



Simple ways to attract  
more affiliates to promote  
your digital products

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<b>Building Your Affiliate Army .....</b>	<b>4</b>
<b>The Top Affiliate Networks for Digital Products .....</b>	<b>6</b>
<b>Making Your Product Irresistible to Affiliates .....</b>	<b>8</b>
Rule #1: A Solid Sales Funnel with Generous Commissions! .....	8
Recurring Commissions .....	10
Affiliate Contests and Bonuses.....	11
Tiered Commission Structures .....	12
Provide Pre-Written Promotional Materials.....	12
Exclusive Early Access for Affiliates .....	13
Dedicated Affiliate/JV Page .....	14
Email Affiliate/JV List .....	16
Private Facebook or Other Social Group for Your Affiliates.....	16
<b>Promoting Your Launch .....</b>	<b>17</b>
Personal Outreach & Relationship Building.....	17
Listing Your Launch .....	18
MunchEye.....	18
Facebook Groups .....	19
<b>Final Words .....</b>	<b>21</b>

# Building Your Affiliate Army:

## How to Attract High-Performing Affiliates Who Will Sell Your Product on Near Autopilot



It's no secret that creating and selling your own digital products is one of the best ways to make money online.

**Nothing really compares to being an actual product owner – especially when you have an army of affiliates who will work to sell your products for you 24/7!**

Think about it for a second...

Affiliate traffic is quite possibly the *ultimate* traffic solution because it allows you to quickly get huge volumes of highly targeted leads in front of your products and onto your sales pages – **without** spending a single dime on paid ads, grinding for years to get your website ranked on

Google, or having to work your socks off just to get a few measly visitors from social media.

Your affiliates act as your personal sales team, promoting your product to their (often huge!) audiences and generating sales on your behalf while you focus on creating more products or just go about quietly enjoying life...

Sure, you'll be giving away some of your sales revenue – but that's the price you pay for having your very own selling army who can take your sales to the next level.

**And you definitely shouldn't underestimate the difference the right affiliates can make to your product sales!**

Seriously... With some good affiliates on board, you can virtually guarantee the success of your product launches because many of these affiliates will have very large email lists and can send a surge of highly targeted traffic to your product in an instant.

If you've ever wondered how leading internet marketers can generate hundreds of sales on the first day of their launches while you struggle to make even a handful of sales, now you know! They have affiliates who do most of the selling for them.

**Of course, first you need to attract those affiliates... and that's where this report comes in.**

# The Top Affiliate Networks for Digital Products

When it comes to attracting affiliates for your product launch, one of the first and most important steps is quite simply to get your product onto one of the main affiliate networks/marketplaces for digital products.

**As well as providing everything you need to sell your product online and manage your affiliate program, these are the places affiliates go to actively search for new products to promote.**

As such, you may find it's possible to get a decent number of high-quality affiliates on board simply from being listed in these marketplaces – even if you completely ignored all the other strategies in this report!

- **WarriorPlus** – Specializes in the internet marketing and make-money-online (MMO) niches.
- **ClickBank** – One of the largest affiliate marketplaces for digital products like eBooks, courses, and software.
- **JVZoo** – Focuses on internet marketing, software, and digital products.
- **Digistore24** – A global affiliate network offering digital and physical products with high commissions.
- **Impact** – A premium affiliate network with digital and SaaS products, used by larger brands.
- **PartnerStack** – Focused on SaaS and B2B software affiliate programs.

- **Rakuten Advertising** – Another well-known affiliate network offering digital and physical products.
- **ShareASale** – Hosts a mix of digital and physical products, including software and online courses.
- **Commission Junction** – A big network with a variety of digital and software brands.

So, which one is best?

Well, it's very much going to depend on your niche and product.

If you're in the internet marketing niche, we'd probably naturally be inclined towards WarriorPlus, JVZoo or ClickBank because of the sheer number of MMO super affiliates who use those platforms.

If you're a niche marketer or into software, one of the other options will likely serve you better.

Something else to think about is how you want to handle payments and commissions – some networks pay instantly (e.g. W+ via PayPal), while others hold payments until the end of a given period (e.g. ClickBank).

Either way, make no mistake that all these networks have some hugely powerful affiliates who possess the potential to send you a LOT of sales!

# Making Your Product Irresistible to Affiliates

Okay, so using the right affiliate platform is a great first step for getting affiliates to promote...

**But there are so many other things you can do to attract those super influential affiliates and make them *really* want to promote your product or launch!**

In short, it's about making your product and affiliate scheme as attractive to them as possible – and making it super easy for affiliates to jump on board in the first place.

## **Rule #1: A Solid Sales Funnel with Generous Commissions!**

The first thing potential affiliates look for is **earning potential**...

In short, they want to promote products that give them the opportunity to earn lots of money from a single sale.

So, they're hardly likely to be enticed by a single \$12 product with 25% commissions.



They'd have to sell a LOT of products to make any real money – and should they bother when there are so many other products offering way more attractive commissions?

As such, offering **50%-100% front-end commissions on digital products** is not untypical – particularly in niches like Internet Marketing.

***Hang on? Why would you give away most (or even all) of your sales to your affiliates?***

Well, the simple answer is the *real* money is made on your backend products – so the upsells and downsells that are offered after the buyer has made their initial purchase.

In turn, this also helps your product become much more appealing to affiliates and seriously ups the earning potential that is so key to attracting them.

For example, a typical sales funnel and affiliate commission structure might look like this:

- Frontend product - \$12 (75% affiliate commissions)
- Upsell #1 - \$37 (50% affiliate commissions)
- Upsell #2 - \$97 (25% affiliate commissions)
- Upsell #3 - \$17 monthly recurring (20% affiliate commissions)
- Upsell #4 - \$497 (20% affiliate commissions)

Of course, it's not necessarily critical to have such a complex funnel in place. A simpler example might be:

- Frontend product - \$12 (75% affiliate commissions)
- Upsell - \$37 (50% affiliate commissions)
- Downsell - \$27 (50% affiliate commissions)

That's still fairly attractive to affiliates. But the greater earning potential the funnel has, the better. 😊

You know how this stuff works, right?

Don't be afraid to experiment and test different commission structures to find what works best for you.

## Recurring Commissions

What's the one thing affiliates like even more than a generous commission structure?

Recurring affiliate commissions – where they can promote once and then get paid time and time again!

Unlike one-time commissions, recurring payouts give affiliates **long-term passive income**, making them more invested in your success.

In short, they'll work harder to promote your product because they know they'll keep earning.

**Top Tip:** Offer lifetime or long-term commissions (e.g. 12+ months) to give affiliates an extra incentive to push your product over one-time payment offers.

## **Affiliate Contests and Bonuses**

You'll see this tactic used a lot to push launches in the internet marketing niche...

We're talking about running an affiliate contest to incentivize the big names while whipping up the excitement and generating some friendly competition among your affiliates.

This generally works best when you offer attractive prizes:

e.g. \$500+ to the top affiliate, \$250 for second place, and so on.

But of course, you'll also need to be prepared to stump up the cash at the end of your launch, so be sure you can afford this and still make a profit.

This works by essentially gamifying the process and making affiliates more engaged. Even those who don't win will push harder, knowing there are extra incentives.

Well worth trying if you can afford it.

## **Tiered Commission Structures**

If you don't fancy (or don't have the budget for) a contest, another attractive option is to offer a tiered commission structure...

This is where you reward top-performing affiliates with higher commissions or exclusive bonuses once they hit a sales threshold.

For example: Standard 50% commissions, rising to 75% if they sell 50+ units.

This works because it creates an extra incentive for affiliates to push harder and scale their promotions.

The more they sell, the more they earn. It's that simple!

**Top Tip:** Announce these tiers in advance of your product launch so that affiliates plan their promotions around reaching the higher levels. If they fall slightly short, the tiered commissions might just persuade some of them to mail out one more time.

## **Provide Pre-Written Promotional Materials**

Many affiliates don't want to create marketing content from scratch...

In short, it's too much effort and involves too much thinking!

That's why providing **pre-made email sequences, banner ads, social media posts, and ad creatives** is so powerful when it comes to persuading affiliates to jump board on board – because it makes it incredibly easy for them to start promoting immediately without needing to put in loads of work.

What's more, pre-written content also ensures your messaging stays **consistent and effective**, so you might find these affiliates actually get better results because, ultimately, nobody likely knows your product better than yourself.

If you want to take this a stage further, consider offering multiple variations of email swipes and ad creatives so affiliates can choose what fits their style.

If you're doing a launch, you can provide different promo materials for different stages of the campaign – for example, an introduction email, launch day email, launch reminder email, offer closing email, and so on. Remember that many affiliates will want to promote multiple times, so doing this can really help to boost your sales.

## **Exclusive Early Access for Affiliates**

Affiliates often want to see what they're promoting before they start marketing it...

For one thing, they want to know it's a good product, because promoting something crap might seriously dent their reputation. But, of course, they can't normally see inside a product without buying it first...

That's why it's such a good idea to give affiliates early access to your product so that they can test it, create their own content, and generally get excited before the official launch.

Affiliates are more likely to promote if they genuinely believe in the product, so early or 'review' access lets them experience it firsthand so that they can craft better promotions.

**Top Tip:** Consider running a private beta for affiliates and encourage them to create YouTube videos, blog posts, and case studies before launch... An amazing way to create some buzz around your product, especially for brand new launches.

## **Dedicated Affiliate/JV Page**

A **dedicated Affiliate/Join Venture page** is a must-have if you want to attract top affiliates. This page acts as your sales pitch to potential affiliates, explaining why they should promote your product and giving them all the tools they need to succeed.

Ultimately, you have to remember that affiliates are busy and want quick, clear information before committing to a product.

A well-designed JV page answers their key questions upfront, like commission rates, conversion stats, promotional materials, and contest details.

It should also make it quick and easy for them to sign up and grab their affiliate link.

### **Key elements of your page:**

- **Strong Headline & Call to Action** – Clearly state **what's in it for them**, such as “Earn Up to 75% Commissions + Recurring Income!”
- **Commission & Earnings Breakdown** – Show commission percentages, potential earnings per sale, and past conversion data.
- **Launch Date & Details** – If it's a product launch, list the exact dates and promo schedule so affiliates can plan accordingly.
- **Promo Materials & Resources** – Provide email swipes, banner ads, product reviews, and social media posts affiliates can use.
- **Affiliate Contest Info** – If you have a leaderboard or cash prizes, display them prominently to create excitement.
- **Easy Signup Process** – Make it **simple** for affiliates to get their links with a clear sign-up button.

- **Contact & Support** – Offer direct contact so affiliates can reach you easily.

## **Email Affiliate/JV List**

We'd also highly recommend setting up a dedicated email list for your affiliates and JV partners.

This way, you can contact potential partners again every single time you create a new product or do a launch.

## **Private Facebook or Other Social Group for Your Affiliates**

Why not also consider setting up a dedicated group on social media just for your affiliates?

This is a place where they can share strategies, ask questions and stay engaged with your offers and promotions.



# Promoting Your Launch

The golden rule of recruiting affiliates is quite simply this:

**Don't wait for affiliates to come to you... Reach out directly to them!**

If you want powerful affiliates to promote your product, you've got to go out and find them.

This is especially the case when you're just starting out, because many of them just wouldn't otherwise know about your launch or product.

Sure, super affiliates might come to you once you're established and have an existing reputation, but it's unlikely to happen in the early days.

## Personal Outreach & Relationship Building

Firstly, you'll want to directly contact affiliates, influencers, bloggers, and marketers in your niche.

Personalized messages work far better than generic messages, so make it personable and explain to them clearly exactly **why** they should consider promoting your product.

Make them feel special....

So, give them review access in advance, let them know you've created promo materials for them to use, and generally try to get across how much you would appreciate it if they promoted your product.

Being a human really goes a long way here, because so many other people will just blast out a generic email to affiliates. You'll stand out from the crowd!

## **Listing Your Launch**

Aside from directly contacting potential affiliates, where else should you promote your launch?

### **MunchEye**

One of the best places to start is [MunchEye](#), a leading product launch calendar where affiliates scout for upcoming launches in the internet marketing space.

Listing your product on MunchEye helps you gain visibility among serious affiliates who are always on the lookout for high-converting offers.

To maximize interest, ensure your listing includes key details like commission rates, launch dates, and promotional materials (swipe files, email sequences, banners, etc.). You can link to your affiliate/JV page – or even just by creating a Google doc and sharing access to it.

## Facebook Groups

Another powerful strategy is leveraging Facebook groups dedicated to affiliate marketing and product launches.

Do a quick search and you'll come across many groups like 'JV Launch Calendar', 'JV Launches, WarriorPlus, JVZoo, Affiliates' and others that are all filled with marketers actively seeking products to promote.

You'll want to make a post with details of your launch, including an outline of the product, the launch date and time, commission structure, affiliate sign-up links and so on.

One thing that really helps here is to have an attractive graphic to grab the attention of potential partners...

Again, it's about showing off your product and making it look as attractive as possible.

If you're in the internet marketing niche, here are some groups to get you started:

### **MunchEye – Internet Marketing Launch Calendar & JV Affiliate Group:**

<https://www.facebook.com/groups/muncheye/>

**JV Launch Calendar:**

<https://www.facebook.com/groups/jvlaunchcalendar/>

**JV Launches, WarriorPlus, JvZoo, Affiliates:**

<https://www.facebook.com/groups/jvzoo.warriorplus.launch.affiliates/>

**JV Launches & Promos:**

<https://www.facebook.com/groups/jvlaunches/>

**JV Launch Space:**

<https://www.facebook.com/groups/launchspace/>

**JVZoo WSO Launch Notifications:**

<https://www.facebook.com/groups/684223955069521/>

Be sure to check the rules of each individual group before posting.

These groups are designed for exactly for this purpose, but it's always wise to double check exactly what you can and can't post.

Some groups also offer the opportunity to pin your launch in the group for extra visibility. This may or may not be worth it depending on how active the group is, but it's something to keep in mind.

# Final Words

For digital products, affiliate traffic is truly one of the best marketing strategies you could ever imagine...

How else are you going to generate a rush of highly targeted traffic to your offer while essentially letting other people do a lot of the heavy lifting?

Of course, you'll need to recruit as many affiliates as possible, and we hope the information in this report will help you to do that.

Remember the golden rules:

Firstly, make your product as attractive as possible to affiliates. That means offering generous commissions and having a solid funnel in place that offers them good earning potential.

Secondly, make it easy for affiliates to promote by providing clear details of your launch and offering done-for-them materials like email swipes and promo graphics.

Thirdly, get active and take steps to reach out to affiliates. Contact potential partners and directly. Post your offer in launch calendars and relevant Facebook groups.

**Good luck and go get 'em!**