



Super Affiliate Commissions

"Secrets to Supercharge Your Productivity for Maximum Profits!"

Module 03: How to Pick Highly Profitable Affiliate Programs

Important Learning Advisory:

To experience better learning, it is recommended that you print and follow this transcript while listening to the MP3 audio. There is ample space at the bottom of every page for you to write your own notes and jolt down ideas. Happy learning!

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Module 03:

How to Pick Highly Profitable Affiliate Programs

Once you have identified a profitable niche to dive into, it's time to choose affiliate programs that will give you the highest returns to your efforts. As a super affiliate, you will not choose just any products but hand pick specific ones that will reward you the most for your efforts in the long haul.

Criteria to Choosing Affiliate Programs

- **Commission Structure**

- For digital products, 50-75% commission
- Minimum payout of \$20.00 per sale
- Low refund rates of less than 10%
- Best to choose products that have recurring billing or back end sales

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When choosing affiliate programs, there are a couple of criteria to keep an open eye on.

The very first thing to look out for is the commission structure. The commission is the determining factor about how much can be earned by promoting a product. Some products will offer recurring commission but a clear idea about commission can help you well in planning your business for the future.

While commission varies from product to product, for digital products, you should pick products that have a generous 50-75% commission and have a minimum payout of \$20.00 per sale.

Refund rates is also something to be in the look out for. Refunds are normal in any affiliate business. This is because there are sometimes fraudulent purchases and some customers that simply take the product for a free ride. However, this is only a small percentage of the market. So, when choosing a product, go for products where the refund rates are less than 10%. Most of the niches would have an average refund rate of 5-7%. The make money online niche would have a higher refund rate of about 10%. If there are products that have anything higher than this value, just stay away.

It is also best to select affiliate programs where their products have recurring billings, normally on a monthly basis, or have back end sales. This way you get paid for the long run and also get paid more for the same effort!

Criteria to Choosing Affiliate Programs (Con't)

- Sales Letter
 - Sniff test the sales page of product vendor
 - Compelling sales copy and headline
 - Testimonials
 - Call to actions
 - Professionally designed website
 - Trustworthy

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Once the payout criteria are met, you would want to check out the product vendors' sales letter. Take a look for yourself if it passes your personal sniff test. What you can do is put yourself in the shoes of a potential customer from your niche, and ask yourself if you would purchase a product from this site.

Having the right content to drive a sale is critical. Before officially starting any program, you should spend a lot of time going through the sales page of the merchant. Take a detailed look at the sales page and be able to clearly summarize the things in it. Empathize with a potential customer and what your first response would be to your own sales letter. You will be the best judge when it comes to evaluating the sales letter by being able to step into the shoes of that potential customer. If you see or feel like there are flaws, then move on to another affiliate program or product to evaluate.

Make sure the sales copy is compelling and is as pertinent as possible to your niche. The sales letter is of utmost importance. Make sure there are testimonials, guaranteed statements and lots of calls to action. As long as these elements are still not present in an enticing format, do not stop repurposing and rethinking the make-up of the content. Testimonials and guaranteed statements will play a vital role in attracting a buyer. The most profitable affiliate programs will have the best content and sales letters to provide the most captivating environment for potential customers.

On the whole, the site should have a very compelling sales copy and a headline that speaks directly to the prospect because that is the first thing they will see when they land on the sales page. Make sure the website is professionally designed and overall, it projects a trustworthy look and feel.

Affiliate Networks

- Clickbank
- Pay Dot Com
- Google Search

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A very popular affiliate network for digital products is called Clickbank. It has been established since 1998 and their vendors and affiliates are growing enormously by the day. Clickbank is a great place to start for most affiliates. Their team is very professional and Clickbank always promptly pays out commissions to their affiliates either on a weekly or bi-weekly basis.

Clickbank is also a great place to choose affiliate programs. You can browse through the marketplace and dig deeper into the categories. In here, you will find tens of thousands of merchants in almost every niche you can imagine.

Once you've decided on an affiliate program to start with, you can simply create a hop link and embed it into your campaign as your unique affiliate ID. All the tracking process will be done for you and Clickbank takes care of everything else for you.

Pay dot com is another affiliate network you can choose your affiliate programs from. They are quite similar to Clickbank and handles all payment processors, tracking IDs and etc. However Pay dot com is generally known to be less established than Clickbank. They are less strict with approving vendor's product, which can be a benefit for the product vendors, however as an affiliate many would feel that the quality is not monitored as well. So as an affiliate, if any affiliate programs come cross to you as attractive via pay dot com, just make sure you go through the sales page diligent and qualify the quality yourself.

There is another way to find a profitable affiliate program and that is through a simple Google search. There are a ton of affiliate programs that will pop-up via a search. Search Google for "keyword of niche" or "affiliate program" or "joint venture" or "jv". Through a search like this, you will be able to quickly bootstrap an affiliate campaign. Just execute a joint venture agreement or be an associate to the in-house affiliate programs and join the team.

This is a very easy route to go when it comes to affiliate business. As a beginner, go along with a successful program and it will give you more insight into the business. Choosing a profitable affiliate program will be much easier via joint venture. You will have a supportive team in most cases, which will provide you help, technically and professionally.

You will probably experience less in the way of commission margins and profit via this method but it provides a good foundation for the future. Many people follow these in-house affiliate programs as the success rate is usually much higher than with independent campaigns. Starting a new affiliate is always risky especially as a beginner so working in a joint venture is very useful as you will have more experienced members to rely on.

Multiple Affiliate Program Diversification

- Diversify and register with multiple affiliate programs
- Take your time to weigh the effort and returns
- Think long term gains

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There are a few simple rules of thumb when finalizing what is a profitable affiliate program among all of the available ones. Pick a particular niche and diversify amongst available affiliate programs for it. Through this, you can understand which is doing better than the other. Always try to pick the top players in the field. For instance, if you are going with online bookselling, register with the top two merchants in it.

This way, you can equip yourself with buyer's needs promptly and can expect proper support from the main merchant too. When you start with a few affiliate programs, continue searching for that best fit. This way, you can help cushion the blow if an existing merchant fails in some aspect, which will let you quickly react. As a beginner, reputation and reliability are key factors for your future success. This can be built up by going with quality affiliate programs. By this way, you can attract many prospective buyers as well as many reputed merchants for that future business.

Now you know some fantastic information about how to pick a highly profitable affiliate program. The success now depends totally on your approach. Do not rush in and make a decision or act on whim. This is why most people eventually fail. Failure to do basic research and do your homework will not result in success. Take your time and observe the affiliate program and its performance. This way, you will be able to see all the positive and negative aspects of the programs. By knowing about all of these variables, you can plan your best approach for success.

As a beginner, be very cautious and think about the long term success rather than short term that gains instant profits. These instant profits might just be that—short lived. Without a positive framework or structure in place to support a long term strategy, you will not succeed for long. To survive in this business, you need a strategy and a plan. By not having that conscious approach based on research and careful consideration, then failure is truly inevitable.

The right approach can only be learned through proper observation. There are no hard and fast truths, only statistics and facts here. There are innumerable highly profitable affiliate programs out there but it requires hard work to convert them into a successful venture. Then and only then will you be able to reap the awards and live that life you have been dreaming of success and most importantly, financial freedom.