affiliates.

That's just some of the things super affiliates will look for! :)

By the way, if anyone fakes testimonials and screenshots, I would hope they wouldn't be in business for long.

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Question: How to get super affiliates to work with you...

**Charles Kaluwasha** - "How do you go about JV with super affiliate without promoting/buying their products. Most times the GURU'S will give you condition either to buy or sell their product before you can JV with them or have at least 2000 leads. As most writers have indicated, some of them do not provide contact numbers."

**Richard** – "How can you get the Gurus to JV with you when you don't have a big list of your own. I believe they are only going to support you if you have at least a 5,000 strong list."

**David Abel** – "I have been told recently by Russell Brunson that you should ask the 'gurus' to help you to build a list of people by advertising to their list, but that seems like begging to me! "



David goes on to answer his own question... "JV partners are like you and me where they will do something if it is in their best interests! give them an incentive, make them see your point of view! sell yourself! "

Exactly. ***It's a myth that super affiliates won't work with beginners.*** I guarantee you that if you create an "irresistible offer" consisting of a high value product with very high commissions and it's in the niche that the super affiliate operates in, there's an excellent chance they'll promote you. You could even list them as co-author if you were desperate to have them on-board. :)

Check the previous answer for other factors that are important to a super affiliate... they all combine to make an offer "Irresistible".

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Question: Finding super affiliates in niches...

**Paul** – "For me the biggest problem is finding JV partners for specific Niches. Within IM you can find lots but I work across

different Niches so knowing how/where to find JV partners for 'ANY' Niche would be really useful. "



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Question: Contacting super affiliates...

**Ludwig E Parker** - "I believe offering increased commissions is a good incentive, but how do you contact a "super affiliate" directly if you have no contact info? "



Ludwig, **there are many ways to contact super affiliates**. What you need to remember is that if you've created an "Irresistible Offer", the super affiliates will WANT to know about it. Yes, super affiliates get lots of offers... but they are mainly rubbish. If you create an "Irresistible Offer", you'll be ahead of 95% of all the other people sending the super affiliates offers, and will be very likely to get a promotion. So, bear that in mind when you...

- email them directly (via a whois lookup)
- reply to their newsletter
- reply as an affiliate
- reply as a customer
- physically mail them your offer
- send them a Tweet or a message via any other Web2.0 system
- get an email introduction from anyone you know who knows the super affiliate.

The bottom line is that super affiliates are looking for "Irresistible Offers" because they benefit THEM, so they must be open to receiving such offers. Be persistent. :)

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Question: Are super affiliates secretive?

**Joel** – "What I would like answered is why so-called "gurus" feel the need to be so secretive? It is funny to me that they think they are part of some little secret society, but in reality, they could be even wealthier if they would open up a little. Provide some "real" support to their communities of followers."



Joel, all super affiliates are open to "Irresistible Offers". The only reason they seem "secretive" is because they need to screen a lot of offers that are poor. It doesn't mean they're not contactable, it means they will only reply to offers they deem "Irresistible".

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Question: Finding super-affiliates...

"how to find super affiliates in any given niche that I'm in. "



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Question: If I'm only an affiliate (with no product...)

**Nick Catricala** - "how can I start making money by working on the internet with all the affiliates companies I joined with? "

**Sandra Morton** - "I don't have my own product - I am an affiliate. I want to show super affiliates and high profile internet personalities how they and their subscribers/visitors/customers can benefit by joining a free prog. It's perfect for the credit crunch - it's not selling

anything, it saves people money and gives them the option of earning extra income. The JV partner will gain by promoting it and growing a team from which he/she earns residual income.

Q1) Can this be classed as a JV proposal?

Q2) It's currently only in the UK but will soon launch in other English-speaking countries e.g. USA, Australia. Should I wait until it goes international or try to isolate JVs with UK lists?

Q3) Should I ask them to go onto an launch update list if they do not have UK lists - would they bother to sign up?

Q4) Is it best to send JVs to a website presentation that other affiliates may be using (not many) or send info in a more personal pdf or exe presentation? "

*Ian Robinson* - "I haven't created a product yet so how can a super affiliate promote me?"



**Most of the JV deals I've seen have involved the promotion of a product or service.** If you're just a member of an affiliate program and want to recruit others (for MLM-style commissions), you're going to have to work VERY hard to convince the super affiliate to join. The reason I say that is because almost all super affiliates know that there's almost always a "better deal" available if they contact the OWNER of the program. Because you bring nothing extra to the table, you'll miss out when the super affiliate directly contacts the program owner. That's another reason why most of the JV deals I've seen are with product owners.

However, if the super affiliate has a highly-visited website (which is usually how they built up an email list), you can offer to do a link exchange, which will bring more people to your website. Of course, you will need a good website for the super affiliate to be interested.

At some point **you have to evaluate what you have to offer a super affiliate... what assets?** Perhaps you've built your own email list from PayPerClick advertising, in that case you could offer the super affiliate a promotion to your email list in exchange for a link on their website.

If you have no assets, and bring nothing to the negotiating table, there's no reason for a super affiliate to entertain your offer.

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Question: Finding specific super affiliates...

**Toby** - "How do you find super affiliates that promote a specific company, product, or website? How do you find super affiliates that promote a company, product, or website that is on an affiliate network like Shareasale, CJ, Google Aff Net, LinkShare, etc? "



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You can do a keyword search for the "specific product name" using the Spider, and you can do a competitive search to see who links to any website you're interested in. However, if the links from one website to another are **via a third party tracking system**, this won't work. So finding out who links to a specific merchant using affiliate-network tracking links is more difficult.

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Question: Offline businesses...

**Howard Anderson** - "Dear Neil, I would love to sign on with an exclusive window or door Company or siding exclusive installer. I provide professional services in installing those items, but I am a home builder and remodeler, etc... so menards, lowes or Home depot would be nice but not sure they would allow that. So an independent window, door or siding company would be great I would love to market it as a sales / Service how"



Howard, this sounds like you're offering a geographically-restricted service. I think you'd do best contacting businesses that are within the geographic area you operate in directly, face-to-face.

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Question: Real-World Product...

*Eunice* - "How are super affiliates found in my region and field? Does it take a lot of technical computer know-how? I am from the Philippines and into spa, massage and wellness industry. Thanks for the input."

*Nigel & Helen Herbert* – "We have a gift website. Our top selling product is a Year of Birth CD and/or DVD. They feature music and the top news and events from a chosen year. Years 1929 to 1991 available. They come with a blank greeting card. In effect a gift and card in one. These are fantastic gifts for people born or married in a chosen year.

We are interested in partnering with so called super affiliates to lift sales but how do you actually find these people? Do they all hang out at some particular website?

*Shakuntala* – "Can you guide us on how to find super affiliates related to health niche. or any niches other than make money online."

*Greg* - "How do you get super affiliates to promote a non-internet marketing product?"

*Emily Chia Seed* – "#1 Q: Do super affiliates like to promote real-world products?"

You usually hear about this 'super affiliate' thing being for ebooks, eproducts etc. like what all is on clickbank. But my product is a physical item that's shipped to people's houses which they then consume. I also agree with Charles (above) on the whole 'you must promote or buy their stuff'. How to get around that? Are there really people out there who want to promote something that's not theirs?"



Yes, super affiliates promote real-world products. A huge amount of the physical goods sold online are as a result of affiliate-generated traffic. What you need to do is search for websites, blogs, forums and web2.0 properties in your niche and contact the site owners directly, to see if they'll promote your products. If not, try to buy advertising on their websites and **act as your own super affiliate**.

The Spider will help you find such websites... Grab a free copy from Tuesday 10th February...

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Question: Becoming a super affiliate...

**"I want to know how to become a "super affiliate"! "**



Almost all super affiliates in the Internet marketing niche have their own products. So, create a product of excellent value, contact super affiliates and make them an "Irresistible Offer" and build your own list of customers. When you email your list of customers promoting a product or service, you'll make sales and will be a de-facto super affiliate. In non-Internet marketing niches, you'll need to create high-traffic websites in the specific niche you want to be a super affiliate in.

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Question: Giving away a product...

**Sean - "I am about to give away one of my products with a OTO. I guess this is what the JV partners are looking for??**

**My goal is to build my list from this and hopefully generate a small percentage from sales too from the OTO.**

**I have subscribed to most of the guru's and full time Internet Marketers too (including your good self). I am going to attempt to offer this to all!**

**However, it is finding the right approach to the JV's and how to contact them as most of the emails I receive are non returnable email address's, I will try their Blogs for contact info.**

**The other challenge is, they would have not of heard of me and may not even open the email! Very frustrating as this, I believe, is the best way to get started with a product and JV partners."**



Sean, you're on the right track. **Do what it takes to get one good super affiliate on-board**, then leverage their contacts and testimonials to bring in more. Also, some super affiliates won't promote a squeeze page, even if you're giving away great value, because they'll see it as just trying to harvest their list.

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Question: I have a wonderful product...

*Gordon Goodfellow* - "Once you've done all the prep work (and that includes writing all the affiliate promotional material as well), beta tested the product and made sure the delivery system works you then have the nagging doubt that nobody will bother to promote this to their list.

It's the easiest thing in the world for an expert with a large list to fire off a pre-written email with his affiliate link inside it and make a few thousand on the course of half a day, but how do you get people to do that?

My own NEW product is wonderful, and should sell itself by its own merits, but do other people know that?

Perhaps a database of people with large lists in specific niches, matched by a database of product creators (authors, I suppose) in their specific niche, would be a good idea. Actually the latter database is already there in the form of Clickbank and PayDotCom, but we definitely need to address the former."



Gordon, you need to get out there and be evangelical about your new product. If it is "wonderful", and you have lots of other parts of creating an "Irresistible Offer" covered, then super affiliates who are in the same niche will be happy to promote it. Knock on some electronic doors!

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Question: How to not look "spammy"...

*Luis Cunha* – "How to contact potential partner without looking spammy? (Give sample email and phone/Skype call.)"

- How to make our JV offer stand apart from the competitor's?"



Luis, you won't look "spammy" if you send a well crafted, professional, business proposal. **Super affiliates want to receive such offers.** I've answered elsewhere how to make your offer "Irresistible".

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Question: Finding super affiliates quickly...

**"It would be handy to be able to find affiliates in a particular niche quickly... thanks!"**



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Question: Super narrow-niche...

***Richard*** - "We have a very narrow niche, selling custom trailers to motorhome owners, who are also owners of the Mercedes smart fortwo micro-car. We want to work a JV to increase sales. Ideas?"



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Question: JV-broker...

**Patrick – “As a JV Broker, how do you create an incentive for a List Owner to promote a product that already has an Affiliate Program associated with it?**

**In other words, why should he promote it through you if he can just simply join up as an Affiliate and promote it directly? “**



Patrick, the easiest way is if you have the "JV Broker-only" commission percentage. Make sure it's not mentioned on the website, and is only available through you.

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Question: Fantasy?

**Albert – “Super affiliates can help me grow my business directly? I think this is a fantasy.”**



100% false. Unless your business can't offer a percentage of sales (as commission) in return for more business, but that would only be true if your business was operating on zero profit margin, in which case, it's not a profitable business.

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Question: Having value...

**Charles Bennewith – “Is it not case of having proved yourself and your product first?**

**Meaning, you show that you personally have made some decent sales with the product and that there is a market for it.**

**Then, the potential ‘JV’ would have a look at the quality of your product and only then when they are satisfied it’s good enough with enough people wanting it would they consider promoting it to their own list.**

There would also have to be a big financial incentive for them too. No one will risk prompting junk to their hard earned list and they also won't do it for nothing."



Charles, you're right. Super affiliates want to make money, but it's not their over-riding concern. They MUST offer value to their lists, so if your product offers great value and good commissions, that's a great foundation for an "Irresistible Offer".

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Don't forget... from 1pm EST, Tuesday, 10<sup>th</sup> February, you can track down link partners, super affiliates and joint ventures partners with my Spider software, for free!



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