

Promote Your Affiliate Programs Differently To Everybody Else Part 2

By Andrew Laing & Gary Wilkinson

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

How To Promote Your Affiliate Programs Differently -
Make A New Product Instantly Familiar

by Gary Wilkinson & Andrew Laing
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The Problem

Gene Roddenbury wanted to sell the new, ground-breaking series, Star Trek to a network, but had great difficulty doing this because the programme he had in mind was unlike anything else then on the air.

The strategy

Finally, he hit on the idea of changing his description of the series. To the people at NBC, he said the series would be like Wagon Train in space. (Wagon Train was a very successful western series on the air at that time.)

The Outcome

He sold the series, and a legend was born, which has spawned films, additional television series, and millions of pounds of merchandising.

The Lessons

Roddenbury realised that most people are uncomfortable with anything really new - particularly television executives, who tend to play it safe because their own careers are constantly on the line. So he linked an unknown element (a show about space) with a well-known, successful one, Wagon Train.

Questions To Ask Yourself

If the product or service that you are promoting is not accepted as easily as you think that it should be, might the reason be that it is too new or different?

If so, do you need a new way to describe it?

Tips: Making It Accessible

List the important attributes of the new product or service that you are promoting.

For each of the attributes, list one or more existing products or services to which the attribute applies. This will make the product or service more identifiable and familiar to the customer.

Experiment with finding a way to express the key benefits by comparing the product to a combination of two or more that already exist so that the customer can get an immediate idea of the sort of things the product or service can do.

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