How We Find Affiliates To Help Us Sell Our Products

Introduction

In this article we're going to explain how we handle locating and compensating affiliates.

What is an affiliate? Let me quote from one of my favorite sources

But, first you need to understand that each affiliate is a person. As such they have their own needs and wants. They do have at least one characteristic in common with us: they want to make some money online.

Organization

We keep our contact list of affiliates in a different email list within our autoresponder system.

We maintain selected information about each vendor in a database table on our personal computers. The reason for this is that our affiliates come from a variety of product interests and sources. They are completely different from our regular email list members.

Some can be found in both places.

At present our inventory of sellable things listed in places we'll show you below is very small. And, they are different from each other.

So, when we get an affiliate from one source and we set up another product within that scope of products, we can offer that affiliate a first opportunity to represent it as soon as it is ready.

Sources for Affiliates

Note that you probably won't get anyone interested until you have proven that it will sell. So, you will need to have gotten orders before you take your product to your affiliates.

There are services on the internet that serve as clearing houses for offers both digital and store front. The ones that we are interested in are those that offer digital deliverables which cater to the online businesses.

A few include:

- PaySpree
- Clickbank
- PayDotCom
- Shareasale

Each has its own way of doing things but the gist is vendors have a product/service and members want to sell them for a commission.

Our Primary Example

Let us illustrate our process using one vendor.

PaySpree is a system that provides three immediate benefits (for FREE).

1. A method to collect money for the sale of digital products;
2. A way to get affiliates to sell your products for you; and
3. A way to find products that you can put into a system similar to this one.

It is a good idea to upgrade. The cost is nominal and is lifetime. The major benefit is that you can sell more than one product within the system as a vendor.

As a vendor, you will create a listing that will get placed in the "Marketplace". Once your product is in the "Marketplace", affiliates can find it and sell it for you.

The first requirement to get that listing is to have had at least one order come through the PaySpree system. You will need to have caused that to happen. This will provide PaySpree with credibility that the product is successful before it is offered to the general membership.

The more affiliates you have working your product, the more sales opportunities you get.

We mention this because nearly everybody that starts in the online business arena does so as an affiliate. The PaySpree system has a number of benefits for the affiliate including getting paid at the time of sale. No waiting to reach a plateau that they may or may not ever reach. This one feature for the affiliate gets more participation in the offers in PaySpree.

Affiliates can represent as many products as they want, they do not need to upgrade at all.

PaySpree uses PayPal or Payza for the actual processing of the money. So, all members must have a valid processor account before they participate in this program. You as a vendor will also be paid at the time of sale.

PaySpree gets paid a transaction fee for items that sell for more than $5. The selling entity pays that fee (affiliate or vendor, whoever creates the order). The fee is $1 for sales from $5.00 to $19.99 and $2 for sales of $20.00 or more.

PayPal and Payza also have a fee for processing. It varies but figure about 5% for PayPal transactions.

Let's take a look at the money!
When you list a product it will be at full retail. This is the base and all payouts start from this number.

Let's say that you have a product that you want to sell for $100. That is 100% of the sales price.

If you pay your affiliate 50%, then you will get $50 from that sale. Since the affiliate is responsible for acquiring that sale they will pay PaySpree $2 for their part and pay PayPal $5 (best guess) for their share. This leaves the affiliate with a net of $50 minus $5 and minus $2 or $43 net.

Now, back to PaySpree!

PaySpree has over 2,000 vendor products available at this writing.

Even if you don't upgrade you can still list one product within PaySpree for FREE. We are going to walk you through setting up one product.

You will be getting some HTML code from PaySpree that will need to be added to your landing/splash page. So, be sure to have the system that you are using to create your splash page available when you complete these steps.

See "What Is A Webpage And How Do You Make One?" in our HowTo's for details on making your splash page.

PaySpree offers 3 ways to set up your pricing model. Regular is just the price that you are selling at.

Once you are logged into PaySpree select "Products" and then "Regular" from the dropdown as shown below. Recurring is where you have a monthly on annual fee that repeats accordingly. And, …
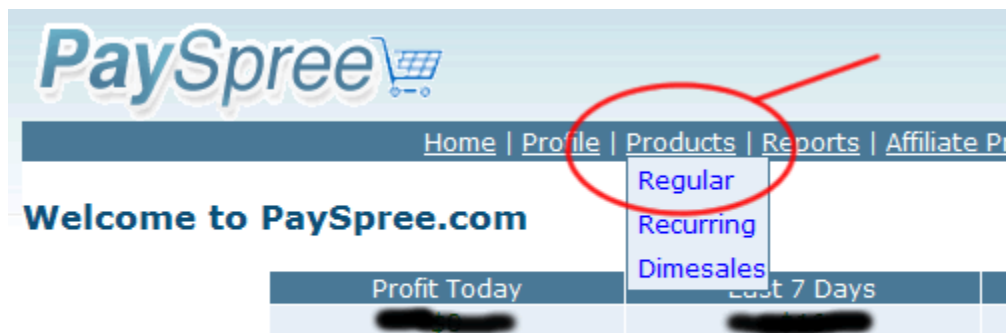
Dimesale

A dimesale is a product which increases in price with each purchase made. This is one of the most effective ways to motivate potential buyers to make a buying decision right away.

You set the starting price and finishing price. Then you set the price increment per sale to whatever you want, 10 cents, $1 or anything else. Now all you have to do is place the dimesale button we give you on your sales page and your new dimesale is underway.

Before PaySpree, the only way to run a dimesale was to buy sometimes expensive and complicated software which had to be uploaded and configured for each new campaign you wanted to run. Now you can run unlimited dimesales from your PaySpree members control panel with nothing to upload and no scripts to configure.

NOTE: The dimesale feature is only available to PREMIER account members.

Let's look at our example:

Then from the next screen select "Add Regular Product" as shown below.

This will bring you to the next screen.

⊠ Close

Add/Edit Product

Title:

Description:

(Maximum characters: 250)
You have 250 characters left.

Price: $ | USD ▾

Salespage: http://

Thank You Page http://

Affiliate Commission: 50% ▾

Main Category: Choose A Category ▾

Sub Category: ▾

Show In Marketplace?: Yes ◉ No ○

Advanced Options?: +

Save Product

On the next page, we show you what goes into each of the fields above.

Title: What do you want to call your product?

Description: This will show up when your customer comes into your listing.

Price: How much are you selling this for?

Sales Page: This is the URL (http://www.mysalespage.com) that you will use for your landing page. We used index.html in a subdirectory called /mypayspree/.

Thank You Page: This is the page that you use to give the instructions to your new customer so that they can download your product.

Affiliate Commission: We chose 75%. We will get 25% of the sales when an affiliate sells our product for us.

Main Category: We used "Money and Employment"

Sub Category: We used "Home Business"

Show in Marketplace: Yes or No, we wanted affiliates to sell this so Yes

Advanced Options? +: Skip this for now

Select the "Save Product" button at the bottom of the page.

You will be brought back to the page where you started adding a product.

You are done with this part for the moment.

When you want to look at your listing, select "Products" and then from the drop down: "Regular". You will see your product listed. You can get your links, edit your listing, or delete it entirely.

Select the one that says "Get Links", which is where your affiliate link is located. Here is what you will see:

PaySpree

My Products

This is where you setup new or edit your existing products. If you're just promoting products as an affiliate, you can go straight to the marketplace and choose the products you wish to promote.

NOTE: Your product will only appear in the marketplace once one sale has been made.

Add Regular Product | Add Recurring Product

Item	Title	Price	Recurring	Action
9289	Congratulations!	10.00	no	Get Links	Edit	Delete

Click here

Copy the "Add to Cart" button code like shown above and place it at the bottom of your Landing page.

PaySpree will send the money that you earn to your PayPal account.

PaySpree will save the code that generates your PayNow button.

We have shown you how to build your [PaySpree](#) listing. How much commission you offer the affiliates is up to you.

If you are a beginner with no track record, then give most of the money to the sales people. It will get them more motivated to push your product.

If you have a way to generate income from within your product that cannot be changed, then you might consider giving all of the earnings to the affiliate and you get the benefits on the back side (which always includes an email address which can go on your personal email list for future sales of other products).

Summary

By way of example, we have shown you how we locate and manage our affiliates. You can do these same things only modifying them to fit your marketing approach.

Our primary business is [MyChoiceThings.com](#), which is a membership site. It is free. You are automatically a member since you signed up for this report. Its function is to provide you with a ground level approach to building a solid foundation for your online business. It assumes that you would be doing things similar to what we are doing.

There is a link from our main page [MyChoiceThings.com](#) at the bottom that points to "HowTo's". This is work-in-progress, so come back often to see what has been added.