

# THE PROFITABLE PRE-SELLING

## *Checklist*



**ENDLESS**  
AFFILIATE PROFITS



# The Complete Set Of Affiliate Checklists

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# The Complete Set Of Affiliate Checklists

There are plenty of ways to promote your affiliate links, including via blog posts, webinars, reviews, videos, through emails and on social media. But no matter which method you select, there are proven preselling tactics you can use to boost your conversions. This checklist reveals these surefire tactics to you. Look...

## **Share Something Not Found on The Sales Page**

If you tell your prospects the exact same information that they can find on the sales page, then they don't really have a reason to check with you before they buy a product. That's why you need to read and review all products before you promote them, and then share information not mentioned on the sales page.

For example:

- Share a screenshot or picture of the product that really captures the product.
- Do a case study to prove that the product works.
- Share information about new ways to use the product, or how to make the most of its features.
- Let prospects know about the product flaws. (More on that in a moment.)

Next...

## **Turn Liabilities into Assets**

No product is perfect. You know that. Your prospects know that. So if you write glowing reviews that don't mention any product flaws, then your "review" is going to come across as a completely biased ad. And your prospects are going to lose a little trust in you.



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So, here's what you do instead: tell the whole truth about the product, including its flaws. This accomplishes two things:

1. Your prospects appreciate your honesty... which leads to them trusting you... which leads to more sales.
2. Revealing product flaws gives you chance to turn those flaws into assets. For example, if an ebook seems relatively short compared to similar products, you can turn this perceived flaw into an asset by saying it's a "no fluff, no filler" book for busy people.

Next...

## **Showcase the Benefits**

No matter what kind of content you're creating, from a review to a hard-sell direct-response ad, your prospect is going to read it with one question on their mind...

"What's in it for me?"

Your content needs to answer that question. And you do that by showcasing the benefits of the product.

For example: "The titanium casing on this laptop is tough and durable, so it protects your most valuable data if you drop the laptop."

## **Handle Objections**

No matter what you're selling, your prospect is going to be looking for a reason why they shouldn't buy the product. These are called objections. You need to raise and then handle the most common objections in your preselling content.

Here are three common objections and how to handle them:



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- “This won’t work for me.” You can handle this objection by:
  - Offering testimonials.
  - Showcasing the money-back guarantee (where applicable).
- “I don’t believe the sales letter.” You can handle this objection by:
  - Building the vendor’s credibility. Share what credentials and experience he or she has.
  - Share your own review of the product. This works particularly well when you’ve already established a good relationship with your prospects.
- “It’s too expensive.” You can handle this objection by:
  - Justifying the price. You may show how other options are more expensive. For example, if you’re selling premium PLR content, you can point out that hiring a ghostwriter would cost ten times as much.
  - Showcasing the bonuses. This includes the vendor’s bonuses as well as your own. Show what a good deal it is.

Next...

## **Add Value to The Offer**

You probably have a lot of competition out there. The vendor is selling the product. Perhaps dozens of affiliates are selling the product. So you need to stand out. You need to give your prospects more bang for their buck.

How?



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By adding value to the offer. This means you give a free bonus product or service to anyone who purchases the offer through your affiliate link. For example:

- If you're promoting software, offer free installation.
- If you're promoting a dieting course, offer a free low-calorie cookbook.
- If you're promoting a copywriting course, offer a free sales letter critique.
- If you're promoting an autoresponder service, offer a course on email marketing.

Next...

## **Craft a Call to Action**

When you get to the end of your review, product comparison, direct ad or other preselling piece, be sure to offer a call to action. This is where you specifically tell people to click the link and act.

For example: "If you want to learn how to write faster, better, and easier than ever before, then you need to get your hands on this amazing package now. So, get started..."

*TIP: Don't use your direct affiliate link. Instead, use a redirect link through your own domain. For example, a link such as [yourdomain.com/nifty-offer/](#) redirects to your affiliate link.*

*Why do this? Because if the affiliate program ever closes down, moves or you simply do not want to promote that product any longer, you can simply change the link to a different offer. That way, you don't have thousands of dead links floating around in lead magnets, old blog posts, old videos, etc.*



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And finally...

## **Use Attention Bars**

Now here's a nifty little trick that a lot of people don't know – but those who do know about it are pulling in nice commissions.

If you're promoting a vendor which allows you to use iframe technology, then you can overlay an attention bar (AKA notification bar) on top of the vendor's sales page. This floating notification bar is a great place to emphasize the bonus you're offering to those who buy through your link.

Take a look at this tool to see this strategy in action:

<http://www.attentionmonkey.com/>.

## **Parting Thoughts...**

One of the biggest pieces of the preselling puzzle is to build an audience, and then build a trusting relationship with that audience. Once you have that piece in place, then use these other tactics to really boost your conversions, sales and affiliate commissions!





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