

# Are there Super-Affiliates out there?

By Robert Jillie

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Your Internet Marketing Resource Center <http://GreenMountainMoney.com>

An affiliate program can be a powerful marketing tool. It may even be THE MOST powerful weapon for the majority of web sites.

Over half of our subscribers (and sales) here at <http://GreenMountainMoney.com> are due to affiliate links.

Looking at my Green Mountains money stats for the last 22 days, 68% of the members here came through affiliate's efforts.

This is a big number, especially when you consider the fact that I place quite a few ads for this site in Ezines and elsewhere.

I'm going to let you in on the secret of who is doing all the selling.

Not specific names, (Don't want to loose my best affiliates). You will have to get your own Best Affiliates. :-)

I will show you what the top affiliates do, how they do it, when they do it, and why they promote a site or a product.

This will give you a good idea of what you need to do to sign up your own super affiliates.

First, let me tell you that about the old 80-20 rule:

This rule states that 80% of your annual sales come from 20% of your sales force (your affiliates)

Top affiliates will consistently outsell all other affiliates in any given program combined.

If you count the affiliates for GreenMountainMoney.com (numbering into the mid hundreds), The majority of income

comes from a very small percentage of affiliates (approx 20%)

80 + percent of affiliates never send me a single new member.

The rest of my affiliates combined produce less income than the top 1%.

So who are these top 1% affiliates?

All of them fall into one of two categories...

1. Large Opt-In Email Publishers such as Ezines
2. Product Developers i.e. software developers, utility developers ect.

Many of them would qualify as both.

Opt-in Ezine publishers send out endorsement ads for the program along with publishing articles to their lists. They then use the resource box at the bottom to promote their affiliate link.

Product developers include mentions of [GreenMountainMonet.com](http://GreenMountainMonet.com), content from me, or endorsements of what they have learned from [GreenMountainMoney.com](http://GreenMountainMoney.com) throughout their products.

They publish Ebooks, software programs, audiotapes, etc. Most of them publish ebooks as their primary product.

I have compiled some other interesting data about these top affiliates:

I've known most of them for at least a year or more... And I've managed to build a good working relationship over time with most of them.

Most all of them use some type of content from me to publish in their Ezines, or use on their web site.

They introduce my web site and it's resources. But they don't try to sell my web site they simply endorse it.

They all have unique ideas and concepts and products.

They all use their own personal endorsements to promote the <http://GreenMountainMoney.com> resources.

What This Means to You?

First: This means that much of your time needs to be spent

networking with your top affiliates. These are leading sellers!.

It is IMPORTANT that you build good solid working relationships with them. Send them an email, Call them, Work with them any way you can, even offer them special deals.

Give them your product free. Work together to find that "win-win situation".

If you can make a couple of personal relationships and deals with these affiliates it will be more than worth your while and worth more than the majority of money you will spend on paid advertising promoting yourself!.

You should be focusing your time on Ezine publishers, Ebook publishers, and other types product sellers. Especially keep on the look out for people who Stand Out in the marketplace and try work a deal that will include an endorsement from them.

Second: Give them "pre-selling" material such as articles, email courses, Ebooks, etc. Provide your top affiliates with the information they need to get their customers to feel like they already know, like, and respect you - before they visit your web site, This Will Boost Your closing rate by more than double that of visitors who just show up at your web site on there own.

Give good content and value to your affiliate, which in turn gives the affiliate even more reason to promote you. This saves your affiliates the effort of having to create all of their content themselves.

You may even want to try selling reprint rights to some of your products to your top affiliates helping them to create even more sales for you. As they sell these products, others will see the links for your other products and this will lead them to make purchases additional additional income for you.

Third: Once you have developed this relationship, you need to keep building on it. Stay in contact with your affiliates, research ideas so that you can continue to work with each other. Your first deal may make you \$50, but a future one could make you \$1000,000 or more!

Will your affiliates ALWAYS do what you want? Of course not! They won't agree to each and every deal you offer. But just don't get too pushy and you can continue to look for win-win opportunities, you'll all make more money in the long run.

Remember that it isn't always just about the numbers. It's about building relationships with the right people as well.

Robert Jillie  
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