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Motivate Your Downline with Autoresponders

Many affiliate marketers have a hard time building a downline — and an even harder time keeping downline members motivated and selling. If your income depends on the sales of others, you should strongly consider keeping them motivated with autoresponders.

You can load your autoresponder with positive messages, sales tips, and news related to the product or service that is being sold. Many affiliates fail simply because they don't know how to market a product, and they have little or no support from affiliate managers or up line members! With the use of autoresponders, all of that can change.

You should definitely write on some marketing tips, specific to your product or service, and set you downline members up in the mailing list for that series of messages. Send broadcast messages once a month congratulating the top sellers. Send short motivational articles that will keep your downline member upbeat.

Failing to communicate with your downline members is the same as ensuring that they fail at the business in most cases. If you want to succeed in affiliate marketing, you have to take steps to help your downline succeed!

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