

Promote Your Affiliate Programs Differently To Everybody Else Part 1

By Andrew Laing & Gary Wilkinson

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Andrew Laing & Gary Wilkinson
ajglobal@btinternet.com

The Affiliates Club <http://www.theaffiliatesclub.com>

How To Promote Your Affiliate Programs Differently -
If Everybody's Got Steak, Add Sizzle.

by Gary Wilkinson & Andrew Laing

The Problem

In our locality there are a large number of driving schools and one owner in particular was looking for ways to attract more pupils.

The Strategy

He decided to focus in on a niche group....young teenage drivers and so he bought a fleet of brand new trendy Mini's (soon to be seen in the forthcoming remake of The Italian Job) and had all of his instructors give lessons in them.

The Outcome

His driving school is a big success and after his first year he has doubled his fleet of cars. Teenagers are abandoning the other schools with their 'uncool' practical cars that appeal to older ones and are flocking to drive the streetwise Mini's, which are made by BMW.

The Lessons

When you figure out how to make a mundane product or service special, the customers will flock to your business.

Questions To Ask Yourself

- 1) What change in your product or service would make it stand out from the usual?
- 2) What change would make your product or service 'every customers dream'?
- 3) What additional service or product could you provide to encourage clients to buy from you instead of all of the other affiliates out there?

Tips: How To Make Your Affiliate Product Or Service Special

1) Do some creative daydreaming; in an ideal world, what would your customers want from you? For example, people who use tax accountants might wish for a process that makes it easy for them to collect their financial records throughout the year and hand them over when it's tax time. People

who take their cars to be repaired might wish for a clean, friendly environment in which mechanics explain exactly what they need to do and give accurate estimates of when the work will be done. People who are looking for a new home might wish to see only those that fit the specifications they give and to have full information about the neighbourhoods in which the homes are located.

2) Brainstorm how these dreams might become realities. For example, an accountant might send a monthly package of envelopes in which receipts can be stored; a car repair shop could use a top private hospital as a model for redesigning the premises and scheduling appointments. An estate agent could offer video tours of appropriate homes, and offer a neighbourhood profile that includes information about schools, hospitals, businesses and restaurants.

3) Try out your new ideas on a few of your current customers. Actually test the ideas in practise, or at least ask your customers how they'd like these changes if you were able to implement them.

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