

# How To Use Recommendations On Your Site To Promote Affiliate Programs

By Ken Hill

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How To Build Your Own First Website! <http://www.scstats.com/r.cfm?i=2614>

When done properly, writing your own personal recommendations will increase your commissions as well as the sign-ups you get when promoting two-tier affiliate programs.

To help you get started, I've supplied the following tips that will make your recommendations work for you:

1. Establish trust between you and your visitors.

Gaining the trust of your visitors is the key to increasing your commissions by writing personal recommendations.

Your visitors must get to know you and feel that you have their best interests at heart.

2. Publish an ezine or write your own e-mail courses that you provide to your visitors.

Both of these marketing techniques will allow your visitors to get to know you while also showing your visitors that your opinion can be trusted -- that you know what you're talking about.

In addition, make your site a resource to your visitors. Supply lots of information to your visitors such as your own articles, ebooks, or tutorials that relate to the affiliate programs you want to promote.

3. When posting your articles on your site, have a recommended further reading section after your articles that links to affiliate programs that offer products related to what you talk about in your articles.

4. Recommend only products that you personally use or have first hand knowledge that they work.

Once you've gained the trust of your visitors don't lose it by recommending products that you are not a 100% sure deliver on what they promise.

5. Use your own words when recommending the product or products of an affiliate program.

Many affiliate programs will provide you with prewritten recommendations that you can use on your site which can be good to get ideas from.

When it comes to writing your own recommendation though it is much better to use your own words.

Tell your visitors how that product has worked for you and how that product can benefit them.

Remember that because you personally use the product you are promoting, you have a great advantage in knowing exactly what benefits that product provides.

6. If you use a variety of products that you have found useful, provide a recommended links or recommended resources section on your website where you recommend different products.

7. Increase your sign-ups when promoting two-tier affiliate programs by recommending the opportunity.

You can do this by creating a top rated affiliate programs page, or recommended affiliate programs page.

When doing this, recommend the product in addition to the opportunity. Let your visitors know that the product is worth promoting and delivers what it says it does.

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