All right, welcome back. This is Video #5. We're going to talk about the things that you must have before you go and approach anyone. It's not just about approaching them. You have to look like you're ready. You have to look like you have done your work to make sure that your sales page is the highest converting. You have materials that the affiliate can use to sell.

Your sales page has to be finished and it needs to be professional. If you don't have any type of professional sales copy, the words that you use on the sales page or even a professional design, you need to make sure that you have all of that before you approach a Joint Venture partner, and you also have to make sure that you have a working product.

You have to have your affiliate program set up so we recommend either JVZoo or Zaxaa. Now, you should have materials for your affiliates to use to promote your products or services such as, but not limited to, things like banner ads, basically picture ads, swipe emails or in other words emails that they can use to promote your products and services, demos of the videos. If you have like software or anything that could be shown by video, you want to have some demo videos for them to use on their own promotion pages.

You also want to have sales videos that they can use, that you want to have ad copy that they could potentially use for things like Google ads and Bing ads and other types of ad copy.

More importantly, you want to be able to give them bonuses related to your product or service that they can give to their customers who buy through their affiliate links. Essentially what you're trying to do is if you think about from a super affiliate or a JV partner standpoint a lot of times what that will do is that will give people a bonus as an incentive to buy through their affiliate link.

If you can provide them with some bonuses that they can use right off the bat that is something that people will want to have in addition to your product that will help increase their conversions, thereby increasing your conversions. Does that make sense?

All right, basically think of it this way. You want to make it super easy for your affiliates to just get your affiliate link and then of course set up their campaign and promote it. You want to bend over backwards and do all the work for them because at the end of the day they’re going to be promoting for you and it takes a lot of work to be a super affiliate. In fact, people don't really think about it, but sometimes it can take days or even a whole week to review a product, to analyze it, to find the bonuses, to set up the actual affiliate promotion page and then promote it, all right?

Let me show you where you can go to get especially the graphic elements. There are many different places that you can actually go to, to get these graphic elements. However, the place that we like to go to is graphicriver.net. As you can see here, that is graphicriver.net.

When you’re at this page, what you need to do is you need to go under web elements and then banner and ads. This is where you can go to get banner ads. Obviously, you see swipe emails and all the other things, those are actually things that you will create.

Now, it's highly advised that if you are not a sales copywriter either to find a really good copywriting course or to hire somebody like a professional sales copywriter to write for you, because at the end of the day, even if you were to dish out a couple of hundred dollars to hire somebody that is really good and create good copy, if you can help your affiliates and your super affiliates and your JV Partners to increase your conversions, to make sales for you, you will make more sales in the end. Even that couple of hundred dollars spent, you could gain, regain a lot more than that if you do it correctly.

Now, as far as banner ads go, you can go here and you'll see a lot of different banner ads that you can pick and choose from. Now, if you look for the banner ads in your niche, you can type in the niche right here. If we type in let’s say for example, weight loss and see what we get, we can see that there are many different banners that you can pick and choose from.

Now, if you have an idea about who your demographics are, whether they are the majority women or men or whatever, you can use that, but typically if your product or service is trying to cater to both men and women, you probably want to stick with the product itself, like something like this, where it has the pills and it says, “Lose weight within just 15 days.”

Obviously, you want to put your main benefit or unique selling proposition on the banner ad itself and provide these banner ads for your super affiliates and super JV's to actually use.

This is a great site to come to, and as you can see very, very professional and another thing is you can pick and choose ones that you want, but if you don't have something like Adobe Photoshop, you can actually go to places like fiverr.com (F-I-V-E-R-R).com and find people who will actually create these banner ads for you. That's another option that you can take.