

Affiliates – Don't Sell – Pre-sell!

By Ralph Serpe

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OK, so you have just finished putting together your Website and you are ready to start making some money. You heard about affiliate programs and how they are an excellent way to make some extra income from your Website. So you join a few, post some banners on your site, but you really don't see many sales. Here is the reason why:

People make the mistake of filling their sites with huge banner ads and popup windows in hopes that people will click to their merchants and buy, when in reality the exact opposite is happening. People are completely turned off by banner ads and pop up windows. They are annoying and your site simply appears as one big sales letter.

Fortunately there is an effective way to promote affiliate programs from your site, and its through a process called "Pre-Selling." Instead of blatantly advertising with banner ads, try writing content on your site that is informative and warm your visitors up. Then "recommend" a product or service that will be of interest to your readers and they will click through to your merchants with a smile on their face.

For instance, say I started a Website that reviews the top ten best guitars on the market. I would write my own review of each guitar listing its benefits and my personal endorsement. Then I would find a merchant that sells those guitars. At the end of each guitar review, I would recommend they visit my merchants to purchase these beautiful guitars.

This is just the tip of the iceberg when it comes to the process of "Pre-selling". Visit my Website and download your free 5-day email course "The Affiliate

Masters Course”, which explains this entire process in greater detail.

Visit: http://www.artsymmetry.com/free_courses.htm

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