

# THE INCREASE YOUR COMMISSIONS

## *Checklist*



**ENDLESS**  
AFFILIATE PROFITS



# The Complete Set Of Affiliate Checklists

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# The Complete Set Of Affiliate Checklists

Here's the question that's on every affiliate's mind: *How do I increase my commissions?*

Increasing your traffic and growing your mailing list and platforms are two ideas that spring immediately to mind. But that's just the tip of the iceberg when it comes to making more money with your affiliate business. Check out these other seven proven ways to boost your commission checks...

## **1. Look for Recurring Income Opportunities**

It takes just as much effort to sell a product like an ebook as it does to sell an offer with a recurring commission, such as a monthly membership site. In both cases, you find the prospect and sell them on the offer. But in the case of the membership site, you get paid every month for your referral!

The point is you can boost your commissions by looking for opportunities such as:

- Recurring commissions. This is when you get paid for subscriptions, memberships and similar recurring-billing offers.
- Lifetime commissions. Some vendors will give you commissions on everything a customer buys for the lifetime of that customer.
- Upsell commissions. This is where you get paid for the frontend sale, as well as any immediate upsell that the customer takes advantage of on the order form.

## **2. Ask the Vendor for Super Affiliate Status**

Here's another easy way to increase your commissions: ask for a higher commission rate!



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Of course, before you ask, you should offer some proof that you can generate a lot of sales for the vendor. If you've already made a name for yourself in the niche, then vendors will probably be offering higher commissions for you to promote their offers. But if that hasn't happened to you yet, no problem. Just do a hard promo push for a vendor, generate some sales, and THEN ask the vendor for a higher commission rate.

### **3. Request Exclusive Discounts**

There are two offers that tend to almost always boost your conversion rates:

1. Adding value to the offer in the form of a bonus, which we've already talked about.
2. Offering your prospects an exclusive discount. If prospects can get a better deal through you than anyone else, you can bet they'll be clicking on your affiliate link.

One way to offer a discount is in the form of a "rebate," which is where you basically give part of your affiliate commission to the buyer. For example, if your affiliate commission is \$50, you might offer a \$10 rebate out of that commission.

Take note, however, that many vendors frown on this practice, and it may even be illegal, as it takes the pricing control away from the vendor. So don't ever use this UNLESS you've received permission from the vendor in writing.

The second approach is to talk to the vendor directly about getting exclusive discounts for your customers. Again, it helps if you already have a proven track record of generating sales. Vendors are more willing to go the extra mile for affiliates who've proven themselves.

### **4. Promote High-Ticket Offers**



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Sometimes affiliates make the mistake of thinking that if they'd personally never spend X amount of money on a product, then no one else would either. And so these affiliates stick to selling low-priced items, which means small commissions.

Big mistake.

There are plenty of people in your market – and probably already on your mailing list – who are perfectly willing to pay a premium price or premium products. Many times, it's almost as easy to sell a tripwire product as it is to sell a premium offer. So seek out high-ticket products. These might be \$100, \$500, \$1000 or more.

For example, just imagine selling \$1000 seats to a workshop and getting a \$500 commission. Sell just 20 seats, and you'd pocket \$10,000! Big commissions like that add up really fast.

Here's another way to boost commissions...

## **5. Write Your Own Copy**

Ever notice that sometimes a vendor has a really great product, but their sales copy or even poor site design are tanking your sales? Seems like no matter how much you presell the product, prospects flee when they get to the sales page.

Now if you're a pretty good copywriter (or willing to hire one), AND you're using ClickBank, then there's a simple solution. All you must do is write your own sales page, and then link the payment button directly to the vendor's order form.

You can do that in the form of this link:

[http://1.MYUSERNAME VENDERSUSERNAME.pay.clickbank.net/](http://1.MYUSERNAME_VENDERSUSERNAME.pay.clickbank.net/)

WARNING: You must ask the vendor's permission before you use this tactic.



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In addition, this link doesn't set a cookie. So if your prospect visited the site previously using another affiliate link, you won't get credit for this sale.

*TIP: If you're unable to use this method, then consider using an attention bar overlaying the sales page. See [AttentionMonkey.com](http://AttentionMonkey.com) for ideas.*

Next...

## 6. Segment Your Lists

Another good way to boost your conversion rates is by segmenting your lists. This lets you send out highly targeted messaging and offers that are good fits for the specific audiences.

You can segment in the following ways:

- Create a buyers list and prospect list.
- Segment into various lists according to which lead magnets the prospect signed up for.
- Segment according to what the customers purchased.
- Segment by event, such as when someone joins a webinar or a contest.

And finally...

## 7. Test and Track Everything

Don't guess what your audience responds to. Instead, test and track. This includes testing:

- Email subject lines.
- Preselling content.



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- Product reviews.
- Calls to action.
- Ads on your blog
- Promos over social media.
- Different offers from vendors.
- Different bonus offers.
- Graphics and design.
- Lead pages.

In short, test everything. The higher you can boost your response rates, the easier it will be for you to grow your list and make more sales!

## **In Sum...**

You don't necessarily have to work harder to make more money with your affiliate business. As you just discovered, sometimes it's a matter or simply working smarter. So put these seven proven tactics to work for you today to boost your commissions!





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