

# How To Manage and Sell Affiliate Programs

## Includes a Special Interview Section

### 5 Super Affiliates

Their Success--Their Words

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## Introduction

Welcome to *How To Manage and Sell Affiliate Programs*. This book is dedicated to all those people wanting to make money reselling products, services and programs via the Internet.

Making money by reselling another company's product is not a new concept. Businesses have been utilizing this type of sales approach for years. Probably the most well known type of traditional affiliate program would be any commission sales person. They make money by reselling a product for a company and they are only paid when they make a sale. Sometimes they are actual employees for the company and receive benefits and other times they are contractors who receive no benefits but they get higher commissions.

Selling affiliate programs can be a very lucrative business. However, just like commission sales or people who are in business for themselves, it takes a certain amount of self-discipline and determination.

If you have what it takes and you are willing to make a few sacrifices, and you find programs that you believe in and treat you and your customers like people and not numbers, then you will succeed.

How do you know if you have what it takes? If you agree with the following statements, then chances are very good that you have what it takes.

- 1) I want to control my destiny and I realize that I need to give up something now for something better in return.
- 2) I realize that selling any product or service takes time and I understand that with patience and perseverance, I will achieve my goals.
- 3) I will commit time each day to working my program. (A minimum of one hour a day, to start)
- 4) I understand that I must reward myself for the little successes and forget the setbacks, while at the same time learning from my mistakes.
- 5) I am not super human and I cannot work dozens of programs and do justice for all of them.
- 6) I know that in order to make money, I have to spend money.
- 7) I will devote myself to the projects I choose and not allow myself to get drawn into the get rich quick hype that pervades the Internet.
- 8) I am willing to dedicate some time to learn what works for others and continue my quest for knowledge.
- 9) I am willing to help others achieve success as I achieve success.
- 10) I will not give up when the going gets a little tough. I know there will be tough days and I am in this for the long haul. I want to succeed and I will!

## Overview

As you read this book, you will not find dozens of links on every page taking you to places to sell you goods and services. You will not find pictures or graphs designed to enlighten you and raise your expectations. What you will find is the experience of over 20 years of marketing and advertising and the background of someone who has worked and created affiliate programs successfully on the Internet.

I got involved with Marketing by accident. I was about 2 years out of college, wondering what I was going to do with my life when I got my first big break. Actually I created the break myself. I was delivering Pizza's when I read the want ads and saw a position for a Marketing Director. I did not know what a Marketing Director did at that time, but I knew I could do it. I called the number, got an interview and proceeded to sell myself to the owner of this company.

I was going up against people with years of experience, "professionals" in the world of marketing, but I had something they did not have and that was determination and moxie. I knew I had to do something different to get this job, mainly because I wanted to be called a Marketing Director, but also because I

wanted to become a professional. Delivering Pizzas with my background was the not the best use of my abilities.

I told the owner near the end of the interview that I would make him a deal. I would work for him for FREE for 2 weeks. If, after 2 weeks, he did not feel I was the person for the job, we would shake hands and go our separate ways with no hard feelings. Well, the rest as they say is history. I got the job and helped to build this small company of 4 employees to over 40 employees within 18 months.

My next position with a different company was Marketing Director, but I was quickly promoted to President of Marketing, and then to President for a new subsidiary company they created. This might sound like I had it all, and to some people, I did, but not to me. I was making excellent money, but I was working all the time, travelling, even more and I really did not have much of a life. I realized one day that if I did not get out of the corporate world at that time, I never would.

I quit--well resigned and left it all behind me. That was over 5 years ago and while there have been some tough times I have never felt better about my life and what I am doing. I love the fact that my destiny is in my hands and I control how much money I make and how many hours I work.

Now, don't get me wrong, I am not telling you to quit your job and go full-time into affiliate marketing, but if you want to create your own destiny and really live the life you want, you need to start now. Remember, today is the tomorrow you dreamed about yesterday. Start planting your seeds today and after a few tomorrows, you will see that your future and your success are firmly in your control. There is a saying that is as true in nature as it is in your financial world. "The best time to plant a tree was 10 years ago. The second best time is today". The best time to start creating your financial success was yesterday, the second best time is today.

Too many people keep putting off starting a business or taking charge of their life until one day they wake up and it is too late. They are stuck in a job they hate, they commute too long, they can't stand their boss, they are not making near enough money---and---they have no one to blame but themselves!

Don't let this be you. It does not matter whether you are 20 or 70. You can succeed in the online world of affiliate marketing and I am going to show you and tell you how. I am not going to tell you what you want to hear, I am going to tell you what you need to hear. There are thousands of people who will tell you what you want to hear, but all they are doing is enriching their lives by taking your money and more importantly your belief in yourself.

Okay, let's get started. Get something to drink and clear your head of the negative thoughts that pervade our lives. Keep an open mind and absorb the information we are going to give you.

## **Getting Started**

Do you remember your first real job? The anticipation of starting with a new company, learning new things, dealing with new people, trying to absorb everything you can as quickly as possible. Maybe you were a little overwhelmed for a few days or even a few weeks.

Now, remember how you felt after one month. You had learned so much, met a lot of new people and you were comfortable with your surroundings and work environment. You became a regular employee. You did your job and you did it very well. You knew what to do and when to do it and the job soon became a natural order in your life.

Working affiliate programs can give you that same feeling of awe, anticipation and bewilderment, when you first start. There are so many things to learn and understand. There are many new products, services, rules, suggestions, etc.

Now, take a deep breath and remember that if you stick to a good program, and work through the tough times, your day will come. Starting a new program is just like starting a new job. You need to take some time to get to know your new opportunity, get familiar with what is going on, think about how you want to promote this opportunity and set some goals. In short, you want to make a plan!

Do you want to earn a lot of money or just a few hundred dollars of extra income each month? How much money are you willing to invest? Let me stop right here and tell you that you are going to have to invest money. There are too many people and programs on the Internet that tell you can make money with free advertising and free programs. **YOU CANNOT!** Money has to come from someplace or someone. If you think you will be able to generate an income on the Internet with no investment, stop reading right now.

### **Make a Plan:**

There is a phrase that Scuba Divers say and that is: "Plan your dive and dive your plan". Use these words of wisdom for your affiliate program. Make a plan of action and stick with it. If you choose to work a program and you are going to work that program for one hour a day, then make sure you accomplish this feat. Do not jump all over the place and the absolute worst thing you can do is to work a program for a few weeks and then jump to the next program.

I once worked for a company where the President wanted to bid on a project that was outside our scope of expertise and we had absolutely zero chance of getting the contract. I was busy with some very lucrative contracts and I was going to focus my energy on those contracts, and I refused to waste 3 days in bidding on a project that would take me away from my main focus. To make a long story short, I was released (fired) and replaced by a "yes" person. Not only did they not get the new contracts, they lost the current projects I had worked so hard to acquire. His company went out of business less than 6 months later.

The moral of this story is you need to choose your battles. Find a good program and be fiercely loyal to the program. If you believe in what you are doing and you are with a reputable company, and you do your part, you will succeed. Stand by your convictions.

You are going to have people tell you how much money they are making with their program or how you don't have to work at all and you will get paid. Do not believe this. If you do not have to work and you will get paid, why do they need you?

Planning requires you to establish a budget, decide on marketing, have a good place to work, etc. Each of us will plan differently, but the basics are the same. Each of the planning details will be discussed in greater detail throughout this book.

### **Marketing/Advertising:**

All we need to say here is this is the most important aspect of your program. Without advertising and marketing, you are going to fail. Get more details about this most important aspect of your affiliate program later in this book, but remember entire books have been written on marketing and advertising, so we are not going to cover every aspect but we will give you a good overview.

### **Management:**

You are now in management, because you will be managing yourself as well as your affiliate partners. Management is essentially taking care of the business at hand and doing so in a fair and impartial manner.

Managing your affiliate partners should be one of your first issues of the day. Too many people join a program and then are forgotten. I use Outlook to maintain this information, but I also have a customized affiliate management program that works in conjunction with my website. ACT or any other quality contact manager would also work very well. If your affiliate partners succeed, you will succeed. From a marketing perspective, you will spend 80% of your time and money to acquire a new affiliate partner, don't waste this

effort and then let your partners fend for themselves. Keep in touch with them, help them, give them advice and guidance and work them in a manner that will benefit each of you.

The following is some of the information you will want to maintain about your affiliate partners:

*Name*

*Email*

*Phone* - if possible

*Location* - City, State, Country

*Join Date*

*Level* - some programs have different levels of membership such as free, paid, gold, silver, etc.

*Cost of their membership*

*Personal details* are always good to know—B-days, family, spouse, etc.

Maintain this information for each of your affiliates and keep it updated. You should have some form of contact with your affiliates every week. Keeping in touch with your affiliate partners is imperative if you want to be successful. I hear the same thing from members every day about the programs they have joined and then they never heard from their sponsor again—until the sponsor had something else to sell them.

As you build your affiliate partners engage them in a conversation, telephone works best for me, but you can use a chat room, or simply email. Ask them questions; get to know what they need and what they are looking for in the program. I had one guy tell me he wanted to make \$3 million in 3 months. I was firm, but nice when I told him he had the wrong program and the wrong goals.

Let me go off course for a second, you are not going to make millions of dollars in any affiliate program overnight. Can you make money, absolutely, but it is going to take some work and time and investment. There is no other way around it.

I received an email while I was writing this that read: Big Money, No selling, No promotion! It is amazing to me that people fall for this, but then it is amazing when a restaurant is made to pay millions of dollars to someone who gets burned while drinking hot coffee. There are no free rides in this world and if you believe the hype and outright lies on the Internet that you can, I am afraid you are in for a serious letdown and you are going to lose money.

Okay, let's get back to your affiliates. You want to know as much about these people as you can. People like it when someone takes a sincere interest in their lives. People want help and direction and guidance. They will feel better about you and they will be stronger promoters for you and the program.

If all they get from you is email after email telling them about this program or that program or emails that berate them for not making sales, they are going to drop you and the program and never look back.

You are now managing your affiliates and they will respond to your encouragement and help in a positive way. Treat them like numbers and they respond in a negative way.

### **Budgeting:**

This is a very important aspect of your affiliate marketing. Do not believe the hype that says you can make money with no money or rely solely on free advertising. Free advertising does work, but it is a long-term commitment. Remember, all those free ads are going to other people looking for free advertising and wanting to promote their programs.

Decide how much you want to budget for advertising and stick with that number. Maybe you can only afford \$20 a week or \$20 a month. That is fine, use that money wisely, test your advertising and know where your sales are coming from. Reinvest your profits into more advertising using the same resources that worked with prior ads. Drop those resources that do not work and keep the momentum going. Get a

good Ad-Tracker system. A good one to review is [AdAlyzer](#), and you can use it for EVERY ad or link you send. This is the only way you will know what works and what does not work.

If you are sincere about making money online, then it is recommended you budget a minimum of \$100 per month for the first few months. If you have a quality program and use your advertising budget wisely, you will recoup this money many times over. Remember, most people involved with affiliate programs do no advertising at all, so even a small ad budget is going to quickly move you to the head of the pack.

### **Time Commitments:**

The amount of money you make with your program is going to be in direct proportion with the amount of time you spend with it. If you work full-time, then obviously your time is limited, but plan on a minimum of one hour a day. Do not spend 7 hours on Saturday or Sunday and ignore things the rest of the week. You want a consistent approach to your program. Work a little each day or night and get yourself in this mode of thinking. Remember that little saying: inch-by-inch everything is a synch, yard-by-yard and everything is hard.

Schedule your time and stick with it. My father always said that you have to be willing to give up something now, for something better in return. Give up a few hours a week of television, or sleep now, for a more secure financial future down the road. You can do it, but you will need to be dedicated and firm with yourself in the process.

## **All about the Money:**

Let's face it; you are getting involved with affiliate programs because you want to make money. Some people might tell you it is for a greater purpose, but don't you believe it. I saw one program that is supposed to send money to save the rain forests. They might very well send some money to protect the rain forests, but their main objective is to protect their bank account.

As one of our Super Affiliates says in his overview: (you can read this in our Super Affiliate Overview section) It is okay to be rich. But, remember, you are not going to become an instant millionaire; I don't care what program you sign up with.

If you choose the program that is right for you and you work the program in good faith and you give 100% effort and you don't bounce all over the place, you will make money, pure and simple. The amount you make and the timeframe to making money is going to depend on too many variables to discuss. I will tell you again, if you are thinking you are going to make millions of dollars in a week or month or year, it simply isn't going to happen.

You will be in for a letdown and then you will get discouraged and then you will start bouncing in desperation to multiple programs and pretty soon, your budget is gone, your desire is gone and you will have nothing to show for your efforts, but a drained bank account and a very bad taste in your mouth about working programs on the Internet.

Okay, let's talk about payment programs and what the different types mean to you as an affiliate.

### **One-time payments:**

One-time payment programs are when you make a sale and you get a commission-end of story. My personal opinion is to avoid these types of programs. You might make a nice commission up-front, but the big winner is the company you just sold for. They get the sale, and they get the buyers information and they can then continue to market to this person, cutting you out of the picture. You did the work, and they get the glory.

You are in this type of moneymaking program for yourself and if you are with a good affiliate program, you will be in it for your affiliate partners. It is great that you work with a good company that has a good

product or service, but at the end of the day, your ultimate goal is to put some coin in your pocket that will continue to grow.

### **Recurring Payments:**

Remember that now famous phrase, "Show me the money" this is the type of program you want to align yourself with. Recurring payments are setup so you continue making commissions every month for as long as you and your affiliate partners stay with a program.

Find a solid program with recurring payments, as this is your best bet to secure your financial future.

The majority of affiliate programs are 2-tier. This means you sell person A and they sell person B and you get a percent from your first tier (person A) and a percent from your second tier (person B). Generally anything more than 2 tiers are considered to be an MLM program (multilevel marketing), and while there is nothing wrong with a solid MLM program, some of the payment processors such as PayPal and most credit card companies do not allow MLM to be sold through their systems. This reduces the number of prospects for you to sell to.

### **Commission Percentages:**

You will find a lot of similarities with programs on the Internet and the commission payment scale is one of those. Most companies pay 30% - 40% for your first tier sales and 10% – 15% for second tier sales. There is nothing wrong with these types of payment structures if you are okay giving the majority of the money you make back to the company you are working with.

My personal opinion is and will always be to give the majority of income to those people who are helping you sell. Marketing costs of 40% to 60% are not uncommon for many companies during startup and for the first few years of their existence. The companies that don't make it past startup do not understand this aspect of doing business and this is one of the main reasons they fail. You cannot start a business and expect to make money immediately. You cannot get involved with affiliate marketing and expect to make money immediately. If this is your position, stop reading now and focus your attention on something else.

Don't base your entire affiliate program decision on the commission percentage amount, but do make sure you are being paid a fair percentage. Ideally, you will want to get a first tier payout of 50%. With this type of structure you only need to make 2 sales and you will be at break even. This helps you, but it also helps you to recruit. Getting 2 sales is much easier than getting 4 and your prospects are going to look at this aspect of the program just as you will. Your goal is to get profitable as soon as possible and then take your profits and invest them back into your marketing and advertising.

Continue investing your profits back into your program until you are making at least \$100 a month, then you can start keeping anything over the \$100 and investing \$100 in marketing and advertising. If you want to grow quickly, invest everything you make back into marketing and advertising for a full year. After a year, you should be making good enough money that you can pay yourself a nice salary and continue investing back into the program.

Join the best program you can that fits your beliefs and background and find the program with the highest commission payout and the sky is the limit for you.

You can review our System for Success at [ISORegister.com](http://ISORegister.com). We created an industry-leading two-tier affiliate program that earns a 65% payout! That's 50% on direct sales and an additional 15% on second-tier sales. **Make just 2 direct sales and the rest of all your sales are pure profit.** While most companies keep the majority of the profits, we believe in large payouts to our affiliates and keeping our members happy.



**Getting Paid:**

This is the best part of any program, getting your money. Most reputable companies pay every 2 weeks or monthly at worst, and they usually pay once you reach a certain amount due. The industry standard is \$50. Some programs pay immediately and if you find a reputable company that pays instantly and all the rest of their program fits your desires, then great go with them.

The biggest issue is to make sure that you will get paid for your work. This is where more research comes into play. There are a lot of scams on the Internet—yes that is hard to believe, but it is true! PayPal is the standard payment method for reputable programs and now StormPay is gaining a little ground. Some companies only pay via check and this is fine as long as the checks are mailed when they say and they don't bounce. There is nothing worse than making sales for a company and putting your time, energy and effort into a program and then have them not pay you or pay you late.

*A word of warning:* Do not cancel your membership to any program when you are owed money. A lot of times, the cancellation is tied directly into the program system and once you are cancelled all your payment information is immediately lost.

Getting paid every two weeks or even monthly is not a bad deal. As you are starting off, this is just additional income, so when the check or online payment does come, it is extra money and should go right back into marketing and advertising.

The best programs pay weekly and have low payout amounts such as \$10 - \$25. It is your money and you should get it quickly. There is no reason for a company to keep your money any longer than necessary.

[ISORegister.com](http://ISORegister.com) pays you every week when you are owed \$10 or more. This again is an industry leader as most programs pay every other week or monthly and they hold your money until you are owed \$50 or more.

**Tracking Payments:**

Along with getting paid, you will want to make sure that whatever program you align yourself with, you will want to be able to track your sales. Any company that does not give you direct access to your financial information is a company that you should stay away from. You should be able to find out how much money you make daily, weekly, monthly and yearly. You will also want to track how much you have been paid and how much you are owed. Any company that does not give you these details, is a company you will want to stay away from. This is your money and you need this data.

[ISORegister.com](http://ISORegister.com) uses top of the line affiliate software which allows you to log in to your affiliate account anytime you like in order to check all hits, sales and commissions owed. All stats are automatically calculated daily, monthly, and even yearly. Plus the affiliate area is full of ads, banners and marketing resources for your continued success.

**Timeline for Making Money:**

This is usually the first question everyone wants to know when starting a new program. The answer is actually very simple. Nobody knows! People who tell you that you will make \$5,000 in a week or a month are simply telling you a lie. There are too many variables involved for anyone to give you an honest answer. I have affiliates with ISORegister.com who join and make sales the first day and I have affiliates who have been with the program for 2 months and have not made a sale.

From my own personal experience, it is easy to see why people do not make sales, and that is because they are not making any effort to advertise the program. I can review the hits and see that those making sales are getting hits and those who are not making sales are not getting hits. Now, let me tell you one thing here—Hits do not make sales—Qualified customers make sales. This might sound like a contradiction, but allow me to briefly explain this.

If you are selling snow and you setup your store in the North Pole, you might get lots of people coming into your store to get warm or talk, but you are not going to get anyone buying. Now, if you setup this same snow store in the tropics, you are going to get a lot of people coming into your store and you are going to make a lot of sales. Aside from the fact that there are no snow stores, the big picture is you want to find the best possible source of people who are willing and able to buy your products. Hits do not make sales, just like getting people into your snow store will not guarantee you sales - especially if you setup the store in the North Pole!

I mention this at this time, because I have affiliates who get hundreds of hits a day and while they are making sales, the best affiliates are getting fewer hits, but better qualified hits and they are making the most sales.

If you have a good product or service and you are with a reputable company and you do your homework and you market and promote the business to the right people, you will make sales. If you go and buy guaranteed hits—which I have never found one source that works, or if you send ads to the wrong people and you do not know your audience, you are not going to make sales and therefore you are not going to make money.

The timeline for you to make money is entirely up to you. There is no magic about online promotion or making money. Work your program and put the effort into your program and you can start showing a return almost immediately. Sit back and wait for the sales to roll in and you are going to fail.

### **All About the Program:**

There are thousands of programs on the Internet and it seems like hundreds more pop-up everyday. Most programs will not last a month, as they are out to scam as many people as they can as quickly as they can, get all the money they can and they will disappear. Personally, I find it comical to see the outrageous claims made by many companies online. If these same companies tried this type of marketing in the brick and mortar business world, they would not last a day. For some reason, the Internet has become this huge void of companies that promise instant wealth with no investment and no work. I will say this again—and I will keep saying it until people wake up to the realization that if they can show you how to make so much money with no work and no selling and no investment—What Do They Need You For?

### **Choosing a Program:**

If you are already involved with a program that you like, then skip this section, if you have not chosen a program, then prepare to do some research and make absolutely certain the program you join is right for you. Not just financially, but personally and professionally as well. There is a new website called [Look2Gain](#) that will allow you to search and research programs of interest.

Rule number one when choosing a program is DO NOT BELIEVE THE HYPE! If a program guarantees you will make money, find out how they can make this guarantee. Get other affiliates names and contact them. Research-Research-Research. Forget free programs. If a program is free, where does the money come from? Someone has to pay in order for you to get paid. If you are not willing to invest money to make money, why would anyone else?

There are programs for just about everyone. There are programs for marketing, medical, health, animals, environment, training, and the list goes on. If you choose a program that fits your background or belief, you are much more likely to do well. Having knowledge about a specific product or service will put you ahead of the learning curve and allow you to take a leap forward in your sales approach.

### **Free Programs:**

By now you might have gotten the hint that I am not a big believer in free programs. Not only am I not a believer, but also they are some of the biggest scams on the Internet. Yes, there are some people making

money off free programs, but only the ones who started the program. All 5 Super Affiliates say the same thing when asked about free programs—They don't work and where does the money come from?

If you are going to sell a product or service, but you are not willing to buy that product or service, how can you honestly tell others to buy? Now, if you are selling jets or super high priced products, this does not hold true, but to my knowledge there are no jet selling affiliate programs on the Internet. Buy it, own it, use it, believe in it and sell it.

At our company, only paying [ISORRegister.com](http://ISORRegister.com) members are licensed to resell memberships to the ISOR System for Success. We believe in setting good examples and all of our affiliates are paying members as well. This is the only way to really know a program inside and out and to be able to answer questions to prospects about your products and business opportunities.

Here is the way free programs work: You sign up for a free account, the company now has your email which will be sold to anyone with a heart beat. You will also be promised the world and part of the Universe to get you to upgrade to a paying membership or to buy a book or other product that will guarantee to make your sales explode. They will give you instant downlines—people who also joined for free and the same people will most likely be the downlines for other free members. Do you see where this is going? You have just giving this company permission to blitz you with promotional opportunities, offers, products and services and they know a certain percentage of people are going to either upgrade or buy a product. The numbers game that only works to their favor.

Think about it,  $0 \times 0 = 0$  and  $0 + 0 = 0$  no matter how you look at it. It doesn't matter whether you have 1,000, 10,000 or 100,000 free members in your downline, if no one upgrades your income is a big fat 0.

My personal advice is to steer completely clear of free programs. If you are not willing to invest money into the program, why should anyone else?

### **Paid Programs:**

Since the Internet started, free was the order of the day; so paying for anything online became a very unnatural mentality. This is similar to the way television was before cable took over and got people conditioned to paying. However, paid programs on the Internet is the only way to go.

Putting your money down and actually buying the product or service you are selling shows that you believe in the product/service and you can easily transfer that belief to others, even without seeing them face-to-face. Why should I buy from you, when you don't even own what you are selling? This is similar to going to a Ford dealership and the owner of the dealership driving a Chevy or the owner of the Chevy dealership driving a Ford. It would never happen. There is nothing wrong with either of these automobiles, but if you are going to sell Fords you need to drive a Ford and if you are going to sell Chevy's, you need to drive a Chevy.

You do not have to spend hundreds of dollars a month for a good paid program, and I am not recommending that just because the program is not free, that it is the one for you. What I am saying is that putting your belief in the program by buying the program, you can honestly tell potential customers that the program works and I am proof.

*One word of caution regarding paid programs:* There are some nutritional supplements that make you buy their product and give away free samples. I do not agree with this, as this is just a sneaky way to get you to buy their products. They are getting their money for the products and they will tell you that this is a marketing expense for you. In reality it should be a learning expense. If a company wants you to give away the product to get people to buy it, then they should give you free samples. Be cautious of this approach as you are essentially buying the product, making someone else money with the hope of making sales.

Even if you are in a paid program, it still does not guarantee you will be successful. Remember, there are thousands of programs available and thousands of people promoting those programs, so you need to

differentiate yourself from the crowd. You do this by not following the leader. All good programs will give you ads and banners and links and tell you where to promote. These ads and resources are a great starting point, but take the ads and tweak them a little so they read a little differently. Create your own subject headings and whatever you do, do not start a subject line with Re: or Fwd:.. These are so overused on the Internet and it is deceptive. You might get people to click on the link, but as soon as they see it is an ad, they will be gone. I am not sure what so called Guru came up with this bright idea, but it is simply bad business to trick people into opening your offer. Again, the so-called Gurus are going to disagree with me because they will tell you that the main objective is to get your message opened.

I don't care how many messages get opened, people are too smart and savvy today and when they feel they have been duped, they are gone and you won't get them back. I believe in treating people like they have a brain, not like they are sheep that follow what everyone else does. If you have a good paid program and the value-add is there, you will make sales; that is the plain and simple truth.

Find a good paid program that is not over-hyped and that offers a good variety of tools and resources, and that people can afford and work it with your heart and you will do well. When you first start out, stay away from the high priced programs (those over \$50 a month). Your market is greatly reduced by working these types of programs. Start with a less expensive and quality program and then work your way up. I called this the Step process while I was in corporate marketing. I started clients out with a \$9.95 book and within 6 months I had gained enough faith from them that I was able to sell them consulting and training at over \$1,500 a day.

If you show your downline that they can make money with an affordable program and you build up a nice downline of several hundred or several thousand people, then you can start looking at higher priced programs. You have a prospect list that you have already helped, so they will naturally go with you into another program.

### **How Many Programs Should You Work:**

Another question that is asked by people on a daily basis is how many programs they should work? When you are starting out, you should find one program and give it your complete and total attention for a minimum of 3 months. Again, do not believe the hype that you can make thousands of dollars in a few weeks with no work and no investment. It is just an outright lie.

Get into a good program with a reputable company that offers something that you can believe in and something that is needed and devote your attention to that program. Learn about the marketing techniques used on the Internet, read about what is working and what is not, research ways to separate yourself from the competition. You are going to be buried working just one program, so why push yourself. I get dozens of emails each day with offers to buy or join or do, but remember, you need to choose your battles and choose them carefully.

After you have started to make money with your first program and you have a good system in place for marketing, advertising, management, contact management, time management, then you can begin to review other opportunities. Working too many programs would be similar to a restaurant owner, trying to cook, serve, clean, wash dishes, manage, answer the phones, take to-go orders, etc. You cannot do everything and do it well and this is one area where people make a big mistake. They start a program, and if they do not make immediate sales, like the sales hype told them they would, they get disheartened and jump to the next great program.

I had one affiliate who joined [ISORegister.com](http://ISORegister.com) and started out with a dozen sales her first week. Since that first week, she has made no additional sales. In talking with her affiliate partners, I found out that this is what she does. She joins anything new and then bombards her downline with the offer. She gets her initial investment back, but her downline is left to fend for themselves. Several of her affiliate partners have told me they are dropping all programs she is associated with, so she will no longer get commissions with them. Some of these programs, they are even making money with, but they are so mad at her approach, they are willing to lose money, to keep her from getting money.

Keep this in mind as you grow your affiliate partners. Take care of the people who take care of you. Focus on just the program or programs that you can do well and you will do fine. Attempt to take on too much and the fun will be gone and soon so will the profits.

### **Hype-o-Meter:**

I have mentioned the hype of programs several times throughout this book, so now I want to spend just a little time on it in more detail. Below are some ads I have received in the last couple of days.

The Next Billion Dollar Product—*Yes, but for who?*

Guaranteed! We do the work! You Get The Check!—*If they do the work, then why do they need you?*

First week of Pre-Launch—*I actually have seen this same ad for over 3 months now. I guess their week is a little longer than mine.*

Make Over a Billion Dollars in less than 3 weeks!—*This is my personal favorite. Anyone who sent this guy money deserved to be ripped off.*

Before you believe the hype and fall prey to these companies even if they say they are giving you a membership. Stop and ask yourself a couple of questions. Why would they want to give you a free membership? How could I possibly make a billion dollars in 3 weeks? Does this company have a phone number or physical address?

That brings up a major point. If you go to a site and there is no contact information other than an email address, go onto the next one. If a company will not post their complete contact information at their site, how can you believe they will be around in a week or month? Too many online companies provide a contact form or email address and that is all. I do not do business with any company that operates in this way. If they do not give me a telephone number and a physical address that can be verified, they will not get my money or business. This leads us directly to our next section on Customer Service.

### **Customer Service:**

What is good customer service? Good customer service is when a company will respond to your email questions on the same day they receive it. Not an autoresponder that says they received your email and they will respond when they get the chance, but a real person sending a personalized email with your questions answered or telling you when they will answer it.

I am amazed when I see a company say, they will respond within 48 – 72 hours. Can you imagine going to a major department store and being told they would be with you in 48 – 72 hours! They would be out of business faster than that.

When you choose a program, make sure they have qualified and quality customer support. Send them an email or try calling them and see how they respond to your questions. Are they knowledgeable about the product or service? Do they show genuine concern with any issue you bring up? Are they sincere in responding to your questions? If not, go find another company to work with because if you cannot get your questions answered, your customers and affiliate partners won't have success in this department either and they simply will not stay with the program.

When you are working a program and run into an issue, you need support right then, not 2 – 3 days later and not from an automated response. Companies need to understand that they work for their affiliates and not the other way around. You are doing them a favor by making sales for them, and make sure they treat you like the important person you are.

Customer Service and the hype a company puts out go hand in hand. I had a company I once used to buy solo ads. The first few times I used them, they were great. Then their service began to slide and within about 4 weeks they hit the bottom. My ads were not delivered on the days they were supposed to go; the

wrong subject headings were used; free ads I was promised were not delivered. I contacted the owner and voiced my concerns and the response I got back was: I am a very busy person, I am human, I make mistakes. No apology, no refund, no offer to run my ad again and guess what? NO more money from ISORRegister, Inc. to his company.

If you do not get good customer service, I strongly recommend you drop the company and find a company that wants your business and wants to work with you. They are out there and they will be the ones who will be around long after all the over-hyped businesses have gone the way of the over-hyped dot-gone companies of two years ago.

[ISORRegister.com](http://ISORRegister.com) has links to all contact information on every page of every website in the ISOR System for Success. We can be reached anytime by our toll free number(s) and email accounts posted on our contact page. We have even gone a step further by providing Live Support on our websites. We have operators standing by to help you while visiting any of our websites.

## **Advertising and Marketing Your Affiliate Programs**

I don't care what business you are in or what the owners of the company tell you or what the ads say, you are going to have to advertise your affiliate program to be successful. There is a reason why 95% of the people working programs do not make money and the reason is because they do not advertise. If you were to establish rules, then rule number 1 would be to advertise and rule number 2 would be if you have any questions about what to do to succeed, then see rule number 1.

There is a saying that goes like this:  
He who has a thing to sell,  
And goes and wishes in a well.  
Is not as apt to get the dollar,  
As he who climbs a hill and hollers.

Think about all the advertising the large companies do. Wrigley's gum, Budweiser, Coca-Cola, Pepsi, HP, Dell Computer, AT&T, Holiday Inn, Southwest Airlines. All of these companies are household names, yet they continue to advertise and market their names and their products and services. They do this because if they did not, even as large as they are, they would quickly lose market share. Lost market share results in lost revenue and lost revenue results in going out of business.

The following story is a good indication of why repetition sells.

### **Frank Was the Leader**

#### **Read this short story:**

Frank was the leader of the football team. Joe carried the water. Mike carried the equipment. Phil handled the schedule. The team played well because Frank was the leader. Everyone looked up to Frank, because he was the leader. The other members of the staff did their jobs and did them well, but because Frank was such a good leader, everyone else had an easier time with things. The team won the championship this year because Frank was the leader and made sure everything was in order. Thank you Frank. After you have read this story, click [here](#) for a short quiz.

I want to repeat what I said earlier. If you are not going to advertise your affiliate program, you are not going to make money.

Okay, so you are ready to advertise your opportunity: Where do you go? What do you do? Who do you trust? How much do you spend? What type of advertising works best? I am going to explain some of these issues in this book, but keep in mind that entire books have been written about advertising. If you have

additional questions, please see my bio for my contact information. I am more than willing to answer any additional questions you might have.

I have spent thousands of dollars in the last 3 years with every type of advertising vehicle you can imagine. Guaranteed hits, search engine submissions, email campaigns, solo ads, sponsor ads, articles, Press Releases, classified ads—free and paid, Safelists, FFA's, Banner and pop-up ads, Radio, newspaper, reciprocal links, Copy writers, telemarketing, direct mail, teleconferences, and the list goes on.

For the Internet and for my money, the best advertising opportunity available is solo ads in reputable ezines. Hands down, nothing comes close to the results I get from these ads. I will cover these in more detail later, but first I am going to give you an overview of some advertising options in general.

**Warning 1 - Do not expect sales with guaranteed hits:** All you are going to get are hits. Hits do not generate sales, qualified customers generate sales. Too many people on the Internet are still under the assumption that if your website is getting a lot of hits, then it must be good. This is far from the truth. I would rather have 100 people come to ISORegister.com and have 9 join, then get 10,000 hits and 2 or 3 join. This is the same rationale as you working with 5 affiliate partners. You will have a lot more time to work with 5 people and give them quality time, then work with hundreds of people and multiple programs. We would rather devote our resources and time to work with those people who are sincerely interested in making a positive change in their life and income as opposed to dealing with people who cannot or will not make a decision regarding their financial future.

**Warning 2 - Be very careful where you spend your advertising dollars:** There are a lot of scams on the Internet. Many companies will promise you the world and you will only get dirt. If it sounds too good to be true, it probably is. Read the testimonials on sites and if there are none available, ask for references. Be cautious of sites that do not provide contact information such as phone numbers or physical addresses. Send an email request and see how long it takes to get a response.

Now, it is not always possible for an Internet owner to respond to every request instantly, however same day responses must become the rule not the exception. You as the buyer of advertising must dictate this to people you do business with. I just bought an ad blast of 300,000. I was told the ad would run on one day, but it did not run until 5 days later. I tested this 300,000 blast vs. a solo ad to 5,100. Cost for the blast was \$75, the cost for the solo ad was \$15. I used identical subject lines and ads for this test. The blast received 49 hits and 0 sales. The solo ad received 45 hits and 5 sales. The blast was a complete waste of money and most likely a scam. There is no way the discrepancy can be this great between 2 campaigns.

**Final Warning - Be very careful of FREE sites:** You are going to come across a lot of sites that tell you that you can make money online with no investment or advertise for free. These are all hyped up ways to either get your email address and bombard you with ads, or get you into a program only to get you to upgrade your free membership to a paying status. Be careful when reviewing Free offers. All sites use the word FREE and most use it correctly in that you will get a FREE e-book for buying their product or service or they will give you a FREE upgrade when you buy their basic service or product. However anyone who tells you that you can make money online for FREE is telling you an outright lie. If you can make money for Free, or by only working a few minutes a week, then everyone online would be millionaires. Nice to dream, but it just does not work like that. These people prey on lazy people who don't want to put forth any effort and want the world handed to them on a silver platter. The reality is, the money has to come from someone and that someone will be the people who think they are getting the program for free.

### **Solo mailings and Paid Safelists:**

Solo mailings work very well, but be careful with free Safelists as they rarely do anything more than fill up your mailbox. There are some good paid Safelists available but be careful when you join these groups as you will receive a lot of offers from other Safelists members. The benefit of a paid Safelist is when people pay for something they tend to be more responsive to reviewing your offer. You can get very high quality solo ads for less than \$40, and even if you only get one new affiliate partner, you will more than recoup your cost. One affiliate selling for you can be worth over \$2,000 per month in revenue if you work with that

person and help them succeed with you, and not for you. The other huge benefit of solo ads vs. mass emails is that you can subscribe to the ezine you are placing the ad with and make sure it is sent the day and time requested and looks the way you wrote it.

### **Paid Classified Ads:**

These can be a great source to test the waters of an ezine before you spend money on paid ads. This assumes you are tracking your hits and sales using an ad-tracking program. The problem is it takes a lot of time to find and pay and write these small ads and place in a variety of ezines. You can use an ad blasting service such as My Wizard Ads, but you will not be able to track each ad in each ezine. However using a service such as this is a good way to get a lot of advertising out for a little money. Don't expect too much of a return as these are classified ads and are not read by a lot of people. It is a good source of branding for a program, just getting your name out in the marketplace so people will know you are a legitimate program.

### **Free Classified Ads:**

These ads are usually given away in most ezines to maintain and increase their subscriber count. The better ezines will place classified ads throughout the ezine and not just at the bottom. This gives your ad a better chance of being read. Similar to paid ads, these can be a good source to test the waters for future paid advertising. These are time consuming, but if you are tracking your ads, you might find a good resource for paid advertising.

As an example, I ran a free ad in one ezine in early March 2003. I was considering running a solo ad in the same ezine in April 2003, but when I researched the hits of the classified ad, I found it had zero hits. If the classified ad had even received one or two hits, I would have bought the solo ad, but with zero hits, it became too much of a gamble.

### **Sponsor Ads:**

These ads are located in the top, middle or bottom of well-known ezines, and are good if you choose an ezine that fits the criteria of your target market. It is also a good idea to get your sponsor ads in an issue with a compelling article. If the ezine has a good readership, then these ads make an excellent tool, as they will be placed right before or after the articles. They are more affordable than solo ads and you will get a better response rate than classified ads.

Prior to placing an ad in any ezine, you should subscribe to the ezine and read it for a few weeks to make sure it is well written and informative and not full of links and free ads. This will also help you to verify that your ad was sent on the day and time promised. Also, you want to make sure the ezine is not sending several ads per day every day of the week.

Research your advertising very carefully. Cheap is not always better. In October 2002, we ran an ad in one ezine that boasted they had over 300,000 readers. The cost of the ad was \$90 and they were supposed to run it twice. We got a total of 9 hits from both ads and 0 sales. In another instance, we ran an ad that went to 5,500 people at a cost of \$20. We received 2 sales from this one ad and more importantly each of the new members joined the affiliate program and has made several sales each.

Target your mailings regardless of the median you use. It does you no good to send 100,000 ads, if the people receiving the ads have no interest in your offer. It is much better to send smaller number of ads to very a focused group of people. Your response will be better and your cost will be less.

### **Free for All (FFA):**

These are similar to free Safelists, you are going to get a mailbox full of ads, but little more. FFA's were great when they first came out, but just like most free ad opportunities, they were quickly inundated and became a lost cause. One thing to also remember is that a lot of companies that will tell you they will send your ads to millions of people are simply posting it at FFA pages. They are doing what they say, but they



are not doing justice to you. The upside of FFA paid sites is you get a lot of email addresses that you can then send you private ad to without worrying about Spam.

### **Mass Emails:**

This is another area you will want to be extremely careful when using. You have probably seen the companies that promise to send your email to hundreds of thousands of people for a very low fee. Most of these are scams and should be avoided. There are some very reputable email companies on the Internet, however it has been our experience that even with the reputable companies, you will not get a very good response and the costs are a lot more than solo ads in the best ezines.

### **How Much Do I Advertise?**

The short answer is as much as you can. If you invest \$100 in advertising and you get \$200 in business, then you would be wise to take \$150 and reinvest it back into advertising. Continue this cycle until you have built up a solid line of affiliates and then show your affiliates this method of advertising. Remember, free advertising is a long-term process. Paid advertising will get you quicker results and that is your goal. There is no reason to wait 4 – 6 months to get a return on your advertising just because it is free. Your smart competitors are going to use paid advertising and they will be eating at your market share while you are waiting for the free ads to work.

A rule of thumb is to spend a minimum of 40% of your gross receipts on advertising. If you make \$1,000 a month, then spend at least \$400 on additional advertising. Test different ads and different ad opportunities. Track your ads and reinvest in those places where you see a solid return.

### **How Much Will Advertising Cost?**

This varies by vehicle. I have purchased email campaigns for \$250 that got nothing and I have spent \$15 on solo ads that gave me a 1,500% return on investment. Stay away from the super-cheap advertising opportunities. I have seen guaranteed hits of less than \$10 for a million hits. I don't think much of guaranteed hits anyway, but this was just a pure scam.

Again, the best rule of thumb is to plan on spending 40% of your income on advertising. However, do not spend money just to spend. Use your money wisely. Ask other people what works for them, think about what works best for you when you are reviewing a product or service. What catches your eye? What ezines do you read? What don't you like? What makes sense to you will most likely make sense to other people.

Be consistent with your advertising and your advertising will be consistent with you. Do not run an ad one week and then wait 3 or 4 weeks to run more ads. You are much better off running ads each day or every other day then running a bunch of ads for a week and then stopping for a couple of weeks.

### **Ad and Link Tracking:**

This is one of the most important things you can do when advertising. If you are not tracking your ads, you are simply wasting money. When I first started advertising online, I used Excel, MS Word and Outlook to track my ads. I was also creating a new sales page for each campaign. This took hours to track my ads. It did save me money in advertising, but cost me money in time and lost productivity.

Ad-Tracking programs allow you to create special links that you can insert in your ad copy and these links will direct people to your sales page. The beauty of them is they will keep track of your hits and some will even track your sales. You will know exactly what ad or ad copy, place of ad or search engine is bringing you the results you desire.

Even if you only use free advertising, it is imperative that you track your ads as even free ads take time to create. If you have ads running in 10 places, but 9 of them are not producing, then dump those 9 and concentrate more energy and resources on the one place that is working.

At [Ad-Alyzer.com](http://Ad-Alyzer.com) you can easily and affordably track, manage and analyze all your ads, web links and ad campaigns. Save money and time regardless of the number of ads and links you need to track.

## Final Thoughts

Well there you have it, managing and selling your affiliate programs is not a magic pill and it is not rocket science. It is pure business 101. Working affiliate programs puts you in control of your own destiny. It can and will be extremely rewarding to generate your own income and build your own little empire. It can and will be something you will be very proud of, as it is an accomplishment that not many people achieve.

Do not believe the hype, but instead believe your heart. If something seems too good to be true, it probably is. The unfortunate reality of the Internet is that there are many people who only want to take advantage of you and your money. They only care about themselves and they do not care what happens to you once they have your money.

Research any affiliate program before you commit any money, even if a friend recommends it highly, you should be sceptical. Good companies have nothing to hide and are willing to share whatever information you need to make a decision. Do not join any program where email is the only contact option. If a company will not talk with you or provide a physical address, then they are most likely not a real company, but a computer in someone's basement or garage.

Advertise your affiliate program aggressively but be smart about where you spend your dollars. Work with your affiliate partners and make them successful and you will be successful. Be honest and upfront with new affiliates and do not tell them what they want to hear, but tell them what they need to hear. You might lose a few sales upfront, but you will have better affiliate partners in the long run and the long run is what you are after.

There are no instant millionaires on the Internet. You can make money, but it is going to take time and patience and resources. If you are unemployed, do not attempt to start an affiliate program. There are no sure things in affiliate marketing and there is no way to guarantee your income.

If you have additional questions regarding affiliate management or marketing, I am more than willing to share my successes and failures with you and give you whatever guidance I can to help you succeed. You can contact me using my contact information on my bio page, but remember, I am not going to be a rah-rah for you and hype you up with visions of million dollar paychecks. I will tell you what I have done and what has worked the best for me, and that is all anyone can do for you. Your ultimate success relies on your own desire and creativity, and tenacity.

**Without looking back at the Frank story or below for the answers, answer the following:**

- 1) Who was the leader?
- 2) Who carried the equipment?
- 3) Who handled the schedule?
- 4) Who carried the water?

Most people, who read this, know that Frank was the leader, however less than 1% gets more than one of the other answers correct. This is not a measure of intelligence, it merely shows that people need to see and hear about something multiple times before they will remember it. This is why we all need to constantly advertise.

## ***Super Affiliates*** **Their Success—Their Words**

The following 5 Affiliates were asked the same 13 questions. They were chosen because each became profitable within a few weeks of joining ISORRegister.com, and they continue to make sales and produce revenue for themselves and their affiliate partners. In addition, they are successful in other programs and are willing to offer their knowledge to you. The answers they give to each question are their own with no coaching from anyone.

These people were not paid for taking their time to answer the questions. They are all willing to offer their advice and knowledge because they remember what it was like starting off and trying to get help. As you review these Super Affiliates, please note how similar their advice and answers are. None of the five know each other nor did they have any contact with each other.

They give the facts and what is working for them. Follow their advice and their strategies and you too can be successful.

### ***Michael Hooker***

TeamSuccess #1 For All Your Marketing Needs

<http://www.MichaelHooker.com>

<http://www.DebtReallyStinks.com>

Email: [Michael@MichaelHooker.com](mailto:Michael@MichaelHooker.com)

After working for over 25 years in sales I realized that if I wanted to make serious money I needed to build a residual income so I would also be paid tomorrow for what I was paid for today. With the 2 programs I am working and the 5 year goal I have set I will one day be able to leave my J.O.B.

#### **1) What are your criteria for joining or choosing affiliate programs?**

VALUE: Being in sales for over 25 years I've learned that people will "buy your service or product" if they can see a true value that will fill a need they have.

TRUTH: Truth in advertising is a must as hidden costs or misleading statements is not acceptable.

#### **2) What are some of the marketing methods you personally use to promote your programs?**

LEADS: I purchase opt-in leads from a couple of reliable firms with no complaints of Spam. I then "get to know these people" through 'welcome' and 'offer-to-help' emails.

SAFELISTS: I send these same emails to 8 (currently) lists.

FFA SITES: Occasionally I will submit my URL to these sites. I do not own an FFA site myself.

I WILL NOT PURCHASE 'GUARANTEED HITS TO WEBSITE'. When I was young in this business I did purchase for \$30 300 guaranteed hits and the company did deliver. However, these people were paid to hit these sites and had no intention of using my product or service.

PAID ADVERTISING: This is a so-so way to advertise however, it can be expensive. I paid \$50 to advertise my site on a weekly ezine to about 3,000 subscribers. I made 2 sales. REMEMBER, from a list of 3,000 subscribers only about 30 to 90 subscribers will actually read the ezine.

#### **3) What do you recommend for new affiliates regarding marketing and advertising?**

Try various types of advertising and track your results. I am not really good at this. I use a shotgun approach and need to get better at tracking.

**4) What are the typical response rates for new campaigns as well as seasoned campaigns?**

I'm not sure what you mean by campaign. If you mean email campaign then changing the subject line and contents is very important. I can see from tracking the click results on my emails to my opt-in lists that not changing these items will result in a dead mailing. I've emailed over 20,000 to my list and have had zero clicks.

**5) Ad Budget--Do you establish a budget for new programs? If so, is it always the same or does it vary depending on the program, the programs potential or your financial situation?**

In the 2 years I have been online I have only worked 3 programs. I have several advertising programs however, for a real money making program I want to keep my focus fairly narrow. I am currently only working ISO and SFI. I have a very limited budget, as making 2 house payments for the time being is very restrictive. I honestly believe that the newcomer to online marketing can be successful, with the right companies, and keep their expenses between \$50 and \$150 per month.

**6) How much time do you spend working your programs each week? Each Program? What are the criteria for determining how much time you spend?**

I believe the time a person spends in their business will determine their success. If they want to make a few dollars each month then a few hours each month will work. If they want to build a company that will replace their J.O.B. then they must invest 5 to 10 hours each week.

**7) What is your opinion of Free Affiliate Programs?**

I have found very few free affiliate programs that are actually free. SFI is definitely free and gives one the opportunity to sell many products and services and make a serious income.

**8) What is your opinion of Paid Affiliate Programs?**

Paid affiliate programs are OK as long as much of the fee is returned to the affiliate as ISORegister is structured.

**9) What advice would you give to new affiliates? This can be anything you feel these people need to know.**

Study the opportunity you are looking into. Talk with others who have been with the company and get their opinion. AVOID HYPE!

**10) In your opinion what is the single most important thing a new affiliate needs to know or understand to make them successful?**

A new affiliate must have a desire to make money.  
A new affiliate must remember that building an organization takes time and effort. There are NO get rich quick schemes that work.

**11) In your opinion what is the single most important thing a new affiliate should not do?**

Be consistent with your efforts. Work, work and work will determine your success.

**12) How many programs should a person be involved with? Starting out as well as once they get seasoned.**

As mentioned earlier, I can only focus on just a couple of opportunities. I need to be sold out to what I am offering. NO hype, just real, honest and sincere dedication is hard to spread wide among several programs.

**13) Anything else you want to add: Your thoughts, opinions, comments, suggestions, etc. regarding any aspect of affiliate programs.**

Don't wait to learn how to do everything before you get started. In other words, jump in with both feet and realize it's OK to make mistakes then, learn from them.

***Damon Smith***

<http://www.haileyscometweekly.com/>

I was a outside machinist for 16 years until I got hurt and had to find another way to support my family, I started BeyondTraffic Pro Safelist to give clients a safe way to advertise their service or program, I started my own newsletter after 8 months of research and found that having a list of clients made it easier to start my downline in my affiliate programs, I believe in ISOR and it will turn out to be one of the best marketing programs to ever hit the internet! If you follow what I am doing you will succeed with the ISOR program, That is guaranteed!

**1) What are your criteria for joining or choosing affiliate programs?**

I look for the tools that come with the program and the payout, if the program has better tools then the payout that is what I go for. The reason is because the more advertising tools you have the better the response there will be for the affiliate program

**2) What are some of the marketing methods you personally use to promote your programs?**

I can't stress this one enough! Ezine Advertising (Solo ads, Top sponsor ads) Ezines are still the best advertising there is for the buck, Pay-Per-Click search engines is another great resource for advertising that works! And of course links, Link exchange is a growing business for getting your affiliate program out in front of a targeted group.

**3) What do you recommend for new affiliates regarding marketing and advertising?**

Same as above!

**4) What are the typical response rates for new campaigns as well as seasoned campaigns?**

Response rate is very high with the ezines. It is targeted to Marketing & Advertising, Lead programs is a must when it comes to affiliate programs.

**5) Ad Budget--Do you establish a budget for new programs? If so, is it always the same or does it vary depending on the program, the programs potential or your financial situation?**

I try to start out with a small ad budget, Test, Test and Test some more before you get into spending big money on your advertising, Free advertising works but paid advertising is the best, It takes a little to make more, Ad Tracking is a must here! Stay with the small spending when testing, then when you find an ezine that you are getting 5% or better on the response then go back to that source and hit it again! It works!!

**6) How much time do you spend working your programs each week? Each Program? What are the criteria for determining how much time you spend?**

I like to spend 6 to 8 hours a day 5 days a week on my programs, I have found that if you keep at it you will succeed. If you think you are going to make the big money by just sitting back and waiting then you're in the wrong business! It is just like working on the outside of the net, You go to work for 8 to 10 hours a day so why not spend that same time on your own business!

**7) What is your opinion of Free Affiliate Programs?**

THEY DONT WORK!! and that is the truth! Show me an affiliate program that is free that you are making the big buck off of and I will join!!

**8) What is your opinion of Paid Affiliate Programs?**

They are the real deal! You can't make anything from nothing!

**9) What advice would you give to new affiliates? This can be anything you feel these people need to know.**

Keep testing your ads, Use the Ad Tracking to track your ads to see what places work best, Again Solo ads in Ezines are the best bang for the buck.

**10) In your opinion what is the single most important thing a new affiliate needs to know or understand to make them successful?**

Same as above never give up! The Internet is the biggest moneymaker in the word today!

**11) In your opinion what is the single most important thing a new affiliate should not do?**

Never give up! If you keep at it, good things will come, Remember it is your new home business and no one can take it from you.

**12) How many programs should a person be involved with? Starting out as well as once they get seasoned.**

Pick ONE good one like ISOR, Support is important and if you can't get support you are spinning your wheels. It is ok to belong to more then one until you find the one that works for you, Also position is important, Get in at the top!

**13) Anything else you want to add: Your thoughts, opinions, comments, suggestions, etc. regarding any aspect of affiliate programs.**

I have found that owning my own in-house list is the best way to get started. Start a Safelist or a newsletter. Get your own list of clients. This way you get a good downline started before you have to advertise to the public!

**Charles Larke**

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I am retired from the medical field and have been for about 6 years...I just turned 60 and look and feel line 40... Genes I guess, but attitude does help... LOL... I got started in Internet marketing as a way to occupy my spare time about 12 years ago. My experience has been both eye opening and frustrating at times. I've made all the mistakes. Joined all the wrong programs, and eventually made a success out of it. I've learned a lot in the process and am willing to share what I've learned with anyone who can show me that they are, honest, determined, and willing to do what it takes to succeed....I don't want to work for a living and am not interested in sceptics or negative people. Either you want my help or you do not.... It's up to you...I reserve the right to be selective because I know what I have to offer. God has been very generous and kind to my family and me....

**1) What are your criteria for joining or choosing affiliate programs?**

Realistic and lucrative pay plan, flexibility, gut feeling,

**2) What are some of the marketing methods you personally use to promote your programs?**

Bring in existing contacts and affiliates from my existing networks, Paid, tested advertising to both independent sources and ezines, word of mouth.

**3) What do you recommend for new affiliates regarding marketing and advertising?**

K.I.S.S. and never make a false claim or one you cannot support.

Test your ads in FFA and safelists before spending money on large advertising venues. But most important of all= ATTITUDE. It comes through in your ads and conversations. Nothing is more powerful than a positive attitude.

**4) What are the typical response rates for new campaigns as well as seasoned campaigns?**

It's all in the numbers.... everyone knows that and if you don't you probably shouldn't consider Internet marketing as a source of income.

**5) Ad Budget--Do you establish a budget for new programs? If so, is it always the same or does it vary depending on the program, the programs potential or your financial situation?**

Varies, financial situation is important but not as important as getting results. Good results will remedy your financial situation.

**6) How much time do you spend working your programs each week? Each Program? What are the criteria for determining how much time you spend?**

It's your business. You have to work at it no matter what it is. I put as much time into it as I can, usually about 1 to 2 hours/day/ program...Sometimes I will group my efforts and save some time there...promoting 2 or 3 at a time...I would recommend that you don't get involved with too many programs. They tend to dilute your efforts...One primary and perhaps 1 or two secondary ones is manageable.

**7) What is your opinion of Free Affiliate Programs?**

If it's free, where will the money come from to pay you???

**8) What is your opinion of Paid Affiliate Programs?**

Paid is ok, but I never get involved with programs that require minimum purchases. They will tell you that you have to be a user to be a believer...I'm not here to be a test dummy. I'm here to do what I do best and that is to get people into programs where they can earn a living....

**9) What advice would you give to new affiliates? This can be anything you feel these people need to know.**

Don't get involved unless you are willing to do the time and effort necessary to succeed and clear your mind of any negative thoughts or ideas. They only get in the way...I know a lot of capable people who fail because they are injustice collectors or have a negative attitude.... It's ok to be rich. Really it is...

**10) In your opinion what is the single most important thing a new affiliate needs to know or understand to make them successful?**

"ATTITUDE" followed closely by "DETERMINATION"

**11) In your opinion what is the single most important thing a new affiliate should not do?**

Know your program and be true to yourself.

**12) How many programs should a person be involved with? Starting out as well as once they get seasoned.**

I have addressed this question in a previous question...1 to 3.

**13) Anything else you want to add: Your thoughts, opinions, comments, suggestions, etc. regarding any aspect of affiliate programs.**

There are a lot of programs out there. Some good, Some not so good...one rule of thumb is: Never get involved if the claims are too fantastic and be leery of those who seem too eager to count your money...No one is going to make you a millionaire overnight or in the near future.....NO ONE.....ask to speak with other affiliates and/or the founder of the plan.

***Patricia Creasy***

<http://208.39.187.170/727/ISOLeads>  
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I started marketing online two years ago. I started with simple free programs and graduated to paid programs about six months down the line. I now have my own domain, 4 Safelists, and two ezine newsletters. I am in one dynamite program, the first to ever pay me every single month. My newsletter has expanded from 200 subs to over 2400. I am about to start publishing the newsletter for my program at



ISORegister, which will make three newsletters that I publish. I get about 50 to 60 visitors to my domain daily and it was ranked in the thousands among the search engines. Which may not sound like much until you consider that there are millions of listings out there. I love to fish and was at one time a member of a bass club and came in fourth among 13 men in a state tournament. Quite an accomplishment I thought.

**1) What are your criteria for joining or choosing affiliate programs?**

I choose programs that have the potential to build my residual income. I am interested in programs that are affordable so that other people will be willing to pay to join. These programs have to have a number of web tools that I can use to promote their concept.

**2) What are some of the marketing methods you personally use to promote your programs?**

Solo ads are working right now for me. I also use Autoresponders that I developed to promote whatever program I am building at the time. Traffic Attractor Safelist mailer is one of the other ways I promote my programs. Although, I try to work on one program at a time, I currently am subscribed to about 76 Safelists.

**3) What do you recommend for new affiliates regarding marketing and advertising?**

Ezine advertising is another promotional tool I use. To me ezine newsletters are the best marketing tools on the Internet. To start with, I only subscribed to the ones with Free ads. This was to test the waters so to speak. Then I graduated to solo ads. I only use solo ads that have a contest question with them. This makes the readers go to the website and most of the time read to find the answer to the question. You have a much better chance for readers to turn into subscribers or members when they have to actually visit and read the material at the website.

New affiliates are usually hesitant to spend much money on marketing and advertising, so I recommend that they start out with the less expensive or Free advertising. This way they don't get discouraged and drop off or jump to another program.

**4) What are the typical response rates for new campaigns as well as seasoned campaigns?**

New campaigns usually go over much better than seasoned campaigns. The reason for this is that there are a lot of people out there who will jump on a new program as opposed to an older program. These people are usually called pre-launch junkies. Also, people like to get in on the top when everything is new in order to build a huge downline. Which is easier to do when the program is new.

**5) Ad Budget--Do you establish a budget for new programs? If so, is it always the same or does it vary depending on the program, the programs potential or your financial situation?**

My ad budget is based on my finances. Each program is different. If the program is new, then you can get by with a low budget simply because people like new programs. When the program is older you may need to spend more money on advertising to get people to join. I also use Autoresponders and leads to do a lot of my advertising. The autoresponder is free, but the leads are not. I usually try to get 50-200 new leads a month.

**6) How much time do you spend working your programs each week? Each Program? What are the criteria for determining how much time you spend?**

I work all night every night on one program or another. I spend more time on the program that is working than on one that is just not producing like it should. Like I said I try to work on only one program at a time. Especially if the program is working, then I put a lot more energy into promoting it.

### **7) What is your opinion of Free Affiliate Programs?**

I use Free Affiliate Programs to promote the programs that are paying me money. If you wait for people to upgrade from a free affiliate I am afraid that you are wasting your time. Don't get me wrong I have a lot of Free programs, but I use them for exposure and to promote my paying programs. Free programs just don't ever pan out. People I have found won't spend money when they don't have to.

### **8) What is your opinion of Paid Affiliate Programs?**

Paid programs are much better. They offer more tools and better team members. If you pay for the program you are more likely to promote it to at least make your money back. I would recommend that you use your free programs to promote your paid programs. I have found that if you have to pay for the program, you will work a lot harder to make it profitable.

### **9) What advice would you give to new affiliates? This can be anything you feel these people need to know.**

New affiliates need to be trained and given support until they are comfortable that they can go it alone. If they aren't then they will jump to a program that offers them the training and support they need. My advice to new affiliates is keep in touch with your Team leader and pick their brains for any information that will help you succeed. Don't try to reinvent the wheel. In other words, use what is working. Why try something that you aren't sure will work when there are plenty of things out there that are working. If it works for someone else, chances are it will work for you, also. Don't be afraid to ask questions. The only dumb question is the one that is never asked. Keep an open mind and follow the advice that your sponsor gives you. I am not saying don't be creative, but if it is not broken don't try and fix it.

### **10) In your opinion what is the single most important thing a new affiliate needs to know or understand to make them successful?**

The single most important thing a new affiliate needs to know is how to set a goal and stick to it. One of your goals should be to learn all you can from your team leader. Then apply what you have learned to your team. When your team members succeed then you will succeed! In other words, learn the ropes from your team leader then pass it on to your team. Cultivating your team will be the second most important thing you will do as a team leader. Listen, Learn and Train are the 3 necessities in this business!

### **11) In your opinion what is the single most important thing a new affiliate should not do?**

Newbies make this mistake all the time. That is joining too many programs at once. You want to try them all and end up getting burned. If I could get one message through to a new affiliate it would be stick with one program until you have mastered it and then move to another.

### **12) How many programs should a person be involved with? Starting out as well as once they get seasoned.**

I wouldn't be involved in more than two to three programs at once. Two free programs that promote your paid program are ideal. This also goes for the seasoned marketer. When you divide yourself between more programs than that, you start losing track of what program you did what in. It's like when I am in school. I take two subjects only and do very well in both whereas if I took three or four I would only get passing grades in each. That is if I am lucky. So concentrate on just one paid program and maybe one or two free programs.

### **13) Anything else you want to add: Your thoughts, opinions, comments, suggestions, etc. regarding any aspect of affiliate programs.**

So, to sum up only do what you are capable of doing at one time. Set a goal and stick to it. Make sure that you don't spread yourself too thin. Ask questions and learn all you can about your program. Then pass it on! Keep on top of new developments. Be excited about your new program and it will spread to your team members. Don't let setbacks get you down. The old saying is "When life throws you a lemon, make

lemonade!". Believe me there will be down times and there will be up times. It is up to you to cope with each and don't ever give up.

## ***John Olson***

<http://shop-money-time.com/>

<http://TGIF-Marketing.com/>

I live now with my Son Matthew in Brooklyn Park Minnesota. My Wife of almost 17 years passed away March 6th of 2003. I am an Actor doing mostly Commercial work, both on and off Camera. Though this business has fallen on hard times for most in my area. I have tried my hand at writing Screenplays, having completed 6, with a 7th that has been not been finished. And no, I have not sold one... I started out online marketing several years ago as a way to be home with my Wife and Son as she was a chronic pain sufferer. I spent too much money chasing dreams of the "Get Rich Quick Crowd" and learned my lesson. In the summer of 2002 I wrote and started marketing my own Free 10 Day Marketing Course called TGIF Marketing.

I have learned that there are no easy answers and No Secrets to making money online, other then time and work. I have also learned that Family is the Most Important Part of Your Life. Take care of them first and the rest will follow.

### **1) What are your criteria for joining or choosing affiliate programs?**

The criteria I use now is a lot different then what I was using when I first started. Now the first thing I look for is a product or service that I want or could use. If I don't want the product or the service offered, then I don't join. I may join a program that offers something I already have if I can see a real need for it, for others and it's priced right.

There was a time when I joined things because of someone else's hype. Or because I thought it would be simple to make money with whatever it was. That was the wrong reason to join. When I did that and the money promised didn't start coming, I lost interest, and a lot of money.

If you like and want the product or service being offered, even if you don't make money right away, you will stick with the program because you want what they offer. The money is not the reason you joined.

But if you join because you Like and Want the Product or Service, you are going to tell people about it, you will be excited to and you will sell it naturally, honestly.

I have joined a lot of things over the years. I have dropped many of them and will no doubt drop some more that I joined for the wrong reasons.

So, I look for products and services that I want and need. Then I think about joining and promoting. If I like and use the product or service, the money to be made from marketing it will come with time.

Join an affiliate program for the product or service and worry about making money later.

### **2) What are some of the marketing methods you personally use to promote your programs?**

The best way to market, is to build a Mailing list first.

Have you ever wondered how all those Big Dogs make so much in almost any program they promote? It's because they have a mailing list. They have worked on that list for a long time. They have built relationships with the people on that list. They have built trust.

There are many ways to build a mailing list. Offering free products, like E-books and reports is one way. A lot of people have done that.

As for other methods I use for promotion. I write comments to Newsletters, which allow me to have my link in my signature. I write only my honest thoughts and opinions and through that I build my Websites reputation and my own.

I have posted messages in MLM message boards. A lot of them let me have my site address in my signature also.

I have used Hit Exchanges and Start Page Exchanges. With Hit Exchanges, to get the best results, you need the right kind of page to send people to. A page that loads quickly and if possible, has a web form to request more information, linked to an autoresponder. People who click through with the exchanges don't have a lot of time to wait for something to load. And they may not be interested in looking around. After all, they are clicking to get hits to their own site. But if you give them just enough information on the page and a way of requesting more, you just might get yourself a good lead and maybe a sign up.

I have used Safelists and E-zine advertising also. Using Safelists can be a waste of time for some people. But if you use them correctly and as often as you can, you may have some fair results. The key is to write a good subject line. Something that will make them stop and click to open the E-mail and read.

I have used E-zine advertising too. Both paid and free. Paid ads, either Solo or Top Sponsor ads work the best for the money. The key again is writing a good ad, tell just enough to get someone interested. Enough to get them to want to know more and have to click on your link or send you an E-mail to find out more. You should subscribe to a lot of E-zines. If you can subscribe before you spend money on an ad, just to see what kind of things and ads are being run. Make sure that the subscribers are the kind of people you want to market your program or product too.

There is something that most new people don't understand when they start marketing programs on the Web. In order to build your main program, to get people on a mailing list, you have to offer them something they want. That may not be your main program, it might be something like FREEenLeads, or it might be Traffic Swarm, which doesn't build a mailing list, but gets your ad out there. Or some free offer just to get them to subscribe to your mailing list.

Whatever method you use to market and promote, one Very Important thing you need to do is, Track your Ads. If you don't track, you don't know what is working and what is not. And the best and cheapest way to do this that I have found is to join with ISORregister.com, and use the AdAlyzer program that comes with the membership. It's one of the Best Values online that I have run across.

### **3) What do you recommend for new affiliates regarding marketing and advertising?**

Whatever you do, especially if you use free tools and sites to promote, you must keep at it. Mail to your Safelists as often as you can, everyday if possible. And with the same ad and subject line for at least 8 to 10 days before you change it.

If you do Hit Exchanges, then set aside an hour or so everyday you can, to click away and drive some traffic to your site of choice.

If you place free Classified ads, then make sure you are placing them often and if there is a way to update them so they appear higher on the page, then log in and do it everyday.

If you can't afford to pay for ads in E-zines and have to use free ones, then make a chart so you know when each E-zines free ads need to be submitted and follow it. And keep track of ever Zines special requirements. Some of them request a code of some kind for each free ad placed.

Try and target what you advertise to the people who will be viewing the ad. If everyone is a marketer, and

trying to build their own business, then offer them some tool type programs with things they need. Tell them why they need it and then offer it to them. Look for marketing programs, like ISORegister, that offer a lot for not too much money. They are out there, look for them.

#### **4) What are the typical response rates for new campaigns as well as seasoned campaigns?**

If you are tracking your ads, then you will know what's working and what's not. Normally, when a program first hits the Web, you can expect there to be a lot of promotion going on around it. You will see ads for it everywhere. This will die out in a short period of time. Not that the program will die, though it does happen, but that it's not the Hot New Thing anymore. People will still be marketing it, but it won't be the program of the Week or Month anymore.

If you can find a new program that hasn't been marketed much, then you can get a head of the herd. But it's always a risk, going full bore with a New Company. Many come and go and you can't always tell which ones are going to last.

And here is something to think about. Even though you have the hottest program in the World, and they all think they are, and you market to Hundreds or Thousands, the response rate will never be as large as you thought it would. People tend to be sceptical about online programs. Too many have been burned before or heard of those who have. Also, there is just so much hype running around, that they don't know what or who to believe. So, it takes time to build anything. That's why building a mailing list and trust through that list is so important.

Before you start a campaign, you need to know what ads work and what ads don't. That is where tracking comes in. Once you know what works, then you can plan your campaign.

Here's a general idea of what to expect with any campaign. About 10% of the people seeing your ad may click on the link and view your Website. And about 1% to 2% of those will actually sign up. Some campaigns and programs will do better than that, but you should count on these percentages until you see what it's going to do.

#### **5) Ad Budget--Do you establish a budget for new programs? If so, is it always the same or does it vary depending on the program, the programs potential or your financial situation?**

Right now, I don't set a budget for anything, but I should. But marketing a newly joined program is always something I think about. And it does depend on the type of program. The type and placement of any promotion needs to be of concern depending on what type of program it is.

If you are marketing a Tool program, meaning a program that has as it's main function to help others market something else, then you have narrowed your target audience to almost only those who have something to market.

If you are marketing a program that has a wide appeal, then you can look for lot's of online and off line forms of promotion.

I will throw my time into any program that has something I am excited about and it doesn't matter how much or how fast the program is set up to make me money. I want to promote things that I like to use and that I feel are a good value. A low cost program can be a win fall if you get behind it. And a high priced program can kill your bank account before you see a dime in commission.

The goal is to build a group of members in whatever the program is and help them to build themselves. Once you have a group growing, your job is training, not promoting.

Expect to have more sign ups and traffic at the start of a campaign, but know that it will slow down once it's has run for a while. But by then, you hope you will have a downline that starts building for you. That's called teamwork.

## **6) How much time do you spend working your programs each week? Each Program? What are the criteria for determining how much time you spend?**

At this time, I work my FREE.netLeads group and my own TGIF-Marketing.com 10 Day Marketing Course. It is better to work building a list of people who trust me and will listen when I recommend something.

If you are building a Mailing list, then Market that and mail to them at least once a week with updates as to what is happening. What's good and what's not. Or whatever you want. Build some trust with the people on your list.

I have almost stopped Marketing anything else. I focus on my list. There have been times I will market a new program separately, but not too often. The List is the Key...

## **7) What is your opinion of Free Affiliate Programs?**

Free Affiliate Programs can be good. It just depends on what it is. I have a lot of free Affiliate Programs on my site. All the Shopping Links were free to get through things like Link Share and Commission Junction and others. It takes time to build any kind of income with them, but once in a while someone buys something and I get commission.

As for free to join income Network Marketing type programs, they will still require a lot of work to make more than a few cents. Think of it this way.... Someone has to buy something in order for anyone to be paid anything.

If you are thinking of some of the Paid To Read E-mail programs out there, the only way you are going to earn much of anything is to recruit a LOT of members under you. If you are just reading them by yourself, you will earn next to nothing. And you need to read carefully the member agreements of each one and pay attention to how much you need to have in your account before they agree to pay you.

And beware of programs that tell you that you can join free and make a Ton of money by getting others to join free. When you see something like this, you need to ask yourself a question, "Where is all this Money Coming From?" It's got to come from somewhere... Generally, free to join Affiliate Programs get you what you pay for....

## **8) What is your opinion of Paid Affiliate Programs?**

That depends on what the cost is and what is being offered.

Of course, a paid Program generally means that a product or service is being sold and commissions are paid on that. But there are things to watch out for.

Be very careful of programs with HIGH start up costs. Many of these use the start up costs to make money. They know most of the people who join will fail. So they set up a high cost to start and call it Training or a Start UP Kit. They know they are going to make Money from these. If you turn into a marketer, great they will make even more money through the start up costs when you recruit new members. Most of them also will fail... But the company Makes Money either way.

If you see a program with a product or service you like, you need to think about how much it costs and is it worth it. Many times MLM Programs inflate the price to be able to pay High commissions to their members. When the cost is High, the line is, "Well, just 3 sales and it's covered." Or something along those lines.

That's garbage.... If you think it's a hard sell because of the cost, then so will most everyone else who looks at it. If the cost is high, watch out.

Another type of paid program to watch out for are those that promise an income without having to sponsor anyone. Think about it, someone has to be sponsoring or there will be no one joining. If you just set there

and wait for the money train to come in, you will be waiting a long time.

There are even some programs that want you to pay a high price something you can get much cheaper somewhere else, but claim you will be paid even if you don't sponsor because of all the marketing the company is doing. They will even go so far as to tell you what you will be making.

Any Company that Tells you what you will be making is leaving it's self open for lawsuits when their promises fail to come true. Even if members are earning at the beginning, at some point the bubble will burst and the whole thing will fall flat on its face.

Note: Gifting Programs are illegal, no matter what the Website or someone says. And programs that have a Chain Letter format, like adding your name to a list and then removing someone else's name so yours is on the top or bottom, are also illegal even though they say they aren't and offer some kind of so called product Say away from them, Period.

**9) What advice would you give to new affiliates? This can be anything you feel these people need to know.**

Learn everything you can about the Company and the Program. Use the Products or Service offered so you can talk about it from experience.

Never join Anything for the Money some Website or Person says you can Make from it. Join ONLY because you Want what is being offered.

Find away to build a mailing list and let them get to know you.

Your own Website is important at some point. Sure Companies give you one, at least the good ones. (some charge you for it, that is something to watch out for. It costs them next to nothing to give members an affiliate site, so if they charge for it, they are making Money from you)

With your own site you send a message, that you are a real person who is serious about their business. It doesn't cost that much and there are deals all over. Just be careful from who you get your site. I would stay away from MLM programs that offer a Website as a product, unless they have been around for a long, long time. The reason is that your site is one of the most important tools you have, and MLM's come and go on a regular basis.

With everyone marketing the same members sites, it will be refreshing for someone to pop into a personal site and see something different about the program. Also, if you have your own site, you control what is being presented. You control the content, links and banners. Not to mention, you can offer all of the programs you have joined from ONE site.

**10) In your opinion what is the single most important thing a new affiliate needs to know or understand to make them successful?**

You need to understand that it's going to take time and Work. Never believe the hype on a Website. They all make it sound so easy. The biggest Lie is, "Just get them to the Website and We will do the selling for you."

Getting people to the site is the hardest part of building a business. And NO Site is going to do ALL the Selling For You.

The best time to start a Home Business is when you have a normal Job and money coming in. The worst time is when you just Lost Your Job and have No Money coming in.

Any business takes time, work and money to get going. ANY BUSINESS...

**11) In your opinion what is the single most important thing a new affiliate should not do?**

See my answer to question number 9.

**12) How many programs should a person be involved with? Starting out as well as once they get seasoned.**

The number is up to the individual. But at least One Good "Widget" program that you can talk to anyone about. And at least One Good "Tool" program to help others and yourself market.

Now as you get more and more into this business, you will join many smaller programs that say you can make money marketing them, like safelists. In my experience, you hardly ever get a paid sign up in these things. You join them because you want the service they offer.

There are some free to join and use programs like Traffic Exchanges and special little programs like Traffic Swarm which you should join and promote to your mailing list. These can help you get your message out and help those who join do the same.

**13) Anything else you want to add: Your thoughts, opinions, comments, suggestions, etc. regarding any aspect of affiliate programs.**

I think I have covered most things already. But I want to go over some of them and see if there is anything I forgot.

1. Don't join anything for the Money. Join because you want what they are offering.
2. Don't expect things to happen over night. No matter what someone tells you, they never do. It takes time, so plan on that.
3. Don't try to start a business when you are out of work. You need money coming in to pay the bills with some left over for the programs you join and marketing.
4. Find a way to build a mailing list. Whether you do it yourself, or join some program like FREEnetLeads. Whatever you do, start building and keep in touch with them.
5. Keep at it. Don't be jumping from program to program. Find what you can get excited about and stick with it. And I mean by excited, getting excited about the product or service, NOT the Money you think you can make.
6. One of the things I forgot is Follow up with members who join programs through you. And I mean more than just a "Welcome Aboard" E-mail. I mean follow up with thoughts and suggestions, helpful links and more. To do this, you need a good autoresponder program. I set up one for just about every major program I am involved with. ISORegister offers a great deal on one and it has received rave reviews from those who use it. You get one with your membership and a discount if you want more.



**Darryl Graham is President and Founder of ISORegister, Inc. After spending nearly 2 decades in corporate marketing, he founded ISORegister, Inc. and proceeded to build a company with products and services that people can use and afford.**

Mr. Graham graduated from Stephen F. Austin State University in Nacogdoches, Texas with a BA degree in Communications. He created his own major by combining classes in Marketing, Sales, Journalism, Radio/Television, Speech, Advertising and Public Relations.

Building and creating innovative approaches to marketing and sales has been a trademark of his career. His first two positions in marketing were as Director and under his guidance, both companies increased revenue over 1,200% in less than 2 years.

Darryl has spoken and lectured at many conferences and tradeshow and has had numerous articles and papers published both on the Internet and in traditional print.

Throughout his career, Darryl has been involved with both large and small companies, but his real love is helping to grow companies and providing his customers with a service that will benefit them both professionally, personally and financially.

ISORegister, Inc. is the culmination of over 25 years of business experience and a variety of lessons learned. It is an innovative business structured for the success of its members.

The sites currently developed or under construction by Darryl and his team include:

- [ISORegister.com](http://ISORegister.com)- is a complete business system that includes membership to all of the above sites as well as a 65% total payout affiliate plan where you can earn outstanding commissions. That's 50% on direct sales and an additional 15% on second-tier sales. **Make just 2 direct sales and the rest of all your sales are pure profit.**  
  
\*\*Only ISORegister members can resell memberships.
- [Ad-Alyzer.com](http://Ad-Alyzer.com)- Revolutionary link tracking and reporting tool. You'll save money on your advertising budget by knowing which ads are working and which aren't.
- [Look2Gain.com](http://Look2Gain.com)- gives you access to hundreds of ebooks and dozens of software packages and the number grows each month. You can also earn extra money with products that include resell rights.
- [ISOTrainer.com](http://ISOTrainer.com) - is the ultimate training site. You'll learn from those who are already succeeding and you'll save tons with partner discounts.
- [ISOResources.com](http://ISOResources.com)- gives you access to hundreds of ebooks and dozens of software packages and the number grows each month. You can also earn extra money with products that include resell rights.-.
- [ISORotator.com](http://ISORotator.com) (**Coming March 2004**) - is a first-class tool you can use to promote multiple sites, help your downline succeed and reduce your advertising costs.

ISOResponder.com - On drawing board and will be released in mid to late 2004

Each site serves a specific purpose and creates value by itself and all together give you a system for success unlike anything on the Internet.