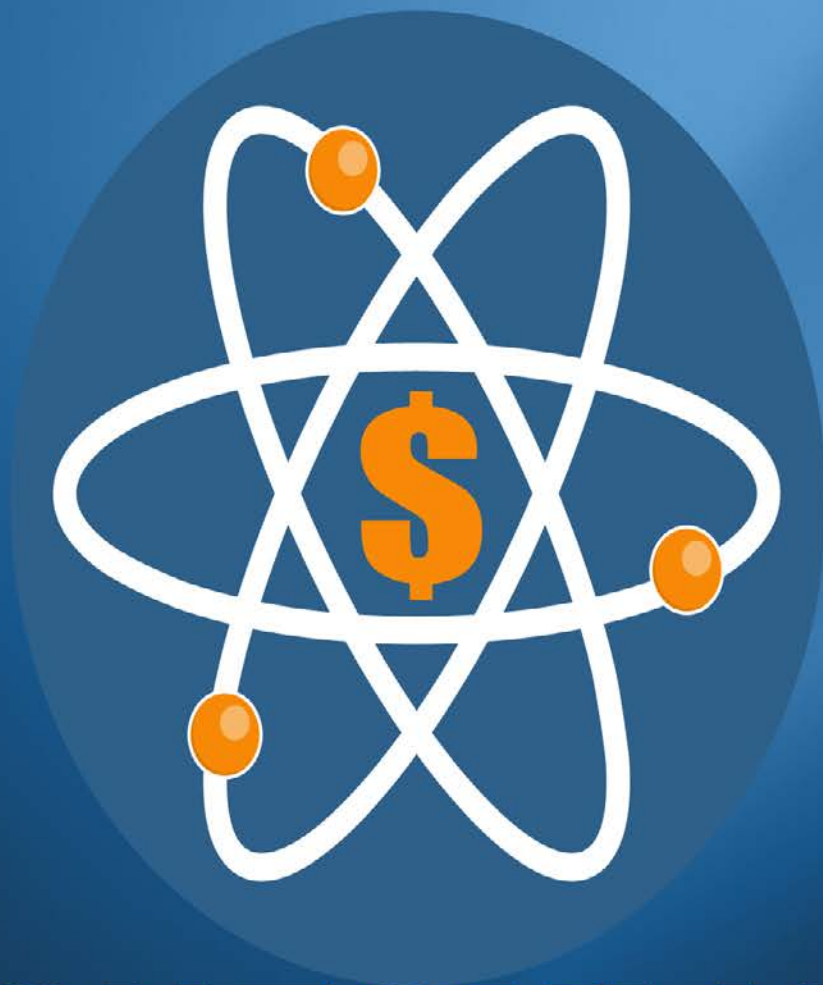


AFFILIATE COMMISSION FORMULA



CHECKLIST

Choosing Your Affiliate Program

Now there are a few options to choose from when starting your affiliate marketing search. Research affiliate network marketplaces for high quality products to promote. Here are your options:

One way to make money on the Web is through an affiliate program. While this can be profitable, you must initially choose the right affiliate program and select a good market where you can exercise your marketing skills. It is best to bear in mind that not all products with affiliate programs are profitable some might only waste your time and efforts despite giving your best marketing efforts.

A common practice is usually to search for a profitable market first then find affiliate programs within that market, but it can actually be faster if done the other way around. Below are suitable affiliate programs you can consider:

JVZoo.com

The best thing about becoming an affiliate at JVZoo is that it's free. Secondly, you will have immediate access to all provided affiliate tools and training. So to join JVZoo, simply fill out the form on this page and start to enjoy earning instantly paid commissions each day.

See many reasons why you should become an affiliate of JVZoo.

- Free to Join and Promote Products
- Earn up to 100% Instant Commissions
- Searchable Affiliate Product Library
- One Affiliate Link For All Products in a Sales Funnel
- Real Time Tracking of Your Traffic and Earning Statistics
- Automatic Bonus Delivery
- Two Tier Affiliate Commissions Paid on Select Products
- Instant Sale Notification
- Global Vendor Cookies

Clickbank.com

- Your digital product should be in a format that is available and accessible by people using different operating systems and software. For example, think that not everyone has Microsoft Word on their computer.

- ❑ Your own domain name. ClickBank does not provide hosting and does not allow you to use subdomains on another site, such as your own product's blog site.
- ❑ A Pitch Page and Thank You Page for your product. For more information on requirements for these pages.
- ❑ Website hosting for your Pitch Page and Thank You Page. ClickBank does not provide hosting for these pages, and you cannot use free hosting services that merely assign you a subdomain.
- ❑ Customer support. You must be able to provide timely customer support when needed, such as offering support to customers on using your product, or responding to return requests.
- ❑ Disclaimer: Make sure you add the required disclaimer to your Pitch Page(s) and Thank You Page(s)

This affiliate network offers 12,000 vendors and 100,000 affiliates, which makes it a great choice if you're a vendor of digital products. Clickbank is not an affiliate software instead it serves as a payment processor with a significant element of affiliate marketing. As such, it can help easily configure both your payments and affiliate programs in just a matter of a few minutes.

The moment you receive your affiliate ID, you will be allowed to promote as much as 6,000 products on your website, without registering each product separately. Since the majority of products sold via Clickbank are digital in nature, commission rates are higher as compared to other marketplaces. You are looking at about 50 to 75 percent every sale. On top of this, is their impressive payment system, which assures timely payment through direct check deposits in a about a week or two.

Despite an efficient and proven payment system, your customer distribution and payment threshold will determine when you will receive your first payout. Another thing to consider is product scams. These are products which might fail to meet your expected returns. Commonly scam products have a return rate of 10 to 20 percent.

Warrior Plus

WarriorPlus is an incredible place to do affiliate marketing. Warriorplus gives internet marketers the opportunity to sell their products on their respective marketplace. It is a marketplace where you affiliate marketers can get reliable online products from internet marketing experts.

- ❑ Marketplace - This is the place to find all WSOs /Products that are available for purchase. You can search by vendor, keywords, and more.

- ❑ Product Alerts - Get instant notifications via email, RSS, or both on the latest products that contain certain keywords and/or are posted by certain Vendors.
- ❑ Vendors - WSO Pro is the all-in-one sale, delivery, and management system that makes selling your product easier than ever. Setup auto-delivery, sales funnels and more from an easy-to-use interface...
- ❑ Affiliates - Want to earn some great commissions by promoting our Products and WSOs? This is the place for you!
- ❑ Deal of the Day - Buy Top-Selling Offers for Pennies on the Dollar. The Catch? Each One Is Only Available For 24 Hours. Click for all of the details.

Programs with their own affiliate program

Choosing The Right Product

When choosing a product to promote to your subscribers and customers you will need to find products that will convert to make the most sales for you.

Does the product have good metrics (High EPC's and Conversions)

- ❑ Use EPC in making your marketing strategies
- ❑ Use EPC a valuable and informative tool
- ❑ Use EPC to evaluate the status of sales of your products or services in the marketplace
- ❑ Use the information from EPC in making your business decisions

Sales commission is defined as an amount paid to the sales agent or representing agency which is based on either a percentage of the value of the sale or based on a percentage of the gross margin. Since there are no standard formulas for calculating commission rates and in fact it is always negotiable, usually the rate is played around looking for the good spot to settle the negotiation.

Usually, physical products have lower commissioner rates than service providers because manufacturing physical products costs much more than on service providers do. In general, sales commission levels for manufactured products go around 7 - 15% on the sale value or 20 - 40% on the gross sales margin. Sales margin is computed by subtracting the direct expenses related to every sale made. While, services pay a much higher commission percentage because of its lower operating cost. Services commissions range between 20 - 50%+ offered, especially through online

selling of SaaS services for which expenses made for each sale are negligible.

You probably find these figures high but remember that independent sales representative spend by their own while selling your products and services and especially if they are developing their own areas or territories. At the same time they are also give access to networks of contacts earned over the years and these things are not free.

Commission percentage is at least 50% or higher

- Have sales commission
- Use sales commission in selling products
- Use sales commission in services

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Choose a product that has a good entry selling price (\$9.95 - \$17)

- Have different of your product pricing with other same products
- Change the prices slightly in similar products with different features
- Amount of price difference you made in your product's pricing

- Make the price difference noticeable to affect the customers'
- preference in buying
 - Use the first piece of information to anchor your products and influence the buyer's decision-making.

There are strategies on how to choose the right price for your product that you should know about if you plan to succeed or persist in any competitive marketplace. The following are the 3 best practices about how to set your prices.

Too many options is demotivating

According to a research from Yale, if two or more similar items have the same price, consumers are much less likely to buy one than if their prices are even slightly different. So, identical price tags for multiple products might not work as smoothly as you hoped initially.

For instance, in one experiment, the researchers noticed that 77% of users chose to buy a pack of gum when the prices were 62 and 64 cents. In another experiment, when both packs of gum were priced 63 cents, only 46% chose to buy a pack. QED. Of course, it doesn't mean you have to change all your prices now, it's just that you should keep in mind this aspect: when you have similar products but with different features, try changing the prices slightly. See if it works.

Weber's Law – the “just” noticeable pricing difference

The Weber's law (or the Weber-Fechner law) is a principle often applied to marketing. Basically, it says that a change in something is affected by how big that something was beforehand. It's applicable when it comes to price increases, where the figure is somewhere around 10%.

Apparently, consumers don't actually notice this difference. In case they notice it, they tend to accept it. Of course, there is also a minority that might complain. However, there are many other variables such as supply and demand, reputation, etc., that can contribute to pricing. You can study more on Weber's law.

Price anchoring

Anchoring or also known as focalism is a popular cognitive bias that describes the human tendency to rely much on the first piece of information offered and given (the anchor) in decision-making. Now, think of a \$400 product next to a \$6000 worth of product. The 400 seems a bargain next to the other one. Therefore, in the process of decision making,

anchoring happens when individuals use the first piece of information as a basis to make succeeding judgments. This happens in many places where this is popular such a menu in the restaurant that you have browsed and where you have chosen your set of orders. In other words putting premium products next to standard ones can establish a clear sense of worth to the product.

Look for products that have monthly recurring billing

- Find products with monthly recurring bills
- Use products with monthly recurring bills to help you predict cash flow and make better future decisions
- Use products with monthly recurring bills to lessen the number of missed payment
- Use recurring bills to promote higher customer retention

Find products that have monthly recurring bills where customer purchases a product with a monthly cycle type. For this kind of purchasing, the company will set up an order which recurs each month and use the details of the customers' credit card to process succeeding payments.

As a businessman, recurring payments provides important benefits in many aspects. First, this payment scheme helps to predict cash flow. Given the chance to have a prior knowledge to what money is coming into your account will help you to formulate better decisions for the future. For example if you got 5000 paying customers at \$10 per month you've still have \$50,000 per month in revenue without new customers signing up. While some existing customers may begin to cancel in saving on their present costs, you will still keep money coming in each month. Cash flows coming from monthly subscriptions are among the most predictable and reliable flows.

Secondly, it will lessen missed payments. It is because the entry cost is lower for new customers. In the long run annual subscription may be less expensive than a monthly subscription, but the initial price of an annual subscription will discourage people who can't afford it. People are thinking in a short term and are after saving money. And it is only the monthly recurring bills that can be suited to their needs and capacity.

You can save both time and money because you don't need to go after delinquent bills.

Thirdly, recurring billings promotes higher customer retention. Meanwhile, customers have to deliberately opt out of recurring bill just to terminate

future payments. Existing customers in monthly subscriptions of a product will give your business a regular monthly income.

Is the product high quality you feel confident in promoting?

- Product with key services
- Product with full package of additional purposes
- Product quality also relates to how well a product meets changing
- demands

When we use the word product, it refers not only to the goods but also to the services supporting the products. For example, a company may offer a range of tangible products such as modular nursery building or a building for office applications. At the same time the company also offers key services such as a planning and project management service for customers that wants to hire modular buildings from them. Then the company will also give a wide range of support service to clients whom purchased a modular building as part of the larger plan to take the customer's project from beginning to the end.

Having a kind of product with full package of additional services would contribute to the quality of product that you are promoting. Considering a product with good and standard features plus satisfying bonus of services would give you a competitive advantage in the market. Consumers are after of quality products as much as they want affordable or inexpensive products.

Product quality also relates to how well a product meets changing demands.

For example consumers want clean and functional buildings or something updated to the new needs of modern times. Quality involves keeping pace with these demands

Have you reviewed the sales page? Is it credible? Would it make you buy?

- Does your sales page answer people's wants
- Does it make them excited about buying your product
- Does it make them feel comfortable that they're getting a great deal?
- Find customers' objections
- Do something to answer their objections
- Start telling them about your product and how interesting it is
- Highlight the benefits and how easy your product is to use in their day to day life

- ❑ Pack your offer full of incredible elements
- ❑ Communicate the total value of your offer to your potential customer
- ❑ Make your page professional and appealing to the customers

Basically you should have a sales page that answers people's wants, making them excited about buying your product or, making them feel comfortable that they're getting a great deal. People are not actually looking for a fantastic sales page but a page that makes them comfortable. This comfort is made out of trusting you, the idea that you understand them or being comfortable that your products or services could answer their problems. You should talk about not yourself but them, your dear customers.

One challenge for you is to find out the customer's objections. You can talk to them or look at other people's page and see what makes you uncomfortable. And that is acting like you are one of them. Now, after you understand the potential objections of the customers, you can now grab the chance to turn them into selling points. You can do this by bringing up their objections before they will do the objections. This pre-emptive action should make your products or services more appealing. For an instance, they usually aren't interested of a product because they have no time to use it anyway. What you can do is to go in advance and promote your product that talks about getting results in "30 minutes a day" or they include a "Fast Action Plan" in their products. This time, you should have known what comes in the customer's mind and see about their objections, what solution they want to get and how they learn best.

Now this is your chance to mark to start telling them about your product. Make sure that you communicate well on how your product or service will provide them the specific and positive results they want. Tell them how your product or service can make their situation or problem becomes easier. Highlights the benefits and how easy your product is to use in their day to day life.

Now the purchasing part is the one that makes sense is the deciding to purchase the product. The way you do that is twofold: First, you pack your offer full of incredible elements, and second, you do a damned good job communicating the total value of your offer to your potential customer.

Have you requested approval from the vendor to promote their product?

Choosing the right vendors is essential to ensure your event's success. You should establish a good relationship with them more than just using their

products for the event. Perhaps, you should make them part of your promotion for your event since their products are the one you are promoting.

So let me help you with some tips to get the conversation started with vendors about promotion. Keep reading and learn more.

- ❑ Look for your vendor's reputation in choosing them
 - ❑ Are they willing to work with the plan and willing to communicate with the event planner?
 - ❑ Have you ask about their credentials and track records?
 - ❑ Is it clear for your vendor that you are going to do cross promotion?
- ❑ Give your vendors a chance to be creative in their promotion in the event
- ❑ Include your plans in the contract to make it clear and binding

Start by finding the perfect vendors for your event

You might ask first, where to find the right vendors or how to choose the right one? Well, the best way is to look for someone's reputation. Asks your peers in the industry take a survey and make a list. Check if there any vendors who are much willing to work with the event planner to talk about the event. If you find them, then research about the companies and how often they are being used in promotions. But you can be more adventurous as well and try for new companies with good reviews and credentials. In fact, new companies are more likely to participate more to promotion for them to get more exposure. You have to negotiate to these companies and ask important information such as good track record based on past clients' reviews, service cost and etc.

Talk to them about cross promotion

Make it clear to the company that having them as your vendors would mean promoting their product and promoting your event at the same time. You can talk something about using social media and your website to get a wider range and bigger audience for promotion. Show your audience how proud you are in working with this company.

Give vendors creative ways to promote their products/services on site

Think about the next step. Think about the things to be done in the event. First, during the registration, think about for additional tables to your reception or lunch area to allow vendors to set up information about their business. Furthermore, you can give your customer to get to know the

vendors and their products more and giving the vendors the space to showcase of what they can do. These simple things would make your vendors more interested because of the free promotion in the event and in return would make the event to establish communication to their followers.

Include it in your contract

Don't settle for words that are coming out from your mouth. Make your plans in writing or should we say negotiate with contracts and include clause that shows how you're going to do the event. It would make you feel more comfortable and secured that you're spending for a greater return.

It would cost you more time and effort to create a good relation with your vendors and to make a successful event but it would surely worth it. You can possibly make new opportunities and maybe even get you a better deal for your next event!

Get Prepared For Launch

Create a great bonus and great promotions that will make a great edge and would truly excel in the market. A lot of top marketers, they only email once or twice. You want to make sure that you mail for the promotions so you have a launch for example you are promoting a launch and email everyone in a week. Because a lot of people have mail for couple of days and then move on to something else. So you can pick up on those traffics and going to back the promotion that would help you. With those it's like you are supporting a product a 100%.

- Do you know the launch dates or promo window?
- Is the vendor ready for launch?
- Are you building buzz for your promotion?
- Is your bonus and delivery system ready to go?
- Are your promo emails all set up?

Creating Your Killer Bonus

Create a theme and a hook to entertain your audience. So, you want to create a theme and a hook in your page. You want to sow them and deliver something you want them to do. You can make it a fun video, you can do, make it fun and exciting. Use superheroes like I've done, find some that resonates with people and you can get their attention.

- Have you created a theme or hook for your bonus?
- Have you determined what your bonuses are going to be?

- Do they support the main offer?
- Are they useful to your subscribers?
- Are your bonuses unique and valuable?
- Have you requested a bonus from the vendor?

Creating Your Bonus Page

Selling identical products in different stores is not special as the typical customer want more than what they pay for. It is true that the customer are paying for the main product but no one can afford to say NO for a better offer with an EXTRA. To come up with a really captivating bonus scheme you have to meet few standards. It should be something that would catch the attention of your potential customers making it special from other bonus deals.

- Have you created your killer headline?
- Do you have a countdown timer in place and is it accurate?
- Have you created your bonus page video?
- Have you created your bonus product images?
- Have you created stimulating bonus descriptions?
- Have you included your estimated value for each bonus?

Creating Your Bonus Video

You should have a bonus offer video that would tell your customers about the good things about your bonus, how it works and how interesting it is. Also, don't forget about the launching of the product.

- Is your bonus video exciting and catches attention of the viewer?
- Have you explained how your bonus is helpful to your subscriber?
- Have you reviewed the product in your bonus video?
- Did you provide a tour of the members area in your video?

Creating Your Bonus Video

Start making a video by showing how interesting and exciting your product and bonus are. Those extra little "bonuses" really do make the company's products irresistible and showing something that is special to be purchased makes a very appealing impression. You probably don't need to do extreme things when selling your own product, creating bonuses can really help you to increase your sales.

- Have you created your bonus delivery page?

- Are all your bonuses available for access prior to the product promotion?
- Have you verified the purchase transaction before granting access to your bonus?

Creating Your Email Marketing Campaign

Email marketing has become the most chosen online marketing tool of different forms of the businesses. Doing and using it properly for your business would generate more results by getting through the right business. Effective engagement with your email lists is the most important part of the email campaign.

Be reminded of the following things:

- Have you checked your subject lines for effectiveness
- Have you rewritten the generic email swipe to fit your list
- Do you have your emails queued up for the entire promotion

Social Media

Facebook, twitter, youtube and other forms of the social media are easy and effective avenues to promote your products because of the higher level of engagements and wider range and bigger number of audience.

Here are important things to consider using social media in your product promotion:

- Do you have a retargeting pixel on your bonus page?
- Are you using Facebook Ads to promote your launch?
- Are you posting your product links in the appropriate Facebook groups?
- Are you utilizing LIVE video to promote your launch?
- Are you posting images of your launch on Instagram?