Dear Affiliate Manager: Are You Hoarding Your Articles?

Question: My affiliates keep bugging me about my articles. Why do they want my articles and should I let them have them? What do I get out of it?Dear Affiliate Manager,You hit on my pet peeve. Stop hoarding your articles already! Do you want your affiliates to promote your program repeatedly to their lists and on their sites or dont you? Isnt the goal to get your website exposure all over the internet? The more sales your affiliates make the more money youll BOTH make.My favorite affiliate programs are the ones which provide me with articles or brandable ebooks. These marketers understand what its like to be an affiliate who wants to make money. Make it easy for me to promote your product repeatedly. Give me quality articles I can use on my websites, in my newsletter and in my blog with my affiliate link included. Dont just shove a link at me and say good luck. Its not exactly motivating me to go sell *water damage restoration company* your product. Hey, if you dont give me the tools I want, your competition will.And, let me clarify something. Providing free affiliate articles with links to your other websites in it, bypassing your affiliates thats just wrong. Please dont make the article leaky by adding several self-promoting links in the body of the article. As an affiliate, I dont want to promote your other programs and send you leads out of sheer generosity. Although I am a nice person and Im happy to promote good products, Im not donating my time to promote your products. First, the products have to be good. Secondly, all things equal, I have to be able to feed my family in the process. Stealing commissions from your own affiliates is just wrong on many levels.So, what can you do to start building a loyal army of affiliates today? Put yourself in their shoes. Theyve signed up for your program because they believe in your products and in your reputation. Show them that you view your affiliates as partners and youll have loyalty that you cant buy at any price.