HOW TO SELL DIGITAL PRODUCTS USING WHATSAPP AS AN AFFILIATE

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I assume you are an Affiliate. Permit me to also say you are new to Affiliate marketing. So, don't expect hacks but basics. Also, this guide can't stand as the only source for knowledge regards this topic. It is only here to add to the vast ocean of knowledge, so it doesn't limit you from further research. If you are not an affiliate, click [here](#) to become one for Expertnaire

This is a free guide and never to be sold. Also, its contents shouldn't be edited or misquoted.

If grammatical errors turn you off, you will find many in this book.

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WITHOUT WASTING TIME...

The first thing to do as an Affiliate is determine what you want to sell. Don't just sell anything and everything. That is a trap. You have to take conscious efforts to identify the right product for you. (Except you do anonymous Affiliate marketing where the buyer doesn't know the affiliate physically like blogging, email marketing, etc.)

PRODUCT SELECTION.

In determining what to sell, I recommend 2 Approaches:

1   Audience determine product
2   Product determine audience

1.   **Audience-determine-products approach**:
This is a scene whereby the Audience you have involuntarily suggests what you recommend to them. We all have audiences on social media: Facebook friends/followers, Tiktok, Instagram, Twitter, LinkedIn followers, etc. We even have audience offline.

I will define an audience as 1 or more persons interested in what you are saying: those who like your post, view your status, Retweet your tweets, follow your channels, and so on. They form your audience because they give a part of their attention to you whether for fun, education and so on.

AND KNOW THIS…**Money follows Attention**

Let's proceed.

Your audience has the ability to influence what you sell to them. Take a look at **Whatsapp TV's:** some focus on Sports, Movies, Memes, Women, Business, Adult content, News, and so on. Each TV with its unique message keep a certain kind of audience, and if we are to borrow from that example:

It will be a poor decision to sell Women Wigs on a Sport TV.

The Majority comprises of men (1) and they are not interested in Wigs (2). What they want from that TV are highlights, fixtures, Sport News (and for gamblers) prediction. **Is it possible to make sales there?** Yes, but the conversion rate will be a poor one. Worse, if you spend money on it.

How do we SELECT PRODUCTS using the Audience-determine-products approach?

This is one of the first things I tell my Affiliate students who are New to the business. This works better for WhatsApp because of the narrow means of having audience. On Facebook, anyone can send a friend request, message request, like your post, comment, etc. (except you turn it off) and you find it almost difficult to narrow into your audience interests. Though there's a way and we will visit it in the second approach. But on WhatsApp, they need your contact to become your friends/audience – establishing some level of closeness.

Using WhatsApp:

   (a) Those who view your status
   (b) The groups you belong to

Those who view your status. These are your closest audience as a Newbie. They are people who PAY ATTENTION to your WhatsApp posts and keep coming back whenever you update.

Your task here is to analyze the interest of these people. You don't have to pick all of them, just select a sample. Out of 100 status viewers, pick up to 20 and analyze. Follow these steps:

❖ Go through their status for 3 days.
❖ Look for Similarities in what the post.

- ❖ Compare your result *above* with what you post. Are they similarities?
- ❖ Build an Avatar.

An avatar is an imaginary customer in this case. So using the information gotten above, you can build an avatar and call it **Alex.** Alex is a summary of the 20 people we picked up there to run our analysis. All you do now is try to estimate what Alex has interest in and how deep his interest is.

Alex is a writer. He is not financially large. He should be an Undergraduate or Corp member. I don't think he has a laptop. Etc.

Remember, Newbie, this analysis was done to the list you had originally. So some may be friends, relatives and family,

Now, we have gotten a hint on what our product should look like: for this case: **a product that is affordable and makes use of writing skills** may come handy. All you have to do is get a list of products that fit. E.g (focusing on digital products)

- Amazon KDP
- Copywriting

- Freelancing (ghostwriting)
- Etc.

Comparing the needed options (**price**, **device needed** (smartphone or laptop), **payment** (one-time or not), **profitability**, etc.) you pick your ideal product.

The groups you belong to. Being in a WhatsApp group is something you find yourself into whether you appreciate or not. But before you think of leaving and blocking that group, let's talk.

What is the group about?

This method doesn't need too much analysis. All you have to do is find a product that relates to the solution or pain of the group.

If you find yourself in your school group titled COMPUTER SCIENCE 2O22 SET, think about a product on monetization of programming or Web design. From what I know, many Computer scientist in my school don't know how to design a simple website (with or without code) so there's a need here.

All I have to do is get a product that solves the needs of my ideal client in that group… *[*kind of, *learn web design. Why? You can make money from it.]* Money is what they need, but web design is a tool you are recommending for them to use to make money

Don't forget. We are still in the **Audience-determine-products approach.** And these methods (Those who view your status & The groups you belong to) can be used to determine the kind of product you serve to an audience.

2. **Product-determine-audience approach:**
   In this approach, you already have a product in mind. And your task here is to build an audience around that product – which is almost what the majority do today.

   I am not going to talk about what products you should choose. The belief at this point is you already have a product at hand.

   So, both approaches talk about how we get what we want to sell, the product; whether you choose to use your audience to determine the product or you build an audience around a product

AUDIENCE AWARENESS

In this section, we are still going to borrow from the previous.

CASE 1: Our audience determined the product.

CASE 2: Our product determined the audience.

CASE 1: **Our audience determined the product.**

If you recall, we had 2 sets of audience here, Groups and status views. Permit me to use WhatsApp for this. You can always improvise it to suit any platform.

For your Status Viewers. At this moment, we have the product we want to sell but we need to make this audience KNOW about it. Humans are not ghosts. We don't assume they know what we sell; we treat them like they never know – because most times, they don't. Also this people viewing our status are already acquainted with us. We can assume that they know us and won't view us as strangers if we come to their DMs.

We need to message these people about what we sell because we believe that they might have an interest in it. We also don't want to SPAM them or sound SPAMMY. We want to leverage on the little acquaintance we have

with them to pitch our product – so we are coming as friends.

Let's send our first message

DAY 1

Good morning. I hope you are doing great?

The other day I saw your status complaining about the ASUU strike is becoming too long and you are looking for ways to monetize your writing skill.

It piqued my interest. If I may ask, did you find any way?

Notice that we are not trying to sell on the first day (which is a mistake many newbies make), we are opening ground for a discussion, using THE INTEREST OF THE PERSON. Immediately he sees a text like that one above, he will be excited to reply because people like those who pay attention to their status and post. Also, this brushes his skill and money. (Note: your message mustn't be the one above. The idea behind the message is creating room for discussion)

8 out of 10 people will reply *"No, I haven't seen any"*. This should to further dialogue. We don't want to tell him about

the product on the first day. What we want to do is build an avenue that can make us come back to his DM tomorrow without feeling like a Spam or disturbance.

When we are done chatting with him, we can drop a final message like:

Alright. I have been running research since I saw that post and I've been coming across some ways one can monetize his writing skills. The sweet part is, for dollars not naira.

Do you have a laptop? And will you like me to come back with the results of my research?

He may say "*I'd love that but I don't have a laptop*".

That's perfect. Our final reply can be

"*No problem. I will run my research to see those that are compatible with phone. Thank you for your time. We pray ASUU calls off soon. But if they don't let's use this break wisely*"

Should I contact you if I find any useful information regards this?

He is going to say YES.

That way, we have moved him from the audience into a LEAD.

AFTER 2 DAYS

Hello. I am very happy right now.

It almost seemed impossible but I found a way with which you can monetize your writing skill. Have you heard of freelancing?

This business requires you rendering your services/skills to people for payment, and no one stands as your boss. It is very lucrative as you get to determine what you charge per word or page written… Someone I read of charges 10 cents per word.

Which means for every 1000 words he writes, he gets $100 which is almost 60,000 Naira today. Imagine if he writes a story of 5,000 words?

Let me not talk too much. You can see it for yourself here [insert affiliate link]

We allow him go through the sales page or VSL of the product. He may return and say he likes the stuff and

1. He wants to get started
2. He will get back to you
3. He doesn't have money to get it

Whatever the case, even 3, we don't have to be discouraged, remember we are generating leads for free with this method. And except our WhatsApp list is full of children or unserious people, 1 out of 30 persons should be very close to getting it.

Subsequently, we have to start posting valuable contents that relate to the product to help them build more trust by clearing objections. People put money into what they trust. It is called Nurturing.

For the group. The process is almost similar. We don't want to come as scammers or spammers, we want to start by bonding with the group members using discussion.

If possible, we should talk with the admin of the group about the welfare of its members. Ask if it is possible to hold an open discussion about how people are using their

ASUU strike period and what they are using it for. (Remember that our group example was a COMPUTER SCIENCE GROUP. So look for ways to make your message fit into the group you want to affect).

The major aim is not to come as a scammer, spammer, or even a seller. We want to pass value and stand as help to those who will need it.

Example of group dialogue

Hello everyone. How is the strike over there? I hope you are not planning to waste it like Corona break period?

In the current world today digital skills are the fastest and easiest ways to make money as you can do it remotely. I met a fellow computer science student from XYZ University who charges 100k to design a website WITHOUT CODING.

I know many of us don't know how to design a website even though we are computer scientists in the making. Well here are 5 skills you should rush to learn in this period as people (white men) are in search for them:

Web designer, Programmer, Block chain developer, App developer, etc.

Don't worry about customers yet, just make sure you know how to do one of these well. Master it and you'll be happy you did.

Have a nice day!

PS: If you want to learn Web design without coding and also learn how to earn from it, just send me a message so I'll connect you to the place that fellow from XYZ University runs his.

In the message above, we are positioning as helpers not sellers, and that makes people relate with us freely. **People hate being sold to, SALES 101.**

CASE 2: **Our product determined the audience.**

At this juncture, I want to talk about LEAD GENERATION.

This is the process of generating consumer interest for a product or service with the goal of turning that interest into a sale.

As an affiliate, lead generation is also important because collecting a prospective customer's contact information

allows the business the opportunity to market to them later, even if they do not make a purchase right away.

Let's say you run traffic from an ad direct to the affiliate sales page; more like, you run a Facebook or WhatsApp TV ad and the link on that ad takes who ever clicks it to the store where the product is. This is poor marketing, and I have seen many affiliates make that huge mistake.

Later, they complain about running ads, getting clicks and making NO SALE!

How the lead generation works.

The lead generation process is comprised of two major components: attracting visitors to the store (product) and encouraging them to provide you with their contact information.

The first stage in the process is to figure out how to attract prospects to your product in an efficient manner. There are a variety of approaches you may use to begin drawing visitors to your product, depending on your objectives and financial limits. THERE ARE BASICALLY 2 FORMS OF LEAD GENERATION:

1. Inorganic lead generation

2. Organic lead generation

1. INORGANIC LEAD GENERATION, also called PAID LEAD GENERATION entails the use of money to get leads. (A lead is someone who has interest in your product and, most likely, has the ability to afford it.

All the Facebook, Instagram, Twitter, Youtube, Google ads, etc. are under this category, as you pay these platforms to get leads from their large audience. Also, methods like Influencer ads exits, where you pay someone with a large audience (followers or friends on social media) to get leads from their audience.

Well, I am not dwelling on how to run Inorganic Lead Generation. But we will talk about some general concepts that affect both Organic and Inorganic Lead Generation

2. ORGANIC LEAD GENERATION, also called FREE LEAD GENERATION, entails the getting of Leads without spending money i.e without buying them. While this process is slower, it is powerful because it equips the Affiliate with a lot of skills that will help when he goes Inorganic. This happens on social media in most cases.

SO, we have our product; let's say it is a course on web design, and we go about it. What steps should we take:

    a. Get a Lead magnet
    b. Create a landing page
    c. Nurture leads and use them to get more leads.

GETTING A LEAD MAGNET

A lead Magnet is an incentive you are promising to give your lead for simple tasks as filling a form, saving your contact, subscribing to your channel etc., while you bring him closer to the product according to the design of your sales funnel.

A powerful lead magnet is one that relates to the end product or sheds more light on it. E.g. while selling our web design course; a good lead will be a "webinar where the basics of web design will be taught for free"

Basically, our lead who is interested in Web design is asked to fill a form to join a webinar on "the basics of web design" for free or click a link to get 3 videos that break down web design on WhatsApp – where we get his details saved for future use.

Examples of Lead Magnets

1 Material – In lead generation, it is common practice to provide high-quality content in return for contact information from prospects. This information can take the form of anything from a white paper, case study, or infographic to an ebook or a video on demand. Essentially, you want to tempt potential consumers in your target demographic with a piece of material that is relevant to your prooduct, and then you want them to enter their contact information before they can access the content.

2 Live video sessions known as webinars are held where your visitors may watch and interact in real time. Webinars are usually between half an hour and an hour in length and are intended to deliver information and instructional material on a certain product. Webinars, due to the fact that they are interactive and involve a significant time commitment, may be an excellent approach to not only generate leads, but also to educate and convert them.

3 Landing Pages - Your product is the most effective lead generating tool available. In the absence of any further incentives, visitors will be motivated to offer their contact information if you have a compelling solution that answers a significant pain issue. Landing pages and sales pages are frequently used to present your goods in the most appealing

manner possible. These pages assist in educating and converting prospective clients.

There are many lead magnets; your job is to find that which fits your product. Will a video work better than a 3-page report or an e-book? DO you prefer to do a webinar on Zoom or a seminar on WhatsApp? You just have to ask this questions and find out the best

Even though Lead magnet isn't the first part of our funnel, it is the first thing we put in place.

CREATING A LANDING PAGE

A landing page is a web page (whether one-page sites like carrd.co or a page on a full website) that does the following:

- Inform your leads about your product.
- Attract your leads to your lead magnet
- Repel unserious people.

Simple summary of what our Landing page will say of a Web design course:

Web design is a valuable skill today as more companies are seeking to go online. Last month, my freelancer-friend landed a gig to design a website for $500 and a monthly fee of $200 to manage and service it (attach screenshot).

This weekend, I'll be hosting a live webinar on zoom where I'll be introducing Web design to you and how you can go about it – even if you don't have any knowledge about it.

The Webinar is free to attend, click here to sign up {link}.

The link may be to an online form like cognitoforms.com, or direct to your WhatsApp, or

LANDING PAGE – ONLINE FORM – WHATSAPP/ EMAIL MARKETING SERVCE

The idea here is to capture the details of your leads because some may not get to your WhatsApp due to some reasons and you won't know. But once they fill your form, you can reach out to them.

Or in the case where you didn't use an online form, having your leads WhatsApp contacts (& having them to save yours) helps build a bridge for further communication.

People hardly buy at first sight, except they have been looking for that thing, so it will be a poor marketing style to take your lead from your landing page to your product page without getting their information.

Example of a Landing Page-to-Sales page idea can be seen in this [here](#) (landing page) to [here](#) (sales page).

You can go through both links to see how I employed what I have taught so far. My lead magnet was simple: I recorded a video where I talked about the product I was selling, and at the end of the video, I pitched my product.

So anyone who comes from my landing page lands on WhatsApp where we save contacts and I direct him to the video uploaded on YouTube or Vimeo. I give them some days to watch it – say 1 or 2 – after which I check up on them to know how they are feeling about it. Also, they get to see my Status which is a very good Advertising billboard. This part is called Lead Nurturing.

HOW TO BUILD A LANDING PAGE

A superb landing page might be the difference between having zero, 100 or even 1,000 new leads and sales a day. No matter what the product you're attempting to sell, landing pages have one purpose—they encourage your website visitors to take action. At the end of the day, that's what you're aiming to do, right?

Landing pages are single pages that focus on a certain topic or campaign that entices consumers to buy a product or service. Implementing landing page design best practices enhances conversions on your site. A smart, engaging landing page attracts the attention of visitors and motivates them to complete a transaction. Learn how you can construct a great landing page with these four basic landing page recommendations.

Landing Page Design Tips

1. Outline your Offer and campaign.

Powerful copy is vital to an effective landing page. First, write an outline and pick what you want to focus on. List the offer and campaign, then think about the page

fundamentals. Knowing your offer and audience can allow you to design highly-targeted content. A person who is discovering about your landing page via an Instagram ad differs to one who hears about it from word-of-mouth or through a Google search. So, you have to create room for maximum impact.

2. List the advantages and the solution.

No matter what you are selling, people want to know what's in it for them. How would they profit from your products or services? The bread and butter of every landing page is properly communicating to customers how your product or service will solve their problem.

When it comes to developing landing pages, be concise and straightforward. Studies suggest that the more words used on a landing page, the lower the conversion rate. When writing, put yourself in the shoes of your target audience or persona and ask yourself these questions:

How does it feel to have my problem?

What am I searching for to make my work or life easier?

How can this product or service help my problem?

How will my job or life be better when I acquire this product or service?

Answer these questions in sequence on your landing page to set up your offer. Then you may lead into your CTA.

3. Create a convincing CTA [Call To Action]

The CTA phrase and button on a landing page have a tremendous influence on conversion rates. This is the final frontier of a landing page before a person submits information [lead generation] or goes to the payment page.

There should ideally just be one CTA per landing page, indicated with a huge submit button. But research shows that Nigerian audience lacks the patience to read lengthy stuffs so you might just need 3 CTAs. While navigating through a landing page, you'll encounter calls-to-action (CTA) to move to the next step: SIGN UP, REGISTER, WATCH VIDEO, etc.

Users of social networking sites, such as Facebook and Instagram, are most likely to be browsing. They are not necessarily on the lookout for something to purchase at this time. People who are actively searching for relevant phrases on Google, on the other hand, are more likely to be

in an action or buy mentality, and they are more likely to be looking for a solution to their problem.

The most effective CTAs are:

- Incorporate action verbs such as "obtain" and "give" into your writing.

- Create a sense of trust by saying things like "Let's put together your offer."

- Utilize the user's feeling of urgency by demonstrating what they would receive as a result of submitting the lead-generation form, for example, "Get a 30-minute trial instantly."

An excellent call-to-action button should be integrated into the page text as a whole, reinforcing the value proposition. A user-friendly design that encourages people to click on the link is also important to have.

4. Concentrate on creating a good design.

Users' perceptions of a company, product, or service are influenced by good design. It may have an impact on a user's choice to convert. Landing page design best practices imply that the layout should be consistent with the product identity and appeal to the demographic you are trying to reach.

IN SELLING OF DIGITAL PRODUCTS, WHITE SPACING HAS COME IN HANDY.

Dividing the landing page into particular areas can help you get more conversions. These elements include the title, offer content, CTA, and social proof.

Social proof is the final argument presented to people in order to persuade them to TAKE AN ACTION [make a purchase, fill a form, proceed to watch a video; it exhibits credibility and repute. It displays the number of individuals who have purchased or accepted the offer on the page, as well as the number of media outlets that have covered the firm or product.

The following are the most important design aspects of a landing page:

- Headline
- Copy blocks that appear on the page
- A call-to-action button or box is often placed between copy blocks or at the bottom of the page.
- Images and video to supplement the text (if used)
- Section on social proof—testimonials or statistical data

You can visit here to see my example.

NURTURE LEADS AND USE THEM TO GET MORE LEADS

You have created your lead magnet. You have designed your landing page. You have successfully gotten your first leads regards a product. But this is just the beginning.

This is Nigeria and most times even your leads that have interest in your product turn to be financially down or have certain objections (fear for scams, etc.). This is not enough reason to give up like I hear some Newbie affiliates complain *"Sir, I started last 2 weeks and everyone that comes to my DM doesn't buy."*

Do you know this rule that you have to show your prospect your product at least 8 times before they buy? Now, this is not a rule of thumb but it is just a way of telling you to KEEP SHOWING UP.

Using WhatsApp. I want us to assume that our leads have already gone through our landing page [where they got information], they have gone through your lead magnet [read a report, watched a video, attended a seminar, etc.], so they KNOW what your product is all about and KNOW the price.

At this point, we expect sale to be made. But as usual, as Nigerians, lack, fear of scams, trust issues and many objections, stand in the way. I have people that bought a product 6 months after coming through my funnel. What happened?

I will list some of the things I did to take my closing game to the next level.

1. I LEARNT STORYTELLING.

Before then, I was like the many affiliates you see today selling moneymaking products; they focus on posting 10 slides of results, or motivational videos, or reposting popular figures.

While those things are not bad, your audience needs to know that you are a human being. They need to bond emotionally with you, because we easily trust people we are emotionally attached to**. And when there is no trust, there would be no sale.**

Storytelling is one of the best ways to build into the mind of your audience. Stories about how your day went, what you faced at the bus stop, what your mom said today, how

you and your girlfriend went out, etc. BUT YOU SHOULD HAVE AN AIM FOR EVERY STORY.

You shouldn't just keep telling stories; you are not a story teller, rather use storytelling as a tool to sell. Put your offers as passengers and drive them home with storytelling. A good example of who does this seamlessly is Sir Emeka Nobis on Facebook. He is very good at using stories about his wife and children to entertain his audience and also drive massive sales.

2. POSITION AS AN AUTHORITY.

Storytelling is not enough. People need to BELIEVE that you know what you are really saying. You are telling them Web design in lucrative and so on, how do you want them to believe that?

This is not the place for posting results. No. Positioning deals more with WHAT YOU KNOW ABOUT THE PRODUCT

What do you know About Web design? How many questions can you answer?

I know you are beginning to ask if you must use a product before recommending it as that is a sure way to know about it. Well, that's not totally true. It has been proving over time that the right research will give you a lot of knowledge. Go to Youtube, Google, Quora etc. Think like your prospect and ask the questions they may likely ask: *how do I get paid? How do I get clients? How long does it take to learn? Will I do any marketing to get clients as a web designer?* And so on.

Get valid and strong answers to every possible question you know and align your posts to address them. Some days, you might do a FAQs session, reply to people's question openly on your status, post facts about the product (DO YOU KNOW?), Clear debates surrounding the product, provide useful information e.g. you can make a post on 5 important plugins for websites and their uses.

Things like these show that you know what you are recommending, and they can trust you on that. PEOPLE LOVE AUTHORITY FIGURES, THAT'S WHY BLUE TICK ON SOCIAL MEDIA HAS HUGE IMPACT.

3. I REPLY TO QUESTIONS OPENLY.

If you have my WhatsApp number and view my status, you'll attest to one fact that I SCREENSHOT a lot. Whenever someone asks a question regards a product I am

selling and I give a befitting answer, I screenshot and post it.

WHY? People like seeing people do things they want to do. When they see other people asking the same questions they want to ask, they feel they are normal and that helps them remove objections. I use this a lot. A lot!

Also, I refute wrong notions (e.g. someone wants to get a course on Affiliate marketing, and he asks if he needs to refer a person to earn) and post it on my status, because I know many people want to ask the same question and I have answered them at once. The more objections you remove, the closer you are to the sale.

4. I POST PURCHASES & TESTIMONIALS

If I have a person who ready to get a products, I screenshot his message and post. This stimulates the FOMO (fear of missing out) in others. People feel they are losing out when they see others doing what they want to do. And if you trust your product to deliver, you need to keep making them see that they are losing out.

So when a person buys, I post. When he gets results, I post. I keep doing it

5. I USE THE CHAIN EFFECT TO ATTRACT MORE LEADS.

What I mean by Chain Effect is using your present audience/leads to attract more leads. If you run Facebook ads, you must have heard of lookalike audience. It is almost the same thing here.

These are some ways to do that.

1. Get a another lead magnet for your lead magnet

Talking about your old leads who already have your first lead magnet. You just have to make another one and make a call (in a Group they belong to or on your status) to help you share your original lead getting copy.

It can be a flyer and a little text that says talks about the product and directs them to your landing page. But this second lead magnet which you are giving to your old leads should be stronger than the first you gave them while the future leads you will get from them get the first lead magnet.

e.g.

LEAD MAGNET 1: Introduction to Web design (Video)

LEAD MAGNET 2: How to get .com domains at cheaper rate.

Your first leads already have LEAD MAGNET 1 so they understand the importance of LEAD MAGNET 2. All you do is give them a flyer and copy to share on their status and also show you proof of it then you give them access to LEAD MAGNET 2 where you also REMIND them of the product and also add results to it. But for the new leads, LEAD MAGNET 1 is what they get. I hope you understand?

This is a way to get more leads without spending a dime. MARKETING IS A GAME OF NUMBERS

More traffic = More leads = More potential customers = More sales = More money.

6. I GIVE OFFERS

WHAT IS AN OFFER?

It can be what your prospect/client stands to get if he takes the action you're recommending to him (sign up, follow, like, get a course, etc). But I am focusing on getting a product. All good Affiliates have offers — especially from

the start — as It is a way of having an edge over your competitors. E.g.

"If you retweet this post, I'll send you a pdf containing a blueprint I used in scaling my business from 5 to 6 figures monthly using WhatsApp"

If you get this weight loss course, I will send you a video of the kind of clothes to wear when shedding weight to hide the process.

If you get the Amazon KDP course, I'll give you access to Grammarly and Quillbot pro versions (to help you with perfect grammar) and Canva pro to help you with top notch designs for your book covers.

WHY YOU NEED OFFERS.

Offers exploit the FREE PSYCHOLOGY of humans. We love free things and won't mind PAYING to get those FREE things. An irony.

Offers make you unique. You are not the only one in your niche, or selling a product, but your offers can be unique to just you.

Offers helps in closing sales. Some people will never buy from you until there's an offer.

TYPES OF OFFERS

Positive Offers: these offers bring gains to the business.

- Price deduction
- Guarantee
- SUPPLEMENTS. Additional materials that contribute to the product.

You can use any of these 3. But the right combination of them makes the strongest of offers.

Negative offers: these offers run the business into loss. It is found in unskilled businessmen

- Outrageous discounts
- Tasteless guarantees
- Too much supplements. E.g. 500 books. The person won't read them. It's a waste

Funny enough, negative offers are the same as positive offers. Just that, they are done by st*pid businesses that run into loss because they equate sales volume to profit irrespective of price margin.

THINGS TO CONSIDER WHEN GIVING OFFERS

- Cost price [C.P]. Price of the product
- Offer cost [O.C] Price of your offer (can be Zero)
- Profit before offer [P.B.O]

- Profit after offer [P.A.O]

Then use this formula

P.B.O – O.C = P.A.O

Profit After Offer should be reasonable when compared to profit before offer.

7. I SELL MY PRODUCT.

The mistake many Affiliates make is that they focus on Value that they no longer know what selling is. Value is good, but good marketers know why they give value before selling.

Value is what makes what you are selling mean more to the customer, but know that your customer doesn't need value, he needs your product. YOUR PRODUCT.

Many people now think Affiliate marketing is about posting motivational quotes and videos about wealth. Well, when you are done motivating them, they take their money somewhere else. Make it a duty to always sell. Tell them to get a product that'll help them. Tell them they'll pay. Tell them everything.

Of course, the best kind of marketing never looks like marketing. Remember, people hate being sold to, but they like to buy. Your job as an affiliate is to make them buy from you. How do I do this:

1. Set Yourself apart from the crowd.

Because everyone is posting screenshots and motivation doesn't mean it is what you just have to do. Know yourself; build a brand that your audience resonates with every time they want to think about that product. Reduce the number of screenshots you post – especially if they are not yours or related to you.

2. Be Valuable.

You thought I was removing this? No. You have to make your audience perceive that what they are getting is more than just a product (a course). Let them see it as what's able to change their lives. Read books and share what you learn. Attend online events and share what you learn.

People are naturally drawn to people they fell are smart or intelligent than they are. And you don't have to be intelligent to give out value, it is not physics. You just have to consume he right information (regards your product/niche) and share what you learn. This works every time. You don't have to crack your head trying to say something new.

3. Be open about the price of your product.

Stop saying COME TO DM FOR PRICE. People get turned off. Tell them there on your status and provide a compelling offer that makes the price look almost invisible.

The web design course goes for 30k. But you don't have to pay first. I have 2 groups: my general group and my inner circle. My inner circle entails those who are into full-time web design. There, I send in gigs for them to apply and make money using their skills. To join the inner circle, you need the course because it is a group of knowledgeable people. For the general group, joining is free, you get to know some facts about Web design and real-time information – NO PRACTICALS!

4. Create Scarcity and Urgency.

People always think they have time. THEY DON'T. And you have to make them understand this fact.

One crazy offer I've seen is combining a discount with scarcity and urgency. There is this course I created. It sells for 15,000 Naira. After launch, I sold a reasonable number, 1-3 daily. But on Easter day, I did a discount (12,500 to last for only 24 hours) and sales picked up by 1200%!

Reasons why diamonds are expensive boils down to the notion of scarcity. Diamonds are just stones that are scarce and have some qualities, that's all!

Only for 24 hours, The Web design course goes for 25,000 Naira. This slot is only open for 5 people and they also get access to my Inner circle.

5. Show up every day.

Affiliate Marketing is business. I don't know a good businessman that locks his shop in Aba because he didn't get any customer yesterday. In fact, he will lose customers that wanted to come today because he was tied to yesterday!

SUMMARY & CONCLUSION

I know this guide may not be what you expected. You were looking for quick hacks. Well, they are none I know but I believe in basics because a good house is held by the foundation not the painting.

Before we bring this to a close, let me do a Summary.

HOW DO YOU SELL DIGITAL PRODUCTS ON WHATSAPP AS AN AFFILIATE?

1. Know your product
2. Know your audience
3. Generate leads regularly
4. Sell the outcome not the product
5. Don't be a Spam.