



Affiliate Business Blueprint Teleseminar

“The Affiliate Business Blueprint” Advanced Q&A Transcript Part 4, 5, 6

"Discover The Simple, Proven System Anyone Can Use To EXPLODE Your Affiliate Checks And Create Long-Term, 24/7 Income Streams For Months And Years On Total Auto-pilot!"...

By Jim Edwards & Rosalind Gardner

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Jim: Okay, and welcome to the second round of advanced question and answer from the Affiliate Business Blueprint, and since the last time we did questions, Ros was able to transmit her cold through the phone lines to me, and so now I sound like Froggie from the Little Rascals, and Ros is feeling fit and trim.

Rosalind: Sorry, Jim, but, yes, I do feel wonderful.

Jim: Yeah, I’m glad to hear that. Anyway, we’re going to go ahead and pick up at Question 50, and I will let Ros take the lead.

Rosalind: **Okay, Question No. 50 is how many other types of businesses do you currently promote through affiliate programs?** Well, everybody knows that my name is Dating Services, and I do about, oh, I don’t know, about three to four, included among them are credit cards and fitness products.

Jim - What's Question No. 51?

Jim: Okay. **Do you ever purchase email leads or leads for your businesses? If so, can you recommend a great mail lead source?**

The answer to that is real simple – NO!

I never purchase email leads, and I know that Ros doesn’t either because they’re just a glorified version of Spam. And all you’re going to do is create more problems for yourself than you could ever possibly solve by using them.

And everybody I’ve ever seen who uses those things, eventually gets Spam complaints that gets them shut down by the affiliate program.

Rosalind: Exactly. Good answer.

So, 52 – often, direct marketing seems to be the suggestion at last night’s seminar. For example, at 101date.com Dating site, after you’ve obtained the email addresses of the people that signed up for it, what type of materials did

you deliver with the autoresponders? I'm referring only to the dating site as an example.

Basically, I tell people that the follow-up messages that they receive are about Internet dating, who they're going to meet, how they can do it, that there is very little stigma attached to that nowadays because they're used to be a lot of stigma attached to meeting somebody on the Internet. Precautions that they should take – basically, all about Internet dating, and the same thing would be for any other topic.

Just give them more information on the topic that you're discussing.

Jim: And so, it's either tips and snippets or articles, but basically, it's information content, rather than pitching. Right?

Rosalind: Right.

Jim: **Okay. Question No. 53 – I just want to be clear about this. When people sign up for an e-course, we should not “sell anything at all during the course, and only when it is over.”**

Well, that's not really the case.

What we were saying is that when you have a mini course or an e-course that you're delivering through email, what you would want to do when you're first sending out those first two, three, four, five messages is you are endeavoring to create a relationship with the person.

So you want to demonstrate that you can provide quality information, but in order to do that, you're going to send them stuff like tips and snippets and articles. You don't really want to send them a straight-out sales pitch for anything, but you can put little ads in there like sponsor ads or other little classified ads at the top and bottom of your article.

One of the best ones I use most effectively is the P.S., so I'll introduce the article - this is an article about whatever, hope you enjoy it – blah, blah, blah – Jim Edwards, P.S. Did you know that Yanik Silver and I just updated our 33 Days To

Online Profits to the 20-- whatever edition, and you can get an updated copy here, and then on with the article, so that P.S. is a very good way to sell without selling.

Rosalind: Right. That's exactly how I do it. Probably don't use the P.S. enough, but I'll start.

Question No. 54 – as a rule of thumb, when people first start out selling affiliate programs, how many programs do you suggest they attempt to sell?

All that are relevant to your focused niche site, as long as they are good and you've investigated the products and the services that your merchants are selling thoroughly, and, yep, that's about it, as long as they're relevant.

Jim: Right, but don't pile them all on one page of your web site and expect people to make a decision.

Rosalind: Right. Each product should eventually have its own page on your site.

Jim: Okay. **On Question No. 55 – it seems to me that the best way to sell affiliate programs is to sell more than one affiliate company in the same industry per each web site. Case in point – Ros' 101date.com, as she has links to many other sites. Is this the right way to do it? Should we not devote the landing page to sell only one affiliate program?**

The answer to that is I would say that the way Ros has that site set up is the right way to do it because she makes money with that site.

If she wasn't making any money with it set up that way, then it would be a wrong way to have it set up.

Rosalind: I don't link to several different programs on one page. The links go to reviews about the individual programs on individual pages.

Jim: Right. So, that first page is more or less a directory page.

Rosalind: Exactly.

Jim: For the rest of the site, and by the way, also serves as a site map for the search engines, but you should not develop the landing page to sell only an affiliate program.

You should develop the landing page to sell one niche, since we're talking about Ros' site, one niche subject; however, the link should take you then to pages where you have sub-directories of different affiliate programs or to an actual page that has a review of a specific affiliate program.

Rosalind: Right. **Question No. 56 – could you both state again, the exact numbers you look for at Overture, and elsewhere, to determine if the niche is going to be a strong one for affiliate marketing? You mentioned at least 100,000 searches on Overture per month. Can you give me any other concrete numbers or parameters that you each specifically look for?**

There are no real concrete numbers as such.

What you do want to know that a niche has sufficient demand, is to start looking at Google to see who your competitors are, and check out Overture or use WordTracker to determine the cost to advertise.

And once you figure out that you can either get a top spot at Overture, Google, or any of the other pay-per-click search engines, that's when you have good numbers, but there are no real concrete numbers as such.

Jim: Now, the other thing I look for is, what are the people who are advertising selling?

So, I will look at Commission Junction and see what kind of commissions can be made for that kind of traffic, and then I look at what other people are advertising and the ticket prices, and if they're only selling like \$10.00 e-books, I'm not real interested.

But if they're selling everything from \$50.00 to \$100.00 information packages all the way up to 2, 3, 4, 5 hundred, or thousand dollar home study courses, just as an example, then I have a real good feeling that there's a lot of money out there in that particular niche.

Rosalind: The possibility, if they are only selling \$10.00 e-books is that they're not really competitors at all, and maybe the field is wide open.

So keep your eyes open to that possibility as well.

Jim: And, that's why you see you take \$50 or \$100, you take a day's worth of time to set everything up, and you test.

Rosalind: Right.

Jim: Okay. **Question No. 57 – in selecting a niche like cats, can the area be too broad to be a good affiliate site? Two plus million searches a month for cats right now at Overture, how do you go about selecting a niche within a niche or can the big category work? Please be specific.**

You would never want to go after cats, because that would be really stupid. It's too broad, so then you break it down into sub-niches, like cat toys, cat nutrition, cat food, cat clothes, cat psychology.

Then you want to start doing the evaluation like we talked about with seeing what traffic is available for more specific search terms on the products and all the rest of the stuff we've talked about.

Rosalind: Right. **Question No. 58 – I have noticed that my competition has four different domain names, and uploads the same web site to each domain name. What are the advantages of doing this?**

Well, basically, by re-directing everything to one domain name, he or she is improving their Alexa ranking and their page rank by driving all their traffic to the one domain. I don't know why they would have three more, but whatever. It's good that they're directing all their traffic to one.

Jim: It sounds like they're already directing all their traffic to four different domains. Yeah, we don't whether they're re-directing to the same web site, and you just don't see it. That's using different domains to re-direct to the same web site.

Rosalind: I'm assuming that they're smart.

Jim: It's probably something with the search engines. Okay. I guess I'll have to let Ros answer this one. It's a multi-part. **Anyway, Question No. 59 – when you, Rosalind, first built your site, realizing that there existed the need to evaluate these different sites for people, you were probably just learning yourself. Is that correct? Were you learning as you were going, Ros?**

Rosalind: Oh, absolutely. Who isn't? You know, I knew a little bit about dating services, having hung out in chat rooms. Actually, I didn't know anything about dating services. I just knew that I didn't like chat-rooms, so that's when I started looking around to see what else there was.

Jim: If that is the case, how did you manage to develop your content to build the list of people?

Rosalind: I learned everything I could. I bought a membership, took a look around; actually, I had seen a banner, 'Web masters make Money', that came from the One and Only dating service, and that's when I got the idea to sell dating services online and start selling a number of different ones, so I just started reviewing them, and I learned everything that I could.

Jim: And so, you created the content from the reviews of the sites you looked at.

Rosalind: Exactly.

Jim: Okay. Next question. **Jim said last night that there are thousands of articles available that one can use, most of the stuff I have run across is copyright-protected.**

Yeah, it's all copyright-protected.

The way you can use those articles that people put out there is by leaving their name and their information on the article with whatever re-print instructions they give, but the way to use their content and still make it look as though you are the expert is that you just put an introduction before the article and you put a conclusion after the article.

You have got to leave the person who wrote the article's information there, but it is very simple to kind of sandwich their information in between your information.

Rosalind: Okay, **Question No. 60. Four different parts here. How do you link someone from your site to the affiliate site; how to work all the autoresponders; and how do you upload your site to a host, etc.?**

I generally use text links and you can learn about how to create a link from HTMLGoodies.com.

Same thing with linking from my site, your site to the affiliate sites or the merchant's sites, exactly the same. Not really sure what was intended by the question if we wanted to get technical with each HTML stuff and I don't think that that is within the scope of this.

Jim: It would also take two hours to answer the question.

Rosalind: Exactly. **How to work autoresponders?**

Well, once you decide on the autoresponder's service you want to use, whether it's Get Response, AWeber, ProResponder, or AutoResponsePlus, they all contain very explicit instructions on how to work the auto-responders and how to upload your site to a host, etc. Well, it depends on the type of HTML program that you are using.

If you using Dreamweaver or something like that, they have FTP (which is file transfer protocol) contained within the program itself.

It is really easy to upload your pages to your webhost or otherwise you use a separate FTP program.

Jim: Okay. **Question No. 61, You talked about conversion rates we should look for when we choose who to become affiliates with - what is a minimum conversion rate you look for in your choices?**

Well, basically the conversion rate that I'm looking for is at least 1 percent when I am doing my testing just to know that there are signs of life out there.

But the bigger conversion rate that you are looking for is what you spend in advertising versus what you make in affiliate commissions.

So you might only have, with a big ticket item, you might only have a 0.2 percent conversion rate but if it's something where you make a \$200.00 commission and you spend 50 bucks to make the sale, you are still making \$150.00 per sale.

So don't concentrate as much on the conversion rate unless you are just looking to see if there are signs of life in your initial testing and concentrate more on what you spend versus what you make.

Rosalind: Yeah, that's the bottom line. **Question No. 62. I notice when I access your site ebookfire.com that you were using a popup to entice people to sign up. Last year I purchased Popup Master Pro from Steve Shaw and Optin Lightning through Gary Shockey. I've not used either one. The Optimum Lightning I bought when I had a website to World Profit and they wouldn't upload it to their server. What do you know about these two products, are they any good, what is the one called that you use? I like the feature of the slide in. I notice that Optimum Lightning is one of the products mentioned in Rosalind's e-book but I didn't see it being used on any place that she owns. Mind you, I only know of to Rosalind. Would you mind divulging a list of the sites that you have?**

To answer the last question first, yes I would mind because I've had so many people try and steal my sites. That's why I concentrate only on giving information about the dating service review affiliate site.

AND, as a matter of fact, I really don't have *that* many different affiliate sites.

I believe in doing one thing and doing it really well. So, no I am not going to give a huge list of dating sites or huge list of affiliate sites because I don't have a huge list.

As for recommending Optin Lightning, it's one of the things that I recommend and you're right, I do not use it anymore on any of my sites, although I still think it is a good product.

Basically I just code my pop-ups using HTML and javascripts and Aweber forms. It's really quite simple.

So you don't really have to buy additional software to create pop-ups.

Jim: As far as the hover ad thing that I am using, that's a program I got from Corey Rudl.

Rosalind: Oh, yeah, I've seen that one too.

Jim: I mean, the jury is still out on that one. It's kind of cool but I don't see where it is making any more money. Next question...

What is the expected conversion rate percentage that one would consider to be a success by search engine? I don't know if I made that clear. If you did it on Overture, they tell you that the ratio of impressions to actual clicks.

It can run the range of anywhere between a half a percent to 20 percent. I have some words where the ratio of impressions to clickthroughs is 50 percent. 50 percent of everybody that sees that ad clicks on it. I think that's in direct proportion to how hard it is to find the specific key word phrase that they are searching for.

So the more specific, the higher your click through percentage is going to be because there are going to be less choices.

So there really is no specific percentage but what I can tell you as you start getting more and more specific with more key word phrases in your key word search -- more words in your key word phrase -- if you have a four or five-word key word phrase that people are searching for, your ratio there should be much higher than if you are going for a one or two-word key word phrase.

Does that make sense?

Rosalind: Absolutely. **Question No. 64. Can you refer me to a good teleconference company and a good transcriber company? I want to add teleconferences and transcripts to my theme site. What a great idea. Will they record the call or do I need to know that and if so how?** Jim is the teleconference master here, I've never done any of this stuff. So, go ahead, Jim.

Jim: I use Eagle Teleconference and I use Idictate.com to do the transcriptions.

But neither one of them offer an affiliate program.

So I'm not sure how good that's going to work for the theme site, because I have not found a transcription company or a teleconferencing company that has an affiliate program.

So, but Eagle will record the call and Idictate.com will do the transcription.

Rosalind: There you go.

Jim: **Okay, No. 65. Should you offer any recommended product or service on your main page or should you do all of the recommending in your newsletter?**

I think you should do a combination because some people are going to stick around and look at your site and other people are going to sign up for your newsletter, look at your site a little bit and then go away.

So, I think you can get away with basically recommending on the site and in the newsletter at the same time.

You need to reinforce people over and over and over and over.

Rosalind: Right. Exactly. **Question No. 66. What's the benefit of having a well-defined or catchy domain name in building a successful affiliate site?**

The primary benefit of having a catchy domain name is that people will remember it and come back. But don't count on that.

Use your opt-in newsletter subscriber list to bring people back to your site and other than that, I can't think of anything.

Jim: Yeah, that would be the only reason you want them to remember your site so that when want to find a group of sites on a specific subject that they remember your website.

67. Have you and Ros tested driving offline traffic to your site and to what degree? Have you tested postcards through a targeted list?

I have not at all; however, I know plenty of people who have tried and I have not met anybody yet who has made money driving offline traffic to an affiliate link.

The only people I know who are making money using offline traffic to drive traffic to their site are people who are selling their own products and where they are selling a low-cost entry-level product where basically they are paying for their advertising and then working the back end.

Rosalind: Yeah, good point. That's exactly right. I mentioned earlier how well that newspaper article worked for my handbook, but you are right, that's my stand-alone product.

Jim: Yeah, and that's also a different type of traffic. I thought this person was mainly talking about ads.

Rosalind: Yeah. **All right, Question No. 68. Can you elaborate more on how or where to find products and what web resources are most effective? I've done an Overture key-word search for various subjects of interest and found well in excess of 100,000 hits in November for many of my key words but am at a loss as to where to search for products. I checked both Commission Junction and Click Hang and find very few to none product offerings in my areas of interest. Have not had a chance to search the web yet. What do you suggest?**

Go to Linkshare, Be Free, Performics, iCommissions, there are about 20 good affiliate networks. We are going to be including a list of those within the transcript of the Affiliate Business Blueprint.

Take a look at those and too, if there aren't that many, if it turns out that there aren't that many products available, maybe that's just not the right niche to be in or broaden the niche ever so slightly to see whether you can bring products into it.

Jim: Okay. Very good. **Question No. 69. What would you say is the typical startup cost to get an affiliate business going?**

Well, at a minimum, you are going to need a hosting account so that's going to be 10 bucks, 15 bucks a month.

Most of them don't even charge setup fees now anymore.

You are going to need some software to make the site which you can get for free.

I recommend getting Front Page which I think is about 110, 112 bucks, 120, something like that.

What would be some other costs?

You've got to have Internet access, but if you're reading this right now it means you already have Internet access. What else can you think of, Ros?

Rosalind: And domain registration which is \$6.95 or \$7.95.

Jim: Right. And then? So you are looking at a total of about 150 bucks to get started if you buy, in my opinion, the Cadillac of HTML editing.

Rosalind: And, too, you can, as Jim mentioned in the Affiliate Business Blueprint, you can search the web to get free HTML editors, you know, to get a basic site up and running.

Jim: You can go to download.com.

Rosalind: Right. I think that Coffee Cup Software has a pretty good one too. I've been pretty impressed with it. **Question No. 70. What is the typical ongoing monthly cost for running this business?** Again, it's your web hosting, so let's say \$7.95 to 10 bucks a month, and your Internet connection.

Jim: And then, of course, your advertising.

Rosalind: So by that time you've figured out how much you are making and how much you are spending and that's about it.

Jim: **Question No. 71. How much time do you spend working on your site per week?** Well, once the site's up and running, me personally, I spend zero time working on my site per week because I'm sending out information through my newsletters or through my autoresponders by publishing the articles. But that's me. How about you, Ros?

Rosalind: Ditto. Yeah. You know how little I work.

Jim: Yeah. But you might, you know, there might be a couple of hours where you are posting new reviews and things like that. But pretty much once you've got the

site up and running, unless you're adding a review or adding a page to the site, pretty much your time is spent on monitoring your advertising and finding new avenues of advertising.

Rosalind: Right, and building new sites, new products, writing new e-books, writing newsletters, that sort of thing.

Question No. 72. What would you suggest is the best way to do market research for your ideas for a site?

Jim: We have pretty much covered that?

Rosalind: Yeah, we covered this in great detail within the Affiliate Business Blueprint, basically you assess demand and you assess competition and you go from there.

Jim: **Question No. 73. What would you say is the average income if you follow the recommendations on a monthly basis?**

I don't know. There is no average.

There is anywhere from nothing to several thousand dollars a month per site.

Rosalind: Well, I do think if you follow our recommendations, you'll be successful. However most people I would say don't follow step by step. There is always something that just gets left out and if you don't do everything, then you are not really starting the business.

Jim: But what I mean is there is no way we can say what an average would be.

Rosalind: No.

Question 74. How is sales tax handled? Don't worry about it. It's an affiliate type. Let the merchant do that.

Jim: Yup. That's a big advantage. **Question No. 75. How is income tax handled?** Income is handled by your accountant. Income tax is handled the same way as any other income that you make, so whatever state, whatever country, wherever you live, that's how it's handled.

Rosalind: Right. Just do your research, talk to an accountant, talk to a bookkeeper, whatever, and find out exactly what you're supposed to do for a business and business tax in your area.

Jim: Okay, so here we are at Part 5. We're going to pick up with Question No. 76. And I still sound like Froggie, but that's okay.

Rosalind: All right.

Jim: Take it away.

Rosalind: **76. I'm thinking of hosting conference calls on a site of mine, and I'm not sure who to use for hosting conference calls... and how do you take that call and record it and turn it into an MP3?** Jim answered that question a little bit earlier. I believe he said it was Eagle Services.

Jim: Eagle Teleconferencing.

How do you take that call and record it and turn it into MP3s?

Two different ways.

One, I have all my own equipment here. I'm looking at about, I don't know, three grand worth of toys. My parents deprived me as a child. They wouldn't get me a computer, so now I have six computers. And they wouldn't let me have a dog, so now I have four dogs. I'm just glad they didn't tell me that I couldn't, you know, have a girlfriend. Anyway.

Rosalind: Your wife is probably glad, too. :-)

Jim: Yeah, yeah. No kidding. But anyway, the options are to buy all your own equipment and do it to whatever degree or you can have the teleconferencing company record it for you, and I think that to record a 2 ½ hour teleconference, Eagle charges like \$150.00, and then they'll send it to you in MP3.

Rosalind: Man, that's cheap.

Jim: **77. Could you please describe any processes and tips that you use when working with WordTracker software, in other words, what are the specific**

steps you do, start to finish, when using these tools when researching your niche market? Also, do you provide an Excel template, the same as you used to plug in your research? I have to let you handle that one, Ros, because you know WordTracker.

Rosalind: Okay. Specific processes and tips when using them.

Just use them.

Use them to their fullest, use everything that they come with, and you'll get lots of information from that.

As for providing the Excel template - I have been asked that a number of times, and the reason that I do not do that is because I do not want to provide support .

So, no, I will not be doing that at any point.

I do give, within the Super Affiliate Handbook, the calculations that you have to input into the Excel template, so it shouldn't be a problem. I mean, just plug all that in, and it will run itself.

Jim: This question to me says that people think that there's some magic information, some magical calculation, and the upshot is really there is not.

Ros has got a calculation that's pretty convoluted that you go through, but the upshot of it is basically you test markets and you look at how much it's going to cost you to get the traffic.

Then you look at an estimate of about how much you think you can make, and that's about all it does... Unless I'm grossly understating it.

Rosalind: Nope. That's it exactly.

Jim: So, the way to keep it simple and not get all worked up over this thing is to do what we've been talking about... And then just go do a test for \$50 or \$100.

If you spend \$50 or \$100 on a test to get traffic driving to the site, perhaps some names, perhaps follow up with them, and measure everything. And if you spend \$50 and make \$150 doing it, then what does that tell you?

It tells you need to go spend \$50 as many times as you can, and don't sit there as do so many people, get caught up and stopped by over analyzing everything, because they're looking for an excuse not to do it.

They're looking for a reason not to do it.

And all these tools that you're asking about, WordTracker, AdWords Analyzer, Niche Finder, which I never thought was really that good. Sorry Niche Finder people.

But you're going to do better with WordTracker and AdWords Analyzer just monkeying around and seeing what's there, and seeing who's looking and looking for little holes. But also, just go do it.

Rosalind: Yeah.

Jim: Stop analyzing and just go do it once you've taken those steps we talked about.

Rosalind: **Okay, No. 78. My question is, with limited computer knowledge, i.e. setting up web sites, HTML codes, etc., do you really think that this is possible? How much knowledge of the computer and Internet do you think one needs to succeed in doing this? Any help you can give me in the way of achieving this goal will be appreciated. I read a lot about search engines, PPCs, etc. I have Ros' book and Cory Rudl's course. If you can just steer me in the right direction to actually start this, I'll move forward. Thanks again.**

Exactly what Jim was just saying - you just have to start. That's all you have to do. You've got, apparently, all the tools. You've got my book, you've got Corey's course.

You've been reading about search engines and PPCs.

So just do it.

Do what's in the book and in the courses. Just start.

You know, register a domain. And well, pick a niche and then register a domain and build a web site and just do it.

Jim: Yeah, the only thing I would add on top of that is that if you need to go take a course, if you don't know how to do HTML pages, set up web sites, do that basic stuff. I mean obviously this person knows how to do email because, duh, they emailed the question. So that's great. You've got one of the major skills. Go to your local community college and take a basic Webmaster course. That will change your life.

Rosalind: Yeah, that's a good idea. Take a basic computer course if you don't know how to use the rest of your computer.

Jim: Right. **Okay, question No. 79. How do you submit your articles, one by one or with a software program or both?**

That's easy. I don't use a software program. We submit them one by one to the announcement site and to the editors.

The one exception to that is I have my own article announcement list, where people who want my articles for their ezines or their websites join, and then I submit that to them through the autoresponder.

Or through the broadcast capability of the autoresponder as an announcement.

But other than that, for people I don't have on my list or the announcement sites, we do them one by one.

Rosalind: Ditto. So do I. **Question No. 80. What's the difference between impressions and clicks?**

Well we're referring to the pay per click search engines as, such as Overture.

Impressions are the number of times that people will search on a particular keyword, and clicks are the number of times that they click through on your keyword.

Jim: Thank you very much for that clarification. And maybe I'll try talking this way and my voice won't sound so messed up.

Rosalind: It sounds better.

Jim: Well thanks.

Rosalind: Go ahead.

Jim: Passing through puberty. **Question 81. Jim, which dedicated server do you use and recommend?** I use two different companies. The one that I would recommend is www.DLHost.com. The guy that runs that, Kevin, is very good.

Rosalind: And although I wasn't specifically asked, I use www.Dialtone.com (Interland).

Jim: How much do you pay for your service? Just curious.

Rosalind: \$149.00 a month, and I basically get as many domains on that server as I can without exceeding bandwidth and then additional bandwidth isn't all that expensive. It works really well.

Jim: Is it a Linux processor or an NT box?

Rosalind: It's a Linux box.

Jim: Okay. The one that I recommend is, Kevin, is an NT box. So, you've got one of each.

Rosalind: There you go. **Question No. 82. Who do you recommend to write reasonable effective ad copy for affiliate sales letters and web site copy?**

You.

Jim: You.

Rosalind: You write it. You learn how to write your own ad copy.

I didn't know how to do any of this stuff when I started. And you just research the web and you read your competitor's copy.

You learn how to do it.

Do the twelve-step approach to writing ad copy.

There's lots and lots of good instructional material out there on how to write ad copy.

Jim: Yeah, I agree. That was my exact answer. You.

83. How does a product ever get listed on Click Bank and Commission Junction? On Click Bank, once you sold just a handful, you get listed on Click Bank, and you can ask them to list you in a specific category.

You need to ask specifically, though, which category, and tell them which category specifically you want to be in, and make sure it's appropriate.

As far as Commission Junction, you just, you sign up with them and you have, I think you have to give them a deposit. It's a lot more involved with Commission Junction than it is with Click Bank, and they want money from you up front and other stuff like that.

Rosalind: Yeah, you're paying for Commission Junction service as a merchant, so that your product is being advertised to thousands of affiliates. Not only that, but there's got to be code on your site that works with their interface, so yeah, it's a service that you're going to have to pay for.

Question 84. Say you have a new web site and your own products. What is the first avenue for traffic that I should spend my time on, and what would be the most profitable?

Pay per click advertising. Always. That's the first avenue.

Go to Google, that's the one that you get immediate traffic from, and then the next one is Overture, and you'll have traffic from them in three to five days.

My next avenue would be FindWhat.com.

Jim: Okay. **Question 85. Do you recommend once you have a list to offer advertising space?**

The answer to that is, hell no.

And the reason I say that is because once you have a list, either you're developing your own products or the advertisement space, the stuff you would use there, you would be advertising your own affiliate links. So you're going to make more if

you're doing it right, somebody, unless you have a list of 40, 50, 100,000, nobody's going to pay you more than \$40 or \$50 for an ad.

So, if you've got thousands of people on your list or even just hundreds of people on your list - if you're doing it right, you should be able to make a heck of a lot more than \$40 or \$50 for each time you put an advertisement in front of people, whether it's a standalone solo ad or whether it's a classified type ad done with your own content.

Rosalind: I agree completely.

I'm always blown away by those who accept paid advertising. Hey, but it could be good for those of us who want to place paid advertising. That's for another question and answer session.

No. 86, you also have months, if not years' worth of sequential autoresponder content already prepped. Do you sort your content for your autoresponders the same way you do for articles? Any systems or processes that you would recommend for getting all the contents prepped.

The contents for your autoresponders are your articles. And so, the systems and processes for getting all the contents prepped is to write it yourself.

Jim: Yeah. I would say as far as getting it physically prepped, if the person was asking that, I use a free program called Notetab Light at Notetab.com in order to get it, all the carriage returns at 60, 60 characters wide so that it comes through the autoresponder right.

But the contents of the autoresponder is basically your articles.

Rosalind: Right.

Jim: **Okay, question 87. Can you explain the advantages of selling high-ticket items, say \$500.00 to \$1,000.00 revenue per sale, versus low-ticket items?**

Yeah, there's a big advantage. If you sell a big-ticket item that has a big commission, you make more money every time you make a sale.

The disadvantage is that typically, it takes a much higher number of people to get across that offer, before you convert them.

And that's why, if you want to sell high ticket items as an affiliate, make sure that you are getting their name and email so you can build a relationship with them because, any time you go above \$100, it seems like they need multiple contacts.

It's not the type of sale where they're just going to knock off and buy on the first contact, for somebody to trip across that site.

So there's a big advantage to selling those things if you can keep your cost of sale down, but also make sure that if you're going to do that, that you really concentrate on building a relationship with that list and really watching your expenses.

Rosalind: **Question No. 88. Do you ever lose money on an affiliate program, and at what point do you pull the plug?**

Well you pull the plug when you start losing money. Pull the plug on your pay per click advertising campaign and figure out why you're losing money on that affiliate program.

The other reason to lose money on an affiliate program is if the merchant doesn't pay you.

So if you signed up with an independent merchant who administers then own affiliate program, and the checks don't arrive, then pull the plug immediately and start writing letters and demanding what they owe you.

And do not advertise that part of your web site until such time as you do get the money. And even then, you know, if it requires too much wrangling to get your money, if the check eventually comes, it's probably a good idea just not to bother with them again.

Jim: Yeah, and needless to say, you would switch out your affiliate links for somebody else's affiliate link, with the traffic that you were still generating.

Rosalind: Right.

Jim: **Question No. 89. If you want to put everything on autopilot and go to bed and sit in an empty hut in the mountains for three months, how do you do it? (I think we pretty much described how you do it.) What kind of portable computer do you use, etc.?**

Well, if you want true autopilot, then that means you could go away for three months and it would keep working. So you make sure that before you head out, that you have tested everything, and you know what your numbers are.

But the way to do it is to set up your site so that driving traffic through pay per click search engines, and through other traffic sources that you can control. Then it goes to a site that is totally self-service with autoresponders and the links coming through.

The only thing you need to be able to do is make sure that your pay per click bill and everything else got paid.

So, and you could do that with a credit card automatically so the only thing you'd really have to do is make sure your credit card bill is getting paid.

Rosalind: Right. Exactly. **No. 90. Why do merchants ever turn you down as an affiliate, that is, how can they know in advance you will not be profitable?** All they have to do is look at your site, and if it looks like a banner farm, you know, I would turn that down, too.

I want to know, as a merchant, that someone is serious about promoting my product in a professional manner. If it's apparent that you can't do that, then of course, you're going to get turned down.

Jim: It's not a question of whether they think you're going to be profitable or not, it's a question of whether or not you're going to be professional.

They really don't care whether you make money or not, because it doesn't cost them anything for you to try and make money for them.

Question No. 91. Can you not rent email lists of say buyers of on-line package travel tours like you can mailing addresses of people who bought it by mail, rather than build your own list?

The answer to that is, yes, there are people who will claim they can sell you those kinds of email address. But the reality, no you cannot buy those types of addresses.

All you can buy is worthless crap and get accused of spam and get shut down by the affiliate managers, and you land yourself in a whole world of hurt.

I know the people who are doing these, you know, opt in, whatever they're calling it. These email lists, the 20,000,000 email lists, and these are people that are safe or clean or whatever.

No. If you're going to get it, you're going to get complaints. Don't bother.

Rosalind: **Question No. 92. As an affiliate marketer, what are your potential legal liabilities, and do you need special insurance?**

Well, until somebody buys, there are no legal liabilities. And then when they do buy, they're buying from the merchant, and the merchant retains all the liability.

Right now, with spamming and the new laws in California, and more and more merchants, are starting to say that if you use our name in spam or in any email marketing, then you will take on any legal liability for that.

As for special insurance, I'd get business insurance, but that's not really, that's not really part of the question that was asked.

Jim: Yeah.

Here's my response to that.

I did a three-hour teleconference with Bruce Safran who's an attorney who knows a lot about web law.

The upshot is that you are responsible for any claims that you make on your web site, and if you make claims that are false, then you are, I'm sure, liable.

It's called false advertising.

So you need to be careful, just as careful about who you represent as an affiliate, as the affiliate managers are about who's selling for them.

And so you just need to be careful.

You need to use common sense.

But if you're making false claims, then you definitely are going to have a problem and you can't hide behind being an affiliate.

Rosalind: Good point. See, I just don't think along those lines.

Jim: That's because you would never make false claims.

Rosalind: Precisely.

Jim: **Question No. 93. During the first couple of years as you were building up to a full-time business, what would say what your average investment of time per week, and how did that change once you committed yourself to being a full-time affiliate?**

That one, I'll probably let you answer, Ros. At what point were you ultimately able to shift from work intensively on producing regular newsletter articles, and all the attendant attention required to build and maintain your lists, to the more flexible, less demanding work life that you enjoy today?

I'll let you hit that one, Ros.

Rosalind: All right, well when I started, I was working as an air traffic controller, and...

Jim: Which is a non-stressful, yeah right.

Rosalind: Right, well you know, we only worked, what was it, 34, I think it went up to 37 ½ hours a week, so that's not a whole lot of work.

So then I would come home and I would spend every other waking moment on my affiliate business, and that was the first year that I was in business, and you know, I really worked hard.

I also probably did a lot more on the dating site than I really needed to, but I was learning everything I could about the business.

I was doing a lot of surfing.

So yeah, I was probably spending about 100 hours per week on my business, maybe more. And, but it probably wasn't necessary.

Jim: And the reason you did that was because you didn't have any model to follow, so you were trying to cover every base and you didn't even know what all the bases were.

Rosalind: Oh, absolutely.

That was back in a time when there were no HTML instructional sites. To learn how to do HTML, you had to use 'View Source' to find out what that was all about.

So, yeah, there were no courses, there were no books.

There was absolutely nothing.

And at what point were you ultimately able to shift from where you work intensively?

Well I quit my job two years after I started this, and at that point I was not working that hard at it anymore. I was working hard on other things, so I was down to like 10 hours, 20 hours per week.

You've got to remember that I really like doing this stuff. So, you know, it's not necessary to do all that much work, but I because I like doing it, it's fun.

So there you go.

Jim: Okay.

Rosalind: **And No. 94. Would be name the ten best affiliate programs right now and why you think they are the best.**

Well, that all depends on what you niche is.

I mean, for me, within the dating service review stuff, there are a number of good programs. I primarily look for programs that offer recurring payments, so if somebody buys a month-long membership, it keeps going over and over and over for months until they cancel.

And web hosting would be another category that fits into that, as do the dating services. But the ten best affiliate programs, it all depends on what you're selling.

Jim: **Okay. Question No. 95. What do you look for in a potential affiliate, what do you look for in a potential affiliate program that you're going to promote?**

And Ros just said something that we hadn't really hit on, but it's a big thing, it's a big thing -- if you can find something that has recurring revenue. And the best types of stuff to promote that have recurring revenue are usually things that revolve around people's web sites, web-hosting, at least in my arena, web-hosting, autoresponders, you know any kind of tool that they're going to use.

A membership site. And what Ros was talking about, in the dating world, is a monthly membership on a dating site, because that turns a \$15.00 one-time commission into, over the course of a year, \$180.00 in commission.

Rosalind: And you only have to get that customer once.

Jim: Right.

So, other things to look for in a potential affiliate program that you want to promote is, are you going to get paid? Are you going to get paid on time?

Are they going to monkey around with commissions or not, which you don't want them to. And pretty much how long have they been around? Comments from other affiliates.

Rosalind: Yeah, and that's why I like to use Commission Junction merchants, because Commission Junction becomes a mediator in case of problems.

But basically, there aren't any problems, because if they're not taking in the money from the merchants to pay the affiliates, then they basically put the kibosh on that merchant immediately.

Jim: They ditch them in a hurry.

Rosalind: Ya ha. And that's what you want. **No. 96. What is the minimum and maximum commission I should expect in an ideal affiliate program?**

That depends on how long you've been an affiliate for that program.

Like, I negotiate my own deals with merchants that I've been with, and I've proven to them that I can drive traffic and make sales, so they're generally willing to up my basic commission rate.

It also depends on the product. If it's a digital product, you can command a higher percentage. There are lots of people selling ebooks that are willing to give you 60 or 70 or 75 percent of the sale.

Whereas with hard goods, for example cooking gadgets or something like that, there's not much of a profit margin in those products. So, they might split their ten percent profit margin with you 50/50, and you'll be getting 5 percent.

So it all depends on the product.

Jim: **Yeah. Okay. Question 97. What is the most effective promotional tool available to promote affiliate programs?** I think we've covered this. It is search engines. Any type of pay per click advertising where you can measure your cost, measure how much you make, subtract it. If it's positive, keep doing it. If it's negative, guess what? Stop.

Rosalind: **Right. No. 98. My biggest question of on-line marketing regards the best method to use to effectively build a marketing list of true opt-in subscribers and stay within the boundaries of the new laws regarding how a marketer advertises to the list they have built without getting shut down for spam accusations.**

Well, the way to do that is to follow the laws or the guidelines that are set out by the merchants. If the merchant says specifically not to include their name for any type of email marketing, whether or not it's an opt-in list or whether you're sending spam, then don't include their name.

Find a way to write an article about the benefits of using a particular service. Be generic in your approach and then use a link to your site to show your visitors or your readers all the different services that are available.

Jim: Or send an email to your list that says, hey, I've published an article about this, this, this and this. Click here to read it. And you take them to your web site.

Rosalind: Right. Exactly. And not only that, but bringing them back to your web site then has the advantage of improving your Alexa rating and Page Rank again, and you want to do that.

Jim: Okay. And as far as all the spam laws and stuff go, I mean you know, you can read them and all that, and I would advise you to do that.

But the big thing is, as long as the people that are on your list know that they're on your list, and as long as you remind them how they got on your list - they will recognize your name and you're only sending them stuff that they're interested in.

Make it very clear how they can get off your list immediately, your spam complaints should be little to nothing.

Rosalind: Right.

Jim: And so you do it by being an effective list manager, not by being scared that you're going to get tagged with spam complaints.

Question No. 99. How do I determine my target market, even after researching with tools like WordTracker, NicheFinder and PPC Pay Per Click Research, what sort of processes and thoughts go into selecting your target market?

Well, I mean, I don't really understand the question in that you're not going to be able to do that research until after you've figured out what your target market is.

I mean, you can't use WordTracker until you know you're going to be going after people who want to sell their house themselves.

You're not going to use AdWords Analyzer until you know you're going after people who are looking for a date on-line.

You're not going to do Pay Per Click Research until you know you're looking for people that are interested in home gardening stuff.

You use those tools to then narrow down from your general target market to underlying specific niches within the target market.

Does that make sense?

Rosalind: Absolutely. **Question No. 100. How can you as an affiliate build more customer loyalty with your own opt-in list?** By giving them relevant information about the topics that you're promoting or the product that you're promoting. You build customer loyalty is by being honest and sincere about the products that you're promoting.

Jim: Yeah, and also when you send content, make sure that you send it on a semi-regular basis.

It does you no good to build your list and then they don't hear from you for three freakin' months.

I mean, they need to hear from you at least every couple of weeks.

So that's another way to give them what they want and get it to them on a regular enough basis so that they start looking forward to receiving it from you.

It's when they're like 'who is this guy?' I don't remember signing up for this list... Because that's where you get spam complaints.

If they don't hear from you often enough or they hear from you too much, that's why I say every couple of weeks, so that they don't say, "damn, this guy's bugging the heck out of me" or "I don't remember signing up for this list."

Rosalind: That's very true. I get that with my dating service list. I built that list. It's huge, and I do not contact those people often enough and sure enough, whenever I send out a mailing nowadays, I get a number of notices that say Aweber's removed this person from your list because of a spam complaint.

So yeah, you've got to be in touch with them, you know, either weekly or bi-weekly basis.

Jim: Okay. Well, we're going to stop this section right here, and then we will pick up with Question No. 101 in the next section.

Rosalind: See you later.

Jim: **OK, so here we are at Question #101. “How do you generate good ideas for markets to target?”**

And, the answer to that question is, I start always with my interests, or with what I see in the news right now that’s very hot. I don’t know, what’s the hot thing right now, Ros?

Rosalind: The seven deadly sins. ☺

Jim: Huh? OK, well, obviously we have different hobbies. ☺

But the thing is, see that’s a good example, because what I’m thinking about is not what she is thinking about, which is not what you are thinking about.

You look at your interests, you look at your hobbies, you look at what is going on in the news, you look at what’s hot. That is how you do it, and then you use the techniques that we have been harping on through this entire thing for seeing if anybody is out there looking.

See if they are willing to pay, see if people are selling stuff, and see if you can buy the traffic for less than you will make back in profit and that is it.

Rosalind: Sounds good to me. **Question #102. “In your life, Jim and Rosalind, how have you prioritized your activities, and what tips can you give me to maximize my productivity and efficiency?”**

Well, my first priority is to have fun - have a good time. So, that really helps motivate me to be very productive in the shortest possible time, and to be very efficient. I hate wasting time.

So, yeah, I try to be as focused as I possibly can. Actually Jim is much more focused than I - so Jim?

Jim: Yeah, but I just had some good insight in to how you are able to do what you do, because you focus on doing stuff that brings you the highest return in the shortest period of time.

Whereas, my focus, outside of family and stuff, which does not get enough focus, I'll be honest.

My focus is on doing stuff that makes money, and so instead of focusing on what can I do, this is a big thing, this is the kind of stuff like I talked about in the Five Steps to Getting Anything You Want, is that whatever you focus on, is what you are going to get.

And I focus on making money, so I make money, but I spend a lot of hours to do it, and you focus on 'what can I do, so that I can maximize income and maximize time expended, so that I have a lot more off time' - and that is what you get.

Rosalind: Right, and that way I get the money to support my habits. Exactly. It just flows.

Jim: Yeah, that is good. If you got nothing else out of this entire call, that answer right there, for some people it would be like, “Aaaah, you are just talking in generalities”, but that was some major insight right there.

Rosalind: Why, thank you, Jim.

Jim: **Okay, question #103. “How can I make my site stand out from everybody else’s?”** That is really to inject the magic ingredient, and the magic ingredient is you.

Your thoughts, your feelings, your insights, your emotions, your take on the subject is what will make you stand out from everybody else.

Do not be afraid to be you, and put it into your writing and into the messages you send out.

Rosalind: Yea, definitely, be who you are and that is really all you need to do.

Question #104. “What is something that I should not do or should watch out for, in a competitive industry?”

I do not like to think in terms of should not do, as opposed to should do's.

But, you should not Spam, you should not lie, you should not cheat, steal or otherwise betray the trust that your subscribers, and your customers have in you.

Jim: Make your momma proud.

Rosalind: Precisely.

Jim: And as far as the competitive industry, you know, what you should watch out for actually in a competitive industry is, that is actually a great thing, because if it is real competitive it means there is money there, but you will not want to compete with people.

You want to create new solutions and new ways of looking at stuff, which will immediately remove you from the competition.

Rosalind: Right, yeah. I always try to convey to people that competition is a wonderful thing, it is really a good thing. So many people will not enter a market because there is, “too much competition”. I do not for a moment believe that.

I think if there is a healthy market out there, then there is always something that you can do differently to set yourself apart, and make yourself the primary source of information about that particular product.

Jim: Absolutely.

Question #105. “Can you give me a realistic expectation of the percentage response I should receive on my opt-in mailings and PPC ad marketing?”

No, I cannot give you a realistic expectation. I can tell you a range that I have experienced and, as far as on opt-in mailings.

I have seen a range of anywhere between a half a percent and 20 percent.

And on pay-per-click advertising I have seen a range of anywhere between .01 percent to 5 percent as far as clickthrough’s or as far as conversion.

But, again, you know, those numbers are just signs of life and if people are clicking, that means that they are interested.

Then you need to keep an eye on two things.

One, are people buying what they click through?

And the second thing is, if they are buying, are you spending less on advertising than you are making on commission?

And you want to test various ways that you can increase that response so that people buy.

Rosalind: And I have had very similar experiences to you in that regard, so, good answer.
Question #106. “What books do you recommend and why?”

Jim: <http://ebookfire.com>

Rosalind: I was about to say, "oh Jim here is our opportunity to hype our products!"

Jim: Go to the <http://superaffiliatehandbook.com>

Rosalind: You will find all the books you will ever need about Internet marketing at those sites.

Jim: But if you are looking for a book that will change your life, go ahead and make sure that you read, “Think and Grow Rich”, by Napoleon Hill.

Rosalind: That is a good one.

Jim: **No.107. “What businesses on-line do you see taking off in 2004?”**

The same ones that are taking off in 2003.

I do not see anything real new coming down the horizon. I would be more interested in working on a business, and working on affiliate programs that are already established, than I would be in trying to spend all my time taking a chance on the hot new thing that might be coming down the pipe in 2004.

Rosalind: Absolutely. Get yourself set-up with established businesses and then, once you are making money, start looking for innovative things to do.

Question #108. “If you could use only one on-line marketing concept, and you needed cash right away, which would you use.

Affiliate marketing!” Basically, yeah. You should be able to, you know, do a site in a weekend, once you know how to do HTML and plug in your pay-per-click stuff, and basically start making money.

Jim: Yea, but if you, now let me address something real quick.

If you are sitting at home right now and you have no money; and you are sitting on your last 100 bucks thinking that this is going to solve all your problems, and you are going to have a thousand dollars by the end of the week; I would prefer that you not do that.

I mean, go get yourself a part-time job.

I mean, this does take work, this does take effort.

You know, since you needed “cash” right away, well, you know, if need me to I can send you \$2.00 and you will have “cash.”

I guess I have a feeling that this is one of those, “How can I be rich by the end of the week, because I am out of money, and you must know a magic solution”.

And there is no magic solution. It is a building up process over time.

Rosalind: Oh, absolutely. There is not such thing as get-rich-quick. Pure and simple.

Jim: **Question #109. “What marketing accomplishment are you most proud of?”**
The marketing accomplishment that I am most proud of is that I am still here.

I am most proud of the fact that I am still, you know, I started out where I was three years ago, and I am still here. I have not trashed my reputation, I have not misled anyone, I seem to have a pretty good reputation on the internet and I have managed not to let, “success” go to my head and start believing my own press releases.

I had somebody send me an interesting email the other day that said, “You know Jim, you’re not like all the other gurus. It’s like you’re still one of us.”

And, you know I hate that term, “guru”.

I think that for me, is the biggest thing I am proud of, is that I am still Jim Edwards.

And whether I succeed or fail, I am still Jim Edwards and I am pretty cool with that.

Rosalind: Absolutely. I fell pretty much the same as Jim. Just the fact that I was able to start a business when I knew nothing about business on the Internet and that just by working at it and having fun with it, I've been able to turn that into a good life for me, and my family and my friends. That feels really, really good.

Jim: Absolutely.

Rosalind: **Question No. 110. “How can one overcome procrastination?”** Oh, I, I love this particular subject. It is real simple.

Just do it.

Just get up off the couch, turn off the TV, because that is usually the thing that causes most people's lives to stagnate into a cesspool of nothing.

Jim: The idiot box.

Rosalind: The idiot box. Turn it off.

Make a commitment and say this is what you want to do. Just do it. And one of the ways to get yourself to just do it is to focus on the things you want to achieve in life. You know, if you want to do a trip to the Galapagos next year and it is going to cost you - let's make that objective a little bit bigger, the Galapagos and Machu Pichu and...

Jim: Detroit. :-)

Rosalind: And Detroit. Let's say it is going to cost you \$5,000.00, then figure out what it is that you need to do to make that \$5,000.00 and then do it. Because that is what you want to do.

But you have to have a goal, and you have to have a deadline, because a goal without a deadline is merely a wish. There, that is how you overcome procrastination.

Jim: This is a little bit from my, “Five Steps to Getting Anything You Want” program and the biggest thing you can do, is just like Ros said, get a clear, clear picture of exactly what you want and the clearer the picture, the easier it is to overcome procrastination.

Because any time you start doing something that is not driving you to your goal, that picture will pop up and you will go, “dang”, you know, I could sit here and watch the Barney tube or watch reruns of Mayberry or Jerry Lewis or I could go to my computer and work on this for a couple of hours, and do something that is going to change the circumstances of my life.

And it is a series of decisions like that, that get you to the end of the year feeling really good, as opposed to getting to the end of the year and feeling like crap because you know you wasted time.

Rosalind: And that is another big point too. It is about how you feel about yourself and being able to accomplish your goals will make you feel wonderful about yourself - as opposed to sitting on the couch and wondering where the hell the time has gone.

Jim: Where did my life go?

Rosalind: Yeah.

Jim: **Question #111. “I am based in the UK and would you have any advice on the potential differences between the U.S. and European Internet marketing places and the pitfalls of the British Reserve?”**

I do not know anything about the British Reserve.

I will tell you that I know from the, and I am going to give the link in here, but from the “[Web Law Clinic](#)” teleconference I did with Attorney Bruce Safran, basically, if you sell in the U.S., if you advertise in such a way that people in the U.S. are going to be responding to your advertising, i.e. your web site, then you pretty much need to comply with advertising rules in the U.S.

In other words, do not think that because you are in Amsterdam, or Singapore or something like that, that you can make whatever claim you want, because you are beyond the reach of the law.

The upshot is, is that no matter where you are, tell the truth.

Do not make outrageous claims, and pretty much do the right thing no matter where you are and no matter what you are selling, and no matter who you are selling it for, and you should be okay.

That is about the best way I can answer that question.

Because there really is no “European Internet market”, or “U.S. Internet market”. There is the Internet.

Rosalind: That is the point I was going to make. It is a worldwide marketplace. The only thing you really have to watch out for is merchants who accept only affiliates who reside in a particular area. There are lots and lots of banks that will only allow U.S. affiliates. So do not sign up with them. Read the fine print.

Jim: Scum.

Rosalind: Well, okay I wouldn't say that, but anyway. **Question #112 and this is the last question. “I went to 101dates.com and to check out Ros’ site to get a good idea about how to set up my niche website page. Her site had graphics and looks really professional looking.”** (Why thank you.) **“I don’t think I can build a site that fancy though. I’m only used to creating a one-page direct response site that sells. Just headlines, benefits, words and order page links. I’m very sure I can build a simple looking web page for my affiliate site but do you know of a simple looking affiliate site like this that I can go and visit and check out and use as an example?”**

Well, two things here. My site actually is extremely simple.

I have placed one graphic on each page, except for on the home page where there are two graphics.

One per page of a person, because people relate to people. And, because it is a dating service review site, then, you know, if I am on the Interracial or Ebony dating page, then I have a picture of a black person.

If I am advertising the Spanish or the Amigos.com then I have someone who looks Hispanic, just so people can relate quickly, as opposed to having to read the headline. Inputting a graphic into a page is very, very simple.

So there is nothing fancy about that site.

Jim: Pretty much any basic HTML editor is going to let you do that.

Rosalind: Easily. And the other thing is, you know if you want to fancy it up a little bit, go take a look at 4templates.com or dollartemplates.com and take a look at the templates that they have.

For 10 or 20 bucks you can get beautiful templates that do incorporate a couple of graphics and, but basically your site does not have to be fancy at all. I mean, if you are used to doing really simple web pages that, do look professional then there is absolutely nothing wrong with that.

That's a good thing.

Jim: Absolutely. Okay, we have reached the end of the list of questions and I just have one final thought that I want to give them, and I will give the floor over to Ros.

The upshot is, is that we have pretty much answered every conceivable question that somebody could have about affiliate marketing.

Whether it is through the Business Affiliate Blueprint presentation that we did or through 112 questions from people just like you who want to make money on the Internet, who want to sell as affiliates, who want to know all this stuff.

And one conclusion that you must come to after listening or reading the transcript this far, is that there are no magic answers.

That you can reduce all of this stuff to a formula.

And it comes down to testing and doing and you test it, if it works you keep doing it. You test it and if it does not work, you stop, you move on to something else.

You follow the Affiliate Business Blueprint and it will work.

The only thing that would keep it from working is you by not doing it.

So we know this works. We are proof that this works and so just go do it.

Rosalind: Absolutely. My two cents' worth - do not be afraid of what other people might think of your website. Like Jim said, do it, get it online and the acid test is, is it making money? If it is not, do something a little bit different, try it again, and just keep going until you are making money.

Jim: Even if you can come up with something that only makes a couple hundred bucks a month. If you can put up 20 of those things over the course of a few months that are making you 200 bucks a month, that turns into \$4,000.000 a month.

Rosalind: Exactly.

Jim: Which is not an insignificant amount of money.

Rosalind: It is a beautiful thing.

Jim: No kidding. If you are doing it part-time, and that may be the income that will allow you to be able to pull away, or you can go full-time. And then, when you are doing it full-time, then it takes off. I am not advising anybody to quit their job. What I am saying is that if you can replace your income, then that might become an option for you.

Rosalind: Success breeds success like nothing else, so if you are making \$200.00 a month or whatever, when you know how that works, then you can replicate it quite easily.

Jim: Sure. And the second time you do it, it is always faster than the first time. And the tenth time you do it, is faster. So...okay, well we want to thank everybody for listening and we will look forward to hearing all of your great success stories.

Rosalind: And wish you all the best of luck.