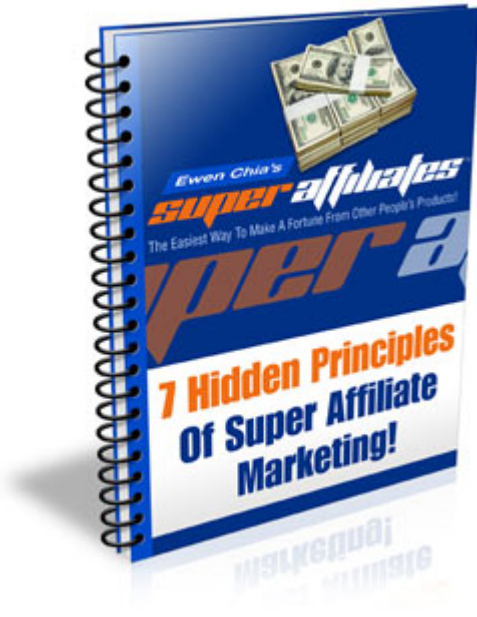


# **"7 Hidden Principles Of Super Affiliate Marketing!"**



**By Ewen Chia**

**The World's First And Only Super Affiliate Inner Circle Membership Club - Grab YOURS Now Before It's Gone!**



**[www.SuperAffiliates.com](http://www.SuperAffiliates.com)**

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# About The Author: Ewen Chia



Ewen Chia has been actively marketing on the internet since 1997 and is one of the biggest internet marketing gurus online today who actually 'walks the talk'.

He is the founder and director of **Autopilot Internet Income Pte Ltd**, specializing in providing internet marketing services to both individuals and companies.

Small and medium-sized business owners have also benefited from his expertise in getting their offline businesses online.

Ewen's forte is in **helping ordinary people start their own hugely-profitable internet business fast**, using many of his proprietary, step-by-step systems.

In fact, he has already taught thousands of students worldwide how to live the internet lifestyle; quit their jobs and achieve financial freedom through the internet! If there is ONE person who can help you do the same - it's Ewen Chia.

As a world-renowned and highly-respected marketer, he is often called upon for his ingenious marketing advice, especially in the areas of affiliate marketing, affiliate management, list-building, email marketing, product creation and online branding.

Ewen is widely known as "**The World's #1 Super Affiliate**" and his name is synonymous with affiliate marketing.

He is also the hidden 'secret weapon' of many internet marketers for his uncanny ability to trounce the competition and take on the coveted #1 reseller spot in almost every major marketing rollout!

**To find out more about Ewen and his other products, visit these websites:**

<http://www.EwenChia.com>

<http://www.AutopilotInternetIncome.com>

<http://www.AutopilotProfits.com>

<http://www.NewbieCashMachine.com>

<http://www.SecretAffiliateWeapon.com>

<http://www.MyFreeWebsiteBuilder.com>

<http://www.MiniEbook.com>

<http://www.ResaleRightsSecrets.com>

<http://www.StuffYourInboxWithCash.com>

<http://www.StrikingItRichOnline.com>

Coming Soon: <http://www.InternetMillionaires.com>

Coming Soon: <http://www.eEntrepreneur.com>

# Thank You For Downloading And Reading This Confidential Report!

**Dear Future Super Affiliate,**

This report will reveal to you what I call the “**7 Hidden Principles**” of super affiliate marketing...

It's going to make a BIG difference to your affiliate income if you apply what you discover here!

In fact, these principles alone can transform you from a regular affiliate into a **SUPER affiliate** – a person who's so good at selling other people's products that he or she can command windfalls of **cash on demand**.

Here's the truth when it comes to promoting OTHER people's products:

**Regular affiliates and super affiliates do almost the same amount of work. Yet, the income difference between these two types of affiliates is drastic...**

Why is this so? Because super affiliates work just a little bit 'smarter'...

Plus they use a **proven system**, based on **7 hidden principles**, which gives them the **unfair advantage** over 'regular affiliates'.

This specialized knowledge is not a closely guarded secret, even though it may look that way from the outside.

**They are really just good business sense, coupled with an understanding that, in marketing - *simplicity is often the strongest factor towards conversion.***

I'll let you read the rest of the story below...

In the meantime, remember to check out the **world's first and only super affiliate training club** at [www.SuperAffiliates.com](http://www.SuperAffiliates.com)!

**To Your Success,**

Ewen Chia

# The 7 Hidden Principles Of Super Affiliate Marketing

This section is all about explaining *why* we use the methods we use, and why they work.

The [Super Affiliates™ Inner Circle Membership Club](#) will show you the “how” of implementing them.

Every step here has a 'parent idea' or guiding principle behind it that originates from one or more of these 7 Hidden Principles:

## **Principle #1: Focus And “The Power of One”**

If you've followed my work for any length of time, then you already know how much importance I place upon the need for **FOCUS**.

This focus isn't just about sticking to your business plan and taking daily action, although those are both crucial parts of the equation. Rather...

**What I mean by focus is the idea of doing one thing a time, and keeping your sights on one objective at a time.**

This means:

- ✓ **One affiliate business** at a time, based on...
- ✓ **One affiliate program** - which is promoted via...
- ✓ **One web site** - and that site should have...
- ✓ **One objective** - To serve visitors with a landing/'opt-in' page where you collect names and e-mail addresses onto your follow up list.

Now, don't take this to mean that you can only ever have one affiliate business.

Over time, you can have as many as you want. The point is that you **focus on building one business in one market** before you move into another.

You might be thinking, “OK, Ewen, but how I know when it’s time to start a second business?”

The answer to that is two-fold. First, you *never* abandon your existing business for another one. Long-term profits depend on maintaining an active relationship with your customers and subscribers.

There will always be more content you can send to your existing list, and more offers you can place in front of them.

Second, the **key** to moving forward to a second business rests on **automating** your first business, so that it accomplishes the majority of your objectives for you 'hands-free'.

This means that once you have your existing business built to a level of success, you can let it run for the most part on autopilot while building your second business.

So, first, you make sure that your website, opt-in page and follow up series are in place, tested, maximized for conversion, and bringing in regular sales.

Once you do this, you can focus on setting up a second business, as your first business only requires the occasional injection of new content and maintaining communication with your list.

## **Principle #2: The Magic Of Simplicity**

The second principle, simplicity, has to do with making your and your customer's life easier by:

- ✓ **Creating clean, simple opt-in pages**
- ✓ **Sending 'to the point' e-mails which are properly formatted**
- ✓ **Providing alternatives mediums for communication and delivery of content.**

For example, you can place videos, audio and long articles onto a blog, and simply send the link to your subscribers via e-mail.

What you *don't* want to do is overload your customers or subscribers with too much content at one time – nor do you want to overload visitors to your opt-in page with a lot graphics or long sales copy.

**Keeping things clean and simple gets more response, and better conversions.**

## **Principle #3: Active Brand Building**

**Super affiliates do not remain anonymous.** Instead, they work to build instant brand and name recognition.

Branding is a proven trust-builder, as well as a publicity tool. The more brand-awareness you build, the faster you acquire new customers.

It's the same principle at work here as you see off-line with new product launches or even with celebrities.

The more you see or hear a product or person's name mentioned, the more likely you are to give them a chance.

It goes without saying that existing brands benefit from a market's automatic trust in established brands (with good reputations). **This is just human nature.**

If you were faced, for example, with the choice between a \$5 off-brand radio versus a \$15 **Sony** radio, you'd more than likely choose the latter, even though it is \$10 higher in price.

Building your brand as a super affiliate means employing some key tactics, including:

- 1) **Using your full name and personal picture** on (some) opt-in pages, 'Thank You' pages, on your blog, etc.
- 2) **Make sure any graphics you use as site headers**, in special reports or products you've created, display your name and personal image.

For instance, have a look at the header graphic in place on my official 'hub' site: <http://www.EwenChia.com>:



This is not just for the sake of honesty, transparency or personalization – it also goes towards point 3....

- 3) **Creating a recognizable personality, tone or 'performance' style.** In other words, what is your image? What image do people associate with your name?

Let's say you want to go into the 'health niche'? Maybe your image is that of a 'rebel' who shares alternative health information the medical community doesn't want anyone to know?

Or, perhaps, you want to promote 'beauty products', and your image is that of 'the girl next door' who discovered how to get super-model looks using inexpensive products?

You'll carry this across not just visually, but **also in the way you speak and write**. We'll talk more about that in **Step 8**.

- 4) **Come up with a memorable 'tag line' or slogan.** You'll notice I always sign off anything I've written with "To Your Success!" or "To Your Affiliate Success!"

This is my slogan, and one of the reasons I use it is because it *reminds* people of *why* we've established a relationship.

My goal is to help others succeed as affiliate marketers, so I make sure to reflect that in my image and my brand.

- 5) **Focus on creating a logo and color scheme for all sites, reports and bonus products.** As you may have noticed in the earlier screen shot, I employ my own logo:



This logo is integrated into all of my web site graphics. I've chosen a simple red, white and blue theme which you'll see repeated across the various sites I run.

I hope this makes it a little clearer why branding is important, and some of the tactics you can use to create a brand for yourself.

**The key is really in tailoring your image TO your market  
- determine how to best present 'your story' to them.**

**Understand how they respond to language:**

Is it best to speak to them as casually as possible, or do they require a more formal, professional tone?



### **Use market-appropriate graphics and colors:**

For example, if you are running an affiliate site targeted towards parents of newborns, you wouldn't want your site's color scheme to be gun-metal gray and red! Instead, you'd want to use softer, more neutral colors.

Finally, make sure you begin your branding work **from the very beginning**.

Even if you don't know what you want for a logo yet, you can still get the ball rolling by making sure to put your name and picture on things like your "Thank You" page, blog and in any freebie reports you give away.

## **Principle #4: Lead Generation and List Building**

Super affiliates spend as much or more time working to get qualified leads onto their opt-in lists as they do converting those leads.

The money is in the list, but *why*?

**The reason is that "selling" is really all about *relationships*.**

Sales don't exist in a vacuum. There is always a seller and a customer in relationship with each other – whether they meet face-to-face at a physical store or conduct business miles apart from each other via the Internet.

Yes, you *could* just send traffic to a sales page and hope that some of the visitors actually purchase a product.

When you do this, you are gambling on the law of averages to create your income; and, frankly, the odds are not in your favor.

### **When you build your own leads list, however, you benefit from the following 4 outcomes:**

- 1) Potential customers interact with *you* (the affiliate) first, rather than going directly to the merchant.
- 2) You have more control over the customer's perceptions of the product because you can pre-sell or 'educate' them in ways the merchant does not. (This is especially important if you are promoting the product of a merchant who has a mediocre sales letter.)
- 3) You are able to generate **repeat business** from **existing customers**. As long as you've got someone on your list, you can promote multiple,

market-specific products to him in one place.

- 4) Over time, the trust you establish with your list will generate more sales. You'll see a lot more returns for the work you've put in.

Also, when you build a list, **your customers and subscribers benefit from:**

- 1) **The high-quality information you provide to them.** You'll be able to help them find the solutions they need to improve their lives.
- 2) **Better buying experiences.** Your trusted recommendations also lead them to appropriate solutions, and this takes the stress out of buying products/services on-line.

So, the affiliate opt-in list is not just a powerful sales tool, but also a win-win method for everyone doing business on-line. It helps you streamline communication with prospects, as well as nurture the relationship you have with existing customers.

This is why super affiliates are *constantly* seeking new ways to add more subscribers to their lists.

**Plus, the leads you generate, the more 'market share' and 'mindshare' you will claim.**

You'll have competition no matter which market you go into, and many of your subscribers will also be on competitor's lists.

You must strive to grab as large of a share of the market as possible, and see to it that *your* list becomes the preferred source of information and recommendations.

## **Principle #5: Follow Ups and List Relationships**

Super affiliates have a systematic way of following up with leads, and they focus on building a 'personal' relationship with list subscribers.

As noted in the 4<sup>th</sup> Principle, the list *relationship* is really what drives sales.

**However, your communication with your list must be consistent, even somewhat methodical.**

A successful affiliate will plan his communications in advance, with a specific **objective** in mind.

This doesn't mean you avoid spontaneity. Rather, it means that your follow ups and relationship-building efforts should be, in part, **guided by your branding** objectives.

For example, remember the earlier point about creating your image, and how you can convey this image not just through graphics, but also through the **tone** or style of writing you employ?

This objective comes to the forefront **from the very first follow up** a subscriber receives.

Your subscriber will have already formed an initial impression about you based on what he or she saw on your opt-in page and 'thank you' page. Therefore, your follow ups must strive to build on this image, as well as reinforce its continuity.

Really, what you have in front of you is **TWO** objectives:

- 1) **Follow up on the information and offer made on the opt-in page, and**
- 2) **Begin building a relationship with your subscribers that goes deeper than just trying to 'get the sale' from them.**

Performing this job effectively requires skill and practice.

You must learn when to push the *focus* of your follow ups more towards the product versus when to hold back and put the focus on pure, informational content.

The way a super affiliate does this is by making use of both an **autoresponder** and a **blog** to *insert* **the right content at the right time**.

**Let's look for a moment at a typical follow up sequence that includes elements of relationship building as well as sales:**

(**Note:** You'll usually place a few days between each follow up message. I'm just using "Day One", "Day Two", etc. as examples, so don't take this timing of this sample sequence literally.)

**Day One:** Welcome message. Introduce yourself and share some personal information to help personalize you to your subscribers. Make this relevant to the information the subscriber is expecting based on your opt-in page offer.

**Day Two:** Additional information and education, tied to product as solution.

**Day Three:** Still more education. Share a free tip or resource. Remind subscriber to visit the 'solution site'.

**Day Four:** If you've planned for this advance, let the subscriber know about a special 'deal' you've put together for him.

For example, let's say you've created your own bonus product worth \$47 that complements the lead product in some way. Your subscriber can grab this bonus if he'll go ahead and order the lead product, then forward his receipt to you.

**Day Five:** More information or recap review of lead product. Try to address any potential negatives or objections that non-buyers might have on their minds.

**Days Six-Nine:** Take a break. Allow your list breathing room. No e-mails.

**Day Ten:** Introduce your subscribers to your blog. Put up a long article or even a video which preps them with information to lead into the second follow up series for your second (back-end) affiliate product.

What I want you to see here, is how you have to think strategically when preparing your follow up campaigns.

You need to have an in-depth understanding of the products you're promoting and how to present them.

You also need to *plan* out in advance what type of information you want to feed to your list, and when – while keeping an eye on balancing your two main objectives:

**Getting sales and building the trust relationship.**

## **Principle #6: Conversion**

As a super affiliate, you must focus on improving **conversion** at all levels.

**Conversion, in essence, means how many people out of 100 take a given action.**

For example, if 5 people out of 100 visitors to your web site decide to opt-in to your list, then your opt-in page has a 5% conversion rate.

Likewise, if your opt-in list has 500 subscribers and 200 of them respond (purchase a product) to an offer you send, then you have a 40% conversion rate.

There are many factors which go into conversion. The only way to improve is to learn how to **test and track** your conversion rate.

This means testing out different 'tactics' while measuring the effects these changes have on your conversions.

**Opt-In Pages** for example, can be run through a series of tests on these factors:

- ✓ Use of graphics versus text-only page
- ✓ Headlines and sub-headlines (which ones capture your visitor's attention?)
- ✓ Long versus short copy on opt-in page
- ✓ The 'offer': or what you use to entice people to opt-in to your list.

**Follow Up E-mail Conversion** can be run through tests using factors such as:

- ✓ Better e-mail subject lines (to improve e-mail 'open and read' rates)
- ✓ Time sensitive offers
- ✓ Bonuses
- ✓ How you present an offer (the tone and language you use), which benefits are emphasized, whether it helps to mention guarantees and refund policies, etc.
- ✓ Directing subscribers to a blog or main web site to read reviews, watch video tutorials, etc.

This is just a short list of some of the most common things affiliates test and track in an effort to improve conversion rates across the board.

## **Principle #7: Back-end Affiliate Profits**

Finally, we've come to the 7<sup>th</sup> Principle: Back-End Affiliate Profits. First, you must understand what is meant by the term "back-end."

Super affiliates' sites have a system in place to funnel prospects towards several levels or types of "offers":

- 1) **Lead Offer:** The lead offer is always the product offered up front on the opt-in page. It is not necessarily the highest priced product, nor is it the product you stand to make the highest commissions on. It is, as the name suggests, a 'lead generator'.
- 2) **Back-End Offer(s):** This is where the real money comes in for the majority of super-affiliates. Back-end offers are the follow ups to the 'lead' offer. Back-end offers are generally higher-ticket (and higher commission) products, and often include products that earn the affiliate a 'recurring' monthly commission.

Keep this in mind as you go along, the...

## **Big income isn't in the lead offer; it's always on the back-end.**

This doesn't mean you should be lazy or careless in how you promote your lead product. It simply means that you should not expect to make the majority of your sales on the front end.

**Rather, you must focus on building a strong back-end to generate repeat business from existing customers.**

Your relationship with your customers does not cease to exist after a front-end sale is made.

In fact, you're in a much better position to make *another* sale to those customers when you follow up with a 2<sup>nd</sup>, 3<sup>rd</sup> or even 4<sup>th</sup> offer.

This concludes the **7 Hidden Principles of Super Affiliate Marketing**, as well as an introduction to your main [15-Step Top Secret Super Affiliates™ Blueprint](#).

Make sure you've read each principle closely and absorbed the concepts and main ideas behind each one before you begin...

## **See you in the member's area of the Super Affiliates™ Inner Circle Membership Club!**



To Your Success!

Ewen Chia