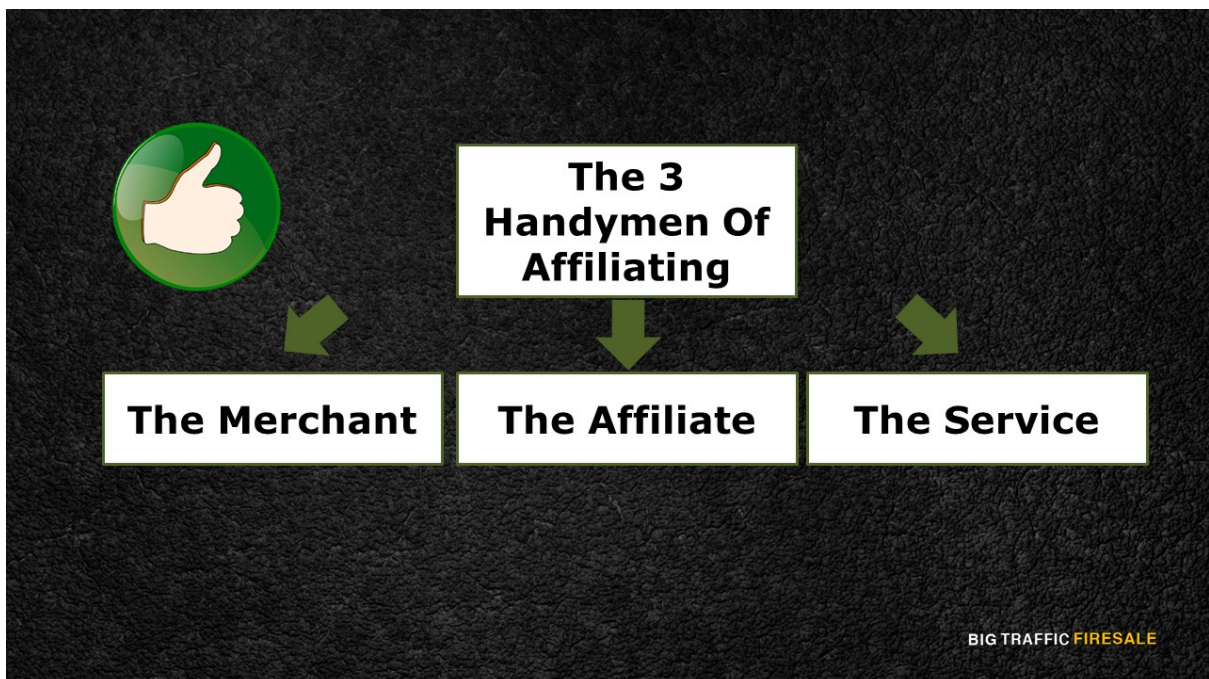


6-1 - The 3 Handymen Of Affiliate



S1: Let's introduce you to the 3 handymen of the affiliate program.



S2: The 3 important things needed to ensure a successful traffic generation using Affiliate Program are, The Merchant, The Affiliate and The Services. These 3 handymen are the backbone of your online business and without any of these 3, you won't be able to gain the amount of traffic to your website thus, facing a decline in your performance.



S3: Firstly, The Affiliate.

An Affiliate Program requires you to seek an affiliate or associates, to help advertise, and sell your products or services on their website, provided with a link to your main website as well.

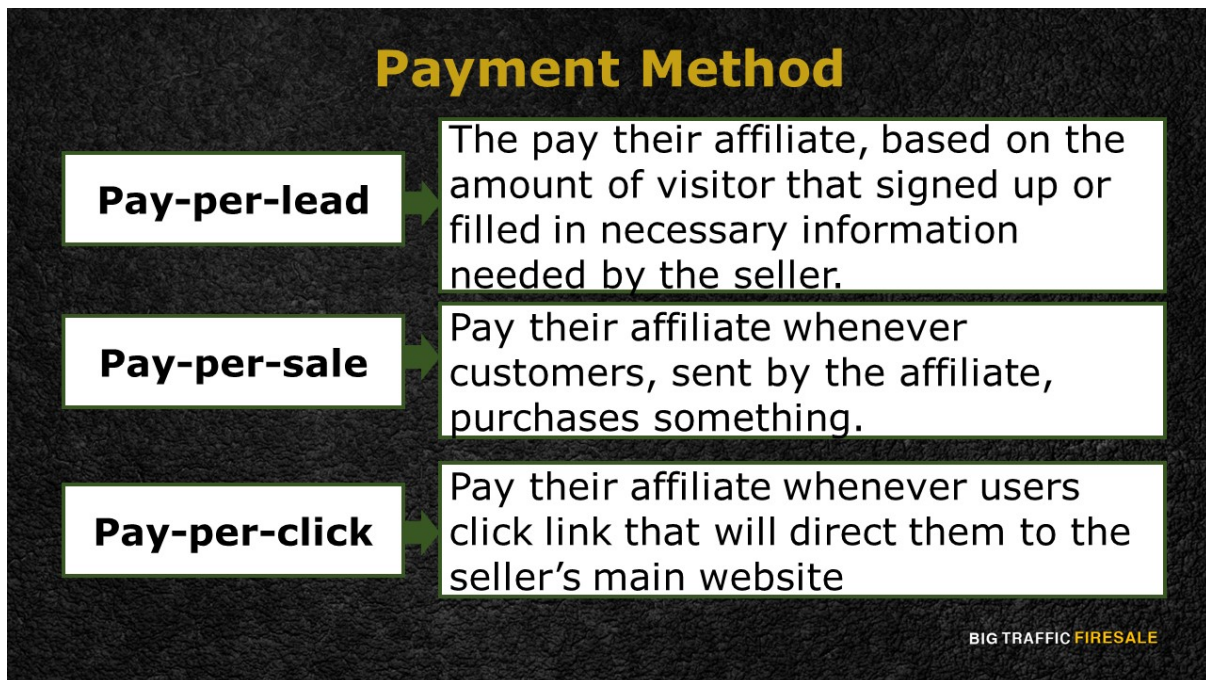


- ▶ There are tons of affiliate services on the web which includes, Amazon.com, JVZoo.com, and Rakuten.com, to name a few
- ▶ For example, JVZoo.com offers an affiliate service for free.
- ▶ However, should customers make purchases of your product through links provided by JVZoo.com, percentages of that earning will be given to JVZoo.com.

BIG TRAFFIC FIRESALE

S4: There are tons of affiliate services on the web which includes, Amazon.com, JVZoo.com, and Rakuten.com, to name a few.

For example, JVZoo.com offers an affiliate service for free. However, should customers make purchases of your product through links provided by JVZoo.com, percentages of that earning will be given to JVZoo.com. It is crucial for you to know that different affiliates have different regulation to their services. Sometimes registration is for free, or with a certain fee.



S5: On another note, some of the main payment method are using pay-per-lead, pay-per-sale, and pay-per-click.

Pay-per-lead requires seller to pay their affiliate, based on the amount of visitor that signed up or filled in necessary information needed by the seller.

Pay-per-sale requires the seller to pay their affiliate whenever customers, sent by the affiliate, purchases something.

Lastly is pay-per-click. The seller will have to pay the affiliate according to the number of users who merely click on the link that will direct them to the seller's website. This method doesn't require users to purchase anything from their site for the seller to pay the affiliate.

Purpose Of Affiliating

- ▶ Build traffic list as much as possible
- ▶ Read the affiliate partner's regulation and to ensure that you are getting enough traffic first
- ▶ Some affiliate partner support loads of ad types for you to achieve a maximum possible traffic
- ▶ On the other hand, some are inclined towards tracking and reporting the effectiveness of your traffic

BIG TRAFFIC FIRESALE

S6: Remember, your purpose is to build up your traffic list as much as possible. Thus, it is necessary for you to read the affiliate partner's regulation and to ensure that you are getting enough traffic first, despite an adequate number of sales.

Some affiliate partner support loads of ad types for you to achieve a maximum possible traffic. Their URL links supports text, images or even a combination of both links. On the other hand, some are inclined towards tracking and reporting the effectiveness of your traffic, to help you evaluate your efforts to create an effective marketing strategy.



The Merchant

You, the seller, seeking for an affiliate to grow your traffic list and at the same time, earn profits



BIG TRAFFIC FIRESALE

S7: Next is The Merchant or the sellers. That would be you, seeking for an affiliate to grow your traffic list and at the same time, earn profits.

An Overview Of The Merchant

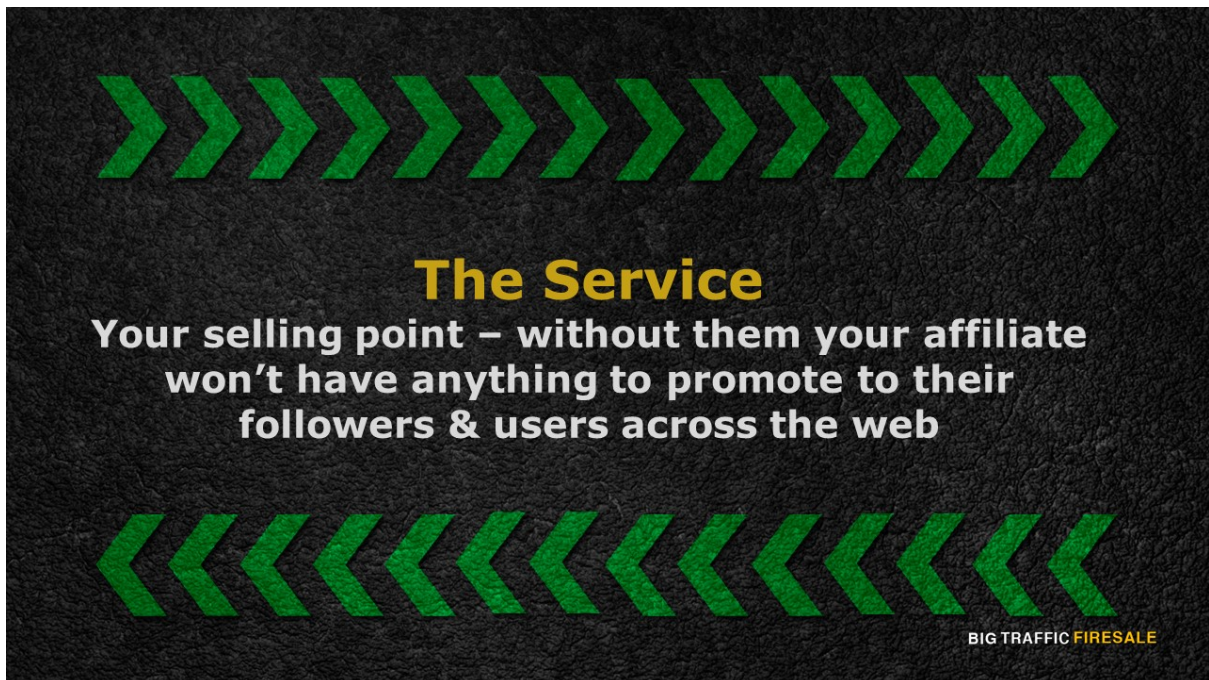
- ▶ An affiliate offers The Merchant to pay only when either one of the previous method is met – a huge advantage over traditional banner printing
- ▶ Add substantial bonus to your revenue. You will earn a lot of traffic & a long-term product that will connect visitors to your website



BIG TRAFFIC FIRESALE

S8: Keep in mind that an affiliate offers “The Merchant” to pay only when either one of the previous method is met. No transaction will be made if it isn’t. This is a huge advantage over traditional banner printing, and hiring a Public Relation Officer to assist you. Plus, it is a substantial bonus to your revenue, given that with affiliate, you will earn a lot of traffic, and a long-term

product that will connect your visitors to your website. All you need to do is add product to our affiliate list.



S9: Don't forget "The Services". These are your selling points. Without them, your affiliate won't have anything to promote to their followers and users across the web.



- ▶ If you have a book to sell for example, you will need to post the availability of that book on your site – whilst your affiliate make a proper linkage to it
- ▶ You will need to be consistent in coming up with new services to gather more traffic.



BIG TRAFFIC FIRESALE

S10: If you have a book to sell for example, you will need to post the availability of that book on your site. The links of the specific landing page of

your book, will need to be provided for your affiliate to make a proper linkage towards your website. Other than that, you will need to be consistent in coming up with new services to gather more traffic. No users would like to waste their time over merchant who is stagnant in their business.

There are numerous affiliate services and programs out there. As a guideline, JVZoo.com will be used to explain most of the necessary items you need to know once you've chosen an affiliate.