

> *Affiliate*

> *PreSell*

> *Gold..*

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Someone's sitting in the shade today because someone planted a  
tree a long time ago ~ *Warren Buffett*  
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Affiliate PreSell Gold

The aim of this report is to reveal how to effectively PreSell your way to wealth.

PreSelling is essentially 'warming your visitors up' before they are gently persuaded to visit the sales pitch page for your offer and take the 'desired action.'

The desired action by your visitor is not always to get an affiliate sale. There are CPA programs (cost per action) whereby you get paid if the visitor you sent just fills out a form!

Some Essentials

- ✓ A simple, confidence inspiring site helps to effectively PreSell
- ✓ A positive mindset turns into a 'purchase' mindset very often.. Being enthusiastic, friendly and up beat in everything you write makes a huge difference
- ✓ The more credible you are, the more you eventually sell
- ✓ Inspire trust by over delivering relevant, original and high value info
- ✓ You'll also inspire confidence by providing content that could only come from your experience
- ✓ Know your visitors and speak one on one to them as a friend
- ✓ Have your visitors' best interests at heart
- ✓ As you've no doubt heard many times- 'the money's in the list,' but I still see loads of sites without an opt-in lead capture form. Without a list you're leaving cash on the table. Fact.

Get Over Third Grade!

Let's face it, at school and college you're taught to write in a formal way, using complex language aimed at impressing your teachers and examiners.

All that goes out of the window if you're trying to effectively PreSell (and sell.)

- ✓ Try to write in a personable style - avoid being formal
- ✓ Try to be clear and concise
- ✓ Short, snappy and punchy sentences with active words work best
- ✓ The aim is to write to communicate and not to impress
- ✓ Separate your content with headings, sub-headings and bullets
- ✓ Get to the point without fluff and filler
- ✓ Single lines of text provide more emphasis
- ✓ Try to only have 2- 3 sentences per paragraph (4- 5 max!)
- ✓ Spell checking and using good grammar is still vital

Power PreSell

Reviewing sites is a popular approach to making referral/ reseller sales. Try to do this fairly by showing the pros and cons.

Apart from mentioning who the product will help, saying who the product is *not* good for makes you more credible and earns you more loyalty from your subscribers = Less refunds and a more responsive list in the future!

Also- by analysing your monetisation offering it saves your prospect time and effort. And by showing complete knowledge and objectivity about the product or service it demonstrates that your main priority is your visitor.

- ✓ Present problems, then show your visitors that these problems are solved by the product that you're PreSelling as an affiliate
- ✓ Benefits (not features) connect with emotions. People base their buying decisions on emotions eg when they make 'impulse buys'
- ✓ Hype puts people on their guard. Instead state benefits in a 'matter of fact' and casual way
- ✓ Content is King! Search engines love lots of relevant content and so do your visitors
- ✓ Content that combines knowledge + passion = Converting content
- ✓ Try to work your keyword into your content naturally and have each page of your site focus on just one topic and keyword
- ✓ 'In context' links to the products you're PreSelling are links that are positioned within a naturally flowing sentence and are less pushy. - They don't scream 'I want a sale!' And so they have higher click through rates

Headlines and Other Copywriting

Its worth saying immediately here that no up front sales pitch should be made when you PreSell. – Making an immediate recommendation should be avoided.

After educating your reader for a while you can then gently introduce your recommendation eg by using the helpful approach of saying 'here's what you can expect' which is far more objective. This makes your visitors relax and more likely to respond in the way you want.

In fact taking an 'I don't care' approach to promoting in your PreSell is a winning method as it's also more objective than an outright plug.

Using in context links- just mentioned- is one way of showing that you don't just care about getting the sale. This is because these links can be shown as a point of reference to help educate your visitors so that they can better understand the point that you are making.

- ✓ Headlines should create an emotional connection that urges the visitor to read the body of your content
- ✓ One aim is to try and make the reader feel that he or she would miss out by not reading on
- ✓ 'Scientific Advertising' says that specific claims (eg in your headlines) are far more credible than general statements (78.724% of marketers agreed – just kidding)
- ✓ In fact, in the same book it said to avoid using humour as it lessens respect for you and your article. – 'People don't buy from a clown' is just one piece of time tested and proven advice from this must have book.

You can get the entire Scientific Advertising book as a Free eCourse.. Just [click here](#) and send the blank email.

- ✓ It's always good to empathise with your reader and talk to him or her not at them
- ✓ As an expert in your field- trying to give off a 'been there- done that' vibe adds credibility. Obviously seeming arrogant should generally be avoided, although its worked for the [Rich Jerk](#) who was basically using shock value to stand apart from the pack of other Internet Marketers
- ✓ Stimulating interest and excitement will get your visitors ready to take the 'desired action'

- ✓ Give to receive! By providing original content that empowers your visitors, they trust you more and become far more responsive to your recommendations- Win/ Win

General Website Features

What do you want when you visit a site? Most of the time visitors want to get to the information that they are looking for quickly and easily. Therefore the layout and fonts that you use have a huge impact.

Here are a few essentials..

- ✓ Easy navigation.. Simple website layouts which have page menus on the left or right that show links to all the pages on your site at once generally work best.
- ✓ Menus that need you to place the mouse cursor over them so that a load of sub-menus can show are confusing
- ✓ By using plenty of white space your content is easier to read
- ✓ Flashing graphics slow your pages down and make your site look amateurish
- ✓ Using more than 2 fonts can appear unprofessional
- ✓ Tests have shown that the most trust inspiring and highest converting fonts are Arial, Verdana and Helvetica
- ✓ White text on a black background and using ALL CAPS are very difficult to read
- ✓ Webpage backgrounds should make your visitors' eyes focus on your content

Colours have a real impact too..

The Good..

- ✓ Dark blues and greens inspire trust
- ✓ Yellow creates excitement. - Tests have proven that pitch pages with yellow highlighted sentences (used sparingly) convert more than pages that are otherwise the same- but without the yellow highlight.

The Bad!..

- ✓ Using more than 2 or 3 colours generally makes your site look amateurish

- ✓ Red shows inexperience

Continuity

- ✓ Aim for continuity across your site and in your newsletters in terms of the layout, fonts and colours you use –

For a start your visitors will not think that they have left your site if they go to a page with a similar layout to the rest of your site and overall it creates a more professional and possibly hypnotic feel.

Market Intelligence

The more you know about your competition – the more successful you will be.

It's worth saying here that being able to see and 'steal' (legally!) your competitors time tested adwords keywords- their related ads and all your competitors organic search keywords gives you a huge advantage.

Also knowing which affiliate products convert well and which ones don't- before promoting them is obviously an important link in the chain to affiliate success.

Affiliate Elite reveals all this market intelligence and more. In fact- the feature I like the most I haven't mentioned yet- which is that you can use the software to find 100s of super affiliates for your product if you are a merchant using ClickBank, PayDotCom or Commission Junction.

I use [Affiliate Elite](#) every week.

My favourite affiliate marketplace is [ClickBank](#) by the way.

Finally- Pleasing the Search Engines

It's worth remembering that your web copy has two audiences - people and the search engines.

As you may know, good sales copy is extremely difficult to optimise for the search engines.

On the other hand, it's easier to SEO your PreSell pages eg by working your keyword or keyword phrase into your file names, headings, opening paragraph (once or twice) and into your articles that you publish in article directories.

Placing your keyword in some of your HTML sub-headings (within the <H> tags) also helps with SEO.

The Viral Spiral!..

When you show that you're an expert through your PreSell copy, your site gets discussed in forums and linked to by other sites.

Then your Page Rank improves and your search engine rankings improve.

As a result- more people see your site, so more sites link to you and you guessed it - your Page Rank and search engine rankings improve even more - and so on!

Just keep adding fresh content and publishing new articles to fuel the fire...

Eventually your site will become a 'hub' - ie with more inbound links than outbound links.

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I hope you enjoyed this no fluff and no filler report- **Now it's up to you!..**

Expecting Your Success,

Philip Birchley

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