

# Affiliate Marketing For The Holidays



**HOW TO** Find Hot Niches  
for Every Season

Brought to you by Mike Saunders

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## Introduction

This report will provide practical advice and information on tapping your existing market for the holiday season.

The holiday season, or even the weeks leading up to it, is not the time to start thinking about breaking into a new market, in order to take advantage of the huge amount of money being spent online as the world lines up to choose the perfect gifts for their family and friends.

There could be an exception to this and that would be if you're going to create your sales using pay per click or some other targeted advertising. But that's a report itself and we won't be covering that here.

Instead, you should look to your own backyard for the best possibilities of taking home your share of the holiday shopping boom.

It's the people that you already have inroads with that will be the most responsive to your recommendations and ideas. So let's take a look at how you can prime the pump for those gift dollars.

Remember to think outside the "gift box."

We don't just make money from gifts during the holidays. There are millions of related dollars spent on:

- Food, Food and more Food
- Travel
- Home Holiday Décor (Inside and Out)
- Holiday Cards
- Gift Wrap etc.

Think of your unique niche and these areas and brainstorm some ideas.

Since the foundation of communication for every online business is the list, we'll start with an in-depth discussion about tapping your list for holiday sales. Then we'll cover some ideas for your website, blog and podcast.

## Your Existing List

You have been working hard to build your email list all year long and now it's the biggest ecommerce season of the year. Will you be able to put your list to work for you and take advantage of holiday shopping dollars?

Here are some strategic ideas that will help you do just that!

## Have A Cool List? Warm It Up!

There are all kinds of mailing lists. Some of you have been building up subscribers like crazy but the topics of your emails are a far cry from Christmas shopping. How far you'll be able to go towards earning some affiliate commissions on holiday gifts will depend a great deal on the relationship you have built with subscribers.

If you have been 'all business all the time' and pop up now with a 'hey look at this great gift' email - your subscribers are going to be checking to see if someone has hijacked your email address. Hopefully your approach has been a bit more personable. It pays to let your subscribers catch glimpses of the human behind the business.

You don't have to go overboard and share the emotional roller coaster of your life with everyone, but you can share occasional stories from your home life. A family vacation photo, a short story about how quickly your daughter learned to ride her new bike or how Tinkles, the family cat, taught you a lesson in patience; these are all great little bites of life that will help your readers feel like they are getting to know you.

## A Hot Idea For A Cold List

"My list is as cold as Alaska on New Year's Eve - I'll never be able to sell them on Christmas related things now." If that's what you're thinking right now - let me encourage you to not give up yet.

It would probably be a turn off to your subscribers if you were to suddenly start pushing off topic promotions to them. But - you can make one single invitation that looks something like this:

*Dear Marsha,*

*If you're like me, you've started to think a lot about the Holidays and gift giving ideas. Since we're both parents and have a lot of shopping to do for our kids and families, we probably have a common interest as far as gifts go. I've been doing some shopping around on my end and have found some great ideas and deals that I'd like to share with you if you're interested.*

*I don't want to distract from our usual topics here - so I have created a special Holiday Ideas list just for the next couple of months. If you'd like to know what I've been finding and adding to my shopping list, just click here to subscribe.*

*Thanks, Me*

Now, in advance of sending out this invite you will go into your autoresponder and create a new mailing list. Then create a special opt in page for your subscribers that gives them a few more teasers on what to

expect when they sign up. Emphasize that this is a limited edition email subscription - you'll only be in touch during the holidays season and they can unsubscribe any time.

Anyone who opts into this list is hungry for everything you have to share and you have an engraved invitation to promote to them. In addition to inviting your own list to the opt in page, you can promote it in your email and forum signatures if you utilize these.

This holiday list doesn't have to take a lot of your time and effort. You can sit down in one afternoon and write out eight or ten emails, each recommending another great gift idea. Load them all up into the autoresponder and set them to go out to your list every four to seven days.

## **Mention the best items more than once.**

Your readers may not act on your recommendations the first time you mention them. So consider introducing an attractive recommendation first as something 'you're thinking about' and then bring it up again the following week and let them know that you've been comparing prices on it and give them a link to the lowest price.

Then mention it one more time - to let them know whether you decided to buy it or not and why. These three touch points will create more sales for you than just listing the item once.

Hopefully you have an autoresponder service that allows you to create as many mailing lists as you like. I realize some do not. If you're in that boat I would encourage you to look into a solution that does. I personally recommend [Aweber](#) (\$20/mo) for unlimited mailing lists and autoresponders.

## **Have A Warm List - Get Cooking!**

If you have been regularly communicating with your subscribers about shopping topics or if your topic is family or relationship related; you have the freedom to fully embrace the holiday season with your readers.

Be natural. Share your quest for the perfect gift and use website re-directs to include affiliate links to your ideas. Ask your list for their opinions and invite them to share what's at the top of their shopping list this year. Then share some of your 'research' the next week - with more affiliate links incorporated.

Take some time to match up your Christmas gift recommendations or resources to the flavor of your list. For example, if you've been communicating with moms about their kids you are going to want to emphasize the best gifts for kids. If you've been writing about marriage you need to think about great gifts for a husband and wife or boyfriend and girlfriend.

Go a step beyond just making recommendations in your emails and create a special report to give your subscribers. A little creativity and research on your part is all that is needed to come up with a three page report of recommended holiday gifts for your target market.

Put a twist on it. If your list is comprised of women - create a special report that they can print out and give their husband to help him in his Christmas shopping. Leave a few blank spaces so that she can fill in her personal wish list! Don't be intimidated about creating a 'special report'. You're reading a special report right now. It's basically a long, very informative article - and anyone can write an article!

Even if you have a business related list that wouldn't bend well for traditional Christmas gift shopping, you can still profit from the season by recommending the best gifts for their business. Tempt them with visions of Santa bringing them a new lap top computer or that juicy piece of software that they've been wanting for so long.

Create the 'Ultimate Business Christmas Wish List' for your target market. Do you reach information marketers? They're probably dreaming of virtual assistant services, learning products, membership sites and specialized coaching packages.

Do you serve crafters? There is never any end to the crafter's shopping list. They always want something else for their craft closet or studio. Make a list of the hottest new holiday craft trends and then think of the tools needed to create them. Do they need a special cutter board? Will they need a new set of paints or an expanded inventory of fabrics? There's a great start to your gift list.

## **Your Existing Website**

Physical stores and even offices decorate their spaces for the holidays so why not give your website a yuletide glow?

Hire a graphic artist to give your header graphic or logo a little holiday glitz or simply add a few additional graphics here and there. Less is more in most cases so don't go crazy with the 'tinsel and lights'.

If you have decided to create the 'Ultimate Business Christmas Wish List' be sure to publish to the web where you can not only send your list to view it but you can also invite your web visitors and link to it from your blog, etc.

## **Your Existing Blog**

Your blog is the perfect space for bringing in a little holiday spirit since the format encourages a more casual approach and highly relational content. If your blog is built on product recommendations or centers around business discussions, you'll

probably find it easier to broach the subject of making holiday gift recommendations. If your blog is personal, the blog culture is different and too much commercialism can bite you in the behind so take care and feel your way gently.

## Your Existing Podcast

Bring in a bit of license free Christmas music and don't be afraid to talk about the holidays on your show. Remember that your listeners are listening to you because they feel like they have something in common with you. So let them know what you want for Christmas this year, what you're buying for your spouse, your kids, your parents, etc. (And don't be shy about including affiliates links in your show notes.)

Every niche can be tapped for holiday sales, even business related niches. If you've come this far and still don't have any good ideas for recommendations a few ideas to get you started would be...

- What magazines would your readership want to receive a gift subscription to?
- If you put together a gift basket for a client, what would it include?
- What would your ideal customer buy for their business if they had a 'fat expense account'?
- Who are your readers following 'Guru-wise' and what kind of products have they released this year?
- What do YOU want for your business? They're likely to want the same things.

## Turning a Recommendation into a Profit

Now you have to track down affiliate programs for your recommendations. Sometimes it will be easy, other times you'll feel challenged to find a program that pays a decent commission on a sale.

Try searching for the product plus 'affiliate program' or similar phrases like so:

- Bike affiliate program
- Bike referral program
- Bike commission program
- Bike earn commissions

Amazon.com is an all around program but the commissions aren't very competitive so turn to them as a last option. On the other hand don't sign up for fifteen different programs that all have \$25 minimums on their payouts because you may not hit the minimum on all of them and then where will you be?

The key to tapping your online circle of influence for holiday sales is being careful to not go too far. Over excitement and greed can drain your readers, visitors and listeners dry. When the holidays are far behind you, you'll still want to have a good relationship with them. So don't beat them over the head with promotion after promotion.

If you take care and keep things in balance, you will find that you can profit more with every holiday season to come.

Sincerely,

**Mike Saunders**

[AffiliateCashSecrets.com](http://AffiliateCashSecrets.com)

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**And the most important part...how to drive targeted traffic to your site.**

So if you want to get your hands on the exact system that everyone else paid \$1,000 a seat to learn, then head over to [Niche List Profits](#) now.

## Recommended Resources

### Finding Hot Niches

- [Niche List Profits](#)
- [Average Joe Marketer](#)

### Affiliate Programs

- [ClickBank](#)
- [PayDotCom](#)

### Domain Hosting

- [NameCheap](#)
- [HostGator](#)

### **HTML Editor**

- [MyFreeWebsiteBuilder](#)

### **Squeeze Page System**

- [AffiliateCashSecrets.com](#)

### **Autoresponders**

- [Aweber](#)
- [GetResponse](#)

### **Survey Service**

- [OneMinutePoll.com](#)

### **Adwords Guide**

- [Google Cash](#)

### **Article Marketing**

- [Article Profits](#)

### **Press Release Software**

- [Press Equalizer](#)