



Add An Affiliate Program and Marketing to Attract More Clients



I'm so grateful for the number of thank you notes I received from my Excellerator Ezine Community. A recent email stood out. The reader, who is a coach, sent a message thanking me for the business growth tips and went on to say that I make business easier for him and more fun.

What he wrote next was especially heartfelt. He wanted to know how he could be of service and value to me. He went on to say that it was his way to give back and share my information with others.

You may have had someone ask you, "What can I do for you?" Instead of postponing the offer by responding with "I'll let you know," seize the opportunity with a specific response. What's even better is when your answer benefits the both of you. Because my reader and I have similar target markets, I invited him to become one of my trusted affiliates.

When he registers as an affiliate, he receives a special link. As he shares that link on his blog, website or through social media, anyone that clicks from his affiliate link to my website or product, he gets the credit for that referral. When his referral purchases a

commissionable product or service, then, as my affiliate, he is compensated. A simple way he could offer high value to his community is through my free eBook, *Get More Clients Now! 3 Steps to More Clients, More Money, and A Business You Love*.

There are a wide variety of ways to set up an affiliate program to compensate your Affiliates. Approximately 80 percent of affiliate programs use revenue sharing. Some affiliate programs are set up to compensate on a per sale, per action or per click basis. Whether you are launching a book, a product, or a new program, your affiliates become your trusted sales force by leveraging your message and getting the word out to a much broader audience.

You can also become an affiliate of programs or services that will align with your core business and generate passive income. For example, a chiropractor might become an affiliate of a company that offers vitamins. When chiropractor uses their affiliate link on their website or newsletter and their customer purchase those vitamins, the chiropractor is then compensated.

When you set up an affiliate program for your business, there are some key decisions for you to make, including which tracking system you will use, the percentage of commissions you will offer to your affiliates, which products are commissionable, and how your affiliate marketing fits into your overall strategic marketing mix. Once those decisions are made, it becomes a profitable win-win-win system for everyone involved: the business owner, the affiliate, and the customer.

Lisa Mininni is the best-selling author of *Me, Myself, and Why? The Secrets to Navigating Change* and President of Excellerate Associates, home of the sought-after Entrepreneurial Edge System, which shows business owners how to automatically bring in pre-qualified prospects and turn them into invested clients 98% of the time. For her brand new eBook, *Get More Clients Now! 3 Steps to More Clients, More Money, and A Business You Love*, visit <http://www.freebusinessplanformat.com>