

The Complete Mentor

You Can Never Give Out Enough Good Will Changing One Life At A Time

Unit Six

Selling Information On The Internet *Affiliate Programs and Joint Ventures!*



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***Unit Six:
Affiliate Programs and Joint Ventures***

Well, here it is....lesson #6!

We've come a far way together in such a short time and I think you deserve a great big hand for making it this far! Let's finish off with a bang...

Affiliate programs (also known as reseller programs, associate programs, etc.) are an opportunity for you to get hundreds, even thousands of web sites all driving traffic to your site and make sales for you...

And the best part is you don't pay until they make the sale!

That's the opportunity (and it really is a great one) but I'm going to give you my realistic assessment from actually doing it. My affiliate program accounts for 50% of my traffic and 30% of my sales so obviously I'm very happy with the results!

The rest comes from speaking engagements.

It's been a tremendous success starting with the first month. It brought in approximately \$2900 in sales and I paid out \$1400 in commissions. From my initial investment of (\$450 for software) this came out to a \$900 profit, or a 138% return on investment (ROI) in the first month. Six months later, it has provided me a 1900% ROI and I know it will continue to pay off for many years to come.

Let me give you a little background first and then we'll go into specifics of using this powerful strategy.

Amazon.com was one of the first companies to build an affiliate program and right now they're got approximately 150,000 affiliates working for them, just sending them visitors and customers. Their affiliates get paid every time someone clicks on their link and buy a book.

I believe Amazon.com created their own software to run their program – but now there are several companies that can provide you with affiliate software to run your own affiliate program.

2 ways you can start your own affiliate program

The first way is to have a service bureau take care of nearly everything for you. They'll handle recruiting (to an extent) and administrative functions like sending out checks, tracking, reporting, etc. But normally, you'll pay a much higher percentage than if you did it yourself (which is the second way) – in fact, a very healthy percentage in many cases.

If you don't think you can handle some of the administrative tasks of running a program in house then you should consider outsourcing.

Service Bureaus for Outsourcing Your Affiliate Program

* www.cj.com

* www.referit.com

Affiliate Software For In-House Management

<http://www.1automationwiz.com/app/?pr=29&id=88734>

Software that gives you an affiliate program, shopping, database systems and an affiliate program all together in one.

It's the software that is making the Web such an exciting and easy place to set up joint ventures (your affiliates are really joint venture partners). It makes it completely easy to track 100, 1000, even 100.000 different affiliates' sales.

Try doing that in the offline world without a major headache.

Here are the important features you should look for before investing in software...

Important Features Your Affiliate Software Should Contain:

- Real time stats for affiliates to check
- Ability to export affiliates information into files for easy payment and administrative work.

- The ability for affiliates to be credited for the sale month or even years later if their referred visitor buys
- Can it handle a 2-Tier program?
- Can it work on multiple web sites?
- Can affiliates place codes on their links for tracking?
- Can you pay different commissions to different affiliates?
- How simple is to get software support?
- Is installation and integration provided?
- Ability to email all affiliates announcements
- Ability to automatically add affiliates and give referral ID#s
- Notification of sales for affiliates
- Full integration with your shopping cart/order processing system
- Is the affiliate's id an emailable link?
- Does the affiliate id brand your site or does it work off the affiliate software provider's servers.

3 Ways to Structure Your Affiliate Program

1. Pay-Per-Click-Program

This is where you would pay your affiliates a per-click commission when anyone clicked on their affiliate link or banner on their site. It could be anywhere from a few cents to much more.

2. Pay-Per-Action

The 2nd method is a pay-per-action. That means your affiliate would be paid if they referred someone who filled out a form or an application form. This is common for credit card companies or car sites to pay in this manner.

3. Pay-Per-Sale

And the final way is a pay-per-sale. This is the best type of program to run because you only pay a percentage of sales to your affiliate. If they don't make a sale – you don't pay them. But if you do bring you sales they can be rewarded much better than the other 2 methods.

I use the third method and as I mentioned it has become a major source of revenue so I'm going to spend a lot of time in this lesson showing you...

How To Build A Successful Affiliate Program From Scratch

1. Good Product

This goes almost without saying but I'll mention it anyway – you've got to have a good product that delivers on your promises. This is especially true if you want to attract 'Super Affiliates' (the top of the top affiliates).

2. Web Site With A High Closing Rate

This is also review – you need a web site that sells! Unless you have numbers that prove your site sells you shouldn't move into marketing your affiliate program yet because you'll simply succeed in getting affiliates upset at you.

Look back over the lesson on creating a web site that sells and watch your numbers carefully.

3. High Commissions

Bottom line – the name of the game for most affiliates is how much money they can make. It's a simple notion of opportunity cost. For top affiliates there is only a limited amount of space on their sites, endorsements, emails they can send out – if another program brings them \$1.50 for email and yours is only making 25 cents – guess which one they'll pick?

No contest!

I suggest you give as much as you can to your affiliates to help motivate them. It's much easier to do that for a digital product than a physical product (another benefit of creating a digital product).

I give 45% to my affiliates. My affiliate program is also 2-tier. Which means it's a multi-tier, however for if you're familiar with network marketing. It doesn't expand past the second level. On my second level or tier, I pay 5%. For example, let's say Bob is my affiliate. Bob refers John. And John also becomes my affiliate. When John makes a sale, Bob will get paid 5%. Make sense?

I place a heavier emphasis and commission on the first level because I want my affiliate going out and making sales instead of trying to recruit more and more sub-affiliate under them (like MLM).

4. Tools

I try to provide my affiliates all the tools and assistance they need to be successful. This is absolutely critical. Most affiliate programs, when they sign up affiliates they simply give them a couple banners. We all know that banner effectiveness is going in the toilet. If you're lucky, if you get a 1 1/2% - 2% click through rate.

So the people that are only giving their affiliates banners are not giving them the tools that they need to sell. Remember once again, people are lazy, so you've got to give them everything that they need.

I created something called my "Affiliate Tool Box" for my affiliates to provide them with all the tools they needed to promote the program and do really well. They get a whole list of text links. These are headlines that they can use on their site. I give them endorsement letters. I give them ads that they can run in Ezines. I give them graphics. I give them pretty much everything. Plus, they get free reign of my material. They can take my content, like my articles that I've written, and insert their affiliate link in the resource box. They can't claim themselves as an author but they can stick their affiliate link as the resource box, as the URL in there. I give them everything I possible can to be successful.

I show them how to use "redirects" for their affiliate link so it doesn't look like an affiliate link – I give them the code they need, etc. etc. etc.

Affiliate Training

It's very important to keep affiliates motivated and trained so they can perform better. I have a whole series of emails that go out via autoresponder giving them encouragement, and also teaching them about new techniques and resources.

Here's a sample email: (Plus – extra bonus – I've got a set of templates in the bonus section for you!)

* * *

Message #2 (sent 5 days after sign up)

Subject:

{!firstname_fix} – this affiliate tip is almost too easy..

Hi {! Firstname_fix},

How would you like a simple 5-minutes addition to your web site that will start increasing your commission checks ASAP?

This method is really incredible!

My friend David Zimmer told me about this great way to use pop-ups to start increasing

your revenue with every visitor that comes to your site.

And since you're a member of our Surefire Marketing Affiliate program – I had to share it with you.

Here's all you do: You simply add a "pop-behind" code to your home page! It can promote any of our products. When a visitor comes to your web page – they'll see the exact same thing...nothing changes. But, the pop-behind code will open up a new browser (behind their current browser window) and that prospect will then be exposed to our powerful sales letter.

This technique works great and it doesn't matter if you get a lot of traffic or just a little bit (Of course the more traffic you get – the higher your commissions check will be).

This is a great way to earn back-end income by simply adding a few lines of code to your home page, and relaxing!

You can use this pop-up technique to promote any of our products:

- = Getting Your House In Order
- = Debt Management
- = Marketing on the Internet
- = Property Adjustment National Association
- = Power Mentor
- = Power Speaking

The free pop-up code is available at the promotion tools page.

<http://www.thecompletementor.com/tools/>

Just click on any of our products and you'll see the pop-up code for each product.

Take a few moments right now to add it to your site – you'll love it!

All the best,

NOTICE: This e-mail is never sent unsolicited. You are receiving this because you signed for the The Complete Mentor Affiliate program.

If you ever want to be taken off this list (and stop getting new information on the best tools and techniques affiliates can use for more commissions), you can be removed at any time by clicking on the remove link below.

Recruiting Affiliates

The first thing you need before you can start recruiting affiliates is to create your sign up pages. Your affiliate sign up pages should be treated like a marketing document.

Fill in with benefits and reasons why people should join your program but also be sure to cover your program rules and requirements.

Sample Affiliate Sign Up Page:

www.thecompletementor.com/affiliate

If you notice I also place testimonials on the sign up form – this helps reassure affiliates that they’re signing up with a quality product to promote.

Be sure you state in your agreements that your affiliate cannot spam (unsolicited commercial email) people or they will be immediately terminated.

Side Note: Not only would this affect the affiliate but most of the time the recipient of the spam believes you are responsible since your company’s product is being pushed. This ends up getting you in trouble as well. There should be a zero tolerance rule unless an affiliate can prove otherwise. Just recently I had a person complain to me that an affiliate spammed him and I went back to the affiliate who produced evidence that this person really was on his opt-in list so I didn’t terminate his affiliation. But you’ve get to be careful.

Once an affiliate signs up to become an affiliate they are automatically given their unique referral ID# and a personalized welcome message like this one:

* * *

Welcome to The Complete Mentor Affiliate Program

Hi and welcome [[First Name]],

Thank you for joining the The Complete Mentor.com affiliate program Please store this message in a safe place for future reference.

You are now able to sell our growing product line and earn up to 45% commissions! What's more, if anyone you refer signs up to join our affiliates program and then

Visitors from *their* site purchase, you will be rewarded with 5% of the total order amount . This 2-tier system can create even more ongoing revenue for you.

Plus, the best part is that you'll enjoy lifetime commissions! Our bullet-proof tracking system will track anyone you send for the next 10 years. Anytime - they buy one of our products – you get the commission! We do the selling and reap the rewards. Our products range from \$17 - \$299 so those commission checks can really add up in a hurry!

Now, here are the top-selling products you can promote using your unique affiliate URL:

- = Getting Your House In Order
- = Debt Management
- = Marketing on the Internet
- = Property Adjustment National Association School
- = Power Mentor
- = Power Speaking

Getting Your House In Order:

[http://www.thecompletementor.com/PANA?\[\[Number\]\]](http://www.thecompletementor.com/PANA?[[Number]])

Debt Management :

[http://www.thecompletementor.com/?\[\[Number\]\]](http://www.thecompletementor.com/?[[Number]])

Marketing on the Internet:

[http://www.thecompletementor.com/?\[\[Number\]\]](http://www.thecompletementor.com/?[[Number]])

Property Adjustment National Association School:

[http://www.thecompletementor.com/?\[\[Number\]\]](http://www.thecompletementor.com/?[[Number]])

Power Mentor:

[http://www.thecompletementor.com/?\[\[Number\]\]](http://www.thecompletementor.com/?[[Number]])

Power Speaking:

[http://www.thecompletementor.com/?\[\[Number\]\]](http://www.thecompletementor.com/?[[Number]])

Easy-To-Use Marketing Tools

Unlike some affiliate programs that simply hand you a couple banners and turn you loose – we're committed to helping you increase your revenue with proven marketing tools inside the new AFFILIATE MARKETING TOOLBOX.

Inside you'll find lots of highly effective tools to increase your commissions. We have set up a special page with promotional tools and resources for you to use to sell more at:

<http://www.thecompletementor.com/tools/>

Accessing Your Stats

All sales are tracked in real time so you can access your statistics, sales, and referrer information by visiting:

<http://www.thecompletementor.com> and log on.

Enter your Affiliate Number: [[Number]]
and the following password: [[Password]]
(you can also change your password and personal information from there, if you'd like).

Good luck and thanks again for signing up!

[[Admin Name]]
[[Admin E-Mail]]
The Complete Mentor LLC

P.S. Your sign-up information is below. Please double-check this is correct because that's where we'll be sending your checks. :)

Your Sign-Up Information:

You may correct or update your information at any time by logging in to your account. Please double-check if this is correct:

Name: [[First Name]] [[Last Name]]
Organization: [[Organization]]
Payable To: [[Pay To]]
Address: [[Street 1]]
 [[Street 2]]
City, St: [[City]], [[State]]
Zip: [[Zip]]
Country: [[Country]]

Phone: [[Phone Number]]
E-Mail: [[E-Mail]]
Web Site: [[Web Site]]
Tax ID: [[Tax ID]]

* * *

Be sure to double-check and triple-check that your 1automationwiz.com is working correctly. Once you've got your affiliate software in place and you've checked that everything is working correctly you'll want to announce your affiliate program.

Announcing Your Affiliate Program

You should start with your existing customer base. Simply send out an email announcing your program and providing the link where they can sign up. I had a feeling my affiliate program would take off because I had customers emailing me asking if I had an affiliate program they could join.

Next, you should announce your affiliate program to the different directories of affiliate programs on the Web. I announced my new affiliate program to about 20-30 affiliate program directories.

Below is a list of Affiliate Program Directories you should submit your information to:

Directories of Affiliate Programs:

www.associateprograms.com
www.clickquick.com/
www.cashpile.com/
www.affiliatematch.com/
www.associatedcash.com/
www.refer-it.com/main.cfm
www.clicklink.com/new_e.html
www.sitecash.com/
www.webaffiliateprograms.com/Addprograms.cfm
www.2-tier.com
www.i-revenue.net/

www.affiliatesdirectory.com
www.referralincome.com/
www.makemoneynow.com/forms/affiliate.html
www.athlnetwork.com/
www.moneymakingindex.com/

Also, if you don't want to announce your program to all these sites there is a service called Affiliate Announce (www.affiliateannounce.com) that will do it all for you.

The top one is associateprograms.com run by Allan Gardyne. He's somewhere in the sticks of Australia and he has the most comprehensive directory of affiliate programs so when you have your new affiliate program, you go there and announce it and you're going to get affiliates. Your announcement's listing needs to stress the benefits to affiliates for signing up. Once again, good copy is important. Here is how my submission to Allan's site looked:

* * *

Site Name :The Complete Mentor
Site Addr : <http://www.thecompletementor.com/affiliate.html>
Category :Profession Opportunity
Sub Category:

Description :Property Adjustment National association School takes the average person in eight weeks to a six figure income. The school trains and mentors the student to become a public adjuster. The school guarantees the student to be there with them in starting their firm. The school only cost \$2,500 to own a public adjuster firm. You earn a substantial 45% commission on every sale plus 5% for every sale produced by your resellers. Two-tier structure.
thecompletementor.com

* * *

The description I used tells affiliates why business owners will be interested in our product and then I give the specifics on commission structures.

Multiple Ways to Attract More Affiliates

What really helps to increase your affiliates is you need to have multiple ways of bringing them in to your program. You'll notice at my site, all the way at the bottom of the sales letter, it says:

For Information about The Complete Mentor affiliate program, click here

Also, on the top of our site, there is a link that says "make money". That leads them to the affiliate sign up page.

Then inside the member's site there's a banner asking members if they want to earn money.

Next, I tell new members about the program in their welcome email about the program:
* * *

P.S. Are you interested in earning additional revenue by becoming an affiliate for The Complete mentor? Our affiliate program pays a full 45% plus 5% for 2nd tier sales.

Also, I make sure to let opt-in subscriber know about the program:

* * *

P.S. Would like information on The Complete Mentor affiliate program? Click here == >
<http://www.thecompletementor.com/affiliate.html>

* * *

Think Like Your Affiliate

Here's the best piece of advice I can give when structuring your affiliate program – Think Like Your Affiliate!

My attitude is that I want to write as many checks as possible every month (well maybe not me personally) because that means my affiliates are selling. And if they're selling that means I make money!

This is a list of what I believe Affiliates want most. See how many you can incorporate into your program:

- Affiliates want high payouts (payout varies by industry. Internet marketing is the most competitive and you need be at least 40% to get anyone interested)
- Affiliates want to get paid on a recurring basis and for back-end sales from their referrals (some industries this is not necessary – but if you did it – I guarantee you'd rule your niche)
- They want assurance that your system will track the sales correctly
- They want real-time access to their stats
- They want email notification of every sale
- They want promotion that are proven to work and they don't have to think about.

Creating Raving Fans of Your Program

What you want to create with your affiliate program is a set of raving fans or 'evangelists'. You'll be surprised at how much affiliates talk about their best

programs or what they're promoting now.

When my program first got underway I was lucky enough to get some people that are endorsing it as their best of the best affiliate programs. And not only that, but I started getting endorsements from people that owned emails lists that numbered in the thousands. So everything just seems to snowball when you get past the initial start up.

But there is one way to make your program and profits grow even quicker...

Super Affiliates

The most difficult and elusive affiliate to recruit into your program is called a 'Super Affiliate'. And these are the top 1% of 1% of all affiliates who can instantly shoot your profits through the roof. These super affiliates are people who control the search engines or Ezine owners with thousands upon thousands of subscribers, or a webmaster who gets mega traffic to their site, or marketers who own a huge customers list.

One good way to recruit these people is to do a search under your search terms in the main search engines and then contact the web site owners who come up in the top 10.

Another great ways is simply networking. At a recent seminar in Boulder I was fortunate enough to meet several heavy-hitters who I signed up for my affiliate program. Trust me, it's much easier when you've got numbers behind your site to prove they can make lots of money.

The Truth About Running Your Affiliate Program

I promised not to sugarcoat anything so I'm not about to start.

Even though I think affiliate programs are a terrific source of revenue for me they still require some administrative functions (though if you purchase good software a lot of it will be taken care of for you).

Paying Affiliates

Each month I will go into my system and pull out the payment reports for each affiliate so I can pay them.

You'll need to pay out affiliates on a set schedule or else word quickly spreads and your program goes in the toilet. It's important not to be late or else you'll start getting emails wondering what's going on.

When we first start we paid everyone via check (I would strongly suggest opening up

a separate checking account where you only transfer the exact amount you need to cover payments every month). We do it online with our bank it cost nothing.

Handling Refunds

Right now if a refund occurs during the same pay period. There's no problem (this is one of the reasons I pay on the 15th of the month for the previous month – example I pay on March 15 for all sales in Feb.)

However, if a refund isn't in the same pay period than it will show up as negative. Unless it's a really big dollar amount – I won't even bother to bill the affiliate. (Our terms of agreement state differently but unless it's a huge amount it's not worth the bother for me.)

General Support

You also need to help affiliates with questions about your program, promotions, stats, etc. You can create templates to store in your email program for these repetitive tasks. What I do is simple create a new folder in my email program called “templates”. Then whenever I have an email that answers a common question I'll put in there. Then replaying to affiliates (or even customers) is simply a matter of cutting and pasting.

Here are a couple templates I've used to help you with the common questions:

* * *

Subject: Where Can I check affiliate stats?

Hi Bill,
Thanks for signing up for our affiliate program. You can find information at this link about where to check your stats, get banners and lots of other promotional tools:

<http://www.thecompletementor.com/tools.html>

For your convenience – here is your password information:

Affiliate ID: 220
Password: xxxx

Good luck with the program. Let me know if there is anything else we can do to ensure your success.

Thanks,

Mark

=====

Subject: Promoting the affiliate program without a web site

Dear Karen,

Please read over the Affiliate Tool Box at this link:

<http://www.thecompletementor.com/affiliate/toolbox.html>

It'll give you lots of ideas on how to promote the program – with or without a web site.

The first thing you try is adding our affiliate program to your 'sig' file at the end of your email. (A few examples are in the tool box.)

Also, you can try placing small ads in different ezines (also found in the tool box).

Let me know if you have any other questions,
Mark

* * *

Subject: Purchasing through your own affiliate link

Hi David,

Yes, you can purchase from your own affiliate link. I hope you'll use that discount to look over the product through review to increase your affiliate sales.

Thanks for your support!
Mark

=====

Subject: Increasing affiliate commissions

Hi Alex,

I agree that we should be doing something different. As you can guess by now banner ads only produce moderate results. I'll give you a great example I have another affiliate (he's listed very high in the search engines) and he only uses our banners to attract visitors, here are his stats:

76 click throughs for \$10,000 in sales and \$2,000 in commissions. That's about 0.5% conversation rate. Normally our conversation rate on the site is 4.6% from visitors to buyers.

And I'll give you the opposite example – one affiliate used an endorsement letter to her current opt-in email list (I'm attaching it below) and she received 179 clickthroughs for a total of \$25,000 in sales and \$5,000 in commissions for herself. (That's a 6% conversation rate!)

So there is a huge difference in the approach. I suggest you go back to your customers that have bought your system and write them a personal email endorsement telling all about the benefits of Property Adjustment National Association. BTW you can get a 45% savings by buying through your link. The affiliates that have produced the most sales all had the product, that's not a pitch for you to buy, it's simply a fact.

I've pasted a copy of our Affiliate Update Newsletter so you can see what's working for generating affiliate sales. I hope this helps to perk up your conversation rates.

All the best,
Mark

* * *

Affiliates As Another Revenue Source

This is a technique that needs to be handled gently. If you push too much – your affiliates will think you're not looking out for their best interest.

Not only can affiliates bring you more customers and sales – but as a group they can be another source of revenue for you. In every email newsletter I let them know that

the most successful affiliates all have bought the Property Adjustment National Association School and gently suggest they should also.

Also, another good way to increase revenue is to set-up a special discount page for affiliates to buy your product.

Another method is to insert a letter or insert into outgoing checks.

Joint Ventures

Now I'll be honest with you (I told you I wasn't going to hold anything back), when I started seeing my conversation rate 3%, 4%, 5%, etc. immediately started with an affiliate program and I bypassed doing individual joint ventures.

I lump joint ventures and an affiliate program together because doing all joint ventures are usually your affiliates (through I will increase individual JV partners commission to a higher percentage).

Sometimes not only will you give your Joint Venture partners a higher commission rate but you'll also make some other preferential deal that they can pass along to their

customers.

For my next project I'll be approaching my top affiliates and several joint venture partners first before I roll out the affiliate program to everyone. So from my experience I would suggest you try setting up several joint venture deals first once you have your numbers down.

That's very, very important.

Do not approach any top affiliate unless you've got numbers and proof your site Sells. They won't be interested. But once you do a high dollar deal it is much easier to approach other potential partners with real results.

You can go to them to the numbers and proven copy.

A very appealing proposition.

The Startling Affiliate '95/5 Rule

The statistics on affiliate programs aren't pretty – only about five percent of people that join affiliate programs do something. The majority of your affiliates, about 95% don't do anything. However, by giving affiliates the tools we talked about and by showing a genuine concern for their success (Email newsletter updates, tools, thinking like an affiliate) you can see these figure grow to about 20% active affiliates.

And even better you'll see your program become a tremendous success!

How to create the best affiliate program

When I created my affiliate program I tried to take the best features from every program I came into contact with and combined them together.

I joined several programs just to see how they handled sign-up, what they sent you afterwards, how they responded to questions, what tools they gave you, etc. etc.

You should do the same thing.

My suggestions are:

Ken Evoy's 5 pillar program: www.sitesell.com

Marlon Sanders- www.Amazingformula.com

Club Mom – www.clubmom.com

Corey Rudl – www.marketingtips.com

2 How New Secret Affiliate Discoveries

New Affiliate Discovery #1: Viral Ebooks

Viral ebooks are designed so that people will (hopefully) keep passing them along over and over again. And in the process build your list and sell your products if done correctly. I believe in the future you're going to see less and less overtly commercial messages on many of the top-visited websites. Instead you're going to see a lot of 'branded' content being distributed.

For example, if you sell a training video you could create an ebook giving some great 'what to' info but not the exact 'how to' training that other would want to pass along. This ebook then directs interested people to buy the full video series at your website.

This is pretty good – but let me show how to combine affiliate marketing and viral ebooks and make this even more powerful. You let affiliates give away this new ebook with their links 'branded' and 'embedded' inside. So if anyone clicks to buy the product they get the commission. Now they have an even greater incentive to provide the ebook to their visitors. But let's go one-step further. You should also give the affiliate the opportunity to have a link built into the ebook that directs people to their site. Now that's double the incentive.

We've been given our affiliates the opportunity to brand and customize several of our ebooks using our ebook creator that you can find at <http://www.thecompletementor.com/ebookcreator.html> http:

www.viralbookcreator.com. This technology is not available for sale but it might be in the future. For now, there is a bulkier and less graceful way of doing it at www.viralpdf.com

Coming with this lesson is a series of 7 templates you can send to help train affiliates. Also, I'm giving you a very powerful report about Super Affiliates. Please read through that to get ready for your homework...

CONGRATULATIONS!!

You now have all the tools and steps you need to successfully create your own moneymaking, autopilot web site.

If you follow these lessons and do your homework – you'll be on your way to success. You should pat yourself on the back for a job well done – because we've really condensed all this information into a short time period.

* * *

UNIT SIX

HOMEWORK ASSIGNMENT #1:

If you haven't already, please purchase 1automationwiz.com.

<http://affiliateprogram.yanikrecommends.com>

Also, set-up your FAQ and sign-up page.

Example:

www.thecompletementor.com/affiliate

As a side note, another good reason to buy 1automationwiz.com is to be able to track sales for yourself. This is simply the best way to track clicks and sales for every promotion you do.

All you have to do is set yourself up a "fake" affiliate for every promotion you run. So for a Overture campaign you have a different affiliate link than for an ezine promotion you run, or for a pop-up campaign, etc. etc.

HOMEWORK ASSIGNMENT #2:

Create an Affiliate Tool Box.

Remember you need to create the tools for your affiliates.
It's not as difficult as you think.

See here:

www.thecompletementor.com/affiliate/toolbox.html

You should provide a good combination of:

1. Text links
2. Banners
3. Endorsement emails
4. Ezine ads
5. Other tips and tools they can use.

For the text links I will usually take my 30 best headlines I came up with and use them.

For Banners, I'll use a "fake out" kind of banners and had my brother create them for \$50. You can easily hire someone on Elance.com to do this for you.

The endorsement email and ezine ad sample is usually the same ad or email I've used with success.

You can always add more material as you go along. But start with a good assortment

of tools – your affiliate can choose from.

HOMEWORK ASSIGNMENT #3:

Submit your affiliate program to the directories. Create a description for your program (using ours as an example) and submit to the directories or use www.affiliateannounce.com

You should have a long and short description ready. Each directory has different rules for length of submission.

HOMEWORK ASSIGNMENT #4:

Start compiling a joint venture list.

Create a list of 20 individuals you'd like to approach about becoming your affiliate. There are tips inside the special report included with this lesson on how to do this.

I'd start with the search engines and collect the names of the people who show up on top for your keywords. Also, think of people who have a great deal of influence and would have large email (or offline) list.

Create your introductory email or letter you would fax over. Also, another good way (seldom used) is actually phone the JV partner.

Also, a quick tip; make it as easy as possible for the joint venture partner to get going. That means you give them a sample endorsement email, you send them over their link (don't make them sign up), etc. etc.

Once your affiliate system is in place – approach the 20 people on the JV list using the template provided in the special report.