

THE WIN

AFFILIATE CONTESTS

Checklist



ENDLESS
AFFILIATE PROFITS



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The Complete Set of Affiliate Checklists

Sure, winning an affiliate contest is fun, and it puts a lot of money and some cool prizes in your pocket. But the other thing it does is raise your standing in the niche. Next thing you know, all the vendors are beating a path to your door to beg you to promote their products. They'll even dangle some cool perks in front of you, such as super affiliate commissions and bonuses.

Point is that winning affiliate contests can open a lot of doors for you. And this checklist will show you how to do it.

Start Early

If you want to win the affiliate contests, you need to start months ahead of time doing the following:

- Building a mailing list.
- Creating a following on social media.
- Growing your blog readership.
- Developing relationships with your prospects.

So basically, you're doing two things: increasing the size of your platforms, and building relationships with your prospects. You can build good relationships by:

- Providing good content and recommendations to your followers.
- Interacting directly with them on social media and on your blog.

Next...



Get In with The Top Vendors

The second group of people with whom you need to start building relationships are your niche's top vendors. That's because the top vendors are the ones with the big contests. And oftentimes, only the vendor's "inner circle" gets to participate in contests and launches.

Making money for the vendor will put you on their radar. You can also start interacting and building relationships on social media, on the vendor's blog, and in any other communities that he or she participates.

This will help you with the next step...

Interview the Vendor

The idea here is to hop on a 30 minute or so webinar where you extract some niche secrets from the vendor, and then promote the product at the end using your affiliate links. This is a great way to associate yourself with the vendor, which in turn lets you borrow the vendor's credibility. And that means more sales for you.

But heads up: If this is happening before a launch, keep in mind that the vendor is going to be super busy in the weeks leading up to and directly after the launch. So be sure to schedule it well ahead of time.

Next...

Create Exclusive Bonuses

Whenever there is a big contest in a niche, prospects are going to find themselves with a lot of choices. You need to stand out from all the other affiliates by offering an exclusive, relevant, and valuable bonus.

Specifically:



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- Create something specifically for this product. Don't just dig around on your hard drive and look for relevant PLR. Instead, create something special, something that your prospects can't get anywhere else.
- Design a bonus that enhances the use and enjoyment of the main offer. For example, if the main product is a collection of WordPress plugins, then you might craft a report or video that shows people how to make the most of those plugins.

E.G., if they are SEO plugins, then your report would cover in-depth SEO strategies for bloggers.

- Be sure the bonus is something prospects really want. If you don't know what prospects want, then roll up your sleeves and do some market research to find out what they are already buying in your niche.
- Offer something valuable. The more valuable the main offer is, the more valuable your bonus should be.

TIP: Don't make the mistake of cheapening an offer by offering a load of semi-related, rehashed PLR reports or something like that. Instead, offer one or more highly related and valuable bonuses that will boost the value of the overall offer.

Next...

Generate Excitement Across Platforms

If you're looking to win an affiliate contest, then you need to do two things:

1. Post ads and content across multiple venues and platforms. This includes both free and paid venues.



2. Reach out multiple times across these venues and platforms. Send a series of emails before the contest to build anticipation by highlighting the main benefits of both the product and your bonus offer.

Specifically:

- Send out a series of three or four emails to your list building anticipation before the contest begins, and then send out an email every day or two while the contest is going on.
- Post on social media about the product before the contest, and then post daily while the contest is going on.
- Create a “pinned post” on Facebook and other social media pages that presells the product and includes a call to action and link at the end.
- Blog about the product before and during the contest.
- Post a graphical ad in your blog sidebar.
- Post ads on niche sites, as well as on Facebook and Google AdWords.
- Do some guest blogging to expand your reach.
- Write and distribute a press release (using a site like PRWeb.com).
- Place local ads (you won’t have any competition there).
- Run a contest on your blog, social media and in your newsletter to drum up excitement about the product and to grow your platforms.



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PRO TIP: Create a lead magnet that's highly related to the product and use it to start building your list well before the contest begins. You'll then have a list of warm leads who're highly targeted to the offer.

And finally...

Write Your Own Ads

Don't use the vendor's ads because your prospects are going to see those everywhere else. Instead, give your prospects your own unique opinion of the product. What's good about the product? What's bad about the product?

TIP: Sharing the product flaws does two things to boost sales. First, it shows that your honest, which builds trust. And secondly, it gives you an opportunity to raise and handle objections, which boosts conversions.

Conclusion

You don't need to be a guru to win affiliate contests in your niche. You just need to prepare ahead of time by building anticipation by reaching out to your audience repeatedly across multiple platforms. So, make connections with vendors, learn about those upcoming affiliate contests, and get to work winning them!



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