

# Sell Your Affiliate Products at the 'Back-End'

By David McKenzie

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A little used technique that I seldom see affiliates using is selling affiliate products at the 'back-end'.

But what do I mean by 'back-end'?

Basically this means that the visitor has taken an 'action' and after the action they are at the 'back-end' of the process.

The 'action' could be signing up to a free newsletter, signing up to a free email course, downloading a free ebook or buying a product you sell direct.

When the visitor has taken the 'action' then this is the perfect time to expose them to one of your affiliate products.

Here are 4 ways to do this:

1. When they sign up to your free newsletter, send them a thankyou email and have your offer for one of your affiliate products at the end of the email.
2. When they sign up to your free email course, include different offers in each of the different emails that go out. Each offer could be for a different affiliate product.
3. When offering a free ebook download, have an offer underneath the download link for one of your affiliate products.
4. When selling a product direct, have an offer for your affiliate product on the thank-you page. They just bought your product so they might immediately go on to buy the affiliate product as well!

When people take an 'action' they are telling you that they like what they see. If they like what they see, then this is the perfect time to expose them to the offer.

Contrast this with most offers you receive through mass emails. Most people just put these emails in the trash without looking at them. I know I do!

Affiliate products are great back-end sellers because you already have a subscriber/customer. This means they are more willing to buy from you.

Resource Box

David McKenzie is offering a Free Email Course  
"5 Tips to Being Successful with Affiliate Programs"

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