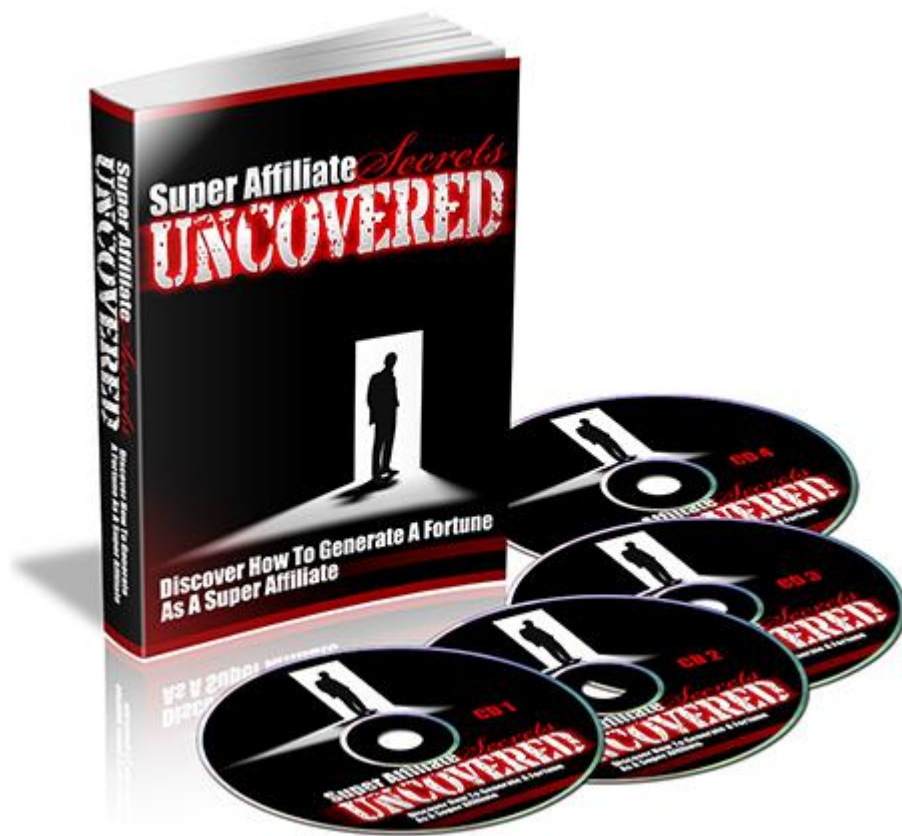


Super Affiliate Secrets Uncovered

Discover How To Generate A Fortune
As An Affiliate



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Terry:

Welcome to the affiliate marketing workshop featuring Rosalind Gardner. My name is Terry Telford and I'll be your host for today's session as we talk to Rosalind about the business of affiliate marketing. Rosalind Gardner is one of the world's premiere super affiliates, and her story is very, very inspirational, because she didn't have any business background. In spite of that, she developed an affiliate business system that earns her an excess of \$500,000 in U.S. dollars. Being a Canadian, she is able to leverage that further because of the fluctuations and exchange rates. Rosalind has agreed to share her wealth of knowledge with us today, and show us exactly how we can follow in her footsteps and start earning a really respectable affiliate paycheck. So, I'd like to start out by saying thank you very much for taking the time to be with us today, Rosalind.

Rosalind:

And thank you for asking me today, Terry.

Terry:

Maybe you can start out by telling us a little bit about yourself and how you ended up getting into affiliate marketing in the beginning.

Rosalind:

I actually had no previous business experience, so it's interesting to find myself where I am today. I was an air traffic controller and I did that for about 20 years. Towards the end of my career, they made some significant changes to the way they scheduled air traffic controllers and I found that it was impacting my health pretty seriously, so I needed a way out. That was around the time the Internet was starting to bloom. I learned how to design a really crappy webpage. I clicked on a banner ad that said, "Webmasters make money," and what I landed on was a program called The One and Only Dating Network. They sold dating service memberships.

At around the same time, I was spending a lot of time in chat rooms, and the service that they were providing really made sense to me if you wanted to meet someone online as opposed to being in a chat room where you really had no idea who you were talking to. At least with the One and Only Dating Network service, you could select who you were going to speak with and contact based on geography,

education, values, and whatever else you want. So, it was something I could really get into.

But, the page I landed on was for their affiliate program. So, you could sell their dating service memberships and earn 50% of what people were paying for the membership on a monthly basis. Say someone bought a membership for \$24.95 a month, you would earn about \$12.50 a month from this. I thought, "Cool. I can design a really crappy webpage... maybe I'll put together a little website that promotes this service.

Sure enough, I registered a domain, and I got my site listed with Yahoo! in just a couple of days. That doesn't happen any longer, but there are still great ways to market your site. Basically, the first day it was listed with Yahoo!, I made a sale. A month later I got a check for \$10.99. Basically, the rest is history. That proved positive to me that you could really make money like this, and by the end of the very first year I was clearing \$5,000 a month and by the second year I quit my job as an air traffic controller.

Terry:

Fantastic. Now, you just hit on something there... how important is it for an affiliate to have his/her own website?

Rosalind:

Extremely important. There are different ways to market products. First of all, we should probably explain what affiliate marketing is. Affiliate marketing is a fancy way of saying commission sales. Don't let that deter you from doing it. Like I said, I had no sales experience or business experience; I learned as I went. Basically, you sell a product online and earn a percentage of the sale or something like that.

You can send traffic directly to a merchant site in some cases, but not all cases because some merchants don't want you to do that. But, I think it's absolutely essential that you send traffic to your site first, and that way if the person doesn't buy, they still have the opportunity to sign up for your newsletter, which would be connected with an autoresponder series, where you're building a list of your own leads. That way you are able to keep in touch with those people and send them other related offers to things that they've already indicated an interest in.

I always recommend that sites be related to a single theme, like dating services that I did. You can niche that even further and sell just dating services for black singles or middle-eastern singles or gay and lesbian personals or whatever you want. You can niche it right down and then broaden out that portal by selling related products to those people. So, it's absolutely important. You want people going to your site rather than going straight to the merchants.

Terry:

Okay. We'll cover that in just a little while when we get into the website part of it. I just wanted to ask. If we just take a step back, why affiliate marketing as opposed to designing your own product?

Rosalind:

Well, for me, it was because it was the first thing I ran across. But really, it's the easiest and fastest way to get involved and start your own online business. Contrary to becoming a merchant or writing and selling your own eBook, there are no production costs, you don't have to use your time making a product. It doesn't cost a lot. Basically, as an affiliate marketer, registering a domain is \$695 for a one-year registration and it could even be cheaper through GoDaddy.com if you get more than one year.

Another cost is \$17.95 to purchase an AWeber autoresponder account. That's for the first 10,000 leads on your list, then you pay \$9.95 a month for each additional 10,000. This is so worth while because if you can't make \$10 a month promoting products to 10,000 subscribers, then... the fact is you will. So, your covers are always covered that way.

Then, there's always advertising and you can do as much or as little as you want through pay per click advertising, which would be Yahoo! search marketing, Google AdWords, and other things that you see on the right side of the page under the sponsored links when you search through Google. Those are advertisers. It doesn't cost you a fee to sign up for an affiliate program; most of the time you can sign up for free. If there is a fee, it's probably an MLM program, and affiliate marketing is not MLM. You can sell almost anything; any product that is sold offline is sold online and there's even more.

There are tens of thousands of merchants that are selling their products online who are looking for affiliate marketers. You don't have employees, you don't have merchants accounts, there's no inventory to carry, there's no order processing, you don't have to ship products,

and my favorite part is that you can work anywhere in the world. After I quit my job, I basically thought, "Okay... where do I want to live?" And I moved to one of the nicest parts of Canada and I love it here. It's a great opportunity.

And when I say it's the easiest, it's not to say that there is no work, but relatively speaking it's easier to start this than any online business, or offline business for that matter.

Terry:

So how do you go about getting started then? How do you figure out where to begin? If you're starting from the beginning and sitting at the computer and you want to be an affiliate, what do you do?

Rosalind:

The first thing that I suggest to people is: pick a topic that you're really interested in. Many affiliate marketers make the mistake and say, "Oh, there is a lot of money to be made in selling Internet marketing products to other people who want to become affiliate marketers or Internet marketers, yet they don't know the first thing about making money online. So, of course, that comes through in all of their articles, sales copy, and anything else. You can tell that they don't know what they're talking about, so they don't make any money because there is no credibility. So, when you know about a topic and you're really passionate about a topic you exude credibility and you need that to build trust with people who are going to visit your website. So, a passion and an interest for the topic that you're dealing with is the very first place to start.

Terry:

What if what you're really passionate about doesn't have a market that really spends money?

Rosalind:

There are always ways to branch out from things. Give me an example of something that you think wouldn't make money, and I'll tell you how it can.

Terry:

Palm reading.

Rosalind:

Palm reading... well, people who are interested in palm reading probably have interests in astrology. Take that a little further, talk about palm reading, and direct your visitors in other directories to

related interests. Then, spend a little bit of time learning about those other topics so you can branch out your site. There is plenty of money to be made in selling astrological readings and stuff like that online. Tons.

Terry:

So then, the whole thing is to bring them in under the palm reading website, for example, get them to sign up for the palm reading newsletter, and then in the beginning of the autoresponder series newsletter, we can talk about palmistry and the benefits and what you can do with it and that type of thing, but then start introducing horoscopes because horoscopes sell.

Rosalind:

Exactly. But not only that, but there are probably books that you can sell that are probably related to palmistry. I'm almost certain that I've seen something in ClickBank, which is the world's largest repository of digital information products, who also have an affiliate program associated with that, and most of the merchants who sell their eBooks through ClickBank pay fairly good commission rates. Most of them are 50% and higher. So, if someone is selling their book on palmistry for \$29.95, you can make \$15 every time you sell one of those books. Perhaps, there is someone online who is selling readings. You just have to look and do the research. I'm online right now; let me look.

Terry:

Let's go through an example. Let's stay on the palm reading example... when we're in the research phase even before we get to setting up a website or marketing or anything like that, it sounds like a little brainstorming might be a good idea.

Rosalind:

Brainstorming is absolutely essential. You want to work it out on paper first; don't spend a lot of time working a website out one minute at a time. When I type in palmistry, what I found interesting, under the sponsored links in Google, which is use as my gauge for what works, as opposed for the search listings...

Terry:

Just to back up... you went into Google and put in palmistry?

Rosalind:

Yea. Palm reading would be the next search. That's another clue there; you want to get as many keywords related to your subject

matter as possible and research all of those things. Research the first few pages that come on Google... both the search listings and the sponsored links listings to see what people are doing in that area, what their sites look like, and see what you like.

When you find a really good site, you can take their best ideas and make them better. What's interesting is, under palmistry, what comes up is a numerologist, a free palm reading, and at the bottom of the sponsored listings it says, "Knowing Your Personality." There's also, "The Most Detailed Personality Assessment on the Internet." So, obviously they have figured out that the people who are interested in palm readings are probably also interested in personality assessments. So, perhaps they have an affiliate program.

Terry:

So that's the very first place to go... to jump onto Google, to put in your keyword, and then start to expand your horizon and list of keywords just from what you see on Google.

Rosalind:

Exactly.

Terry:

Okay, and the next step is to go and visit the sites and pick out the best pieces of each site that you like?

Rosalind:

If you can decide fairly rapidly what you want to do is if you see that there are a lot of sponsored advertisers in a particular market. You don't want there to be hundreds; if there are hundreds of people advertising on Google, the market might be a little bit too full for somebody who is new. I don't worry too much about competition because I know how to advertise online and I know how to write an ad that gets clicks and conversions. But, if you can find one with eight to 20 advertisers, I wouldn't consider that too much competition at all.

Once you've decided that's what you want to do, register a domain. Spend however long it takes to find a name that is really compelling, that people are going to remember, that's not something like "palm-reading-for-you.com;" that is just so boring and the hyphens aren't recommended much anymore. The search engines see that as some way to inject keywords and it's used more as a search engine optimization tool. That's all fine and good, but it's more important that your visitors remember what your site is about by your name. If

your lucky enough to have a name like Pam or Paul, I would call it "Paul's Palmistry," or, "Pam's Palmistry." That will give you branding, so you are becoming the expert and they will remember your name. That's really important.

What I do mostly is relationship marketing. I'm all about building relationships with the subscribers of your list. That's creating trust and credibility, and people buy things from other people that they can trust. So, using your name is really good. Make up a name if you want. You might not want to have your name all over the Internet, so have a pen name like so many authors do with their books.

Terry:

You mentioned that you do relationship marketing. What is that? How do you go about doing that?

Rosalind:

It's just all about when people land on the homepage of your site, is it like walking into somebody's home? Is it comfortable? Is it easy to look around? Is the objective of the site clear? Is there a picture of the person who runs the website on the homepage? Is there an "about me" section that tells the reader more about the person who's running it? People will look, surprisingly enough. A lot of Internet marketers don't think that it's necessary, but I found that my "about us" page is visited often. People are looking to find out why I should be recommending anything to them, so, I tell them why. "This is my experience. I've been doing this for over nine years. I've written a book. I write a column for a magazine. I speak at seminars." It's good to have that.

If you don't have a whole lot of expertise in an area, it doesn't matter. I didn't when I first started, so I wrote something that was fun and cute on my dating site. It basically said, "I'm the chief cook and bottle washer, and this is how I got in promoting dating services." Just tell the story. That way, you connect with your readers, and that's all about building relationships.

Terry:

What about the branding aspect? Is that important for a small business to brand themselves as well?

Rosalind:

I think it's key. I want people to know my name. I want people to type my name into Google, find my various sites, and buy from my

various sites because that's what it's all about. So, I do think that branding is key. It doesn't have to be your name; you can have something like an icon like Blue Dog Deals. Maybe your blue dog is your mascot, so people are thinking blue dog when they're looking for deals. They went to your site, thought it was really great, so they remember blue dog.

Terry:

So, are you branding a specific site? For example, your Super Affiliate Handbook, obviously that's a very Rosalind Gardner website. Do you use the same Rosalind Gardner brand in your dating website?

Rosalind:

Well, if you go to my dating website... here's the URL, and this is an example of a very lousy domain name. This is the first one I ever registered, and it took off, so I didn't think I needed to change it. But, this is not an example of what a good domain name is all about. It's called Sage-Hearts.com. If you go there, my picture is right on the front page and it says, "My name is Rosalind Gardner and I've reviewed hundreds of sites since 1998. I've done the hard work, so now it's easy for you to find a site that makes it easy for you to find somebody online faster and easier than all of those other review sites."

Terry:

So you've actually written it as a review of the sites you are promoting, correct?

Rosalind:

That is correct.

Terry:

Is that one of the methods that you use in your Internet marketing? That you do reviews?

Rosalind:

Yes. Honest, relatively unbiased, product reviews are the best way to connect with an audience. Another thing is articles. If you're doing your palmistry website, you're going to want to fill your website or blog (we'll talk about blogging later, no doubt) you want to provide your users and visitors good information about the topic that they've come to your site for. People are online looking for information; they're not necessarily there to buy a product. If you can give them some interesting facts about palmistry that they didn't know before, and at the end of the article, send them over to an endorsement of a

product that you think is particularly good, they're more likely to buy, because you've given them something. That's the idea; you give to get.

Terry:

Do you review one single product or several products at one time?

Rosalind:

It all depends. There are so many different models. There are some affiliates that have comparison websites that have three websites side by side with ratings. What's cool about that is there are paying links to each of those books and the books will be varying in price and amount of content. If you say, "This book is \$47 and has 267 pages. This book is 67 pages and \$247." And then you explain why each is good. Here's a really big clue; don't make the endorsement perfect. No product is perfect, so you want to also mention what you didn't like about it. That's where you start really connecting with your audience because they realize that you're being very honest with them.

I think honesty is the best policy; it works very well for me. Now, there could be three paying links. Somebody may buy that \$247 book because they don't want to spend a lot of time reading and they have a lot of money. You may get 50% of that. Or, somebody may not have a lot of money, and want a lot of information related to that particular product, and you may get paid \$23.50. But, the opportunity to sell is in each one of those reviews.

Terry:

So how do you take somebody who comes in during the research phase? All we're doing is looking for information on palmistry. So, they come to your palmistry website that has reviews of many a couple different palmistry books. How do you get the person from the research mindset into them want to buy that book?

Rosalind:

You make the subtle transition. You're talking about the art of palmistry or whatever, and you're being passionate and enthusiastic, and at the end of the article, you can link to an endorsement to a book or whatnot. "On that subject, I just recently read this XYZ book on the subject and learned this, that and the other thing." You don't give away the information; you might give away one or two points that you learned. You thought the book was fantastic so now you're recommending it to your visitors. If you honestly did read the book,

as you should, because if you're passionate about palmistry you will read that book.

Amazon is the largest affiliate program on the net. You don't get paid a lot; it's anywhere between 5% and 15%, so that's why I recommended ClickBank, but you do want to buy the product and make sure that it's good for your readers. If you read it and see that it's not that great, don't promote it to your visitors because that's the quickest way to ruin your reputation. You want to be known for not selling absolutely everything under the sun; you want to be known for promoting really good products.

Terry:

I think that's a key point there... the products that you're actually promoting are products that you actually used, is that right?

Rosalind:

Absolutely.

Terry:

So you don't just go out and promote every product under the sun because it has a good sales letter.

Rosalind:

That's right. As for the dating services, nowadays I get access through the merchants to use the site because I'm known as an online dating service reviewer. So, they're eager for me to see their product. For any particular product, you will get to that point if you do enough of it and you can lead those merchants to your website and make them know you want to try their product. Now, this is really easy to do when the merchant offers an online service, where it doesn't cost them any money for you to try, but it's not like every merchant is going to be sending you their treadmill. In that case, you will have to go out and go to a place that has the product.

To sell those, because people can probably get them in their neighborhood, is to sell them on price. Generally, you can pick things up online cheaper; everybody has their "online only discounts." Most merchants have that, so that's what you'd be looking for when selling big-ticket items such as treadmills and that kind of thing.

Terry:

So now we're talking about offline products.

Love What You Do And You'll Never Work Another Day In Your Life

Rosalind:

Well, products that can be bought offline as well, yes.

Terry:

You would also look at doing that... affiliate marketing offline products as well?

Rosalind:

Well, not selling products offline, you're selling them through online retailers. But, the way to get people away from going to the store down the street and getting them to buy online is by price point, because that's usually the differentiation. You can suggest that they go and test the product out at a local store, but tell them, "When you buy, buy it through this link because we found that it's typically 20% cheaper to buy it through this link than at your local store."

Terry:

Okay, so if you were doing it in that respect, you wouldn't be doing a review site? You'd be doing more of a price comparison site?

Rosalind:

Well, you're still reviewing because you're still going to talk about all of the benefits and features of that particular treadmill. You can also lead into, "If you like this one but the price is too high, then we recommend this other model that is less expensive. It doesn't have these features, but if you can live without them, then this would be a really good alternative."

Terry:

Okay. So, basically the affiliate marketing formula is really to set up a review site for whatever it is that you're marketing.

Rosalind:

That's the model that I use and have found works really well, and I know so many other super affiliates that use that model successfully as well. I like it too; you're connecting with people.

Terry:

Excellent. Now, if we just take a step back to the big picture again, now you looked under palmistry, thinks that it might be a good market, should we be concerned if the market is expanding or shrinking or should we just look at it and say, "It looks good now, let's just go for it."

Rosalind:

Well, that's a really good question, Terry. You're probably not going to be selling Y2K antidotes later. I like perennial products; I call it the

seven deadly sins. If you can appeal to people's greed, lust, and all of the rest... lust would be personals where people connect. The other end of that section is the adult site, and there's money to be made there too but the competition is huge and it doesn't work for everybody. I like big markets and I like perennial markets.

Terry:

What would a perennial market be?

Rosalind:

A perennial market is referring to human psychology where it is something that's evergreen; people are always interesting in improving their health, improving their love life, making more money. What are the things that all people, generally speaking, want more of in their life? Look at those things. You can niche that up and down as far as you want to go. Another great thing that I like too is something that people buy over and over and over again. This includes dating services because people don't necessarily find who they're looking for the first month, so I sign up for dating services that pay me each additional month that they remain a member of the service.

So, you may pay to send traffic to your website through pay per click advertising, and it might actually prove to be a loss later, or you might be breaking even, but in most cases I do really well and make \$3, \$4, \$5, \$6, for each dollar that I spend in pay per click advertising. The second month, when they buy, you didn't advertise that and you're making the full commission of 50% or 70%, and they're buying again and again. The average single will buy and stay with a membership for anywhere between four and six months. So, that's a lot of money.

Terry:

Okay. You've just touched on something very interesting. You said that you're paying a dollar on pay per click and making about six.

Rosalind:

Anywhere between three and six and sometimes more.

Terry:

How do you do that?

Rosalind:

I use different pay per click search engines. Google AdWords is one. We talked about those sponsored links on the right side of the page when you're doing a search of Google. That's pay per click

advertising. You decide how much you want to pay for somebody to click on your website. What you want to do is make sure that your ad is going to a landing page that is directly related to what you promised in the ad, and that people will click on that merchant link when they land on your page after they read what you have to say so that the merchant can convert.

There is quite a bit of research in there, so that's why I like to see people start slowly. They pick a product, and start a pay per click campaign to start that product. Then, they tweak the ad until they're getting really good conversions. Even if you're making ten cents on a dollar, that's still better than at the bank.

Terry:

Exactly. How do you go about writing an effective pay per click ad, because there's such a limited amount of space?

Rosalind:

There is a limited amount of space. I forget how many characters you're allowed, but it's like 27 or something. Yahoo! allows more; I like theirs. Google is the quickest though, because they do not do editorials the same as Yahoo! search marketing does, so you can basically create an account and then create a campaign to sell your treadmill, as you will, that goes to your endorsement. You just work your ad and say, "Are you looking for this kind of treadmill?" You can have two other lines after that. There are a lot of anti-marketing going around that says, "Don't buy this," or, "Find out why this is better." I call it the "lines are greener" approach.

Terry:

What's that?

Rosalind:

I talk about that in my book. Maybe you're not selling X product, but you're selling Y product, you can mention X and say, "Don't buy X. Y is greener," or whatever. You have to read the article.

Terry:

In the book, it was really beautiful. I thought the ads you wrote for lemons and limes was perfect. You used the perfect example for if you're selling limes, and say that you can use the keyword "lemon" because you can say, "Lemons are good but limes are more nutritious." So, you almost take the person from what they want to

search for and bring them over to your side of the table to sell them something completely different.

Rosalind:

Right. It's a different take. Thank you for explaining my article.

Terry:

I thought it was the perfect example. Can you give us an example of, or maybe you have a formula for, let's say dating... how would you go about putting a little pay per click ad for a dating campaign?

Rosalind:

I just typed in "senior singles" and here's one down at the bottom here. It says, "Mature dating site. Reviews for seniors. See the top ten chosen by you." So, what they're implying is that their reviews are from user and that makes them better because it's people who used the service and liked it. So, there's validity in that. The best thing to do is to review the ads in Google; don't reinvent the wheel. Read the ads and find out what works for you. Put yourself in your customers' shoes and think of what you would respond to.

Here's another one that says, "Senior citizens singles. Over 7.5 million photo profiles. Find your perfect match today for free." I'm not sure that knowing that there are 7.5 million photo profiles will be encouraging to me because I don't want to go through that many.

Terry:

That's a good point: how do you know what's going to be effective in an ad? I might think, "Oh. 7.5 million? I should be able to find somebody out of that."

Rosalind:

There you go. You have a different take on it, so try that one out. If it converts really well to sales, then stick with it. If not, take another look at your ad and think what your customer is thinking about and what is putting them off to not buy their product. I like this one that says, "50+ Canadian dating. Browse senior singles in your area." I don't know that I would use the word "browse" because what does that even mean? "Here are photos of Canadian seniors." What I like about that one is it's specific, it says "Canadian seniors," so your keywords might be "Canadian seniors." People want to know that there are people in their area.

Terry:

So what happens if you find a market like that? It seems like the dating market is kind of like the Internet marketing field in that it's very populated with a lot of competition. How do you get in there and dominate the industry or pull out a decent paycheck out of an industry that's overcrowded that it seems that there is no way to get in? How do you create a niche within a niche?

Rosalind:

You have to differentiate yourself. I would go back to the branding format and I would say "Rosalind's Reviews." Then people think, "Oh... who's Rosalind?" and then click on the ad that sends them to a page with my picture and such so they think, "This looks real." That's the way I approach it, but there are a million ways to approach it. You can do the anti-marketing, you can do relationship marketing, you can send people directly to the merchant's site; there are so many different ways to skin that cat. It's just about spending time to work on that landing page and improve your conversions until you're working well with that one niche then you move onto another niche. That ad I've been running since I started and I haven't changed anything and I keep making my deposits and they keep sending me traffic and I keep making sales.

Terry:

So it sounds like pay per click is your main marketing method, is that right?

Rosalind:

I love pay per click. There are so many different ways to market a site online, but that's the way to do it. Now, if you don't have a lot of money to spend... you can test an account for \$20. If you make \$30 from it, then take that \$30 and reinvest it to make \$45 the next time, and keep reinvesting it. That's what I did in the beginning; I never spent money that I didn't have on my business. I didn't collapse my retirement account or anything like that. I see a lot of people spending way too much money on trying to make money. You don't have to do that. Make a little money, reinvest it, and go for the slow but steady growth. It might not even be slow; you can spend the \$20 today and make the \$30 today.

Granted, you're not going to get that check today, you'll probably get it in 30-45 days, but if you know that you've made it, you can finance it to your credit card or whatever, but keep an eye on it. In the beginning I would check my pay per click spending account several

times a day, and I would check my statistics from the affiliate programs several times a day to make sure that I was converting those clicks to sales. Now, it's end of month accounting; how much came in and how much went out? Did I make money? Yea. That's all I do. And that's why I get to go away for a month and not check my e-mail.

Terry:

That's fantastic. That's a benefit of the affiliate lifestyle.

Rosalind:

For me, that's the biggest benefit: living where you want and doing what you want where you want. You put the page up and the pay per click campaign up and you can go away.

Terry:

That's perfect. You mentioned conversions and tracking. Can you go into a little bit more detail about that? What are conversions and tracking?

Rosalind:

Conversion is just how many clicks did you send to the site, and how many sales you made. The average affiliate will convert about 1% of visitors. I think that that's pretty poor; I convert anywhere from 2% to 6%.

Terry:

That's perfect. How do you do that when the average affiliate isn't?

Rosalind:

Once again, it comes back to relationship marketing. I'm talking to my visitors. I'm not constructing pages for search engines to get search engines to visit my site by using keyword formulas and such, I'm talking to my visitors about the problem that they have, and I'm trying to solve it. That's what selling is really all about.

Terry:

Excellent. Now what about tracking? How do you go about tracking?

Rosalind:

Most of the affiliate programs have real time statistical reporting, so if somebody clicks on your affiliate links, that click will register in the interface and you can see that. You can also see how many people went from your page to the merchant page and how many people are

converting from that point and how much their making. Maybe a merchant has several different levels of products. For example, on the dating service side, they may have one month, three months, six months, and one year memberships. Maybe you're selling a lot of one month membership which isn't what you want to really do, so then you should put more emphasis on letting people know that the three month membership will save them money, and that you may not find anybody in the first month but you may in three months. So, accessing the interface to see how you're doing is a really good idea, especially in the beginning, to focus on getting those conversions.

Terry:

So, in addition to relationship marketing, you're actually directing them into the sales funnel where you want them to be. So, "Don't bother with the one month. Get the three month because..."

Rosalind:

Absolutely.

Terry:

Beautiful. That's a great idea. How do you go about choosing the specific companies that you are going to represent?

Rosalind:

I choose primarily on brand. It takes, on average, seven exposures to a particular brand before someone is comfortable enough to buy. So, if it's something that they've seen on TV, like Match.com... they advertise a lot. If for whatever reason they end up on my website and I'm trying to sell subscriptions to Match.com, people are already comfortable with that brand. Brand actually isn't the biggest thing; quality is the biggest thing for me. Once again, it's all about building and maintaining your reputation.

Brand will be second because there are some brands that aren't splashed on TV and ones that you've never heard of that are still have a great deal. They may have a lower price point, they may offer more benefits to the user, or something else. So, I'll tell them that, "I know you may have never heard of this brand, but I took a look at the site and what I really like about it is you can sit and video chat with people without buying a membership. But, if you want to do this, you can buy a membership to do so."

So, there's quality, branding, and commissions. I don't want to send a whole lot of traffic to a site and only make ten cents a click. I have

about 150,000 on my dating services list. If it's something that I think they will all click on, and they will all put in their name and/or e-mail for, and I will get ten, 25, or 50 cents a click for that, then I'd absolutely do a promo for that product.

Terry:

Excellent. So, in addition to the pay per click side, there's e-mail marketing that goes into it, and building your list as well.

Rosalind:

Absolutely.

Terry:

But it's all basically fueled by pay per click.

Rosalind:

Yea... that's where the traffic comes from initially. What happens with pay per click, is, because there are so many people going to your site, the search engines go, "Oh... there's value here. People are visiting this site." Then they raise your search engine ranking and then you get traffic through the search engine as well. I'm probably at about a 50/50 split. About 50% of the people come through search engine traffic.

Terry:

Have you done anything to optimize your site so that the search engines like it or does that just happen naturally?

Rosalind:

Other than putting in title tags and description tags, no.

Terry:

So, you just naturally end up getting into the search engines because of the traffic from pay per click.

Rosalind:

Right.

Terry:

That's another beautiful formula. Now, what about whenever you're out there looking for an affiliate program. You're looking for something that's quality that has some branding and external advertising. How do you avoid the scams?

Rosalind:

Well, that's a really good question. Fortunately, there aren't that many scams. It depends on the niche that you're involved in, of course. Contact the merchant and find out what their response is. If they don't respond to you, then that's not something you want to sell. If it's a cheap enough product, then buy the product. Check out their customer service. If you get that feeling that all is not as it should be, then don't bother. Find out what other people are promoting. Contact that affiliate and see what their experience was. They may or may not answer you, but many affiliate marketers are more than willing to help out other affiliates, which is very interesting.

Terry:

So it's a little bit of research and a little bit of gut feeling.

Rosalind:

Right. Absolutely.

Terry:

What about the methods that you use? Do you use different promotional methods for high-ticket items as opposed to low-ticket items, or do you basically do the same thing for any range of prices that you're marketing?

Rosalind:

I do the same for high-ticket as for low-ticket; with low-ticket you'll probably get more volume, and with high-ticket, you'll make more money on the commission, so it's the same approach for both.

Terry:

So that's where it gets really important to watch your conversions then.

Rosalind:

Yea. Absolutely.

Terry:

Because you could get a lot of clicks to your high-priced item and get less sales, but you make more money for example.

Rosalind:

Right.

Terry:

So, to recap all of the things we just went over, how about you start with how you pick a niche in the first place?

Rosalind:

Pick a topic that you enjoy, because that will fill your fire for a long time to come, instead of doing something that you don't like because you think it will make money. The second thing is to go out and do some research online. Use the keyword suggestion tool that Yahoo! or Google provide, and see how many searches there are in any given month. The more the merrier, and also the more competition you're going to have. Don't worry about competition; as long as you plan to be unique in your field, you should do well.

Then, search Google to see what other people are doing in that topic and check their ratings. Those things don't have a whole lot of validity, but, especially with Alexa, if you can find a site with a ranking of under 50,000 and even better under 25,000, you know they're doing a good job driving traffic to the site and having people coming back and you know that that site is probably successful. So, go to the sites and see what they're doing, then do something better yourself.

Terry:

Excellent. Can you explain quickly what a page rank in Alexa is?

Rosalind:

A page rank is a Google method of determining the validity of a page. So many people put so much emphasis on how a page ranks. It's basically an indicator of quality to Google; how many sites link to the site, how much traffic does it get... Google knows everything. Take a little look at it, but don't base huge decisions on either page rank or Alexa rating.

Terry:

What's the Alexa rating? When you said under 50,000 or under 25,000, what does that mean?

Rosalind:

Anybody who has downloaded and uses the Alexa toolbar contributes to the Alexa ranking. So, you can go into Alexa.com, and type in any particular URL that you're interested in, and it will show you what the Alexa ranking is, if the traffic is increasing or decreasing, how many page views per visitor over a period of time (a year or two or

something like that). They just have some ideas on how to determine the value of a competitor or merchants site.

Terry:

Now what would a good rule of thumb be if I wanted to search how many people searched on a keyword? If we went back to the example of palmistry, if I went to word tracker and looked up palm reading, what kind of numbers should I expect to see if it's a good niche to focus on?

Rosalind:

It all depends. It depends if you're going to build a huge content site around it, or just a couple of pages and just send traffic there from search engines to buy a specific product. If that one is the case, as little as 5,000 searches a month on a particular word would be fine. But, if you're planning on building a huge content site on a particular topic, you want a huge number of searches on that topic. Dating gets well over a million searches a month. That's just one word; if you add online dating, or online singles dating, all of those words combined are going to add to a huge market for online dating.

Terry:

That's a good point: you can develop different size sites for different size markets.

Rosalind:

Absolutely.

Terry:

Excellent. So, as far as the research goes, I think that's a very good recap of what you need to look for the research. When you get past that point and get to the point where you're going to become an affiliate and develop your own website, what kind of steps do you need to go through at this point?

Rosalind:

Well, you want to build a site first; select your domain name, make sure it's somewhat relevant to your topic, get it at a good host that offers a C Panel interface because it's easier to learn. Once you've registered your domain, you want to start working on your content. Develop a content plan on how you're going to deliver your information. First you should do core material and answer the questions that all of your visitors are going to ask. Do the beginner,

intermediate, and advanced level. So, if we're still on palmistry, answer the question, "What is palmistry?"

Once you've built that core information, you can link it from your homepage. The homepage needs to be an introduction to your site. It should clearly depict what your site is about, and should welcome your visitors. I think it's a really good idea to have a picture of you on the homepage, or at least, if you don't want to do that, then you need to have an "about us" page that tells about the Webmaster who developed the site and why he/she developed it. People love that sort of thing. It also gives you credibility and builds more trust, which builds more sales in the long run.

So, you want to be linking from the homepage to those various articles. You can start with four or five, and they don't have to be all that long. I should actually take a step back; you could build a site around a blog within a minute or two. Your whole site can be based on blogging technology. The great thing about that is that your articles will be in static pages, and then you can blog on a regular basis; a blog a day keeps the creditors away. You want to plan a lot of that in advance. You and I were discussing earlier, right before the call, about setting things up. If you're going to blog tomorrow, do you know what you're going to blog about? Plan it a week in advance and have a logical progression.

If you're going to talk about dating, maybe the first thing you talk about is online dating safety and articles that you pick up from a news source like Google alert. Just always keep it moving along and going from the next to the next to the next. Always have some syntax and linking there so it's a natural, smooth progression so they want to read the next one. That's another key point: when you know what's coming next, you can give hints and clues and say something like, "Look for this coming tomorrow." So, it keeps your readers interested in what you're doing.

You need to build an autoresponder series with a minimum of seven e-mails sent out to your subscribers who subscribe to your newsletter. It's critical you have a newsletter sign-up form on every page of your site; I usually keep it in the top right corner because that seems to be the best place for people to notice. Another thing you might want to include is incentive for them to sign up. Whether you write a free report of maybe ten points to avoid online dating scams... it doesn't have to be long but it's a promise that you make and encourages people to sign up for your list. That's all of the content that you need

to be developing before you really go live. Once you've got that in place, you can go live with your site and continue with your regular blog broadcast and such.

What I do with a blog is I use the material that I post in the blog and I set it up as a broadcast, so at the same time I do the post, I put it in AWebers broadcast form and send it out to the subscribers. This is because not everybody is going to go to your site everyday. This is another way of letting them know that there's new information on your site. A trick with that is not to put the full blog post in; create some insight and incentive to visit your site. Give half of the story and then say, "To find out what happens, click here," then send them to the blog entry. What that does is that Google sees the traffic coming back to your site and it's going to reward you for being able to drive that kind of traffic to your site.

Terry:

So how does the content in your blog post actually sell your affiliate programs?

Rosalind:

That's a good point; we are selling stuff aren't we? What you want to do is, when you're developing your content, you have to first think about the product. You don't want to sell with every single blog post. You want to have a mix of informative articles and full out sales pitches. I think that the informative articles should always be attached to a product. So, if I was going to sell somebody's book on palmistry and take a topic and discuss it a little bit in an article or blog post. Then, I'd say, "To learn more about this, buy this book." Or, you can write a product review about that book because you like it so much and you can really encourage people to buy it. So, instead of linking them to the merchant's site, you would link them to the review about the book. Then, the link in the product review goes to the merchant page.

So, usually the more work you do, the better off you are. Having a link directly to the merchant's page after saying, "I think you should buy this book," doesn't have nearly as much traction and the conversion rates won't be nearly as good as if you wrote a product review explaining why you like the book and why you think people should buy it. The nice thing, too, is that if you're dealing with one specific niche, it's likely that you're going to be promoting the same product over and over again. I think the mistake that people make is that they promote a product once and then they go off in search of the

next product and the next product and the next product and they never get back to the first product that they were trying to sell.

I like to do it three times in a row; try to keep focus on one topic and week after week after week for about three weeks, keep mentioning that product in your copy. You would be amazed. You may not get as many sales the second time you mention it, but you may in fact get more.

Terry:

Why would that be?

Rosalind:

Some people may not pay attention the first time or they may not think it has that much validity the first time, but if you hammer home the point on how valuable the product or service is, and you're still talking about it, it may encourage them to think that they need that particular product. You don't want to sell people things they don't need, so always talk about relevant things.

Terry:

Right. If we used that model of being able to write an article to promote a product, how many affiliate programs could we realistically be a part of?

Rosalind:

It all depends on how many there are. I tend to minimize the number I keep on my sites. I think I have about 35. There are different niche sites like black singles, Arab lounge, Indian singles, and deaf singles. In the palmistry category there may not be that many products, though. So it really depends on what's out there and what you think is a value to your audience.

Terry:

You have 35 on your dating website now, that's been built since 1998 you said, right?

Rosalind:

Right.

Terry:

So having quite a few affiliate products on there over a long period of time gives you a good amount of time to write the articles you need and relate them to each one. But, for somebody is just starting out in

Internet marketing, is it a good idea for him/her to get 35 and promote them all at once?

Rosalind:

Absolutely not. What you want to do is write the articles that relate in part to the particular product that you're selling. You can go as far as writing a product review before you join the program. You have to remember that merchants are concerned about who is promoting their product and how it's being promoted. So, you don't want to go in there and say, "I'm planning to start a site about palmistry and I want to join your affiliate program because I want to make money." They will see that the emphasis is on money instead of doing a good job promoting their product and providing information. It's all about relationships and adding value as an affiliate.

So, if the merchant takes a look at your site and sees that it's not there because you're applying too soon or that you're not providing content remotely related to your product, they're probably going to deny you access. There are plenty of programs that will accept affiliate applications out of hand, but there are also many who will not. They will look at your site before they approve you. In most cases, you won't know who is who, so it's better to give to get, right?

Terry:

Right, okay. What about getting this content? What if I'm not particularly good at writing? Is there a way I can create articles about specific niches without having to sit and write the articles?

Rosalind:

Sure, there are a couple of different ways. You can look for some significant news and then reference that. You can have a little snippet of the press release or what you saw, since you usually can't include the whole thing without permission, and then put a link to the press release. Also have some of your own comments about that news which adds value. The problem with that is you're giving a free link off your site. You want it to pop a new window, of course, because you want people to remain on your site. A lot of people have a pop-up blocker installed, which is a problem, but you don't want to direct link them because they may never come back.

The other thing you can do is go into article directories like Article City, GoArticles.com, EzineArticles.com, and see if there are any articles written on your particular topic that you think are well written. In many of those, they allow you to use the article but you must include

the author's resource box that includes a link back to their site. Once again, you're working with what I call a leaky link. It might be a good way to fill your site up with content initially, but I would use stuff like that for a very short period of time. One way to more effectively use that kind of content is to use the article and then below the article or resource box, have "If you want to learn more about this..." then have a link to your product review or to the merchant's site. Then, you stand a better chance of making money off of that.

But, if you really don't like to write, the best way to get content without leaky links is to look for private label rights articles or go to Elance or Scriptlance and have someone write an article for you. There are tons of people out there who will write articles for not a lot of money. Some will write a 250-500 word article for \$2. Those articles aren't very good. You want to make sure that that person speaks good English. That's the problem that you run into. Some of the stuff that I see is absolutely awful. If you find a writer, or if a writer bids on your project, insist on seeing some of their past work. It's better if the writer is interested in the topic they're writing about. Maybe he or she is an expert in that field or something. You're really lucky if you can find somebody like that.

Be really specific about what you want. Think of article titles for the next ten weeks or something, and see what they're bidding. Ten dollars is average, but you can spend more for better quality. If you spend \$100 for ten articles that are really good and help your site, you'll be a lot better off than if you spent a lot less for a lot more.

Terry:

And you save a whole lot of time.

Rosalind:

Exactly. You can also put your name on them. You can specify that the articles are going to be under your name. There is legal terminology that you can look up and copy and paste some of that terminology in your project. This will make sure that it's unique and will never be used again, and that you retain the rights.

Terry:

That also takes care of the problem of having leaky links on your website.

Rosalind:

Absolutely.

Terry:

Beautiful. You actually mentioned something that I think is one of the coolest quotes I've ever seen in affiliate marketing. In, The Super Affiliate Handbook, you said, "Don't build a mall, build a theme park." Can you explain that? I think that's a beautiful way to sum up how you build websites.

Rosalind:

I do a lot of consultations with new Webmasters and new affiliate marketers, and I just want to cry when I get to their site because it looks like it's trying to be the next Yahoo!. You can't do that. Yahoo! already exists and About.com already exists. There are already so many big portal sites; you shouldn't try to sell everything. You might think that you're going to make a lot of money selling treadmills, but if your site is about dating, you have to find a really, really good way to link that. In the navigation, you don't want to have autos, dating, jewelry, eBooks, perfume, house wares, and a whole bunch of different items. Keep it relevant to a topic; pick a topic. The more finely niched you can go, the better.

Dating is a huge topic. It's actually a huge topic because there are so many different branches. I have a different page on my site for each of those branches, but the site is really about dating, so it makes it a really big content site.

Terry:

And that's what you're calling a theme park.

Rosalind:

Exactly.

Terry:

You don't want to build a mall that has treadmills and perfume and dating. You should build a theme park that's just dating and has branches inside the dating service. You don't want to have treadmills and try to explain why you need one for dating.

Rosalind:

Right. If you want to do more things, don't put it on your site. You can put it in a blog post. "Be the person who you want to be before you get involved with somebody else. That includes living a healthy lifestyle, especially if you have the expectation of your future partner to also be fit."

Terry:

Right. So you can tie it in, but not make it a main item on your website.

Rosalind:

Right.

Terry:

Okay that's cool. What about using Google AdSense or that type of thing on your affiliate website that you have for dating?

Rosalind:

I think that's valid in some cases if there aren't a lot of products. Depending on how you set up your website... if you have a wordpress blog, and you put AdSense in the sidebar, it's going to show up in the sidebar of every single one of your pages, including your homepage unless you've designated a specific homepage that most people don't do. That is the last thing you want to put on your homepage. You're making cents on the dollar, which makes no sense because you're selling big products with big commissions. Why would you want to make three cents if you can make \$200 selling a treadmill? So, you have to drive them to the page that they're interested in. If you're using pay per click advertising, you're going to do that anyway.

I'm not a huge AdSense fan; I know a lot of people who are, but that's their product. You can start a blog and chit chat about your life, your travels, and what you learn at medical school, and you can AdSense that; this will link to medical products and problems, which people pay lots of money to advertise. So, now you're earning a portion of what they're paying per click, and that could be well worthwhile doing. Then you can add a few products in there if you want. I don't know if I would take advice from a medical student, though. Maybe if they're selling bandages or something.

If you don't have a lot of products in your particular niche, and all you want to do it blog, then AdSense would be a great way to go. AdSense also has alternatives that you could use.

Terry:

The final portion of the business side is preventing commission theft. How do you prevent people from stealing your commissions?

Rosalind:

I think there is way too much concern for that. That's a problem in the business opportunity side of it, or if you're selling affiliate products to other affiliate marketers, because they know about affiliate IDs and links. The temptation there is to find the affiliate ID and swap it out with their own. In other niches, if you're doing mainstream stuff such as dating or whatever, most of the people who come to the site have no idea that the link is your link, and if they make the purchase that day, then you're going to get credit for the sale.

So, I don't worry about it. It's kind of like running an offline business: there is a certain amount of stuff that should be expected. There are some people who just get wound up for losing a \$2 commission, but that shouldn't be the main thought. People should be thinking of how to make more money, and how to share it with those thieves.

Terry:

Help to make the thieves wealthier.

Rosalind:

Yea. Don't focus on the 5%, if it's that high, that you're losing. Focus on the 95% that you're making. It will make you a lot happier.

Terry:

If we look into marketing, a lot of people end up coming up short. It's easy to make up a website and sign up for a bunch of affiliate programs, but the hard part is actually getting traffic to the website so people make purchases so you can make a commission. What's your absolute favorite way to get traffic to your websites?

Rosalind:

I've only mentioned it about 100 times already. Pay per click advertising; you have to love it. There's Yahoo! Search Marketing, Google AdWords, and Microsoft Ad Center, which you may not get a lot of traffic from, but the conversions are really good. What pay per click advertising is, is that you have key words... mine would be online dating, you want to have a lot of different keywords. So, for a keyword like that, I would create an ad that might say, "Avoid online dating scams. Come to my site." Somebody clicks on that ad, and it costs me a certain amount of money. They do it on a bid system; the higher you bid, the closer you are to the top on the list of advertisers, and the more traffic you can get.

You don't always want to be closer to the top because, what kind of person do you want to come to your site? Someone who is really looking for a product, or someone who is going to click on the first thing that they see? You probably want the first type. So, if you put yourself in the third or fourth or fifth site on Google AdWords, those are the sponsored links on the right side of the page, a person who's going to click it is someone who looked at the other ads. If they like what they see, and they click on your ad, the chance of converting to a sale is much greater than if they just click on everything they see.

The trick with pay per click advertising is to make your landing page highly relevant to what you promised them in the ad. So, if you say, "Learn how to avoid online dating scams," when they come to your site, that better be the first topic that you address. You may be selling a book about it, or it might just be an article on your site. If people get what they wanted, then they'll look more around the site and that's when you start to make friends, influence people, and then sign up for your newsletter (that you need incentive for, of course). Once you get them on your list, keep them on your list.

Terry:

What do you have as far as ratios... how many clicks to you get compared to how many sales you make from them clicking through?

Rosalind:

That really depends on the product and the price, but I would hope that I get at least one sale in 100 clicks; that would be the minimum.

Terry:

So you really have to monitor how much you pay per click compared to how much commission you're getting.

Rosalind:

There are guys who check what's in their accounts everyday or several times a day; I am not that person. I look at how much money I made this month, and how much I spent this month. I've been like that for years. So, I don't have a whole lot of accounting to do. But, when you're starting out, absolutely. I did that too. I would look ten times a day to see how much money I spent and how many sales I made. Fortunately, most of the merchants provide real time sales tracking, so you can see at 6AM that you had ten clicks to your site and made one sale. Then you might want to check again a few hours later to see how many clicks there are. It's a real good way to test out campaigns.

If you take a new product on board, such as the Arab dating site, then you want to create a separate campaign that goes to a separate page about that particular product. Then, test it out, watch it, and see if it's converting sales. If it's not, you want to think about if what you say in your ad campaign matches up to your page, and also if you're sending the right traffic. Most of that traffic can be geographically targeted. If you set it up to get clicks from Denmark, and you're trying to sell for Arab dating, it's probably not going to work.

Terry:

So, whenever you're doing the pay per click advertising, do you look at it in the perspective of getting the clicks to that site so people buy a specific product? Or do you think that maybe the person might not buy the product, but they could sign up for the newsletter which may be more valuable than buying the product and never coming back to your site?

Rosalind:

I am more of the broad-brush person. There are so many ways you can do this. If you don't have a list, you better be looking at specific products. That's the good thing about doing list marketing; if you don't sell something, you can still build that list. Not only that, but your site can break tomorrow: maybe a hurricane knocks your server out. But, at least you still have your list. You could write them a little note that says, "Poor me; I'm going broke because a hurricane hit my server. Maybe you want to buy this."

Terry:

That's a new marketing tactic. You call it sob marketing.

Rosalind:

The poor me approach.

Terry:

Do you use other ways of marketing, or is it purely pay per click now?

Rosalind:

I get probably half of my traffic through search engines. What's really cool about that is, the longer your site has been online, the more authority you have. But, even with a brand new blog, because blogging is fresh with fresh content, the search engines love that also. The more you blog, the more you show up and the more credibility you have, especially if it's unique content. They will see if you're duplicating content, and you will probably get kicked out of the engine.

So, that is why I insist that people try to incorporate a blog or use nothing but a blog, because that's super for search engine traffic.

Another is article marketing. It's not as effective as blogging and pay per click, but it does have its value. If you take about 20% or 25% of what you write on article directories, people are going to find those articles, and you've given them permission to post them on your site, which also includes a resource box back to your site. We just started a travel blog a little while back. As well as using search engines as a way to get traffic, I put some articles on directories and people are putting them up on their sites. So, every time you do that, it's another link back to your site, and Google loves links back to your site.

Terry:

Fantastic. Is there any type of marketing that you would stay away from?

Rosalind:

Anything like cross-linking, inserting a huge number of keywords as the same color as the background so they wouldn't be seen by visitors... the search engines know when you do that. Using any of that trickery is just stupid. Go through Google's terms and conditions; they post all of their stuff quite prominently so Webmasters can see and so they can do a better job making a good web. If you abide by what they recommend, your site will do well. So, I don't like the scammy techniques at all.

Terry:

Right. That might work today, but it won't work tomorrow.

Rosalind:

Exactly. And there are so many people who lost their businesses completely when their sites were de-listed, which is crazy. Why risk that?

Terry:

Exactly. You mentioned something just a minute ago about building your list and e-mail marketing.

Rosalind:

Oh, I love e-mail marketing. I'd put that at number two I think.

Terry:

Can you tell us how you manage your list and how many e-mails you send to people and that type of thing?

Rosalind:

It depends on the market. I've been bad before, because it was the only thing that I was using. Here's a good point; don't spread yourself too thin. Don't expect that you can set up 100 sites on 100 different topics and have a different list for each of those. That's better suited for strictly PPC. If you're going to do two big content sites that could be difficult to manage at times... even for me.

I have a big content site in the marketing world, and a big content site in the dating world. I have a whole lot more going back and forth with the affiliate webmasters and the new webmasters who want to learn. I think they're more fun to talk to, so I do a weekly newsletter, and do a few blog posts during the week, or not do any additional blog posts during the week. It depends on what my week looks like.

You can do that any way you want to. But, if you have only one content site, I recommend that you do post. It should be quality information; don't post for the sake of posting. The whole thing is that you build yourself up as a credible source of information within that market and get a list of loyal subscribers and blog readers. Have fun with it, because the more fun you have with it, the more they're going to enjoy themselves as well. Then, you can develop that connection and create a dialogue and go back and forth. It's a great thing.

Terry:

Wonderful. I was wondering if we can look at the stories of things you've experienced in your past nine years? What are some successes that you've had along the way?

Rosalind:

Sending out a single e-mail and making \$15,000 or \$20,000; that's exciting.

Terry:

Wow. Tell me about that one. What did you do?

Rosalind:

I sent out an e-mail for a particular product, and I've been building up to that particular product for a while. That's the trick: when you don't promote with each and every contact that you make, people know that

you're not trying to just sell to them, but that you're informing them as well. So, then when you come across something that you really like, and you tell them about it, they're going to listen. They're far more likely to listen this way than if you sell them a product every time you talk to them. They probably won't stay on your list for too long if you do that.

Terry:

So how big is this list?

Rosalind:

Not too big; it was less than 40,000 people at the time.

Terry:

So how did you do it? You built up to a specific product? Or did you just give them a lot of information and then suddenly you recommended this product?

Rosalind:

I was concentrating on a particular topic in a niche for a while. It was for about four to six weeks that I was talking about a particular aspect of the topic. Then, I said, "This is something you must do if you really want to be successful at this."

Terry:

Can you tell us what it was?

Rosalind:

No.

Terry:

It was a top-secret project.

Rosalind:

Not exactly, but...

Terry:

Let's look at the other aspect of this. Have you had anything that was a real flop and that didn't work?

Rosalind:

Yea... I wrote about it too: "How to lose 14,000 subscribers overnight." I mentioned that I hadn't been in touch with my singles list because I was more with my marketing people. I had my book, I spoke at

conferences, and all that type of stuff. I don't do that in the singles arena. That would be great too if I had that much time or if there were two of me. So, anyway, I wasn't in touch with these people for probably several months, then I sent them a promotional e-mail, and bam: 14,000 subscribers gone overnight. They probably didn't know who I was, and they got this sales message out of the blue. So, it's going against everything that I believe in.

Now, I'm working more on the singles thing. I'm just sending them information, and I'm not going to sell them anything for a long time. They can go back to the site and see if they see a dating service that they're interested in. But, I'm going to try to focus on talking about the mechanics of online dating.

Terry:

How big was this list before you lost 14,000 people?

Rosalind:

It was about 150,000, but still.

Terry:

Yea... that's a significant chunk.

Rosalind:

Almost 10%.

Terry:

Back in 1998 when you first started affiliate marketing, and you didn't know if it was going to make you money or even pan out and work, what actually kept you going and kept you motivated?

Rosalind:

The first check for \$10.99. I said that I was going to make \$22 the next month and \$44 the next month and I actually ended up making much more. For a long time, my objective was to double my income. That would be really nice if I could do that today. I wouldn't be working anymore if that happened. I was also having fun doing it; it was a challenge, and also fun. I wasted so much time making little graphics and using them as logos.

In the beginning, I did a little gardening site, which was a seed exchange really, and my goal was never to make money. I learned how to do web design. I think that the overwhelming desire for money that I see so much, especially in the business opportunity category,

kills businesses. They never even get started because it's just money, money, money, instead of connecting with people with like minds. The world works in pretty set ways. If your motivation is to help people succeed, and have a way to make that happen, it's all going to come back to you in spades. If all you want to do is take, then it doesn't work.

Terry:

I think you just touched on one of the biggest affiliate mistakes there: to chase the money instead of chasing what you want to do. What are some of the other mistakes that you see the common affiliate make?

Rosalind:

Not building a list. I just looked at a site this morning and it was a nice site about interior decorating, and she obviously knew a lot about the topic, but there was no list. She could probably increase her income ten fold if not 20 times simply by having a list.

Terry:

Sounds like she needs a phone call from Rosalind.

Rosalind:

Sounds like it.

Terry:

Is there anything else?

Rosalind:

There are all sorts of little things like not concentrating on design, making websites visitor friendly... it should be seamless. People should know what the site is when they arrive. Navigation should be consistent from page to page. Even things as seemingly inconsequential as color are actually important. Yellow font on a black background is not appealing. It's hard to read and ugly. You could use that if it's extremely huge and you're talking about bumblebees.

You have to be kind of brutal and get people to review your site. Go into a Webmaster forum and ask them what they really think. If people are willing to put in the time to do this, then listen to them. Spending money on investing in your education is good too. I spend tens of thousands of dollars a year on acquiring new products for education. It could help me pick up an idea or two that could help me make more than what I spent.

Terry:

Perfect. What would a typical day in your life be?

Rosalind:

It all depends on the day, Terry.

Terry:

Well, let's take today as an example. Or maybe we should say yesterday because it already happened.

Rosalind:

This is a little bit different, I'm in the process of getting ready to go on a month long trip. So, what I'm doing now is pre-populating my blog and the broadcast portion of my autoresponder to deliver a bunch of material while I'm away. I've still got continuity, no one is going to know that I'm gone until I come back unless they happen to contact my support desk and ask a question that my virtual assistant can't answer. I will be in touch from time to time, but my motivation on this trip is to not even look at a computer. That is going to be hard to do, and I don't think I'm going to be that successful, but if I only look at it every four or five days, that will be a huge success.

So, I was busy yesterday working on articles; I have a presentation this afternoon and I put together a Power Point that took about a half hour since the Word document was already prepared. I was going over what I was going to say because we have to record stuff. So, I wrote one article, and I put together the outline for three more articles, plus that Power Point thing, and I sat in on a call. All together I probably worked for five hours.

Terry:

And that's a hectic day for you.

Rosalind:

That was a hectic day, yes.

Terry:

That's what beginning affiliate marketers can look forward to.

Rosalind:

I would hope so. I know other super affiliates who have offices outside of their home and they have staff because they only do PPC and go directly to the merchants or landing pages or something like that, so they're constantly having to keep track of their search

campaigns and keeping up with the seasons. They put in eight hours a day and then they go home. That's not the kind of affiliate that I would ever want to be. I'm the quintessential lazy affiliate... I like to have that freedom to step back and take that kind of time off.

Terry:

I think that sounds like a much better lifestyle; the other one sounds like a job.

Rosalind:

Exactly.

Terry:

Before we wrap things up, do you have any last minute words of advice for people who are just starting out wanting to become an affiliate or an affiliate who has been around for six months or so fumbling around not really getting it?

Rosalind:

Sure: buy my book.

Terry:

That's very good advice. I can give you a testimonial for that one. That's a fantastic book.

Rosalind:

Thank you. I think that you just need to do it and keep working on it. Rather than reading book after book after book, just take what you learned from one book and implement what they had to say, and start small. Put together one campaign; don't expect to put together a campaign for everything on your site. Start with one, monitor it, and make sure it's working before you go on to the next one.

The only way you're guaranteed to fail is if you quit. The only way you're guaranteed to succeed is if you keep going.

Terry:

Why don't you tell people where to find your book, [The Super Affiliate Handbook](#)?

Rosalind:

SuperAffiliateHandbook.com

Terry:

If someone wanted to contact you, how would they go about that?

Rosalind:

Through my information site for Webmasters, which is NetProfitsToday.com. There are all sorts of freebee information for affiliate marketers and Internet marketers.

Terry:

Well, that's perfect. Thank you very much for your time, Rosalind. I think this has been a fantastic workshop and that affiliates everywhere who have been listening to this will be able to follow the hands-on advice on how to start out the whole thing, starting from research to setting up your affiliate business, right through marketing, and developing their own stories as far as that goes. You've been listening to Rosalind Gardner, from NetProfitsToday.com as well as SuperAffilaiteHandbook.com, as well as myself, Terry Telford, from TheBusinessProfessional.com. Thanks very much for your time.