



DEAR AFFILIATE MANAGER, CAN YOU MAKE THAT BRANDABLE?

Question: Why are my affiliates asking for brandable reports? How am I supposed to manage that?

Dear Affiliate Manager,

What tools are you providing to your affiliates? If it's just a standard button or text link, you're only doing half your job. Not only is it less productive for you to have a group of affiliates half-interested in promoting your product, but it's just irresponsible to have an affiliate program without helping your affiliates to make money.

You heard me. I'm sick and tired of it and I'm speaking my mind.

Help me... to help you. Affiliate marketing is supposed to be win-win. So, let's work together on this to make us both some money.

My favorite affiliate programs provide many free tools. All things the same, I'll promote an affiliate program that looks like they care more than one that isn't even trying, because, to me, it is a reflection on their overall quality.

Perhaps it's because I'm a woman. I like to build relationships. I like to feel appreciated.

And, of course, I'm in affiliate marketing because I want to make money! So, when I find an affiliate program that offers a brandable free report that I can share with my subscribers, promote a great product and make money in the process? Score!

Now, don't insult my intelligence by packaging up some random articles that have nothing to do with anything and telling me it's an ebook. Don't give me junk. First of all, you're representing your quality, and I'm representing mine. So, give me something good. A quality report or ebook, with a great preview of your product and what you offer.

My readers will be loyal, and so will I.

Do you want a loyal army of affiliates? Walk a mile in their shoes. Why did they sign up for your affiliate program? Because they believe in your products. Treat them well, and you'll have loyalty that you can't buy at any price.

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