

SPECIAL REPORT #4

A MAP To Success

**Dr.Mani's AFFILIATE MARKETING
APPRENTICESHIP PROGRAM**

PASSION SELLS

Be energetic and enthusiastic about what you're selling.

Unless you absolutely LOVE the product you're promoting, don't!

Your excitement will transfer itself to readers

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Love Your Product!

This is critical.

It's the reason I want you to download your own review copy of the product you have decided to promote.

Because without seeing what you're promoting, experiencing it's power, realizing it's limitations, there is simply no way you can generate enough enthusiasm and anticipation to convince hesitating prospects to pull out their credit card and order now!

Almost always, a successful affiliate marketer owns the product, has tested it out, likes it and is willing and eager to tell many more people about it.

By being able to offer specific, personally 'tested-and-proven' reviews of the product in their promotional material, they find it easy to build a good rapport with serious prospects. And this translates into increasing sales.

You can do this too.

Write A Great Testimonial or Review

From some early feedback I've received, one thing is glaringly obvious. *Many people do NOT know how to write a great testimonial.*

A review or testimonial does not have to include words like 'amazing' or 'incredible' or 'great'. It goes further – and deeper. Here is a set of questions to get you thinking:

1. What will the person reading your review **learn about the product or service** that is NOT in the sales letter or material?
2. Why did YOU **personally like (or dislike)** the product?
3. How would you **rate the product or service** (use descriptions, or a scale, or score)?
4. Which **features** were most important, in your opinion? Note: for big ebooks, courses and complex software, a reviewer may choose to focus on ONE or a few specific elements. If these are elements also important to your target audience, you'll have a winner.
5. If you had to save up your money to buy this product or service, **WHY** would you do it?
6. What **benefits** do you think the product or service will offer your prospects?

Here are a few more advanced concepts you may use for bigger impact:

- **Compare the product** against something popular or widely used, and say how this is better or worse
- **Focus on the person(s)** behind the product, esp. if they are already established as offering high quality material
- **Talk about 'reasons why'** the product or service was created e.g. to solve a specific problem, or to meet a particular need, or as a fundraiser for charity e.g. hurricane relief

How long should your review be?

It depends. A couple of sentences might do, if you are good at expressing yourself. A short paragraph or two is often best. A longer review, or even a special report may be needed sometimes.

Bottom Line: Your review must be long enough, compelling enough, informative enough, reliable enough, credible enough to convince a prospect who is holding on tight to his/her credit card, with this question in mind:

“Why should I buy this product? What makes it better than anything else available?”

ACTION STEPS

1. If you have not done it yet, choose one of the products or services listed, and **send me an email**. I will send you download details.
2. As soon as you receive your product, please read it immediately, taking notes on everything that interested you.
3. Now sit down and write a GREAT endorsement letter, with your own personal touch in it. What did YOU like most? Why? How will that help your prospect?
4. Use excerpts from your review to create ads, solo announcements, web page advertorials and other promotional material.

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Dr.Mani's **A**FFILIATE **M**ARKETING **A**PPRENTICESHIP **P**ROGRAM

MORE SPECIAL REPORTS

- **Give... To Get**
- **Follow Up... To Sell**
- **Add Value... To Close**
- **Passion Sells**
- **Go Back For More**

You may download these reports from

<http://www.Reach-n-Relate.com/AMAP/reports/>

If you are not yet signed up to Dr.Mani's "A MAP To Success" Affiliate Marketing Apprenticeship Program, you can do it right now – go to

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