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THE WORST TRAFFIC TACTIC by Alex Mandossian

The Worst Conversion Strategy of The Decade

The worst conversion strategy I utilized is how I dealt with my affiliates.

I kept doing it because I couldn't believe it didn't work.

Now I know, and I'll never make this mistake:

***If you have a great affiliate training center,
you absolutely cannot promote it via email.***

My affiliate training center has worked extremely well over the years. But, when I finally stopped emailing my affiliates, they generated a million dollars in just 29 days.

In the past I'd just email affiliates and say, "hey we have something new...come check it out."

Don't do it. It does not work.

The moment I hired an affiliate manager I started making a lot of money. Imagine 7 figures in 29 days.

I credit this success to the fact he called and did not email affiliates. I recommend you don't email your affiliates. It is a huge conversion mistake.

You are trying to convert passive affiliates into active affiliates...it won't happen with email. They'll just throw the email away, they'll have it spam blocked, or they won't even pay attention to it.

They are busy like you are. Call them up and get into their world. I've made this mistake for 3 and a half years, I finally got tired of it.

The fact is, I'm a big fan of email...but if I ever want to launch a new promotion, I don't start emailing my strategic partners. I always call them up and say what is about to happen and that I want them on board.

Many of my colleagues and closest friends stopped using email to communicate with affiliates. It worked for them, it worked for me and it will work for you.

Do not email your affiliates about a new campaign. It will frustrate you and you'll go broke. Call them up.