



Promotion: Affiliate Recruiting Checklist 20 Ways To Get New Affiliates

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Here are 20 ways you can begin to find affiliates immediately.

Note: These are in no particular order . Check off the boxes below as you complete the items and you'll see your affiliate numbers increase. This is to be used in conjunction with the main PROMOTION manual.

1. Tap into your existing network.

Your subscribers, customers and site visitors (even if they are few) should be the first contacts you make in recruiting affiliates for your program.

- Send out a broadcast mailing to your subscribers notifying them of your affiliate program.
- Make contact with your customers ... both as a one- time mailing and in your "thank you for ordering" emails.
- Create a shortlist of your "best" contacts (those who've repeatedly ordered, make multiple communications and / or have a solid relationship).
- Mention your affiliate program INSIDE the product you are selling itself.
- Load an automated message about your program to your autoresponder sequences.
- Post links, buttons and other notices for your affiliate program in high visibility locations at your website.
- Mention your affiliate program on your order fulfillment page. (I.E. "Download" page)

2. Submit your program to affiliate directories.

You'll want to get your program listed in as many of the affiliate program directories as possible, especially the "popular" ones like www.AssociatePrograms.com

You can access the Google index by [Clicking Here](#).

☐ **3. Use an affiliate program announcement service.**

If you have the budget to support it, an easy way to speed up the affiliate program submission process is to use an affiliate program announcement service to make the submissions on your behalf.

One option is: www.affiliateannouncement.com

☐ **4. Post to an affiliate program announcement forum.**

There are affiliate program forums where you can "announce" your affiliate program for all visiting affiliates to see.

Drop by Google.com and search to find forums where you can announce your program.

Note: Don't forget to read the posting guidelines at these forums to learn what the "rules" are BEFORE you post.

☐ **5. Search ezine article directories.**

There are many ezine article directories online which index articles

that the authors have given permission to reprint. Some of the more popular directories are –

- EzineArticles.com
- SubmitYourArticle.com
- GoArticles.com

Now, how do you use these ezine article directories to find potential affiliates?

1. Visit the site and click on a category related to your product.
(Or, you can search for a "keyword".)
2. Identify articles that are related to your product.
3. Click on one of these articles.
4. Click through to the URL listed in the resource box of the author.

5. Find the author's contact email.

6. Make contact.

You'll find that ezine article writers can be great affiliates because usually they are marketers. That's the primary reason why people write and distribute ezine articles.

6. Look in blog directories for active bloggers.

Again, there are numerous blog directories such as

- <http://search.blogger.com/>
- <http://www.blogcatalog.com/>

(You can find more by searching for "blog directory" at Google.com.)

Look for active bloggers who have blogs related to your product topic and approach them for potential affiliate partnership.

7. Attend conferences to make personal contact.

There are workshops, conferences and other events for virtually every industry in the world. Find out when and where upcoming events will be located and **make plans to attend.**

Take business cards, copies of your product and proposal letters with you to hand out to other attendees and to panelists.

You'll find that some of your best affiliates come from personal introductions at these conferences.

8. Interact at affiliate marketing forums.

There are dozens of affiliate marketing forums – many of them with a lot of traffic – where you can interact (Ask questions, provide answers, etc.) and include a link to your affiliate program at the close of each post you make.

9. Join available partner networks.

You'll also want to consider joining one or more of the available "joint venture partner networks". Just a few include...

- <http://www.JV-Network.com>
- <http://www.JVNotifyPro.com>
- <http://www.JVAlert.com>

You can find others by searching for "JV network" and "joint venture network" at Google.com.

□ **10. Buy advertisements in affiliate newsletters.**

Look for high quality affiliate newsletters (Ex. AssociatePrograms.com) and purchase classified ads (and/or solo mailings, if available) in these publications to advertise your affiliate program.

To find quality affiliate newsletters to advertise in, consider these four suggestions...

- Search Ezine Directories such as <http://www.ezine-dir.com> and <http://www.DirectoryOfEzines.com>.
- Search Google.com for "affiliate newsletter".
- Visit the affiliate program directories I mentioned earlier and see if they offer a newsletter - many do.
- Drop by marketing forums (both "internet" and "affiliate") and ask for recommendations.

That should yield several quality publications to advertise in.

□ **11. Search the Clickbank® marketplace.**

Product owners who are selling goods similar to yours (and, sometimes, even directly competing with yours) make for perfect affiliate partnerships.

Visit <http://www.Clickbank.com/marketplace.htm> and choose the category related to your product. The author of virtually every product listed in your

category will be a potential partner.

Variation: Go to affiliate program directories and see who has affiliate programs that are related to your own. They are potential affiliates as well.

Make it mutually beneficial and you should find new partners who are already actively marketing similar products.

☐ **12. Purchase low-cost newsletter advertisements.**

There are several places online, including <http://www.Partenon.com> who offer "2 Bucks An Ad". That is, you can purchase classified ads in newsletters for only two dollars each.

While you probably won't get a ton of affiliates this way due to the abundance of ads being sold, even if you just get one new affiliate per ad, it's well worth the two bucks!

☐ **13. Buy Google Adwords® and other PPC ads.**

You can advertise on Adwords® and other pay-per-click search engines to attract affiliates.

Example: You can advertise for "keyword affiliate program" such as "diet affiliate program".

You may not get a lot of visitors by using this method, but those that you do receive will be very targeted due to the searched phrase.

☐ **14. Look for existing advertisers with your keywords.**

There are a couple of great ways to see who is already advertising products and services similar to your own that are worth mentioning –

- Drop by Google.com and search for keywords related to your offer. See who is advertising in the Adwords® section (tiny ads to the right of the screen).
- Drop by Yahoo.com and search for keywords related to your offer. See who is listed in the top twenty spots (these are generally

paid advertisers).

15. Identify those who rank highly in search engines for your keywords.

The other side of search engines (the opposite of "paid" advertising) are those who are listed "naturally".

Visit Google.com (and other search engines such as Yahoo.com, etc.) and search for keywords related to your product.

Visit these and contact the owners to recruit new affiliates. **16. Use specialty search tools.**

There are several really good software programs that can be used to search for new affiliates on your behalf, cutting your research time down to virtually nothing.

A few of these tools include –

- <http://www.Arelis.com>
- <http://www.LinkCapture.com>
- <http://www.SuperAffiliateFinder.com>
- <http://www.scamfreezone.com/spider/>

Note: I personally use Arelis and find it extremely robust.

17. Outsource your affiliate recruiting.

There are actually services available such as the one at <http://www.partnerific.com> where you can have someone else recruit affiliates on your behalf.

18. Watch for those who participate at forums. I've talked several times about forums for good reason. It's the community gathering place for many of those within your market.

The idea here is to watch for those persons at your favorite forums who actively participate in discussions. Specifically, for those whose posted messages indicate that they have a level of experience.

□ **19. Join every related list you can find.**

Join ezines, mini-courses, etc. and look for products, resources, etc. that are being announced and reviewed. The owners of those resources are potential partners. Look at who is advertising and what is being advertised. Again, these are people you should contact about joining your affiliate program.

Note: Make sure you join with an email address other than your primary one because you'll be receiving a lot of email!

□ **20. Tap into the search power of Google®.**

I've found Google.com to be the best free research tool on the planet for finding new affiliates for your affiliate program.

There are (at least) seven ways to search Google's massive database for potential partners:

- **Popular Products.** Conduct a search for the title of your competitors' products to see which sites are actively promoting those products. Those who are already promoting similar products are likely candidates to promote yours. (And, they are obviously already familiar with affiliate marketing.)

Example: If your product is about "niche marketing" do a search for "Nicheology".

- **Article Titles.** Conduct a search for the title of articles related to your product. Identify which sites are currently showcasing those articles and see if they will load your article to their site as well. (Note: You can find article titles at popular article directories such as GoArticles.com)

Example: If you've got an article related to free traffic, do a search for "How to Sell 300% More Of Your Product in 72 Hours Than You Did All Month". (Use quotations)

- **Accessories.** Conduct a search for items that are related to your offer, but not identical to your offer.

Example: If your product is about "web site templates", do a search for "hosting" or "salesletters".

- **Advertising.** Conduct a search for terms that are related to your product and then look for those who are currently advertising using Google's Adwords®. (The tiny ads in the right margin of the browser window). These will be more experienced marketers and more likely to be open to a joint venture proposal.

Example: If your product is related to "dieting", then search for "diet", "diet program", "weight loss", "exercise", "lose weight", etc.

- **Authors And Experts.** Conduct a search for the names of well known authors and experts within your field of interest. You'll likely find NUMEROUS sites mentioning that expert ranging from promoting their products to posting their articles to making comments about their influence. Look specifically for those who are using affiliate links.

Example: If your product is related to "internet marketing" then search for "Jimmy D. Brown".

- **URLs.** Conduct a search for a word or phrase related to your topic of interest in the URL of the sites listed in Google's database. You can do this by using the search string, "inurl". I.E. inurl:"travel discounts". This will return a listing of all indexed URL listings that contain that phrase.

Example: If your product is about "rose gardening" do a search for inurl:"rose gardening".

- **Tips And Articles.** Conduct a search for a combination of a word or phrase related to your topic of interest, along with the words "tips" and "articles". I.E. "marketing tips", "time management articles".

Example: If your product is about "UFOs" do a search for "UFO articles".

Using Google.com's search features makes it easier than ever to find affiliate partners.