

"X-Factor Traffic" – The Top 10 Most Effective Totally FREE Web Traffic Tactics in the History of the Internet, by Willie Crawford for Trafficology.com

Get All 10: <http://xFactorTraffic.com>

#6 - Build Your Own Affiliate Program

You can take any of the products that you've created and set up an affiliate program for them. What makes an affiliate program an unbeatable source of free, highly targeted traffic is that even though you pay affiliates a percentage commission on sales that they send you, you only pay for performing traffic.

If the visitor doesn't buy, you pay nothing.

You're also often paying commissions on sales that you probably would not have made without a given affiliates. That affiliate often reaches prospects that you wouldn't.

As with most traffic, the money is really in the backend, and that's definitely so with affiliate programs. After the customer makes that first purchase, they should be captures in one of your autoresponder sequences, and you absolutely should offer them other products and services.

You may or may not want to offer your affiliates commissions on subsequent purchases from that same customer. An affiliate management system such as the one that I use allows you the choice. The one that I use is at: <http://ProfitAutomation.com>

Other places you can quickly and easily set up affiliate programs include:

- 1) [Clickbank](#)
- 2) [PayDotCom](#)

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3) [Paypal](#)

Maybe use with systems such as the \$7 Secrets Script I just mentioned in The Top Totally Free Traffic Tactic #5.

If you don't have a product of your own, set aside a few days or even weeks and create one. One of the easiest ways to do that is to take a product that you have private label rights to, and actually turn it into a product of your own.

That generally involves:

- 1) Renaming the product
- 2) Rewriting or revising the product
- 3) Creating or having some new graphics design
- 4) Writing a webpage

That's all there really is to it. If you don't realize how easy it is to turn a private label product into your own original product listen to the MP3 recording of a teleseminar that Michael Ambrosio and I did on the topic.

You can download the MP3 audio and the PDF transcript from that teleseminar for free at: <http://therealsecrets.com/PLR-Riches/yes.htm>

Turning PLR ebooks, articles, and software source code into your own in demand products is incredibly easy. However, it's also one of those things that you don't realize just how easy it is to do until you've done it once!

Once you have your product created and your affiliate program set up, you can launch it through:

- ✓ Joint Ventures
- ✓ Posting Specials In Online Communities
- ✓ Using Articles And Ebooks To Sell The Need For The Product
- ✓ Running A Sale
- ✓ Directly locating and recruiting active affiliates. Noticing which affiliates rank at the top of the search engines for your target keywords is an excellent way to do this.

To grow your affiliate program, in many niches, you can invite your current customers to become affiliates. I do this by adding a message to my autoresponder sequence explaining that they can make money reselling the

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product that they recently bought from me. What better affiliate than a satisfied customer with lots of contacts interested in the same niche?

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