

# **Simple Living Solutions Affiliate Training Guide**

**Your Step by Step Affiliate Marketing  
Success Manual**

**Provided by  
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Simple Living Solutions Affiliate Program**

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**IMPORTANT!** This manual is intended to help train you in how to promote Simple Living Solutions Products. By reading this manual you agree that using the methods covered does not guarantee success or instant income. You agree not to hold Simple Living Solutions, LaTara Ham-Ying, or any entity there within responsible for the outcome of your affiliate promotional efforts.

This manual is not intended to be used a way to SPAM others in anyway. Simple Living Solutions does not condone Spamming in anyway. If an affiliate of SLS is found to be spamming they will be removed from the Simple Living Solutions Affiliate Program.

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**Simple Solutions Affiliate Center:**  
<http://www.veganfamilyliving.com/sls/affiliate-center.htm>

Long gone are the days when you could slap a banner on your website and make sales through affiliate programs. Most website surfers are immune to banners and “suffer” from what is commonly called “banner blindness”. Graphics are pretty and still have their place, but if you want to get serious about affiliate marketing you’ll need to go further than that.

This affiliate marketing guide includes 15 surefire ways to help you generate an income from the **Simple Living Solutions Affiliate Program**. The great thing is that you can apply these tips to all the affiliate programs you are involved with.

**1. Get to know the product.** You can better promote a product if you are familiar with it and like it. We’re not just saying this to get you to buy our product, but a personal recommendation and good product knowledge goes a long way.

I am not one to jump on the band wagon of everyone's affiliate program. I have to believe in the product or know that the person is reliable. One surefire of know that for me is to try the product.

You may not be able to try every product you promote, but it is well known that affiliates that use the product will make better sales. With that said, we hear at Simple Living Solutions want to make getting to know the product easier for you. As an affiliate with SLS, we offer all of our products to you, the affiliate, at 35% off. This is an affordable way to learn more about what you are trying to promote instead of just blowing smoke that may not earn you a dime.

We will also offer affiliate incentives like sell three get one free and every now and then we will provide you with a free copy or sample of the product.

***By learning the product you are more apt to really push it because you can actually stand behind it.***

**2. Write Your Own Recommendations & Ads:** You can always take any pre-written text provided in our affiliate program and see how they work for you. You can use it as PLR article of sorts and tweak it to fit what you want to convey. But it's generally better to write your own recommendations and ads. They add a personal touch that will persuade people to find out more.

### **Tips for Writing Ads & Recommendations**

*Be Aware of Your Target Reader's Needs:* Understand benefits (most important!) and features of the products that will appeal to them.

*Share Your Experience:* Give concrete examples of how the product has worked for you. Don't just say you love it...illustrate the *benefits* it has provided to you. For example: *Let them know that the Meal Planning Tools provided in the*

*Transitioning Your Family with Ease e-book helps to take the guess work out of planning and shopping.*

*Give Information, Not Necessarily A Sales Pitch:* They'll get a sales pitch when they get to our website. Keep the tone informational and friendly...gain trust of your reader first. Your job is to warm up the visitor to our product. We'll close the sale.

### **More Internet Writing Tips**

- *Use a provocative, attention-getting headline:* Ask a question: give a hard to resist benefit; tell your visitor how you've benefited from the product.
- *Prove your claims:* Don't say, "It worked for me". Say, HOW it worked for you. List concrete benefits of using whichever product from the Simple Living Solutions Affiliate Program you are promoting. Tell them how you implemented the use of the product and what results it produced.
- Avoid excessive exclamation points!!!!!! It looks like insincere hype.
- Avoid excessive capitalization. WRITING IN ALL IN CAPITAL LETTERS IS LIKE SHOUTING! Don't yell at your readers, okay?
- Keep it simple. People tend to skim while reading on the net and it can be hard on the eyes. Some ways to do this are to:
  - Break up your paragraphs into bit-sized chunks
  - Use headlines and subheadings
  - Write in short sentences with simple language

**3. Use Your Social Networking Skills to Promote:** Twitter, Pownce, Utterz, Facebook, Stumble Upon are only a few of the social network applications available on the World Wide Web. You can use these networks as a way to let others know about the product you are promoting. For example if you write a blog post or an article about an affiliate product, then by all means Twitter or Pownce that post so that others can read it. Just make sure that your affiliate code is linked into the post or article or else you have defeated your purpose. If you are not Twittering, you need to be. You can find me at <http://www.twitter.com/latarahamyng>

**4. Create a Whole Page Review Dedicated to the Product:** Now, we're not trying to bully our way into your website by asking for a whole page. The fact of the matter is that full pages work. Your full-page feature will serve as the focal point of many of your promotions.

### **Benefits of Full Page Recommendations:**

- Permits targeting specific keyword phrases to rank well on search engines.
- Commands your visitor's full attention.
- Allows you to go into detail about why you like and recommend the product. Include product benefits, features, personal experiences, graphics and anything else you feel is relevant. You can NEVER give too much information.
- Helps you warm up your visitor to the product before sending them to the website for a sales pitch.

### **How to Use Your Full Page Recommendation:**

- Optimize your page for search engine visitors. Do your keyword research (<http://www.wordtracker.com>) to see what people are looking for and optimize your page for that. Include your chosen keyword phrase(s) in your title tag, description tag, page content, etc.
- Link to your full page recommendation from various areas of your website. Perhaps you'll put a graphic and a little introductory information on your home page. Then, you can give your visitors the option of following the link to the sales website or reading more about your product review.
- Recommend one of the SLS products to others in email or on message boards (only where allowed), and send them to your product review page. An affiliate link is often looked upon with suspicion and may not be allowed on a message board. Besides, you know these people; they want to know YOUR opinion. What they don't want a sales pitch from us.

**5. Write Articles on Related Topics to Draw in Traffic & Interest:** Write articles about subjects related to the products you are trying to promote. You can include a subtle recommendation for the product within the article or in your signature line.

### **Article Writing Tips:**

- Provide "real" information and tips in your articles. Make sure it doesn't sound like a sales pitch. Any recommendations you make should be added value to your article. The recommendation should not be its main purpose.
- Some marketers say to never put your recommendation or what you are selling in the body of your article. They say it belongs in your byline. But let's be serious.

People will read your article, but they don't always read the byline. They are just grateful to get good information. As long as you write a highly informative article, your recommendation certainly has a place within the article itself.

- Not sure what to write about? This is a common problem. Here are a few ideas, but you are encouraged to come up with your own ideas, too:

- Write a top 5 or 10 list of things related to the product you are promoting with a short explanation of each. For example:

- The Top Ten Reason Why You Need to Meal Plan
- 5 Ways to Transition to the Vegan Diet
- 10 Ideas for Feeding the Vegan Child
- 5 Surefire Meal Ideas That Will Make Your Family Happy

When writing your articles, always keep your target reader and her desires in mind.

### **Getting Your Articles Published:**

Of course, you should publish your articles on your website and in your newsletter. You can also find other web publishers to run your articles as well. Many will not mind the inclusion of an affiliate link, as long as your article contains good, solid content.

#### *Hide Your Affiliate Links in Your Email Articles:*

If you'd prefer to keep people from seeing that your recommendation comes with an affiliate link, you can do the following:

1. Redirect a page from your website to your affiliate link, so it will read something like: [yourdomain.com/internet-based-mom/](#) but it will send visitors directly to the e-book sales page with your affiliate link. Check if your hosting control panel allows for easy redirects.
2. Send traffic to your full page recommendation page. You can send people to your website to read your full review. That way, you don't have to include your affiliate link in the article.

#### *Where to Send Your Articles for Publishing & Consideration*

We have compiled a list of places that accept Ezine article submissions. Be sure to read all the submission guidelines before sending your articles.

[www.GoArticles.com](http://www.GoArticles.com)  
[www.EzineArticles.com](http://www.EzineArticles.com)  
[www.IdeaMarketers.com](http://www.IdeaMarketers.com)

[www.Amazines.com](http://www.Amazines.com)  
[www.Articledashboard.com](http://www.Articledashboard.com)  
[www.LadyPens.com](http://www.LadyPens.com)

Make your articles available from your website. Include a note on your articles which states they are available for reprint as long as your byline and links remain intact.

Offer your articles to members of your networking groups or people you know that have newsletters targeting your market. Generally, you should not post your articles to groups unless they specifically allow this. Just let them know you have some free content that may interest them.

**6. Promote the products in Your Opt-in Newsletter:** If you have an opt-in newsletter list, tell them about a SLS product. If you have a letter from the editor section, tell them about the product and how it has helped you. Your personal recommendations will go a long way.

**7. Promote SLS products on Highly Trafficked and Relevant Pages of Your Website:** Check your website statistics to see which pages visitors view the most. These are great target areas for your promotions, especially if they are relevant to our product line.

**8. Promote the products in Your Signature Line:** If you frequent message boards or belong to email groups that allow signatures, tell people about the great products you found. Include your signature in all your business and personal emails, too.

**9. Offer a Freebie with Purchase:** It doesn't hurt to give your visitors a little incentive to buy the products. You could give out a free consultation, a free e-book—whatever you think your visitors would like—when they make a purchase. Just ask them to forward their email sales receipt to you. Email receipts do not include credit card information, so it should be safe to forward this information.

**10. Promote Simple Living Solutions products on your thank you pages:** After a visitor has made a purchase from you, give them a recommendation for another product on the thank you page. They are about to leave your website, so this is a great time to give them this extra information.

**11. Promote products on your custom error (404) pages:** You know that page that shows up when your visitors enter a URL in wrong? Don't waste this space; use it to promote an affiliate product.

**12. Promote the products in your thank you emails:** Whether you're saying thanks for joining the newsletter or for buying a product, always give your email

recipients a product recommendation. This is the perfect opportunity for a backend sale.

**13. Try an exit window or pop up window: Annoying or not – pop ups work. Stick with one tasteful pop-up targeted to your website visitor and you'll see great results.**

**14. Autoresponder Courses:** Create an Autoresponder course on a topic related to one of the Simple Living Solutions products Include lots of great information about the topic and subtly promote the product at the end of, or within, your lessons. You can deliver the course every day for a certain period, once a week or whatever frequency you choose.

There are many autoresponder programs available for you to use like WAHM Cart and Aweber.

There are many ways to promote your affiliate products without being a bug. The key is to be consistent in your promotional efforts.

As the affiliate center owner and manager, I am available to you. If you ever have any concerns, questions, or ideas that you would like to cover with me, you can email me at [latarah@gmail.com](mailto:latarah@gmail.com) and I will do my best to assist you.

I hope this manual helps you to be more successful in your affiliate promotional efforts.

**Simple Solutions Affiliate Center:**  
<http://www.veganfamilyliving.com/sls/affiliate-center.htm>