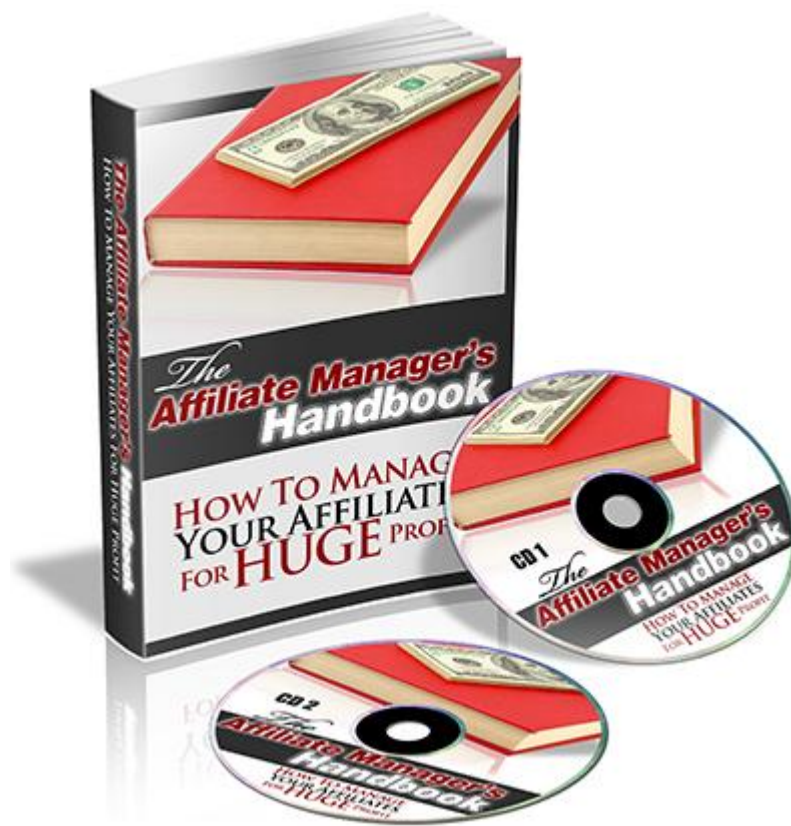


# The Affiliate Manager's Handbook

How To Manage Your Affiliates For Huge Profits



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**Terry:**

Hi, you're listening to Terry Telford. We'll start off with our legal disclaimer. All material is to be used for informational purposes only. We do not guarantee results. Any of the results that you achieve are based on your own personal basis.

Today I'd like to introduce to you Ken McArthur, the owner of Affiliate Showcase and JV Alert. I won't get into a whole lot of background... we'll just jump right in. I'd like to first of all say thank you very much for being with us here today, Ken.

**Ken:**

It's my pleasure. I always enjoy doing these kinds of things.

**Terry:**

And we enjoy listening, and sucking out as much information as we can. Let's start out with your background. Before you got online, what were you doing?

**Ken:**

I've been in computers since the dark ages. That's way back to punch cards; I'm sure you don't remember what those things were like, but maybe there are some really old people listening right now who would remember things like that. I kind of came up through a wide range of careers. I have a poster up on my wall that shows a couple of things that I've done throughout the years. That includes being a policeman, to being a pet store owner, to a teacher, to a choir director, and that list goes on forever and ever. You don't have to wake up one day and say, "I'm going to be an Internet marketing expert and this is my career," because when I was born, there wasn't such a thing. So, if you asked me what I was going to do when I grew up, I probably would have no idea.

**Terry:**

You'd probably want to be a policeman, a pet store owner, a choir director...

**Ken:**

Probably. I have been involved with computers, and I helped develop forecasting and logistical software for Pepsi and Coke. So, I've been working in the big corporate market, and I wanted to get out on my own. I really liked the whole aspect of owning my own business, the freedom, and the short commute, which right now it to walk down three flights of stairs to get to my basement. I was really cut out to

do that I think. When the Internet started to develop, I was there. I watched all of the dotcom boom, and I've been able to sustain a profitable online company throughout all of that.

**Terry:**

Which is a huge achievement.

**Ken:**

It was interesting to see what things did survive.

**Terry:**

Yea, only the real companies are the ones that survived.

**Ken:**

That's exactly right.

**Terry:**

So, it was a natural transition for you, since you were working with computers so much. You just had to integrate the Internet into your business life.

**Ken:**

Sure. I always enjoyed working with people, building relationships with people, and I think that's what the Internet marketing business is all about: to build friendships with people online. Luckily, with the Internet, we can do that from many miles away. I can't even remember the first time that you and I touched base, but it was all the way across the ocean. Just think of what we could have gone through had it been 100 years earlier or something like that.

**Terry:**

Yea. That's a long boat ride. I can actually remember our first conversation. We were both sitting in our home offices and we were discussing the paint on the walls. At that time, I had paint on my walls, but you hadn't painted your office yet.

**Ken:**

I'm moving up in the world because we have paint on the walls and a finished ceiling now.

**Terry:**

Wow, you're living in luxury. I still don't have trim. So, going through setting up your business and getting things online, you must have come into some difficulties. What things have been difficult for you?

**Ken:**

Well, I think that the first thing that we tried to do was software that was community based software... a big platform we were working with. We were trying to sell \$20,000 system over the Internet, which was a fairly difficult sale to make over the Internet. We were making sales and having fun, but I was finding that I was doing this mostly offline, and the online stuff I was providing for my clients I wanted to do myself. I watched these people, and they wouldn't put into effect the recommendations that we gave to them; they just didn't seem to get it. So, I wondered what would happen, instead of just talking about the Internet business, and giving tools for other people, I just went out there and tried to do it myself.

Interestingly enough, we were lucky and we were fairly successful right off. The biggest problems I had were growth problems at the beginning. We don't plan for success, really; we go out there and say, "I'm going to be a big success on the Internet." Then, things start happening and you say, "Oh...what do I do now? I have 20,000 customers, what do I do?"

**Terry:**

Are we talking about Affiliate Showcase or...

**Ken:**

Affiliate Showcase was our first huge splash. I was working with a guy named Jim Daniels who's also been around since the dark ages. He was a very well known and trusted person on the Internet. I think that's vital; you need to find people you can trust. I knew that I was not a salesman type. I wanted to reach a large number of people at the same time. My idea on how to do that was to go to people who already had relationships with lots of people online, and you got those people to recommend what you were doing or to work with you on projects.

So, I went to Jim Daniels, and I knocked on his door via e-mail. I actually never talked to him till this date. We put together a project that we made a quarter of a million dollars in the first six months in revenues online. Yet, we had never even talked on the phone. So, you're ahead of the game, Terry.

**Terry:**

I think that's one of the amazing things on the Internet: we can go out and do business without physically being in any type of contact except sitting here with our keyboard typing out letters to each other.

**Ken:**

That's right. We still haven't spoken on the phone yet. We have a lot of new projects coming up. Now, it's a point of honor. I don't want to call him because then I won't be able to say that I haven't.

**Terry:**

There's kind of a mystique to it.

**Ken:**

That's right.

**Terry:**

So, I know you're an affiliate and an affiliate manager, but since we're talking about Affiliate Showcase and JV Alert, let's take a look at you as an affiliate manager. Maybe, before we get to there, you can explain what Affiliate Showcase is and what JV Alert is.

**Ken:**

Okay. Affiliate Showcase is a search engine and directory for affiliate programs. So, let's say that you would like to build up an income stream, and you have a site that's related to, say, pets. You can go to Affiliate Showcase and search for pets or dogs or cats, and find affiliate programs on Affiliate Showcase that would allow you to earn money from affiliate programs at your site.

So, it's an easy way to find programs that pay you to advertise their services. We took it one step further at Affiliate Showcase, which is that we allow people to sign up as members of Affiliate Showcase, and then to create a customized version of the search engine themselves. What that means is that you can join affiliate programs, you can enter your own links for those programs, and you have a custom site that's available for you to publicize and to promote. You can promote a bunch of different affiliate programs that you've joined at the same location.

You can get second tier types of income because people are looking for affiliate programs to join. When they sign up, they're signing up under you. We have a bunch of features, way too many to go into in this

short period of time, but some that allow you to advertise programs that you're involved with on the site, to rotate through a bunch of those programs, to have the search results ranked as to what you think is best, which programs you belong to, and lots of other great features. These build affiliate income for people who might not normally be able to promote this amount of affiliate programs.

When you think about promoting an affiliate program, you're usually thinking about targeting... "I have a pet site so I'm going to look for pet affiliates programs." The advantage of Affiliate Showcase site is that you can earn income from programs that you never would have earned income from before because people are going there to look at all kinds of categories for affiliate programs.

**Terry:**

So it's really something that I, as an Affiliate Showcase owner, customize my own search engine portal. When I send people to my Affiliate Showcase site, they're going to search on my affiliate programs, and I get benefits for all of their activity.

**Ken:**

You earn cash directly from all of the affiliate programs that they join or products they purchase. A lot of people purchase those products directly. You also earn recurring income for selling memberships to Affiliate Showcase too. So, there are several ways to benefit from it.

JV Alert is a natural extension of that. A lot of people get started online in affiliate programs, start earning money, and see the potential of owning a business out of the Internet. They want to move up to the next level, and JV Alert is that next level. Basically, what we've done is we've partnered with some of the top Internet Marketing experts in the world, literally. Our members have over a million subscribers on their various lists, so there's a lot of potential there to promote a product or service, and to work with the "big guys" when you're just starting up your own project.

Just to give you an example, when JV Alert started out, we promoted through our own members and instantly, on the first day of pre-launch, went to number 352 in the Lexr rankings, out of how many million on the Internet, we bounced up there. So, you can see that the members of a group like that can do a lot to promote your program. We have a system that actually matches joint ventures with people who have resources to participate in them. If you have a mailing list of say, 5,000 people, you can put that mailing list in. If

you have a website that gets so many visitors in a month, you can put that information in.

Then, people can look for resources to partner with. You can go in and say, "I have a new product that I'd like people to promote. I only want people who have lists of over 10,000 members and I'll make them a special offer to promote my service or product." Working together, people can build alliances. We've had members who have put brand new products together by working together and we've had members who put together a list of over a million subscribers themselves just from doing ventures where they can combine lists and things like that. There are lots and lots of possibilities.

**Terry:**

It's a perfect place to go partner with somebody who has the experience or the services that you need and you can exchange to make it worthwhile for both of them.

**Ken:**

Exactly. We also have the education arm of JV Alert, which we call the Perpetual Learning Series. It comes with your JV Alert membership, but it's also available as a separate item. The Perpetual Learning Series is a series of teleseminars and webcasts that come out about once or twice a week. There are some top people making presentations teaching you how to go up to the next level. So, you're learning how the best do it on a regular basis so you can keep learning all the time.

**Terry:**

Those are the real secrets of the Internet. What are the websites of your businesses?

**Ken:**

[www.affiliateshowcase.com](http://www.affiliateshowcase.com) will get you to Affiliate Showcase. You actually have to be invited by a member to get in at JV Alert. So, we ought to give out Terry's invitation. We should talk you into inviting everyone who listens to this broadcast because Terry is a member.

**Terry:**

A proud member.

**Ken:**

I don't remember off the top of my head what your number is.



**Terry:**

We can do a transcription of our conversation so we have it in print for everybody as well so I can put it in there.

**Ken:**

That would be great.

**Terry:**

Then the Perpetual Learning Series. Do we have to be invited to that as well?

**Ken:**

No, you can go straight to [www.jvalert.com/learningseries.aspx](http://www.jvalert.com/learningseries.aspx) and that will get you to that.

**Terry:**

And people can sign up there.

**Ken:**

Yup.

**Terry:**

Okay. As an affiliate manager, was it Affiliate Showcase that you started off with? Or were you an affiliate manager before that?

**Ken:**

The MBS Internet Research Center was the first product that we did that way. Affiliate Showcase was a lot bigger than that, though.

**Terry:**

When did it, what are we looking at... did you start about 1998 or 1999 then?

**Ken:**

We probably started in 1998 with the Research Center. It was 2002 when we launched Affiliate Showcase.

**Terry:**

And then JV Alert... was that 2003?

**Ken:**

That was last year, yea.

**Terry:**

So, you've got quite extensive experience as an affiliate manager.

**Ken:**

Yup. We keep building.

**Terry:**

How many affiliates are you up to now, if you look at the total of all your products?

**Ken:**

We have an excessive, probably 35,000 affiliates, in that range there. That doesn't count the research center. Say, at Affiliate Showcase, we have about 35,000 affiliates.

**Terry:**

So what is it that you do? From first hand experience, and being involved in your programs, what makes you a good affiliate manager? You are one of the good affiliate managers out there.

**Ken:**

Well, I think you have to train and work with your affiliates; you have to give them tools that will help them to be successful. As I'm sure you're aware of, Terry, the percentage of successful affiliates is pretty low, and that's kind of ironic because it's not that hard to do. It's not really hard to be successful.

I know on Affiliate Showcase, we set up a program called "The Melissa Project." A couple of years ago, I took my daughter who had no Internet experience at the time, and I told her to go through some steps. We outlined them on the Affiliate Showcase site. Now, two years later, she's stopped doing this entirely because she's going to college full-time studying to be an architect. So, she doesn't have a lot of time anymore. It made my wife mad because we still write her a check every month because she followed the steps a few years ago. We still have to write her a check because that's the deal we made.

It's not difficult. Went through some of those steps, but the real problem is that 90% of people don't do anything. They just sit there and expect the big bucks to roll in because they have a site. You have to get traffic to it, you have to build a relationship with the people you have, you have to develop some sales skills and some copywriting skills, and use the tools that we give you to do so.

**Terry:**

Just to give people an example then, your daughter is 18 or 20?

**Ken:**

She's getting up there, she's 22 now.

**Terry:**

Just to put a real perspective to it, when she was 20, she followed the steps that were on the site that anyone could go on and see them...

**Ken:**

Actually, the report is still up there. It hasn't been updated in a while to show what her exact results are, but we document on the site. So you can go to [www.affiliateshowcase.com](http://www.affiliateshowcase.com), and look for the Melissa Report. It's actually a case study of how you can build affiliate income.

**Terry:**

So that's really going to be a step-by-step process...

**Ken:**

It's actually a step-by-step about what she did. I told her to do this, and she did it and reported back and told me about the results. "I got so much from this affiliate program, got so much from that affiliate program..."

**Terry:**

Now people don't have an excuse that they don't know what to do. They just basically go in and look at the steps and follow what Melissa did because she had a good mentor.

**Ken:**

She was successful at it.

**Terry:**

As far as being an affiliate... we've kind of crossed from being an affiliate manager into being an affiliate. Now we know how to get started. If somebody isn't going to go into the Affiliate Showcase site at this exact second, can you outline in general terms how it's going to be? Pretend I've never been on the Internet. What kind of steps would I go through to make an income with an affiliate program?

**Ken:**

It depends exactly where you are. If you're coming on without knowing anything on affiliate programs at all, you have to find affiliate programs to start out with. You need to look for quality products. That's why Affiliate Showcase is so useful; not just for the members, but for people in general. They can go in for free, put in a search term, they can look through all of the listings; we have over 3,000 programs that are in Affiliate Showcase that you can learn about. You can look and you can see which have the highest returns and see which you would buy. I advise people, don't go out there and buy every product on the Internet. That's...

**Terry:**

That's expensive.

**Ken:**

It's expensive and probably not a good use of your money. But, if you see products that you think would be good for you, it's good to invest in those products to learn them. If you don't make that investment, and if you don't have that inside knowledge of what's working and what's not working, then it's hard for you to recommend this product. The number one way to generate affiliate income is through personal endorsements of the product. That means that you need to have used it, to know that it's good, and to know why it's good. Then, you recommend that to other people. That's a much more powerful medium than anything in advertising that you could possibly do.

That's not to say that advertising isn't good. Another approach is to go and find a niche market and to find something that's really in demand. There are seasonal products, there are areas that go in and out of favor. There are all kinds areas that come and go in terms of intensity, and there are tools out there to search and see what's being searched on to see what those particular key areas are.

You can target those areas and you can look for products that are being searched for a lot, and then you can heavily promote those and built your website around a topic like that. Then you can push programs that are related to that topic.

**Terry:**

So it's really, in your opinion, and in mine as well, there are two types of affiliates. The type one, who are the type of person you just talked about, who go out and buy the product, use it, and can say, "This is what happened when I used it," and can actually personally

recommend it. The type two affiliate promotes the newest and latest programs and develops an income that way.

**Ken:**

Both can be effective. I like building personal relationships. When you're building an affiliate program, one thing you want to look at is, if you're doing advertising for instance, you're looking out there for these hot products and you're trying to get commissions by doing something like Google AdWords or something like that, but you need to be looking at issues like the backend sales that are possible. The first thing that you want to do is capture that e-mail address, even before you send them off to a site of an affiliate program that you might be partnering with. It's going to get expensive.

If you look at the highly trafficked words... look at the word "host" for instance, and see how much people are paying for these words. Sometimes they're paying \$15 a click and you say, "Wow. How does somebody every make money at \$15 a click?" Well, they're not looking for a one-time sale; they're looking for a long-term customer and looking at the lifetime value of that customer.

It's crucial if you're going to the advertising route, not only to look at the first sale, but also to look ahead at developing backend products, related products, and things that you can go back to them with, so whether it's five cents or \$15, you can make a profit on it. That means that you need to look at the long-term.

**Terry:**

While you were talking there, you brought up something that's very interesting. If an affiliate doesn't have their own website, how do they go about capturing the e-mail addresses?

**Ken:**

It's always a good idea to get a separate website. So, let me say that up front. Nowadays it's not even that expensive. You can register a domain for \$12 or \$15 a year, so there's no real reason not to do that. There are all kinds of low cost hosting things too. You don't have to have something like that to get started necessarily. For instance, with an Affiliate Showcase site, you have a site that's already built for you. From day one it will run and generate income for you. You can also do a lot of customization with that. We have a customization center for the site, which basically allows you to put any HTML in there that you want to advertise and promote whatever products that you want or to use as your own opt-in list.

You can collect information from people that go to your site, get those e-mails, and build a relationship with that customer. Even in that situation, you don't necessarily need to have a site.

**Terry:**

So it's very customize-able. I can actually be an affiliate without having to create my own site and without having to learn how to develop it. I can have an Affiliate Showcase site that takes away all the headaches of developing a site and also at the same time be able to collect people's contact details so I can make my own opt-in list.

**Ken:**

That's right. We're also coming out with a second version of Affiliate Showcase. The version two will be incredible with plug and play products, content, and all kinds of things.

**Terry:**

When is that coming out?

**Ken:**

I wish I knew. It should be out now, so we're really scrambling. You have to wait until it's ready for primetime.

**Terry:**

It's right around the corner.

**Ken:**

Yes. Coming to a neighborhood near you.

**Terry:**

So, if we come out as an affiliate then, is it really important to get into something that we really like? Or is it more important to get into something that we think will sell really well.

**Ken:**

That's a very good question. I was just listening to Mark Joyner talk about that the other day. He said that you don't have to like something in order to promote it, but, if you don't enjoy what you're doing, you're not going to last. So, you can go out there and sell products for things that you really hate. Let's face it though, if you're going to do this right, it's going to take time and effort. If you're doing something that you're miserable at, how long are you going to

last? It's not a question of how long the profits are going to last, it's a question of how long you are going to last.

If you're looking for products that you want to sell or anything that you want to be involved with, make sure it's something that you enjoy. Why do this if you don't enjoy it? If you're starving out there and you need a quick buck, we can do a lot of things we don't like doing just to get by until tomorrow.

**Terry:**

I don't know where the quick bucks are online yet. If you need a quick buck, go get a job at McDonald's. So, how many affiliate programs are you actually involved with? Theoretically, you have 3,000.

**Ken:**

There are 3,000 programs in the directory, and no, I haven't joined all of those programs. People used to ask me when they first signed up for Affiliate Showcase, "Do I have to sign up for 3,000 programs? That's going to take all of my life." The answer is no. At the time, I had signed up for about ten programs. I said, "Join the programs that you're really interested in, that you really like and that you want to promote. Then, rate those high in the search engine, put them in the special advertising slots and don't worry about the rest. Over a period of time you can add programs as you find programs that are really a benefit to you."

I made thousands of dollars in affiliate income initially off of ten or 12 programs that I put in my own personal Affiliate Showcase site. Over time, that's grown because I've been doing this for a couple of years now, and every month I might find another neat program that I add in. We have a neat system that allows you to test programs and see how they're producing for you. There are three featured advertisements on an executive site, which means that there is a box near the top of the page, one below that, and one below that. You select the programs that you want to advertise in those slots. You can select as many programs as you want, and the system randomly displays from the list of programs that you have.

What that means is you're getting a random sampling all the time of the programs that will work for you. You're going to see the actual results coming in and seeing which programs bring in checks. The best slot is the one at the top, we call that the "featured site." So, I put my very best programs in that box. That means if you went to the

Affiliate Showcase website and refreshed the page often enough that you'd see which programs I put in as my featured programs.

I might have five or ten programs max in that particular top-level spot. In the lower slot, I put in programs that I think might do well. So, there are about 20 programs down in that lower slot. The winners in the lower slot get moved up to the top-level one where they're going to get more exposure.

**Terry:**

How many affiliate programs are you actually involved with then?

**Ken:**

I'd have to count them. I really don't know, Terry, but just to give you an idea... let's see here... I can probably tell you basically.... I'm just checking. Oh, well I thought I could.

**Terry:**

While you're looking, maybe you can tell me what you look for in an affiliate program?

**Ken:**

Yea, there are a couple of things that I look for now. I have some people who continually send me affiliate programs because they want me to promote them. I could spend all of my life looking through programs, evaluating them, and trying to figure them out. I just did a check on my affiliate program site and I have 131 programs that I'm actively promoting on one Affiliate Showcase site. That's 131 streams of income.

**Terry:**

Each of those affiliate sites are making you money?

**Ken:**

Yea.

**Terry:**

Can I ask you a personal question then? What kind of affiliate income do you get each month? It doesn't have to be exact... but just a range.

**Ken:**

Well, I don't even know because I don't break it down. I should do more tracking to see what programs produce what income. What I



could do is, if you go to [www.mbsinternet.com](http://www.mbsinternet.com), and then go to MBS newsletter... it gives you results of affiliate programs that produced easy cash this year. That tells you specifically what earning are on specific programs.

**Terry:**

How did you get there? Was it just using your Affiliate Showcase site? Or is it something else?

**Ken:**

Well, that's not entirely Affiliate Showcase because there are revenues that I generate off of other sites too.

**Terry:**

You put all the affiliate programs that you're involved with on to the Affiliate Showcase site?

**Ken:**

Yea, in fact, Affiliate Showcase is how I keep track of what programs I'm in. If I can't remember what I'm involved in, I do a search in my Affiliate Showcase site and see if the listing shows up and I can get my information right there.

**Terry:**

It's a marketing and administrative tool.

**Ken:**

Exactly. It's a great tool for me.

**Terry:**

What kinds of things you do along the lines of marketing? If you have the Affiliate Showcase site, you still have to drive traffic to it. So, how do you go about getting the traffic to either Affiliate Showcase or to your other affiliate programs?

**Ken:**

There are a lot of ways. You can advertise the site, you can do newsletter advertising, and if you have another site, then you definitely want to promote it from that site. Talk about these things to your list as well. If you have a subscriber base, you can certainly go to that. People laugh at what I call "trash traffic," which is programs that you're getting a lot of banners or pop-ups. Generally that traffic isn't really focused.

**Terry:**

So start page traffic and that sort of thing.

**Ken:**

Right. People discount it, but if it's used correctly... you don't want to be selling something on a site like that. People aren't going to see a pop-up and instantly buy. But, what you can do is give something away. A good thing about Affiliate Showcase is that you can give away free sites. There's a free version of the site, and you can give away free sites all day long with something like ImPam. You can generate a lot of people to build your traffic. Every free site that you give away at Affiliate Showcase, they're showing your advertisements and all of your program links. So, unless they signed up for 3,000 programs, chances are you're getting sales off some of those programs.

**Terry:**

So we can really turn Affiliate Showcase into a viral marketing tool.

**Ken:**

Absolutely. We give a whole slew of viral marketing tools with Affiliate Showcase. There's a toolbar that's available that you can get to actually have people download so when they search for affiliate programs, they get your links. There's a traffic generating eBook that we give away that you can brand yourself so that all of the programs in that eBook go back to your Affiliate Showcase site. We have a newsletter that we publish that has your links in it at well. Those are all viral marketing tools. You don't have to write the newsletter or research the programs, but you will still get credit for those sales when they happen.

**Terry:**

So, it's also a very leveraged situation at Affiliate Showcase.

**Ken:**

Right, exactly.

**Terry:**

I think we could almost write a sales letter for this.

**Ken:**

Oddly enough, that's the big step that most affiliates miss... that they don't do the pre-sales aspect of it. Your job as an affiliate is to pre-sell. Tell them about what your experience is; tell them about all the

things that make it a really great deal, then send them to the sales letter. After that, they're primed and ready to buy.

**Terry:**

That goes back again to actually purchasing the product, and finding out how it works.

**Ken:**

Yea. I think you have to know what it's going to do. Obviously, a system like Affiliate Showcase is pretty sophisticated with a lot of viral marketing tools and a lot of stuff going on. If you take a quick look at it, it would be easy to be overwhelmed because there's so much there. But, you need to get in there and try it out. Sign up for the pre-version of the site. That's a great way to go.

**Terry:**

What kind of conversion rate do you have from the people who sign up for the pre-version and then upgrade to a more comprehensive version?

**Ken:**

It's probably comparable to the people who get active.

**Terry:**

I wouldn't be surprised.

**Ken:**

That means that if somebody gets active with the Affiliate Showcase site, it's a no-brainer to upgrade because the executive level of Affiliate Showcase is really the best deal. We structure it that way intentionally. There are reasons that we want that to be the best deal, and it really is. So, if a person is active and serious about it, they'll upgrade because it's really a no-brainer to do that.

So, it's a good conversion if you actively do this, are actively working on it and if you're motivated.

**Terry:**

So, if somebody comes online and they have a business type attitude, not a get-rich-quick type of attitude... that's the type of person who would...

**Ken:**

Yea. It's not a get-rich-quick-scheme. There are a lot of things out there that promise you instant wealth, but it takes some work and some thinking.

**Terry:**

If I was looking at two or three different programs, and one was a very high-priced item or product that I can sell online that I probably won't sell too many but I'll make a good commission every time I do sell one, and there's another one with a low price, that I'm going to make a lot more sales with a lower commission. Which side would you tend to go to?

**Ken:**

Well, there are a couple things I look for in programs. Obviously, dollar volume is a factor. If something pays you \$1,000 every time you sell one, it sounds like a pretty good deal. It's only a good deal, however, if you sell some. There was just a product that we started working with which is really easy that you basically send people to a free presentation, and that's all you have to do. These people run an excellent conference and have a real solid business on the back end, and they do a great job. Then, they pay you \$700 for every sale. They convert on a regular basis.

So, a program like that is great. The better programs are high dollar and convert well. Conversion is key; they have to make the sale. They have to have a good sales letter, a product that's valuable, and that sells at a reasonable price. The other aspect that we should consider is having a recurring income. Affiliate Showcase is a recurring income. I get 25% of a \$59 sale, that doesn't sound like a lot, but when you start multiplying that by a year, two years, three years, it just keeps going and can add up to some pretty big bucks if you look at a recurring income type of situation.

**Terry:**

So, that's going to be the ultimate, if you can get a product that has a fairly decent price tag, a good conversion rate, and a recurring income.

**Ken:**

That sounds like a great product to me.

**Terry:**

Sounds like Affiliate Showcase. That's super. We can wrap it up today, so I don't keep you all day and you can have some time to get some work done. Pretend I'm coming online with \$100, what should I do?

**Ken:**

Boy, your options are wide open. If you have \$100 and you want to make that investment into building an online revenue, I suggest that you start off with a wife that's really watching the beans.

**Terry:**

That costs more than \$100 though.

**Ken:**

I have a wife-o-meter, when whenever I start to spend money, I think what she's going to say.

**Terry:**

You have to get her approval.

**Ken:**

I would look at the options and be very careful in exactly what you do. So, if you only have \$100, don't go out and buy an Affiliate Showcase executive site, because in two months time, that money will be more than gone, and who knows if you'll have a return on that or not. A smarter way to do that is to sign up for the free version of Affiliate Showcase. If you can promote it and get four people to sign up, you can convert to the executive level, which will instantly up your commissions, which means that your site is paid for and you don't have to worry about that recurring income.

In the meantime, you can learn the system, you can get used to it, you can play with some of the features, you won't have all of the executive type features for customization and stuff, but you'll get a feel for the system and you'll start to earn some money. I would build off that income and reinvest into your business. In other words, just keep pouring it back in so you can build it one step at a time.

There are two ways to make money online. You can invest a lot of money, which will generate interest. If you're not totally stupid to keep throwing it away like a lot of people were in the dotcom boom, then you can make money with money. Leverage is one way to go. If you don't have lots of money to put into it, look at putting your time

into it. Time or money... they work best together. So, if you could invest some time and some money, then that's your best shot.

**Terry:**

Your winning formula.

**Ken:**

Yup.

**Terry:**

That's super. I'll close off the interview now, Ken.

**Ken:**

Thank you for having me. I really appreciate it. It was a fun talk and it was great to talk to you finally person to person.

**Terry:**

You too. Thank you very much. I'll just end the interview by saying that you've been listening to Ken McArthur and myself, Terry Telford.

Thanks for your time.