Getting Started Action Guide

The **5 Pillar Program** pays a **generous** commission on...

1) the first order by a customer who was referred by you.

2) every subsequent order (for other products) by that customer... forever!

3) sales generated by affiliates who were referred by you.

Add to that...

• a growing product line

• a non-terminating, transferable agreement

• a limited number of affiliates

• ongoing communication and education

• proven marketing tools

The result?

The Best Affiliate Program on the Net...

One that goes **way beyond** income-generation.

The 5 Pillar Program builds equity for you, our partner-in-sales.

1. How to Use This Guide

The **Getting Started Action Guide** has many special features to enhance your reading experience...

1.1. Links Within the Manual and to the Web

The **Getting Started Guide** has **links...** links that take you to...

1) other parts of this **Guide** -- You know how sometimes you read something in a book, and you say, "Now where the heck did I read about that?"   Well, the **Guide** has **internal links...** links that take you from one part of the book to a related section. So you can easily find and reread a topic. These links appear as **blue-underlined.**

2) the Web -- These links also appear in **blue** and are **underlined.** **Before you link to the Web,** the **Guide** needs to know which Web browser to use. **Click to open this preference window** -- then...

• Click **Browse** (for Windows users) or **Select** (Mac users). In the window that pops up, **find your browser, select it,** and click **Open.**

• See **"Connection type"? "Standard"** is fine if your browser is not offered as a choice. And ignore the other settings -- the default selections are OK. **Then click OK.**

1.2. Navigation Features

The **Guide** makes navigating easy. Here's how to move around the book...

• **Scroll Bar** -- click on the Scroll Box in the Scroll Bar and drag it **down** or **up** to rapidly move forward or backward through the book. You will see the page number appear when you click on the box. Release it when you get to the desired page...
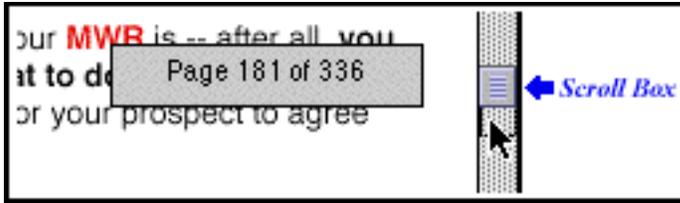
Clicking just **below** or **above** the Scroll Box will **advance** or **reverse** a part-of-a-page at a time.

Clicking on the Scroll **Arrows** (at the bottom or top of the Scroll Bar, **not** shown in illustration) will **advance** or **reverse** the page one **line** at a time... holding an Arrow down will scroll the page continuously.

• **Arrow Keys** -- Pressing the m or i cursor key **on your keyboard** will **advance** or **reverse** the **Guide** one page at a time.

• **"Back Buttons"** -- The entire left and right margins of every page are giant, invisible **"Back buttons."** Click in either margin to **trace** back to the previous page you were on, even if you were in a different file. Click again to trace another page back.

When you click in a margin, it turns black, and when you release the click, off you go! Here's what it looks like...
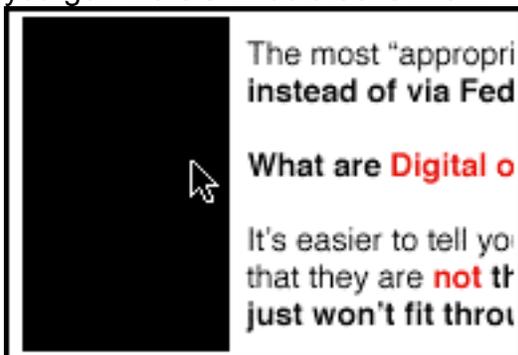
This feature is especially useful after linking to someplace else. Once you read that material, **you'll likely want to return to your point of origin.** Clicking in either margin sends you straight back, so you can pick up where you left off.

• **Bookmarks** -- Under Acrobat's **View** menu, change from **Page Only** to **Bookmarks and Page.**

```
View  Tools  Plug-Ins  Wind
    Actual Size        ⌘H
    Fit Page           ⌘J
    Fit Width          ⌘K
    Fit Visible        ⌘M
    Zoom To...         ⌘L
    Part of menu has been removed.
    Page Only          ⌘6
  ✓ Bookmarks and Page  ⌘7
    Thumbnails and Page  ⌘8
```
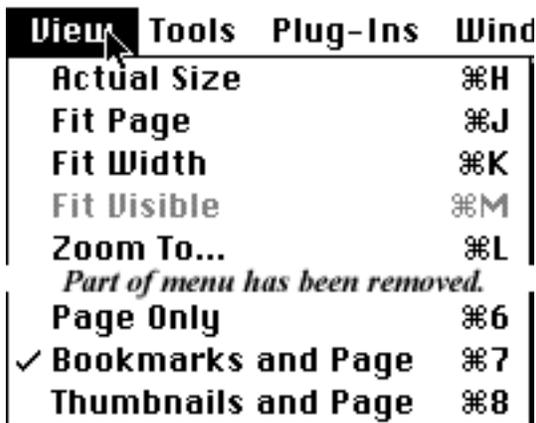
A set of bookmarks will appear in the left margin. **Here's what bookmarks look like** (we used the **original MYSS!** for this example, but the bookmarks for this **Guide** work in the same way)...

```
  ▯ Preface & Foreword
▷ ▯ 1. How to Use MYSS!
```
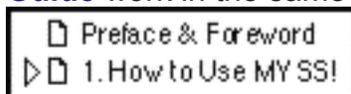
The triangle to the left of "1. How to Use MYSS!" means that there are "sub-bookmarks." Move your cursor **over the triangle,** like this...

```
  ▯ Preface & Foreword
▷ ▯ 1. How to Use MYSS!
```
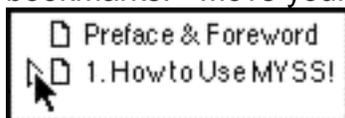
Then **click on the triangle** to expand the bookmarks under that chapter. Click again to shrink them all back down, then again to expand them...

```
   ▯ Preface & Foreword
 ▽ ▯ 1. How to Use MYSS!
      ▯ Links to Spots within MYSS!
      ▯ Navigation Features
      ▯ Viewing Features
      ▯ Search Features
      ▯ Print Features
      ▯ Links to the Web
      ▯ Sidebars
```

Now... here's the whole point of bookmarks. Move your cursor over the **"Links to the Web"** bookmark until it turns into a "hand with pointing finger," then click...

```
□ Preface & Foreword
▽□ 1. How to Use MY SS!
    □ Links to Spots within MY SS!
    □ Navigation Features
    □ Viewing Features
    □ Search Features
    □ Print Features
    █ Links to the Web
    □ Sidebars
```

Clicking on **Links to the Web** sends you to that section. Click on **any** bookmark to leap to the beginning of any section of the book.

Try this **Guide's** bookmarks now. It's a quick and easy way to find your way around.

• **Straight Page Jumps** -- At the bottom of your Acrobat screen, you will see...

```
□ Page 16 of 336
```

Click on it. Then, in the window that pops up, simply enter the page number that you want to jump to. Then click "OK."

1.3. Viewing Features

Click here to open a preference window. Set the **sharpness.** Would you like the text of to appear **smooth** like this?...

```
Your Web site either makes the sale, or it doesn't.
```
... or **sharp** like this?...
```
Your Web site either makes the sale, or it doesn't.
```

If you prefer the smooth look, **check** the box beside **"Smooth Text and Images."** Otherwise, leave it **unchecked.**

You can also set **magnification** and **page display layout** in the window above, **or...**

• **Magnification** -- Generally, the best **magnification** to view the **Guide** is **100%.** But if you want to adjust this, look down **to the bottom** of the Acrobat software's screen. You'll see something that looks like this...

Q 100% **Click-and-hold on it.**

You'll see it snap open to...

```
  25%
  50%
  75%
✓ 100%
  125%
  150%
  200%
  400%
  800%

  Fit Page
  Fit Width
  Fit Visible

  Zoom To...
  Q 100%
```
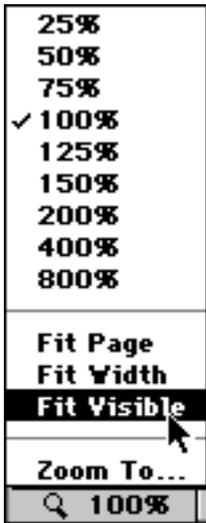
Then **enter or select the magnification** that you prefer.

If you have a small monitor (15-17")...
To make the words as large as possible, **maximize** the **Guide's** window so that
it takes up **the whole monitor screen.** Then click and choose **"Fit Visible"** (as
shown above). Experiment with different settings.

**If you have a large monitor (19" or greater)...**
Maximize the **Guide's** window so that it takes up **the whole monitor screen.**
Then click and choose **"Fit Page."** This fits one entire page into the vertical
dimension of the **Guide's** window (convenient for reading). Experiment with
different settings and window sizes, as well as page display layouts (next)...

• **Page Display Layout** -- Just to the **right** of the magnification setting, you'll
see...

⊟ 8.5 x 11 in
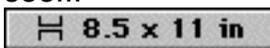
If you click on it, you can choose between the following page layout options...

```
  Single Page
✓ Continuous
  Continuous  Facing Pages
```
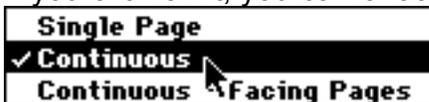
**Single page** -- displays one page in the document at a time.

Continuous -- arranges the pages in a continuous vertical column for easy
scrolling.

Continuous - Facing Pages -- arranges the pages to appear side by side. This is only a good choice if you have a **gigantic** monitor.

Single Page layout   Continuous layout   Continuous-Facing Pages layout

1.4. Search Features

To find a word, hit either **Control-f** (Windows) or **Command-f** (Mac) to bring up the Acrobat Find window...
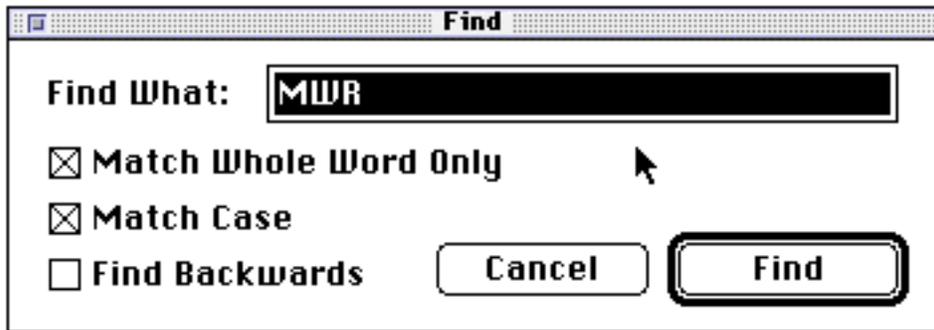
In the example above, you are searching for **MWR,** (abbreviation for **Most Wanted Response**).

Since you are looking for exactly **MWR,** you click "Match Whole Word Only" -- if you wanted to catch any word with **MWR** in it (ex., **MWRs**), you would not click this box. Because **MWR** is abbreviated with capital letters, you ask it to "Match Case."

Finally, you decide to look for **MWR** starting from the front of the **Guide,** instead of from the back, so don't check "Find Backwards."

Once you're done, hit the **Find** button.

If you'd like to find the next occurrence of **MWR,** just hit either **Control-g** (Windows) or **Command-g** (Mac). You'll go to the next **MWR,** without having to pop up the Find window again.

1.5. Print Features

You can print this document in the usual fashion. Please read and respect **the intellectual rights attached to this Guide**.

1.6. Sidebars

A sidebar is a side note that relates to the main discussion, but which breaks the flow of the main thought. So I "tuck it away" to help the flow. It appears like this...

──────────────[SIDEBAR]──────────────
A sidebar is a side note that relates to the main discussion, but which breaks the flow of the main thought. So I "tuck it away" to help the flow. It appears like this...

Got a good sense of the controls? Great! Let's drive forward...

2. Introduction

There are three ways to make money in this world...

1) Get lucky and...

 ... win a lottery or inherit from a long-lost rich uncle.

2) Invest the money that you **already** possess.

3) Earn it. The **5 Pillar Affiliate Program** will let you earn **more** than just a "living" **from the comfort of...**

 ... your own home.

The **Five Pillars,** combined with **your motivation and energy,** will help you build a profitable affiliate business. And what are these pillars?

The **are...**

1) A growing, synergistic, in-demand line of **high-value products.**

2) A high **first-purchase** commission.

3) A **lifetime commission** on all purchases by customers originally referred by you.

4) A lifetime commission based on the earnings of your entire **team of affiliates.**

5) A **limited number** of affiliates -- "too many affiliates spoil the program!"

And, most importantly, the 5 Pillars are all set in...

... solid rock.

That solid rock is our promise, **in writing in the <u>5 Pillar Affiliate Agreement,</u>** that we will **never** unfairly terminate or modify the **Agreement.**

Quality is the other key reason why your **5 Pillar business will be successful.** Many people join affiliate programs that sell **grossly overpriced** products, just to make a quick score -- of course, a quick demise is sure to follow.

This is definitely not the case with SiteSell products. You will be **proud** to recommend them to other people.

The **SiteSell brand over**delivers with outstanding value. Our products give **everyone** a chance to get a piece of the e-commerce pie. **For a reasonable and affordable price, they empower people to truly win on the Web.**

As Andrew Carnegie, American industrialist and philanthropist, said...

The surest foundation... is quality.

And each new addition in the brand line will feed into the next in a swirl of synergy. One word of warning, however, about our planned product introductions... the Net can take you any place **in a second...**

... so be prepared! When a major new opportunity arises that **helps us to help entrepreneurs** succeed on the Web, we'll grab it.

No matter where we go...

... no matter what new products we add...

... **we want our "partners-in-sales" right there with us! We keep you informed!**

All of this adds up to the **first, and most important, pillar** of our **5 Pillar Affiliate Program...**

Outstanding Product Line **... a growing line of high-value products** for Web-based entrepreneurs and small businesses.

Let's take a closer look at the SiteSell line...

3. The Brand

SiteSell wants its products to be **accessible to anyone** who wants to succeed on the Net. No commerce degree is necessary nor are very deep pockets to pay for highly-priced consultants, reference books or business tools.

SiteSell.com's **"Make Your _____ Sell!"** series and Server-Side Solutions are designed to **level** the e-commerce playing field for all entrepreneurs and small businesses. **Motivation, passion and effort** become the key factors to success not money.

A large **and growing** base of satisfied customers rave about our benefit-loaded products. The SiteSell brand **more than meets expectations.** As a result, I can confidently say in my **guarantee** (using **Make Your Words Sell!** as an example)...

> If MYWS! does not deliver what you need and expect, tell me. I will refund you right away.
>
> That's more than a guarantee. It's my personal promise.
>
> Sincerely,
> Ken

It's a **"no questions asked"** automatic refund. Period.

Perhaps, the best indication of the **value** of the SiteSell brand is our refund rate... **well under one-quarter of 1%.**

Phenomenal!

So what makes up the SiteSell brand? Let's begin with...

3.1. SiteSell E-Books

Entrepreneurs and small business owners want **information** that is...

• **relevant**

• **complete**

• **clearly-written**

• **easy to follow**

• **effective**

• **affordable**

Customers can't afford to waste **money or time** on something that does not meet their needs or provide solutions... **now.**

The Net demands innovation and quick reaction time. You have to be on **top of your game** (and your competitor's) to be profitable. SiteSell.com recognizes this daily reality. Our everything-you-need-in-one-place books provide **current state-of-the art** e-commerce information.

We help our customers to be **top performers and first-movers** by...

1) actively seeking out authors who are **experts in their fields** to share their knowledge, insights and experience.

2) keeping abreast with **cutting-edge trends** on the Net in order to **lead** rather than follow.

3) encouraging customers to submit ideas or draft proposals which reflect a **"ground level" perspective** of what works online and what doesn't.

From this **wide**-angle viewpoint of life on the Net, we developed our business model for SiteSell e-books**...**

"Build the ultimate book for anyone who wants to SELL on the Net. Make it not just better, but far better than anything else out there. And then sell it for far less."

What does it all add up to?

Books that score **very high** on content, usability and readability. Books that are **within the reach** of everyone. Books that ensure **success.**

Currently, SiteSell publishes the following high-value books...

MAKE YOUR 2002 SITE SELL!
http://myss.sitesell.com/

No book, no manual, no training program comes close to **Make Your Site Sell! 2002** in showing you how to **SELL** on the Web. **From Product to Online Stores, from Site-selling to Traffic-building,** it's all here in this book. And it all works...

This is not theory -- **MYSS! 2002** is packed with lessons learned from the school of hard knocks. Its easy-to-understand approach is evergreen, ever-valid. **MYSS! 2002** is your complete, use-as-you-need-it, e-biz resource!

MYSS! 2002 is divided into four "content volumes"...

1) Site-Selling Volume (the Main Volume) -- everyone worries about traffic. But if your site doesn't **SELL,** you waste all that nice traffic. Learn how to increase your sales site's **Conversion Rate.**

2) Product Volume -- everything you need to know about developing, evaluating, positioning, pricing, and testing products for the Web.

3) Store Volume -- covers the process of selling multiple products online, from ten to a thousand or more SKUs (Stock Keeping Units). Learn how to design your online store effectively and to maximize usability.

4) Traffic Volume -- follows the "what works and what doesn't" approach to building targeted traffic (especially in the ever-evolving Search Engine world). It covers all the online and offline ways to build a steady stream of motivated buyers to your site.

The bottom line on e-commerce...

If you have a **great product,** and a **site that SELLS,** and can bring **targeted traffic** to your site cost-effectively, **you will succeed.** There are no other variables. **MYSS! 2002** covers it all -- **it's your ultimate reference book.**

MAKE YOUR KNOWLEDGE SELL!

http://myks.sitesell.com/

MYKS! is the ultimate product that empowers anyone to develop and sell their very own **proprietary** product on the Net.

And the product is right "between your ears!" Your knowledge, life experience, specialized interest or hobby can be packaged into an information product ("infoproduct") that other people want and are surfing to find.

An infoproduct offers the best **entry point** into the world of e-commerce for most people. **MYKS!** shows you clearly, and exactly, how to pull the best ideas out of your brain, and how to develop them into **saleable infoproducts.** Then it shows you how to market and sell them on the Net.

Absolutely everything is in **MYKS!...** from brainstorming to automating your order-processing. **MYKS!** provides **do-able** solutions for every single hesitation or daunting task for every single person -- no matter how Net-savvy he or she is.

MYKS! is the **complete** "Infopreneur's ToolKit."

MAKE YOUR WORDS SELL!

http://myws.sitesell.com/

MYWS! is all you'll ever need to write order-generating,lead-getting, sales-clinching words.

Words sell, not graphics or whirling gizmos. Your **words** have to grab your reader's attention and rivet their surfing eyeballs to your screen... all the way from your opening headline to your order form. It has to be a seamless process that skillfully continues to offer the reader **benefits and relevant information.**

MYWS! is a one-of-a-kind product, built from the ground up for the Net. It covers proven copywriting methods and techniques for a Web site, an online store, and e-mail communication.

MYWS! shows you how to make **all** your online words persuade that visitor to become a customer and **get the sale** -- an invaluable lifetime business skill.

Become a great **e-persuader... a Netwriter.** Discover the **power** of **your** words. Skip the 2-year trial-and-error learning curve. Save thousands of dollars by not having to hire a pro copywriter. You **can** write words that **sell** and **MYWS!** shows you how.

MAKE YOUR NET AUCTION SELL!
http://mynas.sitesell.com/

You now have open access to an incredibly profitable and exciting business opportunity -- one that didn't even exist a few years ago -- **a Net auction business.**

There's no initial investment -- you can begin by selling those long forgotten treasures that are gathering dust in your closet, attic or basement. No start-up risk. Build your Net auction business at your own speed. Work full-time or part-time. Retire early.

You don't even need to round up your target market because auction sites are extremely popular. They're already courting buyers from all over the world, buyers who are actively **searching** for your listing.

MYNAS! lets you skip the trial-and-error time you'd otherwise waste on the nuts-and-bolts stuff. There are comprehensive sections on...

• How to stand out with unique items

• Choosing the best auction sites for your goods (eBay's not the only one, you know!)

• How to promote your business

• Where to find other auction pros and what you can learn from them

• Strategies for selling goods in volume

• Selling high-ticket items without having to buy them

• How to start an auction site of your own!

MYNAS! helps you begin and **expand** your Net auction gold-mine. **The fun part.**

The need for the **right information is always in high demand.** Just like there is always the need for the **right tool...**

3.2. SiteSell Server-Side Solutions

No one understands the online entrepreneur better than SiteSell does. We **know** what it takes to succeed on the Web... and **how to do it.**

SiteSell packages hands-on knowledge and new technology into **unique, high-value, proprietary server-side solutions** (i.e., everything is done on SiteSell's server).

For the customer that means...

• **No** huge learning curve

• **No** frustrating hassles over installing software

• **No** nagging insecurity

• **No** maintenance or constant upgrading

• **No** lost opportunities

And that means the customer can put his or her **energy and passion** into the **rewarding** part of an online business...

... selling (as a merchant or service-provider) or... PREselling (as an affiliate).

At the present time, SiteSell provides these **mission-critical** solutions...

MAKE YOUR PRICE SELL!
http://myps.sitesell.com/

MYPS! uses the power and ease of the Web to give businesses the **Perfect Price**™ for their products or services with **scientific precision.** It is a **"first-on-the-Net"** solution to finding the exact price that **maximizes** profit.

The **MYPS!** system does it all for you...

• automatically customizes a totally unique and patent-pending questionnaire about your product

• records and stores readers' answers

• runs the patent-pending analytical models

• presents you with clear, bright-as-day answers to your pricing questions

• reduces risk and eliminates the trial-and-error stabs at getting the right price.

There is no software for you to handle. Nothing for you to calculate. Just view the precise results in easy-to-read **bar charts and line graphs.**

The **MYPS! Manual,** included for free, gives you all the details you need to properly set up the short survey, attract targeted respondents and correctly interpret results. The Manual is a wonderful pricing resource that provides valuable information on pricing strategies and marketing scenarios.

For the first time ever, small business people have access to high-end professional product pricing without high-end costs. **MYPS!** lets you price with **confidence** throughout your product's **entire life cycle** from feasibility study to launch to maturation.

Save **your** time and money. Maximize profits. **Find the Perfect Price™... the first time!**

http://buildit.sitesell.com/

To succeed at your online business (whether you are selling your own product/service or are **PREselling** for other merchants as an affiliate), you need a Web site created just for that -- a simple, focused site. One that is...

• **Easy to build**

• **Maintenance-free**

• **Low cost**

• **Credible (you have your own domain)**

• **A powerful traffic-builder and customer-converter**

Site Build It!-Basic (SBI!-B) pulls it altogether into a one-stop, income-generating, step-by-step system for you. It's the total package for small business owners who want to build targeted traffic to their sites in the most cost and time efficient manner possible.

Site Build It!-Basic creates a Theme-Based Site with high-value **Keyword-Focused Content Pages** that **rank highly** with Search Engines (SEs), and provide the solid valuable content that your visitors are searching for and want.

SBI!-B, a through-the-Web-browser site builder, handles ftp'ing, HTML coding, META tags, keyword density and Search Engine submission. This gives you time to concentrate on writing good content for your site... **persuasive content** that gets your visitors to click through with an **open-to-buy attitude** to your order form or to the affiliate programs that you represent. In other words, **it increases traffic to the destination that earns you income.**

Site Build It!-Basic provides practical, proven online help every step of the way to make sure that you build your new site perfectly. What does it include?...

• a "no-HTML" SiteBuilder -- build as many pages as you like within your theme-based site for the year

• Web site hosting for a full year

• your catchall e-mail address ("catches" multiple e-mail addresses)

• a look and feel selector **(including a customizable logo and left margin navbar builders)** -- no need for expensive designers! Choose from a variety of templates or customize your own! These server-side "PhotoShop-like" tools allow you to build with a couple of clicks of your favorite desktop rodent.

• a link library (stores any link to any affiliate program)

• an image library (upload your own images)

• full editing function

• An **"Analyze It"** module that reports on the Search Engine effectiveness of your page before you build it

• automatic Search Engine submission and tracking/reporting of spidering, listing and ranking

• a time-saving tool that researches the major Pay-Per-Click Search Engines for you, automatically showing you the Top 20 bids at every major Pay-Per-Click (PPPC) for all of your topics. Click a button and you're ready to mass-submit bids to each of the PPCs!

• traffic stats

• click in and click through analysis reports. You'll know exactly what's happening on your site, and why.

•   the capability to offer an opt-in e-zine (from creation to mailout to ongoing management) to develop and maintain an ongoing relationship with your visitors/customers.

• **Make Your Content PREsell! Action Guide** -- this Guide will help you get the most out of **SBI!-B.** It leads you step-by-step through the entire process.

Site Build It!-Basic builds a site that **"Gets the CLICK!"...** one that has a **professional** "look and feel," **easy** navigation, **high** Search Engine ranking and **solid** content that your visitors will love (and click!).

And soon, **Site Build It!** will have **full e-commerce capability...**

Site Build It! E-Goods (SBI!-E!) will permit any **Site Build It!** owner to sell his/her own e-goods (e-book, software, photo collections, etc.) directly through the site, exactly the way SiteSell does, including transaction processing. **SBI!-E** will include all the functionality of **SBI!-B, plus the ability to...**

• sell e-goods exactly the way we here at SiteSell do -- if you can create an e-book, collection of e-photos, sounds, music, cartoons, art, etc., this is for you.

• find their product's perfect price -- yes, your very own pricing survey will make sure you don't leave any money on the table! (Pure **MYPS!** power!)

• get their own merchant accounts to take credit cards (in USD, CAD, pounds, or EURO)

• clear credit cards in real-time, the way we do, as well as enter orders manually (for offline orders and for payment of services)

• receive fast efficient payment -- **SBI!-E** will EFT (Electronic Fund Transfer) your funds directly into your bank account

• sophisticated fraud screening (PRE-order, DURING, and POST-order), plus state-of-the-art transaction processing

• provide secure digital delivery -- Once a customer purchases your e-good, **SBI!-E** totally automates its digital delivery upon completion of payment. Better still, we'll prevent your customer from making further unauthorized downloads, and provide a ton of "back-end" statistics to ensure your business is running as efficiently as possible.

• run their own affiliate programs! Yes, recruit a commission-driven sales force with your own 2-tier affiliate program!

• create and maintain multiple client lists (enhanced newsletter capability). Do a MailOut to opt-in subscribers, customer and affiliate lists

• the same kind of extensive "reporting and managing" back-end tools that SiteSell has. Track and manage your business via mere button clicks.

SBI!-E will be the **total, all-tools-in-one-place, affordable solution** that enables anybody (and I do mean anybody) to start and operate their own profitable e-biz.

All of this adds up to the **first, and most important, pillar** of our **5 Pillar Affiliate Program...**

 ... a growing line of high-value products for Web-based entrepreneurs and small businesses.

Your success is our **long-term** business. So let us get started down that yellow brick road of income-generation with **your 5P Affiliate Business...**

4. The 5 Pillar Affiliate Program

Here's the basic business model for the 5 Pillar Program...

SiteSell products can help any person, in any country, who has a business on the Web. However, there's no way we alone could market to lawyers in Chile, dentists in Omaha, or skydivers from Germany.

An affiliate program gives us the power to reach into every niche of every corner of the globe. In short, it helps us build our business. We feel that this is so important, we **must** return something of value, **immediately and in the long term** to our partners-in-sales.

The **5 Pillars** allow you to build a **true** business...

• one that can't be terminated tomorrow

• one with ongoing income

• one that has true equity (i.e., it has value that can be sold).

The **5PP** is designed to **reward ongoing...**

• generation of **Sales** -- ultimately, this is what it's all about.

• referral of **New Customers** -- **new** customers are the life-blood of any business.

• **Team Building** -- affiliates can become more than just "members who sell" -- they can become **Team Builders** who **lead!**

The key phrase is **"ongoing activity."**

The **5PP** discourages the "short-term-burst-then-collect-residual-income" approach. The burst approach does achieve **short-term success.** But it's doomed to **long-term failure** as the affiliates become less and less active, sitting back and waiting to collect "passive income." The company dies because everyone sits back. **The affiliates are left with...**

... nothing.

We prefer to make this clear up front in order to weed out the "get-rich-quick-and-easy" prospects. These people are doomed to a lifetime of disappointment, and I do **not** want to contribute to their unhappiness.

OK, here's how the **5PP** works, from A to Z...

4.1. Your "Referral-Redirect" URL

You (the affiliate) refer customers to your own **unique Referral-Redirect URL ("RR URL")** or in other words, **a special "yours only" link.** When a visitor clicks on that URL, a **CGI-REDIRECT** (a programmed code that redirects from one URL to another) sends her to the "real" SiteSell site.

The CGI program also writes a **temporary cookie** for her at that time. (A cookie is a small file that's written onto your hard disk from the site you are visiting.) Since this URL "belongs" to you, and only you, **the cookie tags that visitor as "yours."** Even if she returns years later and orders, **the commission goes to you.**

Some affiliates will be given, upon request and upon **acceptance** by us, their own unique **subdomain** (ex., **sales.**sitesell.com). Since this is more work administratively, it will be reserved for a **select few.**

——————[SIDEBAR]——————

If you already have a significant Web presence or if you are planning a large offline campaign**,** please request your own subdomain**. But please...**

We guard subdomains jealously. Generally, a newsletter should have **10,000+ subscribers.** A Web site should receive **more than 10,000 unique visitors per month** (300 per day). Or your offline budget should exceed $2,000. If you feel that you qualify, please e-mail directly to **subdomain@sitesell.com.** Provide information about traffic, number of subscribers, etc.

If you don't qualify or aren't sure, let's start with your own **regular** RR URL -- it's still a heck of a lot better than those...

http://www.something.com/somethingelse/cgibin/affiliates.pl?a844903k2 …
URLs that you see all the time!

You can still earn your own subdomain later through **performance.** E-mail
anytime you feel that you've truly earned your own subdomain.

4.2. The Cookie... Temporary to Permanent

As mentioned above, the referred visitor receives a **temporary cookie** that ties
her to **you.** Now there are **two** possibilities...

1) The customer with **your temporary cookie** does **not** purchase...

As long as the visitor with a temporary cookie does **not** hit another affiliate's site,
she keeps the temporary one that ties her to you. But...

If she hits another affiliate's **RR URL,** the "new" affiliate's cookie **overwrites**
yours. If she **then** buys a **SiteSell product** the commission would go to the
other affiliate. And so would the **permanent cookie.**

2) The customer with **your** temporary cookie buys a SiteSell product... we pay
you the **commission.** And your cookie becomes **permanent.** Once a cookie is
permanent, a visit to another affiliate will **not** overwrite your cookie. **Your cookie
never expires -- so that customer is bound to you forever (within technical
limits).**

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All current browsers are **cookie-enabled** by default. The user must actually turn
cookies off if she does **not** want to accept them, and **almost no one does that.**
So don't worry about losing sales due to people turning cookies off. How do we
know this does not happen? Two ways...

1) Statistics from formal studies

2) Our own sales statistics -- over 95% of our sales occur due to affiliates already
-- and most of the other 5% happens because of our own marketing efforts.

And even if a customer of yours destroys her cookie by accident, we've got that
covered...

Let's say that **your** customer formats her hard disk or otherwise expunges your
cookie, and then later returns to make a purchase. Our state-of-the-art database
identifies that customer through a unique cascading series of identification steps.

In virtually all cases, the customer will be identified as yours. The program then **re-writes the cookie** in your name.

• **Rationale of temporary-permanent cookie process...**

It rewards affiliates for **PREselling.** In the "real world," sales people **sell** to earn their commission. They do not simply **refer.** Referral fees (ex., for telemarketing companies who generate prospects) are far **less** than sales commissions.

The **5PP** encourages **active PREselling efforts** rather than mere referrals from affiliates. Here's **how** and **why...**

If you simply **refer** someone to our site, that visitor is **less** likely to buy. However, if you **PREsell** SiteSell products (i.e., use endorsements, reviews, success stories) that same person hits our site in an **"open-to-buy mood."**

PREselling rather than referring increases your income in two ways...

1) If the customer is five times more likely to buy, you make five times the income! **But even more importantly...**

2) A purchase converts the **temporary cookie** into a **permanent** one. In other words, you "capture" that visitor as your permanent customer.

With a mere referral, the visitor probably leaves our site with a temporary cookie. If she visits another affiliate's site **and then buys...**

... she belongs to someone else, forever. <sniff>

• **Rationale of a permanent cookie...**

A customer has a "lifetime value." The **permanent cookie recognizes this value.** Once your customer has a permanent cookie, all future purchases by her generate a commission to you.

The amount of the commission will be increased according to **your ongoing activity**.

4.3. The Commission Structure

The **5PP** sets commission rates on a **product by product** basis. Every book and server-side solution will have a commission attached to it.

Commission rates will be in the following ballpark... **25% - 30%**.

To see the commission structure for all SiteSell products, **go to the 5P Club and take the QUICK JUMP to First-Purchase Product-by-Product Breakdown Status.** These will **always** be your most **current** reference points.

• Rationale of commission structure...

The higher our margin, the more room for commission payout. You are our **"partners-in-sales"** and should be paid **as much as possible,** with enough left over for us to run a successful, long-term business. Here's how...

4.4. The First Purchase

The first purchase by a referred customer generates a **First-Purchase Sales Commission (FPSC).** To encourage **ongoing new referral activity,** we set this commission very high. This encourages affiliates to attract and refer **new** customers.

New customers, as we have said, are the **lifeblood.** We really want to get that first purchase from a new customer. So we set that **First-Purchase** Commission **high.** Then it's up to **us to retain that customer** by **over**delivering on every front... product quality, customer support, etc.

For example, MYSS! 2002 has a 30% **FPSC** and a $39.95 price tag. A sale to a **first-time customer** pays you $11.99 ($39.95 x 30%). (A first-time customer is **recognized** because she has your **temporary cookie.**)

━━━━━━━━━[SIDEBAR]━━━━━━━
All dollar amounts in this document are in Canadian dollars, unless indicated. To convert to US dollars, multiply by two-thirds. For example, $150 in Canadian dollars = $100 US. For **exact, up-to-date** conversions from **any** currency to Canadian dollars, please see...

Amounts are quoted in Canadian dollars just for the sake of **consistency.** **You can select the currency you'd like to receive.**

• **Rationale of high First-Purchase Sales Commission...**

Basically, the commission paid to you for this sale will be **higher than our net profit margin** (after expenses for new product development, marketing, and customer support).

That's how badly we want that new customer! Of course, this high commission is great for you, the affiliate. As a matter of fact, it's...

 ... the second of the five strong pillars that will build a solid income and business for you, now and in the long run.

4.5. The Lifetime Customer

As mentioned above, a **first purchase** also converts your temporary cookie to a permanent one. So if that customer returns later, no matter when or how, the **5PP** recognizes **your permanent cookie.**

This **permanent cookie** results in a **lifetime customer** for you. And **that...**

 ... is the third of the five powerful pillars that empower you to build a true ongoing business with great income potential.

In most affiliate programs, affiliates would **never** see another penny for subsequent purchases by customers originally referred by them. With some programs that customer must actually purchase **during** the **first** visit in order to get the commission!

But with your permanent cookie, it does not matter how or when the customer buys again. If she bookmarks our site and returns and buys later, or if she returns and buys due to **our** own marketing efforts, our **permanent cookie** recognizes that **you** introduced us to this customer.

Let's use an example. Remember that customer who was "pre-sold" by you and bought **MYSS! 2002?** Well, she's back -- 6 months later. She wants to buy **Site Build It!-B.**

Your customer, Karen, is a long-time plate collector and vendor. Her online sales have been very satisfying since she revamped her site after reading **MYSS! 2002.** Karen now wants to add additional income streams. So she decides to use her collecting knowledge and experience to her advantage, and chooses **SBI!-B** to create a Theme-Based Content Site for her second business venture.

Karen joins two affiliate programs in the crystal giftware market, as well as the affiliate program of an online book vendor (to refer visitors to high-end gift books). She also sells specialty plates through Net auctions at eBay -- so she'll refer her traffic there, too. And, finally, she joins the **5 Pillar Program** to represent SiteSell products! Yippee!

So she buys **Site Build It!-B** (at the cost of $400). Your customer loves the fact that she doesn't have to worry about HTML, ftp or how to make the Search Engines rank her content pages.   And she never has to submit her pages to the engines -- it's all done for her. To her, **SBI!-B** is worth the price to get her second business up and running smoothly without draining her first.

———

Here's where that **permanent-cookie-lifetime-customer** stuff comes in...

You can earn a commission on every sale to your permanent customer, **forever.** And that includes the **Site Build It!-B** sale in our example.
But... without the proper checks and balances, **this could encourage a...**

... **"sit back and wait to get rich"** attitude. I'm not saying that **you** would do this. Neither would I. But most people would -- it's human nature.

And there's a **second problem...** We could not survive if we paid such **high** first-time commissions on every sale forever. Why not? Because even a cyber-company has high costs...

We have invested a large amount in startup costs, and will devote a high percentage of gross sales towards **new product development, marketing, and customer support.**

Bottom line?

To continue to pay the high **First-Purchase** rate on a lifetime basis is unrealistic. No serious company (that wants to last) pays its sales force in this manner. "Real world" companies don't pay **any** kind of lifetime commission.

Ultimately, the combination of a high lifetime commission and inactive affiliates would kill our company, which would also make **your** investment of time and money worthless.

Here's how we **turn...**

... a lemon into lemonade.

Let's say that **Site Build It!-Basic** pays out a **First-Purchase Sales Commission (FPSC)** of 25%. If this was her **first** purchase, you would receive a **FPSC** of $100 (25% of $400).

But it's not her **first** purchase -- the book was. So you, the affiliate, receive a **Repeat-Purchase Sales Commission (RPSC).**

The **RPSC** will be derived from the **FPSC** according to your **TVI** (more on TVI in a second). Since we adjust the **FPSC** according to the **TVI,** we'll call it the **Pre-TVI RSC** from now on. OK. OK. I hear you screaming -- **"What the heck is TVI?!"**

It's your **Total-Value-Index** for the month.

"What the heck is the Total-Value-Index?!"   Good question...

Total-Value-Index (TVI) is a measure of how much you helped us grow. Since growth is determined by new customers, the **TVI** "scores" **First-Purchase Sales** as more "valuable" than **Repeat-Purchase Sales.** Here's the formula...

Your **TVI** is equal to **five times** the **Total Dollar Sales** generated by **First-Purchase Sales** during a month, **plus** the **Total Dollar Sales** generated from **Repeat-Purchase Sales** during that month.

So why is this of any interest? Simple...

... the higher your TVI, the higher your RPSC.

OK, let's continue our example where your permanent customer is about to build her second business site with **Site Build It! -Basic.** Let's say that, in a given month, you have generated $800 worth of sales from **first-time** customers and $1,000 from **repeat** customers. Here's the calculation...

Your **TVI = ** (5 x $800) **+** $1,000 **= $5,000.**

If instead, all $1,800 of your sales had been **repeat** purchases (passive)...
Your **TVI = ** (5 x $0) **+** $1,800 **= $1,800.**

The **TVI** of $5,000 (compared to the $1,800 **TVI**) results in a **higher** commission payout for **Repeat Sales. Chart I** shows how this happens...

Chart I

Here's the scaled **RPSC Percentage Schedule...**

TVI is less than $200		RPSC = 0% of Pre-TVI RSC
TVI is $200 or more	but less than $500	RPSC = 10% of Pre-TVI RSC
TVI is $500 or more	but less than $1,000	RPSC = 20% of Pre-TVI RSC
TVI is $1,000 or more	but less than $1,500	RPSC = 30% of Pre-TVI RSC
TVI is $1,500 or more	but less than $2,000	RPSC = 40% of Pre-TVI RSC
TVI is $2,000 or more	but less than $2,500	RPSC = 70% of Pre-TVI RSC
TVI is $2,500 or more		RPSC = 100% of Pre-TVI RSC

————[SIDEBAR]————

The more active affiliates will reach the highest payments**.** The mid levels will be set to **encourage** the lower-but-trying group. The lowest levels will **eliminate** the "I wanna get rich but don't wanna work" people.

OK, back to our example... The purchase price of **SBI!-B** amounted to $400. It pays out a **FPSC** of 25% which is equal to $100 -- since this is a **repeat** customer, we call this $100 the **Pre-TVI RSC.**

Your **TVI** for the month added up to **$5,000,** right? Check **Chart I (above)** -- you receive **100%** of the **Pre-TVI RSC,** which amounts to 100% of $100 **= $100.** If your **TVI** had only been **$1,800,** the repeat commission payout would be 40% of $100 = **$40.**

• **Rationale of scaled Repeat-Purchase SC...**

The TVI puts the emphasis on new customers. New customers grow the business, both ours **and** yours. By factoring in this importance, **TVI yields a true measure of how valuable your efforts are to our growth.**
A lifetime **Repeat-Purchase** payout schedule that is scaled according to **TVI** is the best of all worlds...

1) It recognizes the **lifetime value of the customer.**

2) It addresses the **passive nature** of this lifetime commission if an affiliate becomes inactive.

3) It pays according to **ongoing valuable activity.** This encourages **active sales efforts** by serious affiliates.

4) It allows us to sell **outstanding products at fair prices.** Pie-in-the-sky promises and outrageous commissions can only mean one of two things...

• overpriced products that don't deliver **= bitter customers**

• margins that don't allow the company to grow **= unprofitable company.**

But ultimately, **you're** the one who pays. Either way, **your company dies.**

This **scaled Repeat-Purchase SC** empowers the serious, active affiliate to build up a **large residual income.** To see how, let's continue with the above example and compare it to Amazon.com's program...

Let's say that you're an Amazon.com affiliate -- you refer 100 **first-time** customers per month to them. At the end of two years, you still have nothing. Why? Because there's no lifetime cookie -- each referral is a one-time deal.

With the **5PP,** each **first-time** customer becomes a **permanent** customer, one who generates ongoing sales and commissions. So, after two years, you'd have **2,400** customers.

We regularly send all of these customers e-mail newsletters, follow-up with how they're doing, etc., etc. In short, we follow our own advice -- we build relationships. This builds **repeat** purchases. And repeat purchases from **2,400** customers build you a steady, large monthly income.

Remember the above example, where your customer set up a **Theme-Based Content Site** with **SBI!-Basic**? She generates a commission of **$100.** Imagine if 2,400 customers were doing that! A heck of a lot better than Amazon's one-shot deal, right? But here's the best part... this steady income builds **you** a business that has real value -- a business that you can sell for a substantial amount. In short, **you've built equity.**

4.6. The Lifetime Affiliate

The **5PP** also recognizes the **lifetime value of a visitor who becomes an affiliate.** The **lifetime affiliate** is the **fourth** of...

 ... the five major pillars that empower serious affiliates to **earn much more than just a living wage.**

"What's so great about a lifetime affiliate," you ask? Super question!...

The lifetime affiliate empowers you to build and coach your own Team.

How does this all work?...

Let's say that a visitor "wearing" **your** cookie becomes an affiliate. For example, the plate collector from above joins the **5PP.** We enter this new affiliate into **your Team.**

"So what?" you say. OK, OK, here's the point...

You can earn a **percentage** of your **Total Team Earnings** (**TTE** -- the total of **all** commissions earned by **all affiliates** in your **Team** for the month). We call this the **Commission on Total Team Earnings (CoTTE).**

It's a powerful concept. The **CoTTE is as close as you'll ever get to...**
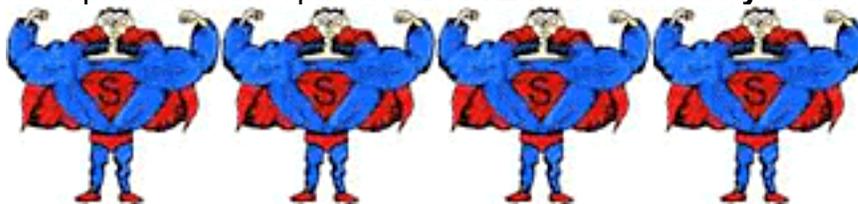
 ... cloning yourself.

Calculation of the **CoTTE** works the same as it does for **Repeat-Purchase Sales Commission.** The more **valuable** you are, the more you earn. The percent of **TTE** increases according to your **TVI** for the month.

<p style="text-align:center"><strong style="color:blue">Chart II</p>

Here's the scaled **CoTTE Percentage Schedule...**

TVI is less than $500		COTTE = 0% of TTE
TVI is $500 or more	but less than $1,000	COTTE= 4% of TTE
TVI is $1,000 or more	but less than $2,000	COTTE= 8% of TTE
TVI is $2,000 or more	but less than $3,000	COTTE= 12% of TTE
TVI is $3,000 or more	but less than $4,000	COTTE= 18% of TTE
TVI is $4,000 or more		COTTE= 25% of TTE

OK, back to our example one last time! Remember your **TVI?** It was **$5,000.**

Suppose your **Total Team Earnings (TTE)** that month was $50,000. Based on your **TVI** of $5,000, you earn an additional 25% of **TTE** (check Chart II above). This amounts to...

$50,000 x 25% = $12,500 = your **CoTTE**

But if your **TVI** was only equal to $1,800, your **CoTTE** would amount to...

$50,000 x 8% = $4000

Dedication to our business is **exactly** what the **TTE** concept is designed to reward!

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You do **not** earn any percentage of sales generated by your affiliates' affiliates -- that is a Multi-Level Marketing (MLM) feature. SiteSell is **not** MLM.

• Rationale of Team Commissions...

Payment of **Team Commissions** recognizes the **lifetime value** of an affiliate referred by you, yet acknowledges the passive nature of this lifetime commission. So the **TVI** structures the **Team** payouts to reward **super-** achievers and **serious** performers!

It also encourages **Team building and coaching** by using tools available at the **5P Club.** As the fourth great pillar, the **Team** concept has the power to build up income that significantly exceeds what is generated by your personal sales commissions.

Your **Team** is like a little community.

Build and coach it -- **it will repay you many times over.**

4.7. Limited Number of Affiliates

Here's what happens in the typical affiliate program. **The first affiliate makes out like...**

... a bandit. Heck, the first few hundred do well!

But pretty soon, **there are...**

... 60,000 affiliates, all fighting over the same customers.

A little competition is a good thing. Too much is **not.** We will support our affiliates by limiting the total number.

We want all 5PP affiliates to earn a lot of money.

So we reserve the right to refuse applications at any time, and to terminate the affiliate relationship with any affiliate with a **calendar-year total FPSC** in the lower quintile (i.e., in the lowest 20% bracket when compared against all other affiliates).

The result, of course, is...

... a smaller number of more highly paid and happy affiliates.

It's the difference between exploiting people for your own business needs, and developing **WIN-WIN sales partnerships.**

And that's the **fifth and final...**

... pillar that provides rock-solid **support** for your business.

4.8. The Five Pillars... A Solid Income Base

Bottom line?...

The **5 Pillar Program** starts with **great products.** Then builds with a **strong fair compensation program.** And it closes with **long-term protection** for you. It puts **your** best interests **first!**

If you have a large newsletter or heavily-visited Web site, you **already** have enormous income potential. Here's what **to do...**

... run your own income scenarios.

Try different percentage **Conversion Rates** to estimate commission income. To project future income, remember to take into account **the rapidly growing product line.** And **remember the lifetime Team commissions.** And finally, recall this -- we won't allow your earnings to dwindle to nothing by 100,000 other affiliates "jumping on the bandwagon."

The **myss.sitesell.com site** generates a 7-10% **Conversion Rate (CR)**. The site is a straight sales site. Customers are motivated and open. The quality of **MYSS! 2002** is outstanding -- readers are raving! If you do a **good job of PREselling,** expect closer to the 10% **CR.**

Most people **don't have a large newsletter or heavily-visited Web site.** That's OK -- the **5PP** is designed to reward the **motivated affiliate** who **wants to build** a large, stable income, with no risk!

5. The 5 Pillar Club Web Site

You can access all kinds of **accounting data and great tools** at any time via the...

5 Pillar Affiliate Club
https://secure.sitesell.com/5pillarclub/

Upon logging in (with your username and password), click to one of the sections of the Club...

1) Accounting -- Access your financial records and visitor statistics. Set your personal preferences for notifications, payments, etc.

2) Marketing Toolbox -- Root through your toolbox for just the right tool to build targeted traffic to your RR URL.

3) Downloading Page -- Download other important documents (such as the **5 Pillar Manual** and **Getting Started Action Guide**).

4) Free Book Build It! -- Customize the free book offerings with your RR URL -- all it takes is a couple of button clicks!

5) Modification Page -- Change your Affiliate Member data (ex., e-mail address, password, etc.)

5.1. Accounting

In the **Accounting** section of the **Club,** you can access...

A) Current First-Purchase Commission Status

B) Current Repeat-Purchase Commission Status

C) Current Team Commission Status

D) Grand Total Sales Commission Earned for the Month

E) Affiliate Club Accounting Archives

Here are the details...

────────

A) Current First-Purchase Commission Status (since your previous check)

The following **FPSC** data is provided **for each product** for each month...

         TOTAL **FIRST**-PURCHASE DOLLAR SALES (= number of units sold)
minus <u>**FIRST**-PURCHASE DEDUCTIONS</u> (= refunds, credit card bounce-backs, etc.)
equals NET **FIRST**-PURCHASE SALES

         NET **FIRST**-PURCHASE SALES
times <u>**FIRST-PURCHASE** COMMISSION PERCENTAGE</u>
equals FPSC AMOUNT OWING

The above data is available for each product. **Each product appears as a hyperlink.** Clicking on it hyperlinks to a page that lists **each order for that product,** with

DATE...	FIRST NAME OF CUSTOMER	LAST FOUR DIGITS OF PHONE #	LAST FOUR DIGITS OF CREDIT CARD
For example...			
98/12/22	Elizabeth	3829	8490
98/12/22	George	5777	3108

This provides a way for you to **"spot-check"** our integrity. We don't just **tell** you that you can trust us -- we provide you with a way to check at any time. And just to be sure, if you want to audit our books, you can **(see Affiliate Agreement for details).**

In this section, you will also see...

1) the number of **first-time visitors** (since your previous check) -- these people arrive at your **Referral-Redirect URL ("RR URL") without** a cookie.

2) the number of **Repeat visitors** (since your previous check) who have **never** bought anything from us -- these people arrive at your **RR URL** with a **temporary cookie** (either yours, or someone else's that is now "overwritten" to belong to you).

3) the total number of visitors (since your previous check) who have **never** bought anything from us **(total of 1 and 2).**

4) the total number of visitors (since your previous check) who **bought** a product from us **for the first time.**

5) the **C**onversion **R**ate (**C**R) -- first time buyers **(4)** divided by the number of **first-time visitors (1).**

6) the **Average First-Buy Conversion Rate of all affiliates** -- compare how you're doing!

B) Current Repeat-Purchase Commission Status (since your previous check)

The following **RPSC** data is provided **for each product** for each month...

First, we calculate the **Repeat-Purchase Commission** owing to you **as if** it was earned at the **full First-Purchase rate** (i.e., exactly as above)...

       TOTAL **REPEAT**-PURCHASE DOLLAR SALES (= number of units sold)
minus **REPEAT**-PURCHASE DEDUCTIONS (= refunds, credit card bounce-backs, etc.)
equals NET **REPEAT**-PURCHASE SALES

       NET **REPEAT**-PURCHASE SALES
times **FULL FIRST-PURCHASE** COMMISSION PERCENTAGE
equals **Pre-TVI REPEAT SALES COMMISSION**

Then we adjust according to your **TVI** for that month. Let's say that your **TVI** = $5,000. In this case...

RPSC MONTHLY PAYMENT = 100% of **Pre-TVI REPEAT SALES COMMISSION**
(See Chart I followed by example.)

The above data is available for each product. **Each product appears as a hyperlink.** Clicking on it hyperlinks to a page that lists **each order for that product,** allowing you to audit us exactly as outlined above.

In this section, you will also see...

1) the number of **Repeat visitors** (since your previous check) who **have already** bought at least one product from us -- these people arrive at any **RR URL** with **your permanent** cookie.

2) the total number of visitors (since your previous check) who bought a product from us **for the second time or more.**
3) the **C**onversion **R**ate -- **Repeat** buyers **(2)** divided by total number of **Repeat** visitors who **have already** bought before **(1).**

4) the **Average Repeat-Buy Conversion Rate of all affiliates** -- compare how you're doing!

C) Current Team Commission Status (since your previous check)

The total commissions earned by your entire affiliate **Team** (i.e., **TTE**) also appear on this Web page.

Your **TVI** determines what percent of the **TTE** that you earn for the month. If your **TVI** = $5,000...

CoTTE MONTHLY PAYMENT = 25% of **TTE**
(See Chart II followed by example.)

The **TTE** appears as a **hyperlink.** Clicking on it drills down to a page that **lists useful Team statistics...**

• the **TTE** (repeated for convenience)

• the total number of members in your **Team**

• the number with more than $1,000 in TOTAL DOLLAR SALES in previous month

• the number with more than $100 in TOTAL DOLLAR SALES in previous month

This page also shows all Team member names, with TOTAL COMMISSION earned by each, and e-mail links for each (members **may opt-out** of being listed -- the software then replaces the name with "OPT-OUT").

And finally, there is also a MailOut Section (on the Accounting Page at the 5P Club) that empowers you to send an e-mail to all **Team** members. With this tool, you can **coach your Team** -- communicate successful techniques that you have been using, encourage members, transmit great news. Heck, maybe you'll even **arrange a...**

... Team picnic!

D) Grand Total Sales Commission Earned for the Month

FPSC AMOUNT OWING
plus   **RPSC AMOUNT OWING**
plus   **CoTTE AMOUNT OWING**
equals **GRAND TOTAL AMOUNT OWING**

E) 5 Pillar Club Accounting Archives

Your password-protected **5 Pillar Club** site also shows you...

i) A list of all checks ever paid to you, with percentile ranking -- Each of these appears as a **link.** Clicking on any link sends you to the complete breakdown, including the number of **visitors and conversion rates,** for each period, as outlined above.

ii) The grand total of all checks paid to you.

• **Rationale for accounting section of the 5P Club...**

Provide **instantaneous** accessibility to your status.

Question... "Why track visitors and conversion rates?" Hey, good timing! I was just about to talk about this.

In the **5 Pillar Manual,** we'll show you how to use these numbers to tell what works, what doesn't... and so how to get the most bang for your marketing efforts!

Finally, the accounting section makes us totally checkable at any time. By enabling a drill-down to individual orders, you have total confidence in our honesty.

• **Rationale** for **Team building section of the 5 Pillar Club...**

Even a small percentage of your **TTE** can amount to a lot of money. But if you dedicate yourself to our business, you can earn **more than a small piece** -- you can earn up to 25%!

And frankly, that's what we'd **love** you to do... dedicate a good percentage of your marketing efforts towards building a large income. Believe me, it will be our pleasure to **write you...**

... a large check every two weeks.

Since this is the single, most powerful way to develop a large, regular income, we hope you use the Net to its full potential!...

Teams are really mini-communities. You're the **leader** of your **Team.** And you're also a member of the affiliate's team who referred you! This develops an efficient communications medium, with loads of creative possibilities...

Start your own newsletter. Encourage questions. Encourage **activity.** The more you help and build your **Team, the bigger your own business grows.**

The more community we can build over time, and the better that **5PP** affiliates can communicate among themselves, the more we all succeed.

• Rationale for Accounting Archives...

It's accessible information for affiliates who want to check their progress and it keeps the record-keeping process transparent.

5.1.1. Set Preferences -- "My 5 Pillars"

In the **Accounting** section, you can **also** customize **how you would like us to work with you...**

i) set the currency of your payment -- do you want to receive US dollars drawn on an American bank, or Canadian dollars drawn on a Canadian bank?

ii) schedule how frequently you'd like to receive the Five Pillar Affiliate Report (see next section.) We e-mail **the Report** to you weekly. If this is too frequent, simply log-in to the **5P Club** and change the weekly default frequency to **monthly.**

iii) set the check payment level ($100 or $5) -- do you want to receive a check only when the amount owing exceeds $100. Or, if the amount is less than $100, do you still want to receive a check ($5 service fee)?

iv) do you want to receive notification every time one of your visitors orders any product? This notice will show the...

> • date of purchase and what kind of purchase (**First**-time or **Repeat**)

- first name of customer with last four digits of phone number and last four digits of credit card (if available)

- product name and price, and commission earned for that sale.

v) do you want to receive notification every time one of your visitors becomes an affiliate? This notice will disclose date, first name, and e-mail address.

Hey! Send a note of welcome to your brand new **Team** member! Include all your best selling techniques to really get her **off to a flying start!**

─────────[SIDEBAR]─────────

The default setting for both **order**-notification and **new-affiliate**-notification is **ON**. You **can** turn either or both **OFF** at the **5P Club site.** While the order-notification can get a little bothersome, I suggest keeping the **new-affiliate**-notification **ON** -- it **really** starts your new **Team** member off well **if you send a personal welcome.**

We'll be adding more and more customization features. I guess **YOU** really can call this affiliate program...

... "My 5 Pillars." ☺

5.1.2. The Five Pillar Affiliate Report

The weekly version of the **Five Pillar Affiliate Report** can include...

- **company news**

- **special messages** such as new product announcements or upcoming events

- **a useful article or two** (ex., profitable sales techniques, profile of an outstanding affiliate and "how she does it", insights or suggestions from other affiliates, etc.)

AND...
- **an accounting of your current week's income.**

You can choose to receive the **Five Pillar Affiliate Report monthly** rather than weekly. The same format would apply.

There is also an Archives section at the **5P Club** where you can access **all** past issues of the **Report. Use the QUICK JUMP menu and click on Back Issues.**

Rationale for e-mailed newsletter...

It's much **faster and easier...**

... to read an e-mail than to log onto a Web page.

The **Five Pillar Affiliate Report** does much more than just keep your accounting current. The various articles keep you **up-to-date and involved.**

It's the "glue that binds."

5.2. Marketing ToolBox

Many other affiliate programs urge you to **"copy-and-paste this code"** into your site. **Not** the **5 Pillar Program.** How the heck can you make money when you do the same as everyone else?

We will never treat humans like robotic automatons.

The **Marketing ToolBox part of the Club** is full of great strategies that will challenge and stimulate you. But **you** decide which one best suits your style.

The **Marketing ToolBox** has several "trays" in it . Some of the key marketing tools are...

• **Graphics** (book covers, banners, logos, buttons, postage stamps, print ads)

• Traffic-building strategies for **Headlines** (links or non-links), **Closers** (links), **Short Text** (non-links) and **Long Text** (non-links)
• **Autoresponder Build It!** -- sends out (in daily installments) the **5 day e-mail Masters Courses.** These courses (Affiliate, Service Sellers, InfoProduct, Pricing, Netwriting, and Net Auction) are powerful viral tools that offer solid educational content and boost **Conversion Rates.** We write your cookie onto

everyone who registers through you. So all those who buy during or after these courses are credited to you.

• **Remote Subscribe Built It!** -- this tool lets visitors sign up for the **free SITE-SELL! e-zine,** directly from your site. Once again , we write your cookie onto everyone who subscribes through you. If they buy a SiteSell product, even months or years later, you get the commission.

You'll be truly amazed at what is offered for free in this section of the **Club.** Use the tools to make your marketing strategy work.

Your finished effort will be more professional looking and in turn, more sales-effective. ☺

5.3. Other Sections of the Club

The **Downloading section of the Club** is for downloading resource files (like this one!)... such as the **5 Pillar Manual,** and the **Ultimate Linker Tracker**. The **Free Book Build It!** section of the Club lets you offer customized Free Books (i.e. links to SiteSell products within the e-books are customized with your RR URL so that you get the credit for the traffic and the commission when they buy!) from **your** site. **Click here for more details.**

And, as was mentioned before, you can **change any of your data** (ex., username, password, e-mail address, RR URL), whenever you wish, on the **Modification Page** of the Club.

OK. That's a bird's eye view of the **5 Pillar Program.** Now it's time to start building and growing **your 5 Pillar Business.**   Begin with either the **80-20 Guide** (a quick-start roadmap which **immediately follows this section**) or the **2% Solution** (the short, speedy, I-don't have-much-time-to-spare resource guide). Both will provide you with enough ideas and strategies to get you started... with **confidence and excitement!** **The key to success is taking that first action step...**

6. 80-20 Guide

The **80-20 Guide** is your guide to the very best traffic-building, business-growing ideas and strategies for **PREselling** SiteSell products. Use this guide to **quick start** and **cherry-pick** your way to success.

Now, if you're really chomping at the bit to get going, jump directly to the top **15 Power Strategies** that are outlined in **Part III.** Pick one or two and do them -- that'll give you a fast sense of accomplishment! Then come back and read the rest of the **80-20 Guide** when you have more time. **Parts I and II** do help you... in a deeper kind of way. Consider them to be **long-term investments** in your business.

OK. Let's start with a fundamental question...

"Ken, what's the single most important point to remember to succeed at the 5 Pillar Program?"

Tough, but important, question! If I had to boil it all down to a single statement, it would be this... **PRESELL to get the click.**

Here's what that means... Your **"Most Wanted Response"** as a **5 Pillar Affiliate** is to get visitors to "click through" your **RR URL (a special "yours only" link)** to the SiteSell site. **Your** job is to **PREsell** to get the click. It's **our** job to close the sale. We should not do each other's job.

The **good** news is that your job is not that hard to do... if you know **how** to do it. The **bad** news is that you're in a race... a race against time. It won't always be so easy to do things on the Net, so...

It's...

...ON YOUR MARK!...

...GET SET!...

...GO!

Note the order... It's not **"GO! GET SET! ON YOUR MARK!"** And there's a great reason for that. The time you spend on the first two "prep steps," although not very long, will repay you many times later... when you **GO!**

6.1. Part I... On Your Mark

Let's get oriented. This section settles "big picture" issues... you, your SiteSell products, your target customers, and the **5 Pillar** **Info-Directory.** Never lose sight of the big picture, or your day-to-day actions will lose focus and a coherent direction.

It's a fast read, but do spend some time to think these steps through. Here we go...

Step One

• **Relax... This Can be Done... And it Works!** ☺

Review **Affiliate Report issue #038** at the **5P Club.** (Take the **QUICK JUMP menu** to **Back Issues.**)

Bob McElwain **(http://www.sitetipsandtricks.com/)** issued an open invitation to visit the mini-site that he set up for his **5P Team.** Well, one day he received a message that echoes the **sentiments of many new affiliates...**

"I am fairly new to all of this. I am feeling really overwhelmed at this point but I am determined to be productive on the web. I recently joined the 5 Pillar Affiliate Program and am feeling very guilty after reading your article about not doing anything about it. But...

My problem is I just don't know where to start!"

Phew! It's hard to do anything if you're feeling overwhelmed and unsure. So, this is where we start. Right there in the pit of the stomach. No point talking about target groups or traffic-building or Conversion Rates until you feel that you are "in control".

Bob's response gets over this hurdle perfectly. Here it is...

'**1)** You probably suffer from information overload, with little bits and pieces that just don't seem to connect. Absolutely normal. It happens to everyone trying to get started on the Web. Everyone, that is, who is serious about succeeding.

The solution is simple. Don't worry about the ton of stuff you don't know. Get started -- work with what you feel comfortable doing, and let the rest go hang.

2) You probably also suffer from a grand overdose of contradiction by a variety of "gurus." Everybody on the Web has opinions, and the differences are great in some cases.

If you haven't done so already, get a copy of **"Make Your Site Sell!"** [new edition, **MYSS! 2002**]. Don't try to read the whole thing. Use it as a reference. Every time you are confused about something, check to see what Ken says about it.

Everything you need to know for at least the first year or two is in **MYSS!** [now **MYSS! 2002**]. It's a complete reference, the very best available.'

—————————[SIDEBAR]—————————
Please visit the **MYSS! 2002** site for more details...
http://myss.sitesell.com/

Step Two

- **Know Yourself**

OK. You're a **5P Club** member. Now it's time to really stop and ask yourself ...

"What's in it for me?"

Your honest response gives focus to your affiliate business. Do you want to make $100 per month?... $500?... $1500?... $5000? What level of second income are you shooting for? Or are you planning for this to become your primary income?

Second question...

"How many hours per day do I want to work at the 5 Pillars?"

One hour? Two? Eight?

Now compare your two answers. Make sure they are in sync with each other because the amount of time and energy that you put into the **5 Pillar Program** business will determine what kind of commission cheque you receive in the mail. Keep your income goals consistent with your time commitment. That way, you'll always be happy with your results.

Step Three

- **Know Your SiteSell Products**

This step is really the cornerstone for all you do from now on. And it's profound in its simplicity... Know your SiteSell products. It's the only way to sell effectively. That's why we set up the **5 Pillar Discount Directory...**

http://www.sitesell.com/discount-dir-affiliates.html

In order to deliver the right editorial content, **not** a sales pitch, you need to know the product that you are recommending. You can then present the benefits to the customer in the form of an honest endorsement.

Knowing your products is the only way to know your customer, which is the next step. Because if you don't understand what each product delivers, you won't be able to...

1) Transmit the benefits in technicolor.

2) Find new target groups who would love the product.

Take a look at the **corporate home page** now and read the quick summary about each new SiteSell product...

http://www.sitesell.com/

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Later, in **Part II ("GET SET!"),** we'll review TOCs and help to deepen your knowledge of each product. Then, in **Part III ("GO!"),** we'll review how to **PREsell** each product.

Step Four

• **Know Your Customer**

Put lots of energy and time into your "copy". Your relationship with a potential customer depends on your words. That means you have to **"know" your customer as well as your product.**

Who is your customer? Age range? Sex? Working or not? Goals? Major benefits to be derived from **each** SiteSell.com product. For each product, ask yourself how to make it really **relevant** for your target market.

Now jot down a descriptive thumbnail sketch of "this person".

Really, do this...

_____

_____

_____

_____

_____

Wait! Stop!

Don't just read this and continue. Go back and fill in the information. It's your first test... many people just **read** stuff like this. The "big picture" view of your business is critical for building the right kind of traffic and getting that "click through" to your RR URL.

Sketching out your typical customer will fix the wants and needs of this person firmly in your brain.

Once you've finished, ask yourself this question...

"Who else would be interested in **SiteSell.com products**?" For example, the "work at home" market would find **MYKS!** intensely interesting and it has not been well penetrated yet by the **5P Program.** Same with the "retired, over 65" market (coming on the Net in ever increasing numbers and looking to supplement income).

Once you identify a new target market, turn this paper over and thumbnail that **"typical customer",** too.

Step Five

• **The 5P Info-Directory, Commission Schedule, Important URLs and E-mail Address**

1) **Commission Schedule for All Products...**

SBI!-B   25%

MYSS! 2002   30%

MYKS!   25%

MYPS!   30%

MYWS!   25%

MYNAS!   25%

Since you'll be using the URLs over and over, create a folder for your **5 Pillar Business** in your Bookmarks or Favorites section of your browser. Bookmark the following URLs...

1) https://secure.sitesell.com/5pillarclub/

Log-in to the **Club** with your username and password. Explore until you are "comfortable" with the **Club.** Key sections are...

i) 5 Pillar Affiliate Report back issues -- no need to read these now. This Guide saves you all that time!

ii) Accounting -- comprehensive stats and accounting. Also check out the **Archives** for all past checks, including full stats supporting those checks. And don't miss the **Team Details/Mailout** section.

iii) Marketing -- explore and review all the tools and graphics available for you. Understand how the **Build It!** tools work.

iv) Downloading -- download the **5P Manual, Ultimate Link Tracker,** and the trial version of **MY**SS! 2002.

v) Modifications -- change your contact info. Change any personal affiliate information details (e-mail addresses, frequency of mailouts, etc.) at the **Modification Page.** Due to security, please make all changes yourself at the **Modification Page** of the **Club.** It is important that you do not ask support staff to do this.

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2) http://www.sitesell.com/discount-dir-affiliates.html

Order SiteSell products here to get your affiliate discount.

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3) http://www.sitesell.com/5pillarclub/sitesell-aup.html http://www.sitesell.com/5pillarclub/what_happens.html

Read the **5 Pillar Affiliate Program Acceptable Use Policy** and **"What Happens if We Receive a Spam Complaint"** carefully. Know the guide-lines. We terminate affiliates of our **5 Pillar Program** in cases of documented spam.

Also, add this e-mail address to your database of e-mail addresses...
affiliates@sitesell.com -- contact the SiteSell support team for redirect or traffic stats concerns, specific questions, general comments or suggestions, print ad requests, etc., etc.

And know your RR URL...

This writes **your** cookie onto the visitor and re-redirects the visitor to the SiteSell.com site. From that point on, if that person ever buys, you receive the commission.

To redirect to the **SiteSell corporate home page,** use this **RR URL...**

http://www.sitesell.com/YOUR_RR_WORD.html

(**YOUR_RR_WORD** is the word you chose when you registered)

To redirect to the **home page for each product...**

For **SBI!-B...**
http://buildit.sitesell.com/YOUR_RR_WORD.html

For **MYSS! 2002...**
http://myss.sitesell.com/YOUR_RR_WORD.html

For **MYKS!...**
http://myks.sitesell.com/YOUR_RR_WORD.html

For **MYPS!...**
http://myps.sitesell.com/YOUR_RR_WORD.html

For **MYWS!...**
http://myws.sitesell.com/YOUR_RR_WORD.html

For **MYNAS!...**
http://mynas.sitesell.com/YOUR_RR_WORD.html

These are **RR URLs** for the different SiteSell products to date. You just need to fill in your **RR word.**

Are you a subdomain affiliate? Yes? Let's say that your **RR URL** for the **SiteSell.com corporate home page** is...

http://YOUR_RR_WORD.sitesell.com/

And the **RR URL** for other products works in the same way...

For **MYSS! 2002...**
http://YOUR_RR_WORD.sitesell.com/myss/

For **MYKS!...**
http://YOUR_RR_WORD.sitesell.com/myks/

For **MYPS!...**
http://YOUR_RR_WORD.sitesell.com/myps/

For **MYWS!...**
http://YOUR_RR_WORD.sitesell.com/myws/

For **MYNAS!...**
http://YOUR_RR_WORD.sitesell.com/mynas/

(or whatever, for each new subdomain for each new product).

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The President's #1 Club is composed of all affiliates who have had the highest dollar amount of purchases by first-time customers in a day. There are some nice perks attached, like a **subdomain RR URL and free copies of newest product launches.**

What does it take to be #1 for the day? Far less than you'd think! Usually $300-$500 will do it. So don't think that you're competing against 5,000 other 5 Pillar Affiliates to win the #1 spot.

E-mail for more info to **prezclub@sitesell.com**

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If you find this at all confusing, just log-in to the **5P Club**. Take the **QUICK JUMP menu** to **Build It!** (regular **Build It!,** not **Page** or **SB!-B**) to build yourself a snippet of HTML code (or text) with the correct **RR URL.** This way, you don't have to figure it out -- **Build It!** will do it for you.

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Always test before putting up a Web page, or sending out an e-mail, with your **RR URL.** Nothing worse than losing well-deserved traffic due to a typo.

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Step Six

• **Keep Your Eyes Peeled (and Your Ears Open!)**

Each day, no matter what you're doing... as you read on or off the computer, hear something on the radio, see a new way to advertise at a mall, experience a new development at work, listen to your child explain "what happened at school today," ask yourself this simple question...

"How can I use this to promote my 5 Pillar business?"

Each day, no matter what you do, hear, read, see, or experience.. think about how it can be used in your **5P business.** Does it give you an idea for a new market? A new promotional technique? An article for your e-zine? Opportunity knocks every day on the Net. Before you open the door, you have to hear the knock! Basically, it's a matter of keeping your antennae up. **Recognize the potential of every action** in your quest for success.

Step Seven

• **We're in This Together!** ☺

You and I have the same goal... to build a huge base of satisfied,lifetime customers by **OVERdelivering** on value. **We are partners-in-sales.** SiteSell will provide you with...

a) education and training -- solid, original info that helps you accomplish your goals.

b) traffic-building tools -- original ways to get visitors to your **RR URL.**

Start your **5 Pillar Affiliate** business and know that the support is there. **It's just a matter of keeping your eyes and ears open to new opportunities.** If you do it, success **will** come. Remember that final message in this "orienting" **Part I... On Your Mark!** It's time to **Get Set...**

6.2. Part II... Get Set

Orientation complete? Great! Now let's get ready. Let's **DO** the various preparatory steps so that you are firmly plugged in.

The big picture of **PART I** gave you a solid framework within which to work. **PART II** loads you up with the necessary info and tools...

Step One

• The #1 Strategy... Convert by PREselling

Think about how you are going to **REACH, TALK TO,** and **REFER** visitors to your **RR URL** -- how you are going to **convert a visitor into a customer.**

Put yourself in your customer's brain which is asking **"What's in it for me?"** (i.e., the benefits). You have to answer the question effectively by what you write (ie., good editorial content).

PREselling is finding your target group, delivering valuable, appropriate editorial content, and recommending visitors to your **RR URL after** they have come to respect and like you. You send visitors to the SiteSell.com site in an **open-to-buy frame of mind.** SiteSell will close the sale.

Be genuine in looking after the best interests of your visitors, and they'll look after you! **Impartial PREselling establishes your credibility.** For a great example of impartial PREselling, visit Ralph Wilson's **WilsonWeb...**

http://www.wilsonweb.com/

... and read some of his book reviews. 9 times out of 10, you'll find a "BUT" in the review. As in... "This is a great book, BUT... etc." The "BUT" is where Ralph enters his own comments, generally on how the publication could be improved, or where it may be lacking. Yes, perhaps by detailing some of the book's weaker points Ralph will lose a few commissions. However, because his reviews are honest, forthright, and impartial, visitors who do click through to a particular merchant's site are **much** more likely to buy.

Bottom line to remember... **DON'T SELL.** The SiteSell.com site does that. Instead... **PREsell,** so your customer arrives at sitesell.com receptive and ready to buy.

Think "process." Let the sitesell.com site work **for you** and get the sale.

Step Two

• Checklist... Know Yourself, Your Products, Your Target

_____   Know Yourself

_____   Know Your Products

_____   Know Your Target

Check each one if you are convinced that you **really** know these three critical ingredients for your success. If you're not sure, re-do **Steps Two, Three, and Four of Part I above.**

I can't emphasize enough how important this is. It's the foundation for a coherent set of actions that succeed.

Step Three

• Build Traffic

Here's the basic process... **Create content that ends with a link that goes to your RR URL.** The content may be brilliant, but what if no one reads it? Or what if the wrong people read it, people with no interest in your message?

Attract visitors to your RR URL that are open-minded, genuinely in search of ways to succeed on the Net, and who do not mind paying for good information. A great **C**onversion **R**ate is guaranteed with these types of visitors.

Building traffic can happen offline or online. Both require some up front planning/research and on-going attention. Be creative. Find a niche. Identify a new benefit. Think "outside" the box. The Net is huge and so is the potential. Figure out all the ways that a prospective buyer could find you. **(More details later on.)**

Make a conscious effort to build traffic each day. In a few months, it will add up to a noticeable increase. Picture this... you put up one, just one, **keyword-focused content page each day.** At the end of the year, you have 365 pages. **365 ways** for targeted surfers to find you, read your content and click on your link.

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Don't have a site? Don't know HTML? Don't know how to make Search Engines **LOVE** your pages. Have no fear...

Site Build It!-Basic is here! **(More info below in the Guide.)**

Step Four

• **Make a financial commitment to your affiliate business.**

Let's face it. It's easier to lose interest in something when you've got nothing to lose. Affiliate programs offer easy accessibility -- **but this PLUS can also be a MINUS.** Since they are usually free to join, and since anyone can join them, affiliate programs appear much less like a "real" business, than say, opening a craft store in your local mall.

The people who are most successful **PREselling** products or services take their affiliate businesses **very seriously** indeed. They dedicate **personal** (i.e., time) and **financial resources,** in the same way they would for any other type of business.

Think about making some sort of monetary commitment to **your** affiliate business. It could be as simple as opening an account at one of the more popular Pay-Per-Click Search Engines, in order to increase targeted traffic to your site or buying one SiteSell product.

And now... some hard-core preparatory steps. These steps cherry-pick the most important "things to do"...

Step Five

• **Use the 5 Pillar Manual as your affiliate e-biz reference book.**

Allan Gardyne called the **5P Manual** "the best on the Net at any price... and it's free!" It will deepen your knowledge of affiliate Net-marketing. But you don't need to read it cover to cover. Pick and choose the parts that are relevant to your business **right now.** There is also a valuable section on how to build and grow your own **5P Team** (remember, with the **5 Pillar Program,** you receive 25% of your team's monthly commission total). You can download the **5P Manual at the Club**. Click on the Downloading link.

Step Six

• **Register for the Masters Courses.**

These free five-day e-mail courses offer superb information.

The Affiliate Masters Course is **especially** important -- it will be most helpful to grow your online business... whether you represent other merchants or you represent your own product or service -- i.e., you are your own best affiliate!

To receive the **Affiliate Masters Course,** please send a blank e-mail to...
tams@sitesell.net

And the Service Sellers, InfoProduct, Pricing, Netwriting and Net Auction Masters courses also contain terrific, useful information...

Service Sellers Masters Course -- send a blank e-mail to... **tsms@sitesell.net**

InfoProduct Masters Course -- send a blank e-mail to... **tims@sitesell.net**

Pricing Masters Course -- send a blank e-mail to... **tpms@sitesell.net**

Netwriting Masters Course -- send a blank e-mail to... **twms@sitesell.net**

Net Auction Masters Course -- send a blank e-mail to... **tnams@sitesell.net**

These courses are far more than just great information for you to read for your own information. They are **powerful viral tools** for you to **use to generate SALES...** and to generate increased traffic due to their viral nature.

The **Affiliate Masters Course** will help you **PREsell SBI!-Basic** and build your **Team of 2nd-tier affiliates** by encouraging sign-ups to the **5PP** program.

The **Service Sellers Masters Course** will help you **PREsell SBI!-Basic** (and the upcoming **SBI!-E-Goods**).

The **InfoProduct Masters Course** will help you **PREsell MYKS!.**

The **Pricing Masters Course** will help you **PREsell MYPS!.**

The **Netwriting Masters Course** will help you **PREsell MYWS!.**

The **Net Auction Masters Course** will help you **PREsell MYNAS!.**

In just a bit, I'll show you how to offer this powerful, viral **PREselling** tool to your audience. For now, register and read them so you know the information. After all, when you use this strategy, you should know what your audience is reading.

Take the **Affiliate Masters Course** to heart -- it will prove to be an invaluable boost to your overall online business (whether you want to drive more traffic to

your own "order form" or to the merchant sites that you represent). And the other four will give you some excellent promotional ideas for their particular products.

Step Seven

• **Review the Tables of Contents of SiteSell e-books**

The **Table of Contents** of each SiteSell book outlines what that book covers. Each title is written as a benefit-focused headline. They'll give you great ideas to create articles, reviews, and other content. If you have not yet done so, print out these **Tables of Contents...**

Make Your Site Sell! 2002 (MYSS! 2002)
http://myss.sitesell.com/TOC-product.html
http://myss.sitesell.com/TOC-main.html
http://myss.sitesell.com/TOC-traffic.html
http://myss.sitesell.com/TOC-store.html

Make Your Knowledge Sell! (MYKS!)
http://myks.sitesell.com/myks-toc.html

Make Your Words Sell! (MYWS!)
http://myws.sitesell.com/w-toc-words.html
http://myws.sitesell.com/w-toc-email.html
http://myws.sitesell.com/w-toc-store.html
http://myws.sitesell.com/w-toc-ar.html

Make Your Net Auction Sell! (MYNAS!)
http://mynas.sitesell.com/toc.html

———————[SIDEBAR]———————
MYSS! 2002 (upgrade), **MYKS!**, **MYWS!** and **MYNAS!** are all available at a discount through the **5 Pillar Discount Directory...**
http://www.sitesell.com/discount-dir-affiliates.html
————————————

As you review the **TOCs,** underline the topics that would be of interest to your audience. Use these as the seeds for reviews, articles, site content, etc.

———————[SIDEBAR]———————
Later, when you're ready to create content, read the actual part of the book that "belongs" to that **Table of Content.** Then write, always remembering what

benefits you are delivering. Close with a context-sensitive text link that "gets the click" to your **RR URL.**

Step Eight

• Subscribe to the Three E-zines

To stay up-to-date on all SiteSell articles, subscribe to our three e-zines...

a) SITE-SELL!, our free subscription e-zine
http://myss.sitesell.com/s-ezine.html

b) The Five Pillar Affiliate Report (You already subscribe to this, automatically!)

c) Sales from the EDGE
Everyone who owns at least one SiteSell product receives this e-zine.

Step Nine

• Back Issues of the Five Pillar Affiliate Reports

There's a treasure trove of information in the **Back Issues** of the **5P Reports.** But don't bother reading them until you are more established. The key points are summarized in this **Guide.**

Later, if/when you want more info on any particular topic, **log-in to the Club.** Then choose **5 Pillar Affiliate Reports Back Issues** in the **QUICK JUMP menu.**

Feeling **"ON YOUR MARK"? SET** to get on with business? Great! Let's **GO...** action strategies that will build your business in a hurry. I have not listed the following strategies in any specific order in terms of importance. They all, however, meet the key criteria...

Easy to do, and proven to be successful.

Read and use the ones that make sense to you. Remember... **The important thing is to get started.**

6.3. Part III... Go

Strategy #1

• Use Your Life Experience

Think about the people you know who **are** involved or are interested in e-commerce... or are about **to become interested...** or who **could** become interested. Let them know what you are doing and why it would benefit them...

Explain how and why your contacts will **benefit...** and sales will be yours. Answer **"what's in it"** for them.

Action Steps

1) Build a **personal list** of clients, contacts, friends/family.

2) Develop a **benefit-oriented e-mail template** (directed at your chosen sitesell product).

3) Send out a few each day, personalizing the e-mail accordingly.

4) Include some old-fashioned **"word-of-mouth"** to this strategy. Excitement is contagious. Share it.

[SIDEBAR]

Focus a mailing to a whole bunch of your contacts at one time, asking them to buy all on the same day. This gets you into the **President's #1 Club**, which has some wonderful perks. A few affiliates have now used this with brilliant results!

Strategy #2

• Learn About Each Product

1) Review each product's site -- read it and jot down the major benefits that we stress in the site. Apply them to your audience. But remember, **you are not trying to SELL. You are PREselling.** So the next step is important...

2) Buy the product, if possible (or second best, download the free trial versions that are available at the **5P Club**). Read the **ReadMeFirst** document first -- you'll usually find some good approaches in there.

3) Thumbnail-sketch potential target markets. For example, **MYKS!** is great for stay-at-home moms or any other SOHO target (ex., retired people have a valuable knowledge base and they may be looking for extra income). **MYKS!** is also all about developing **product,** one of the "famous 4Ps of Marketing" -- so it would provide excellent content for Web marketers. Of course, pricing is another one of the 4Ps, too!

4) Review the **Table of Contents** to generate great ideas for benefit-laden content for your target market(s). Read about using the **TOC** for creating content in **PART II** above.

———**[SIDEBAR]**———

When creating content for any new product, casually mention **MYSS! 2002** as the acknowledged **bible** somewhere in that article. Then include your **RR URL** to **MYSS! 2002.** This is a powerful and subtle way to generate traffic and a high **CR** for **Make Your Site Sell! 2002.** It also gives you two chances for a sale in the same article.

5) Re-read this **Getting Started Action Guide** for quick and effective strategies.

6) Scan the **5P Manual** for more marketing ideas. You don't have to do them all. Just pick one or two strategies that you had underlined earlier as "high-potential."

7) Read each **New Product Launch Issue** of the **Five Pillar Affiliate Report** carefully. It is a blueprint for how to **"do it."**

For example, the **MYSS! 2002** launch issue (Issue #073) lays out exactly how to market this product. **Log into the 5P Club, take the QUICK JUMP menu to Back Issues** and scan for effective strategies....

Here are the past launch issue numbers...

Issue #027 -- **MYKS!**
Issue #036 -- **MYPS!**
Issue #045 -- **MYWS!**
Issue #062 -- **MYNAS!**
Issue #073 -- **MYSS! 2002**
Issue #097 -- **SBI!-B**

———**[SIDEBAR]**———

When you first start the **5 Pillar Program,** every SiteSell program is a **new** program... for you! Definitely buy and learn **MYSS! 2002...** it's the foundation and it's jammed with info that will help you over the coming years.

For all other products, visit our **corporate home page...**
http://www.sitesell.com/

Read the summary about each listed product. Visit the sites of the ones that excite you. Decide upon the ones that you want to actively promote. For those products, follow the instructions listed above in this section.

Strategy #3

• **Build Keyword-Focused Content Pages... One or More Per Day.**

Traffic is the lifeblood of any affiliate business. Visitors, targeted high-potential customers, must be able to find your content... content that ends in a link to your **RR URL.**

To be "found" by targeted visitors, the Search Engines must rank your Web content highly for your keywords -- in other words, your "perfect headline and description" must appear on the first page of a Search Engine's search results.

So... create original, high-value **Keyword-Focused Content Pages (KFCPs).**

The 5-day **Affiliate Masters Course** and the **Make Your Content PREsell! Action Guide** show you how to develop a **theme** (or **Site Concept**) and Keyword-Focused Content Pages (KFCPs). And the easiest, most affordable way to accomplish both these goals is with the **SBI!-B** total system.

━━━━━━━━━━━[SIDEBAR]━━━━━━━━━━━

Page Build It! (in the **5 Pillar Club**) is a free traffic-building affiliate tool. If you have not looked at **Page Build It!** for a while, log-in and check it out... Click on the link for each section (ex., **Title, META, Opening Paragraph,** etc.). The online help tells you **exactly** how to build a Search-Engine-Loving page!

The **Page Build It!** page is automatically created on the **myss.net domain,** and is added at the top of a long list of links on the myss.net home page. One word of caution... this approach worked famously for a while, but is quickly fading now -- just too many pages.

If you have not yet investigated **Page Build It!,** please do so. Make a page -- it's free and it will give you a good idea of how **SBI!-B** (discussed next) works. Get the hang of it -- it's easy.

Here are **Site Build It!-B's** advantages...

A **non**-free site with your **own domain** is a prerequisite to build credibility with the Search Engines. Once you have that, you need a solid, simple approach... one that removes all the complexity and technology away from view.

SBI!-B, a through-the-Web-browser site builder, handles ftp'ing, HTML coding, META tags, keyword density and Search Engine submission. Its step-by-step system frees you up for what's important... writing good content for your site... persuasive content that gets the click through to your affiliate programs (or your own sales site)... and earns income.

What does **SBI!-B** include?... For the complete breakdown, **click here.** Or visit the **Site Build It!** site. Don't forget to check out the link to **customer-built SBI!** sites...

Site Build It!

http://buildit.sitesell.com/

Just follow the **Make Your Content PREsell! Action Guide** (download a copy of it in the **Free Book Build It! section of the 5P Club**) and use **SBI-B!** to build your own traffic-building site, just like you would use **Page Build It!** with myss.net... except it will be **all yours!**

———

Action Steps

1) Graduate from the **Affiliate Masters Course** or read the **Guide** cover-to-cover. Then develop a good list of keywords to promote **MYSS! 2002, MYKS!, MYPS!, MYWS!, MYNAS!** and, of course, **SBI!-B.**

——————[SIDEBAR]——————

Please do this now. It's critical for **every** affiliate. **The Affiliate Masters Course and Action Guide** show you how to come up with a **Site Concept,** generate **High-Profitability Keywords** that relate to that theme, and build a site that the engines **and** your visitors will love.

Just send a blank e-mail to... **tams@sitesell.net** for the course or download the **Free Book Affiliate Masters Course or SBI! Action Guide at the 5P Club.**

If you are selling a service on the Net, check out the **Service Seller Masters Course** by sending a blank e-mail to **tsms@sitesell.net** for the course. Or download the **free pdf e-book version at the 5P Club.**. These two Masters Courses complement each other well and together provide you with a **comprehensive power base of knowledge that you need.**

———

2) Build at least one **Keyword-Focused Content Page (KFCP)** per day. Follow the instructions in The Affiliate Masters Course (or if you are an **SBI!-B** owner, the Guide and the online help). Build a KFCP that not only delivers good content but also **scores well** at the Search Engines.

3) Here's a special twist for those who already have **their own site with their own domain...** Build a page by using **Page Build It!.** Then get the source code for it -- **<VIEW SOURCE>** on your browser. Copy that html into a blank text file and save it as an html document. Then upload that html document to your own Web site. Submit to all the major Search Engines and you're done!

But what if you **don't** have a site?

Or... What if you don't want to put your **Page Build It!** pages on your current domain?

Or... What if you want to create a special site dedicated to a topic of one of the SiteSell products, for example pricing?

Free sites don't get treated with much respect by the Search Engine spiders, and **below zero** respect by the Directories like Yahoo!.

Even on the Net, there's no such thing as "truly free." Think about it... a company has to make money to survive. One way or another, hidden or not, it costs you. But the low credibility of free sites costs you way, way too much...Your time. **If engines don't spider you, or if customers don't respect it, or if advertising lures your customers away and hurts the sales-effectiveness of your site...you're wasting your time.** And that's way more valuable than then low fees to host your own site.

The solution? **Site Build It!-Basic.**

Here's what to do...

1) Brainstorm a great domain name. **NameBoy** will generate domain names based on the keywords you enter...

http://www.nameboy.com/

Double-check that the domain really is available...

http://www.betterwhois.com/

SPECIAL NOTE: Do not register your domain yourself. SiteSell has automated this process. Once you order **SBI!-B,** you will receive an e-mail confirmation with instructions on how to register your domain name.

https://secure.sitesell.com/build/order.html

—————————[SIDEBAR]—————————

Yes, we are a registrar! There is no difference between the domains we register and those that others register. Exact same thing.

Then go to the **5P Club and click on the SBI! link.**

2) You then build your site. All you need to know is already in your brain. The online help takes you through every step of building a Web page that will score well at the major Search Engines and that provides high-value content for the reader.

Since the site is all yours, you can build pages around a central **Site Concept** (say pricing, or fashion, or leprechauns, or whatever you know a lot about). Since it's a full site in every respect and not a free site, and since the pages all concern a central theme, you will score much higher at the engines than with any free site.

3) With **SBI!-B,** you also create a simple home page (which, of course, you do not do with **Page Build It!**). The home page really has only one function... to lead the Search Engine spiders to your content pages.

The home page, of course, does not have to be beautiful -- hardly anyone will ever see it (except the Search Engine spiders, and they don't care!). So all you have to do for the home page is write a single introductory paragraph.

After that, **your home page automatically links to all other pages that you create.** These links lead the spiders from your home page (which you submit to all major engines) to the **Keyword Focused Content Pages** that you create. The little spiders dutifully follow your "bread crumbs" and put all your traffic-building pages into their databases.

4) SBI!-B automatically submits to the Search Engines following the required submission policies and tracks progress (indexing, ranking and traffic stats) accordingly.

To sum it up...

A **non**-free site, with your own domain, is an outstanding way to build credibility with the Search Engines... and the Keyword-Focused Content Pages build traffic.

The **quality** of the content boosts **PREselling,** which increases **Conversion Rates,** which means...

SALES!

Here's another way to think of it...

A **Keyword-Focused Content Page** is like a "landing page" that **PREsells** and prepares visitors for the SiteSell sales page. This is where you develop an **open-to-buy attitude inside your visitor's head,** based on who you are attracting and what benefits you are stressing.

When the visitor is pre-sold and ready, she clicks on your **RR URL...** and the final **sales process** begins!

————[SIDEBAR]————

For a service seller, credibility and trust are essential factors in winning a contract or project over competitors. Providing high-value information that answers questions or provides solutions sets you up as an **expert** in your visitors' minds. So, in your case, great KFCPs develop an **"open-to-employ"** attitude and get that all important phone call.

Keep in mind that **SBI!-B** lets you create a **NavBar** that pulls your visitors through your site in the most efficient and successful way possible. A good NavBar makes sure that they visit your **most profitable KFCPs first!**

Strategy #4

• Get "Out There" and Be Seen

Make it easy for your target group to find you, Web site or not. Answer this single question and you'll do extremely well...

"How can I get my RR URL in front of my target market's eyes?"

Get creative. One **5 Pillar Affiliate** put an **MYSS!** (first edition) message and his **RR URL** into fortune cookies. Another uses bumper stickers. There are an almost infinite number of ways to promote your business, both online and offline...

Action Steps

• Online Strategies

1) Ask friends or colleagues (whose sites are geared to small business or Net entrepreneurs) to add a link on their sites to your **Keyword-Focused Content Page.**

2) Create and use a **Sig File.** After your name, you add a short **PREselling** description of the product and your **RR URL.**

3) Write your own **e-zine. SBI!-B makes it easy to create, send out and manage ongoing communication with your subscribers.** Discuss new developments on the Net, tips, good books/articles, or reviews about SiteSell products... whatever is relevant or of interest to your target group. Provide a link to your **RR URL** in a natural, in-context manner.

4) Participate in forums or newsgroups.

5) Bid for keywords in Pay-Per-Click Search Engines. This can be an extremely cost-effective way to build a big list of lifetime customers in a hurry. (The **Return on Investment, ROI,** is even higher if you are **selling a service** on the Net. Each searcher who finds your site through the Search Engines is a potential customer who can directly generate substantial income presently and in the future.)

For more info on Pay-Per-Click Engines, see...
http://www.PayPerClickSearchEngines.com/

6) Mine new veins of gold in your e-zine. Are you worried about "diminishing returns" with repeated exposure of the same product to your readers? It won't happen **if** you keep focusing upon **new benefits** of that product.

For example, let's say that you repeatedly talk about how useful **Make Your Price Sell!** is to determine the ideal price of a new product. Eventually, that market (people with new products to price) stops responding -- they have made a decision. But if you now talk about how useful it is as a feasibility study, you reach a **whole new market** (people considering whether they should even consider developing a product or not).

7) Paying for ads is generally not productive, with one exception... higher priced products with high **Conversion Rates.** An example... **MYKS!** has a **CR** of almost 8% and costs double what **MYSS! 2002** costs -- so it has outstanding income potential. Taking ads in targeted e-zines (ex., work at home, retired, etc.) makes a lot of sense. And so does buying keywords in Pay-Per-Click Engines... more than ever.

8) Be creative. Keep your eyes open. You'll come up with ideas on your own that really produce results. Share them with me at **ideas@sitesell.com.**

Offline Strategies

1) Contact your **local media** outlets (newspaper, TV or radio stations). Submit ads or arrange for interviews. Make your business newsworthy. By local, I mean really local... your village or community... not "The New York Times." Use the press releases at the **SiteSell Media Newsroom.**

2) Flyers can be super-effective at trade shows, or locally in high "eye traffic" spots (ex., local grocer). Log-in to the **5P Club** and take the **QUICK JUMP menu** to **Print Ads.**

3) Print business cards with your **RR URL** on them.

4) Follow the same advice from #8 above. Be creative. Keep your eyes open. You'll come up with ideas on your own that really produce results. Share them with me at **ideas@sitesell.com.**

Strategy #5

• **Promote SiteSell's Free Offers**

Everyone loves a freebie... and we have some of the best. **All are great boosters to your PREselling efforts.** Your visitors get to see first-hand, SiteSell's commitment to customers' needs, quality and overdelivery.

Action Steps

1) Customize SiteSell Free Books (pdf format) to offer off your site or on the free Web space provided by your ISP (if applicable). The free e-books are **powerful viral demos,** just sitting on your visitor's desktop (after downloading). The Free Books give your visitors an "inside-view" and will reinforce the benefits of owning a particular SiteSell product. When s/he reviews them and clicks to order, **it's your RR URL... and your commission!**

Presently, the inventory of **Free Books** include....

a) The Affiliate Masters Course, Make Your Content PREsell! Action Guide, and The Service Sellers Masters Course -- These easy-to-read e-books all effectively PREsell the awesome benefits of **SBI!-B.**

b) **Getting Started Action Guide** -- This strategy-filled resource encourages readers to join SiteSell's **5 Pillar Affiliate Program** by concretely showing the type of solid (exactly-what-you-need-when-you-need-it) support they will receive through the **5PP.**

c) Make Your Price Sell! -- Amazingly, there is not much pricing theory and/or tools available for the small business owner on the Net... until now, of course. This e-book reinforces the financial importance of identifying the right price and shows how the **MYPS!** survey can **accurately** pinpoint the perfect price throughout life cycle of your product or service.

───────

Log into the **5P Club** and take the **QUICK JUMP** menu to **Free Book Build It!.** Select which free book you would like to customize and then click the **Build It!** button. The tool automatically customizes all tags with your RR URL. You can then download your customized version and place it wherever you want on your own server. Please feel free to copy-and-paste the HTML code from SiteSell's downloading instructions (View -->Source).

With each selection, we include a PREselling **sample promotion** that you can tailor specifically to your own audience. If you want, just grab the SOURCE code and customize it accordingly.

As well, grab an eye-ball-catching **3-D book cover graphic** to enhance your PREselling effort. Take the **QUICK JUMP** menu to **"Graphics to Promote Free Trial Download"** and just download the graphic(s) you want to use on your site. To include one of these killer covers in a snippet of HTML (that you want **us** to build for you), click on the **"Build It!"** link that is provided.

Don't have a Web site but you still want to promote the **Free Books** and generate sales? Contact your list of friends to let them know about this wonderful offer and let them know that you will be sending them a great free download via e-mail attachment. Or even post a small promo and link to your download (using free Web space provided by your ISP) on offline neighborhood bulletin boards... or wherever folks gather. Where there's a will, there's a way!

2) Refer visitors to the Free Trial Page via your RR URL.   If you don't have a site to upload a customized Free Book... or your ISP doesn't offer free Web space... or you are doing offline promotions... or for whatever reason, you can still give your visitors that **crucial first-hand experience** with SiteSell products (same e-books as offered through "Free Book Build It!"). Direct them to the **Free Trial Page** on the SiteSell site **through your RR URL...**

http://freetrial.sitesell.com/YOUR_RR_WORD.html

And if you have a subdomain...

http://YOUR_RR_WORD.sitesell.com/freetrial/

This will attach your cookie to each visitor so you get the credit for the traffic! (**And the commission,** when they buy after reading the free trial.)

Don't forget to enhance your promotion with a graphic. (Follow the same procedure as above with the Free Books.) Take advantage of the sharp, quality graphics to **boost the perceived value** of the **already highly-valued** SiteSell Free Trials/Free Books.

The **Free Trial page** also features our "pop-under" javascript. It opens and slides the www.sitesell.com corporate home page under the product's subdomain site. This little bit of javascript has created outstanding "spillover" sales. The underlying www page becomes a "traffic cop" page that directs visitors to our other products **after** they complete a Free Download! So every time you send a visitor to freetrial.sitesell.com, those downloads help you to PREsell. **And** the www home page gives you chances for immediate sales, too!

3) Offer the 5 Day E-mail Masters Courses.

These courses **(Affiliate, Service Sellers, InfoProduct, Pricing, Netwriting, and Net Auction)** are powerful viral tools that boost **Conversion Rates.** They are momentum-builders that **PREsell** effectively.

The Affiliate Masters Course is an especially powerful preseller of **Site Build It!-B** (which earns by far the highest direct-sale commission... over $75). Get your **unique subscription address** in front of people, both online and off. Present it in your e-zine, on your site or on a bulletin board as an ad.

We write your cookie onto everyone who registers through you. And your **RR URL** and **registration e-mail address** appear in every e-mail of the course... so when a "student" passes your course to a friend, it contains your sign up e-mail address and **RR URL!**

So all those who buy (during or after a course PREsells them) are credited to you, due to the cookie! The course becomes a powerful PREseller for you, over and over again. Viral and lucrative... the best of both worlds. ☺

Go to the **5 Pillar Club**. Take the **QUICK JUMP menu** to **Autoresponder Build It!** -- just follow the instructions from there.

(The Autoresponder sends out the first installment of the Masters course immediately. And it will send out four more installments daily after that.)

4) Offer the free SITE-SELL! e-zine.

Offer a signup for the free **SITE-SELL!** e-zine, directly from your site. We write your cookie onto everyone who subscribes through you. So if they buy, even months or years later, you get the commission!

Go to the **5 Pillar Club**. Take the **QUICK JUMP menu** to **Remote Subscribe Build It!** -- just follow the instructions from there.

Strategy #6

• Let the SBI! Quick Tour Slide Show Do the PREselling for You!

Highlight the **SBI!** Quick Tour Slide Show... without losing your visitor/customer from your site. The Tour gives a wonderful overview of the **SBI!-B** system -- one that will pique interest and ignite a search for more info on the product.

You can offer the Quick Tour in two different ways...

METHOD 1) Pop-Up Link

Create a PREselling article that has relevance for your audience. Complete the article with a pop-up link to the **Site Build It!** "Quick Tour Slide Show" by using the HTML that appears between these dotted lines...

```
<A href="#" onClick='msgWindow=window.
open("<<http://quicktour.sitesell.com/YOUR_RR_WORD.html>>",
"Tour","height=452,width=550,location=0,menubar=0,resizable=0,
scrollbars=0,status=0,toolbar=0");return false'><B>Click here
to take the Quick Tour.</B></A>
```

NOTE: The code should all be on one line. And remember to replace **"YOUR_RR_URL"** with the correct word.

You may change the "call to action" text... "Click here to take the Quick Tour".... if you want, but please do **not** change anything else.

When your visitor clicks on the link, s/he pops up a new window (so your visitor still stays on your site, too!) that contains the special 5 Pillar Affiliate version of the Quick Tour. The window is perfectly sized for the tour, so the effect is **exactly** the same as the one on the sales site at buildit.sitesell.com site.

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Rather than use the javascript generated pop-up window, you could simply create a regular link to your RR URL and send your visitors to the Quick Tour page that way... **http://quicktour.sitesell.com/YOUR_RR_WORD.html**

METHOD 2) Automatic Pop-Under

This method automatically pops the "Quick Tour Slide Show" **UNDER** your page, at whatever page you choose to place it on. And you can put this on more than one page -- since it will only work **once** per browser session, it will not irritate your visitor.

Again, your visitor does not leave your site. Actually, the user will not even see the Slide Show until s/he closes your window! Aside from the fact that the window is an automatic pop-under, everything works the same as outlined earlier for the pop-up link.

You do not have to create any content to put this method into effect. It just happens automatically. So...

Use this method if you think that visitors to your site could be interested by the first slide they see. If you think there's a fit, test it for a month. If you notice sales go up, then you know the fit was perfect and you have a winning method for driving **SBI!-B** sales.

Here's how to put this method into operation...

Use the javascript (that appears between the dotted lines below) between the open head tag <head> and close head tag </head> of your HTML page.

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You can also paste it into the **body** of your page, but it will flash briefly as your page is loading. Not a big problem though -- it might even gain some attention.

This is the code (**between** the lines)...
```
---------------------------------------------------------
<script src="http://buildit.sitesell.com/cookie.js"
LANGUAGE="JavaScript1.1"></script>
<script language="JavaScript">
var visitordata = new Cookie(document, "tourpopunder", 0 ,'/');
if ( !visitordata.load() )
{
var
win=window.open("<<http://quicktour.sitesell.com/YOUR_RR_WORD.html>>","T
our",'scrollbars=no,resizable=no,toolbar=no,menubar=no,status=no,locatio
n=no,width=550,height=452');
window.focus();
visitordata.open=1;
visitordata.store();
}
</script>
---------------------------------------------------------
```
Technical Note: The line above that begins as "win=window.open" should continue as a line (i.e., no carriage returns) until "height=452');"

The next line after that long single line is "window.focus();"

If you have any doubt about how the HTML or the javascript should appear, just visit the URL below and then VIEW SOURCE to see the code for that page...

http://www.goodbytes.com/quick-tour-sample.html

Site Build It!-B tends to be a longer-cycle sale. Since it's not a $20 book, visitors take their time and check out things very closely before buying. It's a good idea to run this pop-under for a full month to measure the effect. For more details, see **Five Pillar Affiliate Report,** Issue #84 at the Club.

Strategy #7

• Put the SiteSell.com E-zines Mini-Site to Work for You

The SiteSell.com E-zines Mini-Site explains the 3 e-zines that we offer. It gives one (outstanding) example of each, including **Sales from the EDGE** and the **Affiliate Report.** (People normally only get the **EDGE** by owning a SiteSell product, and the **Report** by joining the **5 Pillar Program.**)

This is a great way to promote any or all of the **free SiteSell e-zines,** the **5P Program,** and **MYSS! 2002** all at the same time... with full credit to you, of course. Here's how to use it

Action Steps

1) Check out the site for yourself...

http://articles.sitesell.com/

2) Develop an article about one or all of the e-zines. Include what you feel is the #1 benefit of each. Close by linking to the appropriate URL -- here's how to do that...

3) Let's assume that your word is **YOUR_RR_WORD** -- send your visitors to any or all of these URLS...

For Main site....
http://articles.sitesell.com/?YOUR_RR_WORD.html

For **SITE-SELL!** Free E-zine...
http://articles.sitesell.com/bhh/?YOUR_RR_WORD.html

This article about a re-make of the Beverly Hills Hotel site was a huge favorite. It sizzles and it's instructive, in a way that only case studies can be. Since it also triggers a subscription to **SITE-SELL!,** it keeps your **cookied** visitor coming back every time we send out that free e-zine.

For **Sales from the EDGE...**
http://articles.sitesell.com/realnames/?YOUR_RR_WORD.html

For **5 Pillar Affiliate Report...**
http://articles.sitesell.com/preselling/?YOUR_RR_WORD.html

The intro article on PREselling is much enjoyed. People really want to get Part 2. Only one way to get that! 🙂

See the **"?"** in each URL above? **The ? is critical** -- you must add that and then your **RR URL** word as shown.

The "query string" (the part after the "?") is carried through whenever your visitors click around the articles.sitesell.com site.   When they click to the sitesell.com main site, the link goes to **your RR URL!** So you get full credit.

Strategy #8

• **Grow Your Team (2nd Tier) the Super-Easy Way**

Create an interesting and relevant PREselling article about affiliate programs. Perhaps, for example, it's an article about what makes a great affiliate program. In your conclusion, you recommend your favorite three on the entire Net. Hopefully, you'll rank SiteSell's **5PP as #1** (including reasons **why**) because it's the top one that **most** folks will click.

In that "in-context" recommendation, include a pop-up link to this URL...
http://affiliates.sitesell.com/YOUR_RR_WORD.html

Our affiliate script recognizes the above URL as **your** special Referral-Redirect URL (RR URL) writes the cookie on the visitor, and then redirects the visitor to the Affiliate Signup page.

Here's the process. Use the HTML (that appears between these dotted lines) to give you a perfectly sized and formatted window pop-up...

```
<A href="#"onClick='msgWindow=window.
open("<<http://affiliates.sitesell.com/YOUR_RR_WORD.html>>","SiteSell",
"height=400,width=550,location=0,menubar=0,resizable=0,
scrollbars=yes,status=0,toolbar=0");return false'><B>Click here
for more information about the 5 Pillar Club.</B></A>
```

NOTE: The HTML code above should all be on one line.

You may change the "call to action" text... "Click here for more information about the 5 Pillar Club" .... if you want, but please do **not** change anything else.

When your visitor clicks on the link, s/he pops up a new window (so your visitor stays on your site, too!) that contains the **5 Pillar Affiliate** signup info. The window is perfectly sized for the presentation.

Let me repeat. This process writes **your** cookie onto your visitor and then redirects to the affiliates.sitesell.com site. If and when s/he registers as a **5 Pillar Affiliate,** that person becomes both a lifetime member of your second tier (i.e,. your Team of Affiliates), **and**... s/he **also** becomes your lifetime customer!

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Rather than use the javascript generated pop-up window, you could simply use a regular RR URL and send visitors to the Affiliate page that way...

http://affiliates.sitesell.com/YOUR_RR_WORD.html

A regular link would, of course, be **most** useful for offline promotions.

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If you have any doubt about how the HTML or the javascript should appear, just visit the following URL and then VIEW SOURCE to see the code for that page...

http://www.goodbytes.com/quick-tour-sample.html

Strategy #9

• Use META Redirects... If You Know HTML

Using a META redirect on a blank HTML page is a little trick that's useful if you know HTML. If not, don't worry about it. For those who are interested, read the **Affiliate Reports...**

Issue #005 -- August 3, 1999 -- **Article #5**

Issue #017 -- November 10, 1999 -- **TECHIE SIDEBAR**

Strategy #10

• Refer Visitors To Site Build It! Sweepstakes

The **Site Build It! Sweepstakes** offers one free **Site Build It!-Basic** prize each month. Drawings occur on the first day of each month.

How do people win? Simple... by telling their friends about **Site Build It!.** See the **Sweepstakes** page for details...

http://www.sitesell.com/sbicontest/

Back already? Great! Now that you've seen the **Sweeps** from our potential customer's point of view...

How does it work for **you,** the affiliate? Easy. To really take advantage of the viral power of this **Sweepstake, promote** it rather than simply **enter** it. All you have to do is send folks to your unique **Sweepstake** URL, which is...

http://sweeps.sitesell.com/YOUR_RR_WORD

Heads up! Do **NOT** send them to the **www.sitesell.com/sbicontes**t URL that **you** just visited...

When a person who **you** refer visits your unique **Sweepstakes** URL, we can recognize that person as **yours** -- so we write the cookie in **your** name and re-direct the visitor to the same **www.sitesell.com/sbicontest** URL that **you** just visited.

Let's say that person makes 10 entries in the **Sweeps** by sending e-mails to 10 of their friends. It's... **your** RR URL... that **automatically** gets sent to their 10 friends... and their 100 friends... and their 1,000 friends... and so on... and so on. In other words, they're all working for you, driving traffic to **your Sweepstakes** RR URL!

Yes, really! Want to see how that works? Return to...

http://www.sitesell.com/sbicontest/

(Remember... do not send people directly to this URL -- use your unique Sweepstakes URL.)

Scroll down to STEP 4 (green box). See where it says... "Here's what your e-mail will look like..."

Click on the link. See the letter that gets sent? It has **your Team Leader's Sweepstakes** RR URL in it -- **yours** does not appear in that letter. Why? Because you **already** have your Team Leader's permanent cookie "on you" -- we recognize that and create the correct URL in the letter.

So, here's the bottom line...

If you want to get some viral traffic going for you, **promote** the **Sweeps** by inviting **others** to enter it. **You** do not enter the **Sweeps...** unless, of course, you actually want to win a free **Site Build It!** site -- in which case your Team Leader also benefits from some viral traffic! Which is OK, too, of course! Nothing wrong with winning a free **Site Build It!-B** site, right? 😊

The top 4 ways to promote the **Site Build It! Sweepstakes** are...

#4) Contact your personal list of clients, contacts, friends, family through e-mail or phone. Send out a few each day. Remember... each person can start a multiplying effect by referring their friends (when they enter the **Sweeps**) who enter their friends, etc. Either send e-mails specifically for this purpose, and/or...

#3) Include the **Site Build It! Sweepstakes** in your Sig file. For example...

```
-----------------------------------------------------
TARGETED traffic is the key to greater Net income.
Site Build It! turns the key... the COMPLETE solution.

Now win TWO years of Site Build It! (value over $800)
http://sweeps.sitesell.com/YOUR_RR_WORD.html
-----------------------------------------------------
```

#2) Write an article in your e-zine. Explain the benefits of **SBI!-B** -- paraphrase the first two paragraphs of the **SBI!** site, applying it to the needs of your particular audience...

http://buildit.sitesell.com/

Then explain how they could win a free **SBI!** site, with all its tools and benefits, for 2 years by entering the **SBI! Sweeps**. Don't forget to mention the exciting news that they will get a free **SBI!-E** (**the complete e-commerce value bundle**) upgrade for the remaining time left in their subscription. Then refer them to your special **Sweeps** URL.

#1) Set a link from your site to the **Sweeps.** Go to...

http://www.sitesell.com/

Adapt some of the sales copy for **SBI!** on that page, adding a bit more from the **SBI!** site itself (copy-and-paste the source code). Take a screenshot of the **SBI!** logo or grab a graphic from the **Marketing Toolbox** at the **5P Club**. Explain how people can win a **free SBI!-B site**, with all its tools and benefits, for 2 years by entering the **SBI! Sweeps.** Remember to emphasize that **they will get a free SBI!-E upgrade for the remainder of their subscription,** if they buy before its launch. (For more details about **SBI!-E, click here!**) Then link the "Click here to enter the Sweeps" text to your special **Sweeps** URL.

Go ahead... get viral! Just one thing... It's important to remember exactly **what** your potential customer sees when you promote the **Site Build It! Sweeps...**

... a sweepstakes with a great prize.

Nothing more. Nothing less.

And that's **all** you really want to mention. Don't talk about the viral aspect of the **Sweepstakes...** that's the magic that happens **for you,** behind the scenes. This viral aspect is **not** relevant to your potential customer. After all, what does s/he care? Mentioning it might even work against you because you're really putting all those people to work for you... multiplying more and more people sending e-mails to their friends, who send to their friends, etc., etc.

So talk about the wonderful benefits of **Site Build It!-Basic.** Talk about how it removes all the technological barriers, turns tedium into simple mouse clicks, and how it literally turns the content you create into income.

Then mention that they could even win a site, referring them to your unique **Sweepstakes** URL.

Just don't mention the virus.

Achoo. Gesundheit.

Strategy #11

• **Offer a "Two-For-One" Special**

Everyone loves a deal! Build a special promotional campaign around an upcoming event or theme. Be creative. "Mega-events" (ex., Christmas, New Year's) are fine. But offers abound at these festive times -- so while they **are** effective, creative/unique events may prove to be even **more** productive... your 40th birthday, International Women's Day, Spring Festival, Thanksgiving, etc. Celebrate, promote, and have fun with this. But please act responsibly and keep the tone classy.

You can offer the SiteSell "Buy-1-Get-1-Free" promotion **two** times per calendar year and each promotion can run for a **MAXIMUM of 10 days.** Your promotion must tie in creatively with some event, special date or celebration. It is important that you **first request approval** by sending an e-mail to Shawn at **shawn@sitesell.com** -- include your full name, e-mail address (the one that we have on record for you) and your RR URL. The request does not have to be long... just a brief note explaining the special occasion, what you plan to do and the date your promotion will run.

Emphasize in your promotion that a second product must be of **equal or lesser value** compared to the value of the initial purchase. And tell your customers in order to claim their purchase, all they have to do is send an e-mail to Shawn **(shawn@sitesell.com)**. In that e-mail, a customer must include...

   i) his/her first name and last name

   ii) e-mail address (this is where we will send the download/welcome instructions)

   iii) the order number of the product (obtained at time of purchase and also found in the download/welcome e-mail)

   iv) date of purchase and the name/occasion of promotion

   v) which product they want for free (remember, it must be of **equal or lesser value**)

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Yes, you **may** take advantage of your own promotion. All you have to do is purchase a product during the date of your own promotion. However, do not use your RR URL to purchase -- just buy as you normally would, by going to the **"5 Pillar Discount Directory."**

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Strategy #12

• Coach Your Team

Found a neat strategy that really works well for you? Or discovered a great little tool? Share it with your **Team.**

Log into the 5P Club and take the **QUICK JUMP menu** to **Team Details and Coaching/MailOut.** Just follow the instructions to send a helpful, encouraging e-mail to your entire **Team of affiliates.**

Strategy #13

• Combine for Divine Results

Review the simple but powerful **strategies** in **Part III.** Look for ways to combine them to **multiply** results. For example...

Let's say that you want to write a **Keyword-Focused Content Page** about "e-commerce e-zines." Write a page about the best e-commerce e-zines on the Net -- use **Page Build It!** to do it. Then copy-and-paste this simple HTML at the end...

<A HREF="http://articles.sitesell.com/?YOUR_RR_WORD.html"></A>
Click here for the finest trio of e-commerce e-zines.

(Note: Replace **YOUR_RR_WORD** with yours.)

Bingo! A powerful, editorial link to a great mini-Web site that **PREsells for you**.

Or use **Autoresponder Build It!** and **Remote Subscribe Build It!** to create snippets of HTML for the 5-day courses and a remote subscribe function for **SITE-SELL!.** Copy and paste that HTML to the appropriate location and it's **bingo** again!... You've got these powerful, viral tools working for you!

Strategy #14

• Promote With Banner Ads

Yes, we offer them. But I don't recommend them. They're easy, so if you don't want to do any work, just log into the **5P Club.** Take the **QUICK JUMP menu** to **Build It!** and generate HTML for one or more of the many banners that we have created for you.

But realize this... people who click-through from a banner ad are far less likely to buy. The **Conversion Rate** is dismally low... almost 0% in some cases.

When you banner advertise, all you really do is give your merchant (not just SiteSell -- this is true for every other program) some free branding. Don't do that.

Make money instead. Stick with the other strategies. ☺

Strategy #15

• Always Put Your Visitor/Customer First!

Offer "true-value" content, on your site and through your e-zine. Build trust and likability. PREsell only "in context" so your visitor doesn't smell a blatant, credibility-killing sales pitch. Most importantly, don't rush to the sale, or I should say... PRE-sale.

Let your visitor know that you have **THEIR** best interests at heart. It all boils down to 5 simple-but-key words... **Give, GIVE, GIVE, and THEN take.**

The **2% Solution** follows next. Use its quick-summary style to firmly plant profitable **5 Pillar** business ideas and strategies in your mind.

7. 2% Solution

The **80-20 Guide,** plus the **5 Pillar Reports** and the **5 Pillar Manual,** provide you with **extensive** marketing plans on how to successfully promote SiteSell products into a significant part of your Internet income.

But...

Maybe you don't have the time right now to carry out an extensive marketing plan? If you just want to get "something up and earning" in 2% of the time, here's what you need... **"The 5 Pillar 2% Solution."** This section of the **Guide** covers...

1) **Know Your RR URL**

2) **Quick Start**

3) **Useful Mini- Reference**

4) **The Winning Approach... PREsell**

5) **Launch Your PREselling Campaign**

6) **Top 9 Strategies**

7) **Ready To Invest More Time?**

OK, let's get moving...

7.1. Know Your RR URL

All you have to do to start earning commissions is refer potential customers to your unique **Referral-Redirect URL ("RR URL")** -- **a special "yours-only" link.**

Your **RR URL** writes **your** cookie onto the visitor and re-redirects the visitor to the **SiteSell.com site.** From that point on, if that person ever buys, you receive the commission. **(See how-to details.)**

1) To direct visitors to the **SiteSell.com corporate home page** (from which they can link to **any** product), use your **RR URL...**

http://www.sitesell.com/YOUR_RR_WORD.html

2) To redirect to the **home page for each product...**

Site Build It!-Basic...
"Build income through content!"
http://buildit.sitesell.com/YOUR_RR_WORD.html

And to send visitors directly to the Site Build It! "Quick Tour Slide Show"...
http://quicktour.sitesell.com/YOUR_RR_WORD.html

MYSS! 2002...
"The definitive work on making any Web site SELL!"
http://myss.sitesell.com/YOUR_RR_WORD.html

MYKS!...
"Turn knowledge into income -- sell your brain on the Net."
http://myks.sitesell.com/YOUR_RR_WORD.html

MYPS!...
"Price with complete confidence and double your Net profits."
http://myps.sitesell.com/YOUR_RR_WORD.html

MYWS!...
"Want to sell MORE? Become an e-persuader."
http://myws.sitesell.com/YOUR_RR_WORD.html

MYNAS!...
"An e-biz in every closet... Get into Auction Action!"
http://mynas.sitesell.com/YOUR_RR_WORD.html

3) Leverage your residual income levels by building up your 5 Pillar Affiliate
Team. Direct your visitors to the SiteSell **5 Pillar Affiliate Registration...**

http://affiliates.sitesell.com/YOUR_RR_WORD.html

4) Use the viral power of the **Masters Courses** to boost **Conversion Rates** and
traffic for you.

Affiliate Masters Course
"Become a high-earning affiliate champion."
tamsYOUR_RR_WORD@sitesell.net

Service Sellers Masters Course
"Expand your horizons. Increase your client base."
tsmsYOUR_RR_WORD@sitesell.net

InfoProducts Masters Course
"How to brainstorm, create, produce, and sell your very own infoproduct online"
timsYOUR_RR_WORD@sitesell.net

Pricing Masters Course
"How much money are you leaving on the table?"
tpmsYOUR_RR_WORD@sitesell.net

Netwriting Masters Course
"Want to sell more? Write better."
twmsYOUR_RR_WORD@sitesell.net

Net Auction Masters Course
"Start and grow a profitable Net auction business."
tnamsYOUR_RR_WORD@sitesell.net

5) Give your visitors the opportunity to see first-hand the quality of SiteSell products. Let the free downloads do the PREselling for you. All you have to do is refer them to the **Free Trial Page** on the SiteSell site...

http://freetrial.sitesell.com/YOUR_RR_WORD.html

6) Site Build It! Sweepstakes a highly viral, traffic-multiplying vehicle. Promote it widely...

http://sweeps.sitesell.com/YOUR_RR_WORD.html

7.2. Quick Start

Go to...

http://www.sitesell.com/

The SiteSell **corporate home page** has nice, tight, selling descriptions for each product. Feel free to use these, as well as the first few paragraphs of each product's sales site. Also, take a screenshot of the graphic for your own site. Set links to either the **SiteSell corporate home page** or to any product you like. **Remember to link to your RR URL in order to earn your commission.**

It's as simple as that.

If you're a bit shaky with HTML and want **us** to create the link (with or without a graphic) for you...

Just log-in to the **5P Club**. Use the **QUICK JUMP menu** to **Build It! (caution -- it's not "Page Build It!" or "Site Build It!")** to build yourself a snippet of HTML code (or text for e-zines) with the correct RR URL.

7.3. Useful Mini Reference List

• **Commission Schedule**

Commission Schedule for All Products...

SBI!-B	**25%**
MYSS! 2002	**30%**
MYKS!	**25%**
MYPS!	**30%**
MYWS!	**25%**
MYNAS!	**25%**

• **Important URLs**

1) https://secure.sitesell.com/5pillarclub/

Log-in to the **Club** with your username and password. If you forget what they are, just click on the link that says **"Forgot your username and password?"**

2) http://www.sitesell.com/discount-dir-affiliates.html

I offer a discount for affiliates because it's so important to own the products if you are to promote them credibly. **Order SiteSell products through the link above to get your affiliate discount.**

3) Home Pages...

SiteSell.com   http://www.sitesell.com/

SBI!-Basic	**http://buildit.sitesell.com/**
MYSS! 2002	**http://myss.sitesell.com/**
MYKS!	**http://myks.sitesell.com/**
MYPS!	**http://myps.sitesell.com/**
MYWS!	**http://myws.sitesell.com/**
MYNAS!	**http://mynas.sitesell.com/**

• **Important E-mail Address**

affiliates@sitesell.com

Contact the SiteSell support team if you have any questions, suggestions or concerns.

• **HIgh Performers**

High performers can earn a "subdomain RR URL". **See the 5P Manual for more details. (Access via Downloading Page of the 5P Club.)** If you think that you already qualify, please e-mail us... **subdomain@sitesell.com.**

7.4. The Winning Approach

Think about how you are going to **REACH, TALK TO,** and **REFER** visitors to your RR URL -- how you are going to **convert a visitor into a customer.**

Put yourself in your customer's **brain** by asking **"What's in it for me?" (ie., the benefits).** You have to answer the question effectively by what you write **(ie., good editorial content).**

PREselling is finding your target group, delivering valuable, appropriate editorial content, and recommending visitors to your RR URL **after** they have come to respect and like you. You send visitors to the SiteSell.com site in an open-to-buy frame of mind. SiteSell will close the sale.

Bottom line to remember... **DON'T SELL.** The SiteSell.com site does that.
Instead, **PREsell,** so your customer arrives at sitesell.com receptive and ready to
buy.

Think "process." Let the SiteSell.com site work **for you** and get the sale.

For more information on how to succeed as an affiliate at **any** program, please
register for **The Affiliate Masters Course.** This free five-day e-mail course is
"pure platinum" (to quote affiliate guru, Allan Gardyne). To receive it, please
send a blank e-mail to...

tams@sitesell.net

**If you sell or hope to sell a service, sign up for the Service Sellers Masters
Course.** To receive it, please send a blank e-mail to...

tsms@sitesell.net

You can read the pdf-formatted e-books of the two **Masters Courses** or **Make
Your Content PREsell! Action Guide** which is available for free at the **Club**
(Free Book section).

7.5. Launch Your PREselling Campaign

Follow the **PREselling strategies** outlined in each product's launch issue of the
Five Pillar Affiliate Report. (All Back Issues are found **at the 5P Club** through
the **QUICK JUMP menu**). Key benefits are highlighted.

Use the following issues as springboards for new ideas...

Issue #027 -- **MYKS!**

Issue #036 -- **MYPS!**

Issue #045 -- **MYWS!**

Issue #062 -- **MYNAS!**

Issue #073 -- **MYSS! 2002**

Issue #097 -- **SBI!-B**

7.6. Top 9 Strategies

Ready to go beyond the **Quick Start?**

Here are the best income-earning strategies...

Strategy #1

• Build A Theme-Based Content Site

Far and away, this is the most common way that people make significant dollars with affiliate programs. Until now, only the super-smart and hardworking (like Michael Campbell) have been able to do this.

This type of site is based upon a **theme.** Each and every page of that site focuses upon a **single topic** that is related to that theme. For example...

Your theme is **golf.** Topical pages would include...

• the Masters

• the British Open

• Tiger Woods

• etc., etc.

Each topical page is a **Keyword Focused Content Page.** This site could easily grow to over 100 pages, **each** of which focuses upon a different topic, **all** of which are related to your theme. The net sum of all the information on all your pages forms the **CONTENT** of your site.

Taken all together, this tightly focused, themed site **scores well at the Search Engines** for hundreds of golf-related terms which in turn brings you lots and lots of **TARGETED** traffic. And... interested targeted visitors **generate income.**

The "how-to" process for building a Theme-Based Content site is explained step-by-step in **The Affiliate Masters Course Free Book** (access Free Book section via **QUICK JUMP** menu **of the 5P Club)**

Site Build It!-Basic also puts this income-generation capability into anyone's hands (and reduces complex and tedious operations to a mere mouse click). No matter who you are, or what your HTML, graphic design experience and/or Search Engine skills are, you can build **your own** Logo, **NavBar** and traffic-building site, with the help of the **SBI!-B** system of tools. Use it to build income, effectively and easily, no matter what your area of interest...

Site Build It!
http://buildit.sitesell.com/

As a special bonus, all present **SBI!-B** owners will get an automatic FREE upgrade of the soon-to-be-launched **SBI!-E (Site Build It! E-Goods)** for the remainder of their subscription. **SBI!-E** will include all the functionality of **SBI!-B, plus** the ability to...

• Process credit cards with your own merchant account.

• Digitally fulfill orders much like we do here at SiteSell.

• Provide commission-based incentives to those PREselling your own e-goods. In other words, you gain the ability to run your own fully-customizable two-tier Affiliate Program.

• Build, maintain and contact multiple lists -- of clients, affiliates, and of visitors!

Buy **SBI!** now and get started on building that all-important content that will draw targeted traffic to your site.   Then when **SBI!-E** launches, you'll be up and running with a site-full of traffic, and ready to process transactions for your e-goods or services (whether they are currently on the market for or are brand-new releases).

Strategy #2

• Create and Market Your Own E-zine

Discuss new developments on the Net, tips, good books or articles, reviews about SiteSell products... whatever is relevant or of interest to your target group. Provide a link to your RR URL in a natural, **in context,** manner.

It's important to write several articles. Write them from different angles. Focus upon a new benefit each time.

For example, let's say that you repeatedly talk about how useful **Make Your Price Sell!** is to determine the ideal price of a new product. Eventually, that market (people with new products) stops responding. But if you now talk about how useful it is as a feasibility study, you reach a **whole new market** (people considering whether they should even consider developing a product or not)!

Build a relationship with your readership as you establish credibility and trust by consistently offering high-value information that reflects **their** needs, or desires. In your subscriber's mind, a solid e-zine or newsletter is a positive reflection on **your product or service** and/or the **merchant that you represent.**

So when it's time to make a decision, s/he chooses **you** rather than a competitor.

Don't know how to start an e-zine? No problem. **Site Build It!-Basic** makes it a snap to **create, sendout and manage** an e-zine. For more details, visit the site...

http://buildit.sitesell.com/

Strategy #3

• Offer Freebies To Develop An "Open-To-Buy" Mindset

To PREsell the SiteSell Products...

1) Customize SiteSell Free Books (pdf format) to offer off your site or on the free Web space provided by your ISP (if applicable). The free e-books are **powerful viral demos,** just sitting on your visitor's desktop (after downloading). The Free Books give your visitors an "inside-view" and will reinforce the benefits of owning a particular SiteSell product. When s/he reviews them and clicks to order, **it's your RR URL... and your commission!**

Presently, the inventory of Free Books include....

a) The Affiliate Masters Course Free Book, Make Your Content PREsell! Action Guide, and **The Service Sellers Masters Course Free Book** -- These easy-to-read e-books all effectively PREsell the awesome benefits of **SBI!-B.**

b) **Getting Started Action Guide** -- This strategy-filled resource encourages readers to join SiteSell's **5 Pillar Affiliate Program** by concretely showing the type of solid (exactly-what-you-need-when-you-need-it) support they will receive through the **5PP.**

c) Make Your Price Sell! -- Amazingly, there is not much pricing theory and/or tools available for the small business owner on the Net... until now, of course. This e-book reinforces the financial importance of identifying the right price and shows how the **MYPS!** survey can **accurately** pinpoint the perfect price throughout life cycle of your product or service.

Log into the **5P Club** and take the **QUICK JUMP** menu to **Free Book Build It!.** Select which free book you would like to customize and then click the **Build It!**

button. The tool automatically customizes all tags with your RR URL. You can then download your customized version and place it wherever you want on your own server. Please feel free to copy-and-paste the HTML code from SiteSell's downloading instructions (View -->Source).

With each selection, we include a PREselling **sample promotion** that you can tailor specifically to your own audience. If you want, just grab the SOURCE code and customize it accordingly.

As well, grab an eye-ball-catching **3-D book cover graphic** to enhance your PREselling effort. Take the **QUICK JUMP** menu to **"Graphics to Promote Free Trial Download"** and just download the graphic(s) you want to use on your site. To include one of these killer covers in a snippet of HTML (that you want **us** to build for you), click on the **"Build It!"** link that is provided.

Don't have a Web site but you still want to promote the Free Books and generate sales? Contact your list of friends to let them know about this wonderful offer and let them know that you will be sending them a great free download via e-mail attachment. Or even post a small promo and link to your download (use free Web space provided by your ISP to locate your download) on offline neighborhood bulletin boards... or wherever folks gather. Where there's a will, there's a way!

----

2) Refer visitors to the Free Trial Page via your RR URL.   If you don't have a site to upload a customized Free Book... or your ISP doesn't offer free Web space... or you are doing offline promotions... or for whatever reason, you can still give your visitors that **crucial first-hand experience** with SiteSell products (same e-books as offered through "Free Book Build It!"). Direct them to the **Free Trial Page** on the SiteSell site **through your RR URL...**

http://freetrial.sitesell.com/YOUR_RR_WORD.html

And if you have a subdomain...

http://YOUR_RR_WORD.sitesell.com/freetrial/

This will attach your cookie to each visitor so you get the credit for the traffic! (**And the commission,** when they buy after reading the free trial.)

Don't forget to enhance your promotion with a graphic. (Follow the same procedure as above with the Free Books.) Take advantage of the sharp, quality graphics to **boost the perceived value** of the **already highly-valued** SiteSell Free Trials/Free Books.

The **Free Trial page** also features our "pop-under" javascript. It opens and slides the www.sitesell.com corporate home page under the product's subdomain site. This little bit of javascript has created outstanding "spillover" sales. The underlying www page becomes a "traffic cop" page that directs visitors to our other products **after** they complete a Free Download! So every time you send a visitor to freetrial.sitesell.com, those downloads help you to PREsell. **And...** the www home page gives you chances for immediate sales, too!

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3) Offer the 5 Day E-mail Masters Courses.

These courses **(Affiliate, Service Sellers, InfoProduct, Pricing, Netwriting, and Net Auction)** are powerful viral tools that boost **Conversion Rates.** They are momentum-builders that **PREsell** effectively.

The Affiliate Masters Course is an especially powerful preseller of **Site Build It!-B** (which earns by far the highest direct-sale commission... over $75). Get your **unique subscription address** in front of people, both online and off. Present it in your e-zine, on your site or on a bulletin board as an ad.

We write your cookie onto everyone who registers through you. And your **RR URL** and **registration e-mail address** appear in every e-mail of the course... so when a "student" passes your course to a friend, it contains your sign up e-mail address and **RR URL!**

So all those who buy (during or after a course PREsells them) are credited to you, due to the cookie! The course becomes a powerful PREseller for you, over and over again. Viral and lucrative... the best of both worlds. 🙂

Go to the **5 Pillar Club**. Take the **QUICK JUMP menu** to **Autoresponder Build It!** – just follow the instructions from there. (The Autoresponder sends out the first installment of the Masters course immediately. And it will send out four more installments daily after that.)

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4) Offer the free SITE-SELL! e-zine.

Offer a signup for the free **SITE-SELL!** e-zine, directly from your site. We write your cookie onto everyone who subscribes through you. So if they buy, even months or years later, you get the commission! Go to the **5 Pillar Club**. Take the **QUICK JUMP menu** to **Remote Subscribe Build It!** -- just follow the instructions from there.

Strategy #4

• Let the SBI! Quick Tour Slide Show Do the PREselling for You!

Highlight the **SBI! Quick Tour Slide Show**... without losing your visitor/customer from your site. The Tour gives a wonderful overview of the **SBI!** system -- one that will pique interest and ignite a search for more info on the product.

You can offer the Quick Tour in two different ways...

METHOD 1) Pop-Up Link

Create a PREselling article that has relevance for your audience. Complete the article with a pop-up link to the **Site Build It!** "Quick Tour Slide Show" by using the HTML that appears between these dotted lines...

```
<A href="#" onClick='msgWindow=window.
open("<<http://quicktour.sitesell.com/YOUR_RR_WORD.html>>",
"Tour","height=452,width=550,location=0,menubar=0,resizable=0,
scrollbars=0,status=0,toolbar=0");return false'><B>Click here
to take the Quick Tour.</B></A>
```

NOTE: The HTML code should all be on one line. And remember to replace "YOUR_RR_URL" with the correct word.

You may change the "call to action" text... "Click here to take the Quick Tour" .... if you want, but please do **not** change anything else.

When your visitor clicks on the link, s/he pops up a new window (so your visitor still stays on your site, too!) that contains the special **5 Pillar Affiliate** version of the Quick Tour. The window is perfectly sized for the tour, so the effect is **exactly** the same as the one on the sales site at buildit.sitesell.com site.

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Rather than use the javascript generated pop-up window, you could simply send visitors through your regular RR URL link to the Quick Tour page...

http://quicktour.sitesell.com/YOUR_RR_WORD.html

METHOD 2) Automatic Pop-Under

This method automatically pops the "Quick Tour Slide Show" **UNDER** your page, at whatever page you choose to place it on. And you can put this on more than one page -- since it will only work **once** per browser session, it will not irritate your visitor.

Again, your visitor does not leave your site. Actually, the user will not even see the Slide Show until s/he closes your window! Aside from the fact that the window is an automatic pop-under, everything works the same as outlined earlier for the pop-up link.

You do not have to create any content to put this method into effect. It just happens automatically. So...

Use this method if you think that visitors to your site could be interested by the first slide they see. If you think there's a fit, test it for a month. If you notice sales go up, then you know the fit was perfect and you have a winning method for driving **SBI!-B** sales.

Here's how to put this method into operation...

Use the javascript (that appears between the dotted lines below) between the open head tag <head> and close head tag </head> of your HTML page.

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You can also paste it into the **body** of your page, but it will flash briefly as your page is loading. Not a big problem though -- it might even gain some attention.

Here's the code (**between** the lines)...

```
---------------------------------------------------------
<script src="http://buildit.sitesell.com/cookie.js"
LANGUAGE="JavaScript1.1"></script>

<script language="JavaScript">
var visitordata = new Cookie(document, "tourpopunder", 0 ,'/');
if ( !visitordata.load() )
{
var
win=window.open("<<http://quicktour.sitesell.com/YOUR_RR_WORD.html>>","T
our",'scrollbars=no,resizable=no,toolbar=no,menubar=no,status=no,locatio
n=no,width=550,height=452');
window.focus();
visitordata.open=1;
visitordata.store();
}
</script>
---------------------------------------------------------
```

Technical Note: The line above that begins as "win=window.open" should continue as a line (i.e., no carriage returns) until "height=452');"

The next line after that long single line is "window.focus();"

If you have any doubt about how the HTML or the javascript should appear, just visit the URL below and then VIEW SOURCE to see the code for that page.

http://www.goodbytes.com/quick-tour-sample.html

Site Build It!-B tends to be a longer-cycle sale. Since it's not a $20 book, visitors take their time and check out things very closely before buying. It's a good idea to run this pop-under for a full month to measure the effect.

For more details, see **Five Pillar Affiliate Report, Issue #84 at the Club.**

Strategy #5

• Refer Visitors To Site Build It! Sweepstakes

The **Site Build It! Sweepstakes** offers one free **Site Build It!** prize each month. Drawings occur on the first day of each month. See the **Sweepstakes** page for details...

http://www.sitesell.com/sbicontest/

How does it work for **you,** the affiliate? Easy. To really take advantage of the viral power of this **Sweepstake, promote** it rather than simply **enter** it. All you have to do is send folks to your unique **Sweepstake** URL, which is...

http://sweeps.sitesell.com/YOUR_RR_WORD

Heads up! Do **NOT** send them to the **www.sitesell.com/sbicontes**t URL that **you** just visited...

When a person who **you** refer visits your unique **Sweepstakes** URL, we can recognize that person as **yours** -- so we write the cookie in **your** name and re-direct the visitor to the same **www.sitesell.com/sbicontest** URL that **you** just visited.

Let's say that person makes 10 entries in the **Sweeps** by sending e-mails to 10 of their friends. It's... **your** RR URL... that **automatically** gets sent to their 10 friends... and their 100 friends... and their 1,000 friends... and so on... and so on. In other words, they're all working for you, driving traffic to **your Sweepstakes** RR URL!

Yes, really! Want to see how that works? Return to...

http://www.sitesell.com/sbicontest/

(Remember... do not send people directly to this URL -- use your unique Sweepstakes URL.)

Scroll down to **STEP 4 (green box).** See where it says...

"Here's what your e-mail will look like..."

Click on the link. See the letter that gets sent? It has **your Team Leader's Sweepstakes** RR URL in it -- **yours** does not appear in that letter. Why? Because you **already** have your Team Leader's **permanent cookie** "on you" -- we recognize that and create the correct URL in the letter.

So, here's the bottom line...

If you want to get some viral traffic going for you, **promote** the Sweeps by inviting **others** to enter it. Just one thing... It's important to remember exactly **what** your potential customer sees when you promote the **Site Build It! Sweeps... a sweepstakes with a great prize.**

And that's **all** you really want to mention. **Don't talk about the viral aspect of the Sweepstakes...** that's the magic that happens **for you,** behind the scenes. This viral aspect is **not** relevant to your potential customer. After all, what does s/he care? Mentioning it might even work against you because you're really putting all those people to work for you... multiplying more and more people sending e-mails to their friends, who send to their friends, etc., etc.

So talk about the wonderful benefits of **Site Build It!** (see **5 Pillar Report SBI!-B** launch issue #097 for details). Talk about how it removes all the technological barriers, turns tedium into simple mouse clicks, and how it literally turns the content you create into income. Then mention that they could even win a site, referring them to your unique Sweepstakes URL.

Strategy #6

• Put the "SiteSell.com E-zines Mini-site" to Work For You

The "SiteSell.com E-zines Mini-Site" explains the 3 e-zines that we offer. It gives one (outstanding) example of each, including from the **EDGE** and the **Five Pillar Affiliate Report.** (People normally only get the **EDGE** by owning a SiteSell product, and the **Report** by joining the **5 Pillar Program.**)

http://articles.sitesell.com/

This is a great way to promote any or all of the free SiteSell e-zines, the **5P Affiliate Program,** and **MYSS! 2002** all at the same time... with full credit to you, of course. Here's how to use it...

1) Check out the site for yourself...

http://articles.sitesell.com/

2) Send your visitors to any or all of your unique URLS...

i) For Main site....

http://articles.sitesell.com/?YOUR_RR_WORD

ii) For SITE-SELL! Free E-zine (this article, about a re-make of the Beverly Hills Hotel site, was a huge favorite)....

http://articles.sitesell.com/bhh/?YOUR_RR_WORD

iii) For Sales from the EDGE...

http://articles.sitesell.com/realnames/?YOUR_RR_WORD

iv) For the Five Pillar Affiliate Report...

http://articles.sitesell.com/preselling/?YOUR_RR_WORD

The intro article on **PREselling** is much enjoyed. People really want to get Part 2. Only one way to get that! 🙂

See the "?" in each URL above? The "?" is critical. The "query string" (the part after the "?") is carried through whenever and wherever your visitors click around the articles.sitesell.com site. When they click to the SiteSell.com main site, the link goes to **YOUR RR URL!** So you get full credit.

Strategy #7

• Bid For Keywords in Pay-Per-Click Engines

This is an extremely cost-effective way to build a big list of lifetime customers in a hurry. For Service Sellers, your **ROI (Return on Investment)** is even higher as your profit margin is generally much wider than an affiliate's. Each new client could potentially hire you for several profitable projects in the future. For more info on **Pay-Per-Click Engines,** see...

http://www.PayPerClickSearchEngines.com/

The Affiliate Masters Course goes into great detail on how to literally drive thousands of visitors for a penny each! This is especially effective for **Site Build It!-Basic** (and soon-to-launched **SBI! E-Goods**), since it pays such a high dollar commission... year after year.

Strategy #8

• Everybody Knows Somebody

Contact your personal list of clients, contacts, friends, family through e-mail or phone. Send out a few each day.

Important Tip... Focus a mailing to a whole bunch of your contacts at one time, asking them to buy all on the same day. This gets you into the **President's #1 Club,** which has some wonderful perks. A few affiliates have now used this, with brilliant results!

Naturally, you send e-mail all day long. Everyone does. Turn every piece of mail into a possible sale by including your **"sig line"** at the end -- **include a short PREselling description of the product and your RR URL.**

Strategy #9

• Grow Your Team (2nd Tier) the Super-Easy Way

Create an interesting and relevant PREselling article about affiliate programs. Perhaps, for example, it's an article about what makes a great affiliate program. In your conclusion, you recommend your favorite three on the entire Net. Hopefully, you'll rank SiteSell's **5PP as #1** (including reasons **why**) because it's the top one that **most** folks will click.

In that "in-context" recommendation, include a pop-up link to this URL...

http://affiliates.sitesell.com/YOUR_RR_WORD.html

Our affiliate script recognizes the above URL as **your** special Referral-Redirect URL (RR URL) writes the cookie on the visitor, and then redirects the visitor to...

http://affiliates.sitesell.com/

Here's the process. Use the HTML (that appears between these dotted lines) to give you a perfectly sized and formatted window pop-up...

```
------------------------------------------------------------------------------------------------
<A href="#"onClick='msgWindow=window.
open("<<http://affiliates.sitesell.com/YOUR_RR_WORD.html>>","SiteSell",
"height=400,width=550,location=0,menubar=0,resizable=0,
scrollbars=yes,status=0,toolbar=0");return false'><B>Click here
for more information about the 5 Pillar Club.</B></A>
------------------------------------------------------------------------------------------------
```
NOTE: The HTML code above should all be on one line.

(You may change the "call to action" text... "Click here for more information about the 5 Pillar Club".... if you want, but please do **not** change anything else.)

When your visitor clicks on the link, s/he pops up a new window (so your visitor stays on your site, too!) that contains the **5 Pillar Affiliate** signup info. The window is perfectly sized for the presentation.

Let me repeat. This process writes **your** cookie onto your visitor and then redirects to the affiliates.sitesell.com site. If and when s/he registers as a **5 Pillar Affiliate,** that person becomes both a lifetime member of your second tier (i.e,. your Team of Affiliates), **and**... s/he **also** becomes your lifetime customer!

———————[SIDEBAR]———————

Rather than use the javascript generated pop-up window, you could simply send your visitors through your regular RR URL link to the Affiliate page...

http://affiliates.sitesell.com/YOUR_RR_WORD.html

A regular link would, of course, be **most** useful for offline promotions.

If you have any doubt about how the HTML or the javascript should appear, just visit the following URL and then VIEW SOURCE to see the code for that page... **http://www.goodbytes.com/quick-tour-sample.html**

These nine strategies will super-charge your affiliate business and get you off to a quick but **very solid** start. When your time pie can afford a few more slices, move on to the next section...

7.7. Ready To Invest More Time?

If you're relatively new to Net marketing, I'd suggest that you read all of the **Getting Started Action Guide** and browse through the **5 Pillar Manual** before going any further in this section. If you're already a savvy Net marketer, follow this formula...

1) Read the thumbnail sketch of each product on the **SiteSell.com corporate home page... http://www.sitesell.com/** Decide which products fit your business best.   Review the sales sites for those products. Jot down notes that apply to your audience as you do this.

2) Buy the product. Use it. It's the only way to promote truly effectively... **live and love the products you PREsell.**

If you do not own **Site Build It!-Basic** but want to promote it, a great way to do so is to promote the **Affiliate Masters Course Free Book** or the **SBI! Action Guide Free Book** off your site. Each one will do a super job of PREselling **SBI!** for you. **(More details on how to do this are outlined here.)**

3) Review the **Table of Contents** to generate benefit-laden content for your target market(s)...

Make Your Site Sell! 2002 (MYSS! 2002)
http://myss.sitesell.com/TOC-product.html
http://myss.sitesell.com/TOC-main.html
http://myss.sitesell.com/TOC-traffic.html
http://myss.sitesell.com/TOC-store.html

Make Your Knowledge Sell! (MYKS!)
http://myks.sitesell.com/myks-toc.html

Make Your Words Sell! (MYWS!)
http://myws.sitesell.com/w-toc-words.html
http://myws.sitesell.com/w-toc-email.html
http://myws.sitesell.com/w-toc-store.html
http://myws.sitesell.com/w-toc-ar.html

Make Your Net Auction Sell! (MYNAS!)
http://mynas.sitesell.com/toc.html

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When creating content for any new product, casually mention **MYSS! 2002** as the acknowledged BIBLE somewhere in that article. Then include your RR URL to **MYSS! 2002.** This is a powerful and subtle way to generate traffic and a high **Conversion Rate** for **Make Your Site SELL! 2002**. It also gives you two chances for a sale in the same article.

REMEMBER... **MYSS! 2002** is an easy **PREsale.** It bulges with high-value content. This product will help build hundreds of **Lifetime** customers (i.e., folks who will buy other products later, including **Site Build It!**).

8. The Wrap-Up

Well, that just about does it. Everything you need to succeed with your **5 Pillar Affiliate Business** is contained within the **80-20 Guide, 2% Solution and the 5 Pillar Manual**.

I'll close by revealing Allan Gardyne's top secrets for success (Allan is consistently at or near the top in **5P** affiliate sales every single month.)

Please!... Don't tell Allan that I told you. 😊

Secret #1
Allan reacts with amazing speed.

Secret #2
He tailors to his audience.

Secret #3
He's customer-and-long-term-focused.

Secret #4
He works like crazy.

Secret #5
He owns the products that he PREsells.

All five are actually part of his single biggest and most important secret...

He DOES.

All you have to do now is get started. **Once you do SOMEthing, whatever appeals to you most, "DOING" becomes easier and easier... and income becomes bigger and bigger.**

It all boils down to taking that **first step!**

Wishing you much success,

Ken

Frequently Asked Questions

This FAQ answers the most frequently asked questions that we receive concerning the 5PP.

1. What should I do if I see unfair criticism about SiteSell or the 5PP?

2. I am a total Luddite. Can I do this?

3. What should I do if I see someone else selling MYSS! 2002?

4. What kind of Conversion Rates can I expect for SiteSell products?

5. Geez, I'm not getting sales. What could be wrong?

6. I am already a member of a competitor's program. Is that OK?

7. Is there a way to contact customers who have bought due to my referral?

8. What should I do if I see "spam" from other affiliates?

9. If customers ask me questions, what should I do?

10.   Can I refer myself and get the commission?

11. Don't cookies die?

12. Any clauses that could kill my business after I work so hard?

1. What should I do if I see unfair criticism about SiteSell products or the 5PP?

Do you know **how I know** that **SiteSell products** and the **5PP** are making big waves in the Internet ocean? The unfair competitors, paid-for professional snipers, and "axe-to-grinders" are crawling out of the woodwork.

Expect it -- it will happen more and more often. They'll make biased, out-of-context statements. They'll twist things around until the true meaning is completely distorted. As we grow, **we will see more and more**

... venom. It will come from...

• **competitors** who are upset that they are no longer selling their overpriced products

• **get-rich-quick junkies** who are looking to be paid forever after a quick burst of work

• **the worst case -- the hired sniper.** This person appears impartial. But when you read the content carefully, you simply know that there is a hidden agenda.

Here are just a couple of examples that happened to the first edition of **MYSS!**, **before** we had launched the **5PP....**

John Audette is one of the smartest and best content-deliverers on the Web. He moderates and publishes a phenomenal mailing list called...

I-Sales
http://www.adventive.com/lists/isales/summary.html

In any given issue, there is always a terrific thread or two going on. When one came up about affiliate programs, I decided to add my two cents worth...

http://list.audettemedia.com/SCRIPTS/WA.EXE?A2=ind9906&L=i-sales&H=1&O=D&F=&S=&P=243

I received several nice replies privately, which was nice. But the next day, a Mr. Glenn Sobel made a post that absolutely stunned me...

http://list.audettemedia.com/SCRIPTS/WA.EXE?A2=ind9906&L=i-sales&H=1&O=D&F=&S=&P=335

Read it carefully. Study how he twists things out of shape? How he distorts the reality? I can't tell you how upset I was. Not so much at the content, but at the fact that I would have to waste three hours destroying his arguments.

This was not a mere matter of disagreement... or of a matter of opinion. It was so cleverly written, so well planned, that it could only be an attempt to damage. I-sales is too important to simply let Mr. Sobel's words stand -- they were too damaging. I resented the hours he was costing me, but I had no choice...

http://list.audettemedia.com/SCRIPTS/WA.EXE?A2=ind9906&L=i-sales&H=1&O=D&F=&S=&P=521

The next day, the verdict was in. Matters were calm. Two prominent contributors were supportive. Mr. Brian Harniman, Director of priceline.com's Affiliate Network, said wonderful things about the book, going so far as to say...

Ken's book will be offered to our affiliates to help them
understand the power of selling their site...and thus our
product to their traffic.

One fire extinguished... **but three hours wasted.**

One week later, an important supporter e-mailed the following to me...

Hi Ken

I've received some criticism of MYSS! I'd be very interested
in your reaction, when you have the time.

<snip>--START COMMENT

I was just reviewing the commission structure for Ken's lifetime
payout.

Ken is a nice guy and delivers an interesting product. But there
is something you might want to take notice of: According to Ken's
materials, you do NOT earn any repeat commissions in a given
month if your TVI (Total Value Index) is less than $500.

In other words, you only get your repeat commission in any month
if your sales are high enough. And you and I both know 80%-90% of
the people in any month aren't going to make that $500 mark,
especially considering that we're talking about a $17-$20 lead
product.

The same thing applies to the 2-level payout. You don't
automatically get a 2-level commission. You ONLY get IF you

I was so upset that I called this person and explained **all the points that we discuss above in the TVI section.** I also showed him where the truly nasty distortions lay. By now, you should be able to see how this person...

• **intentionally** ignored the **whole rationale of TVI** (a responsible program that rewards valuable biz-building activity and eliminates the **"quick-burst-then-sit-back-and-wait-to-get-rich"** attitude).

• makes it look like no one could ever achieve these levels. By **not** including how **TVI** is calculated, he makes it seem as if it's impossible to reach the **TVI** levels. **And** he ignored that the document says that the levels are just an example, and that they will be set much "easier" when we launch.

• misleads when he clearly implies that I will adjust the **TVI** levels to keep these payments for myself. He knows that we **are forced to** manage **TVI** levels fairly (due to the "good faith" term of the **Affiliate Agreement**).

But do you know what bugged me the most? The last part -- the **hiding** of identity. I was just fuming inside.

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NOTE -- **To anyone who wants to e-mail me with any kind of feedback about some person, product, or program...**

Assume that I will use your name, and assume that I will pass it to the person involved for comment. Otherwise, **don't bother** sending it to me.

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The next morning, I realized that I have to **count on** these kinds of people to fight unfairly. If they debate fairly under a bright light, **they'll lose.**

So they'll ask a supposedly "impartial expert" to do a hatchet job in a prominent mailing list. Or they'll write to a supporter, under the **self-admitted shame** of asking their name not be revealed, with the same kind of partial, distorted, and misleading information.

It made me wonder...Who else are they writing to? Where else are they posting? And then I realized...

If I were to spend all my day looking for and answering these people, **I would have no time to build the company that I envision.** It would take an entire staff to scan all the thousands of mailing lists, newsgroups, forums, etc.

And that's when it hit me... **I need you, our partners-in-sales, to protect and defend us.** The **5 Pillar Affiliates** fill every nook and cranny of the world, both online and off. Taken together, you read every e-zine and forum. **Nothing can get past the entire team.**

You are our eyes and ears. We are growing our businesses **together.** Whoever attacks **SiteSell products** or the **5PP, attacks you directly.** Every little blow that weakens us, **weakens you.**

I **can't** be everywhere at the same time. But **all** of you, as a group, can. So please... defend us. If you find a nasty post, please answer it. But do it with class -- don't start a flame war. Answer with **cool professionalism,** like above. Clean up distortions. Fight "rumor" with fact. **Expose them for what they are... just shine...**

... a bright light upon them -- they will scurry for cover. If you do that -- bright, open-minded people will come to the correct conclusion. **And we all get stronger... much stronger.**

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Use this debate as a marketing opportunity. After you cleanly dismantle a spurious post, include a bit of gentle self-promotion. For example... let's say that you have cleaned up a messy post about the 5PP. At the end of your response, write something that **gets the click** to your RR URL...

I am an affiliate of this program. Believe me, I know this program inside and out. I have never seen anything even close to the 5 Pillars. If any of you would like to "see for yourself," please go to http://www.sitesell.com/YOUR_UNIQUE_RR_URL.html and download the Affiliate Info-Package.

Please don't believe half-truths and distortions. Check out the whole program and it will be obvious -- the 5 Pillar Program is the best, fairest program in the world.

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2. I am a total Luddite. Can I do this?

Well, since you're reading this, I already know that you have **one of the two** essentials to succeed...

First, you're Web-savvy enough to know how to download (or you would not be reading this). The second? **Motivation!**

If you have the **motivation to make your 5 Pillar Business succeed, SiteSell shows you the way to get there.** This **Guide** and the **5P Manual** are mission-critical resources for your success. Read them. Mine their wealth.

Subscribe to the information-packed **5 day e-mail Affiliate Masters Course.** I've written it so that it applies to any person who is interested in starting or rebuilding any kind of affiliate business. (Send a blank e-mail to **tams@sitesell.net**). Or download **Make Your Content PREsell! Action Guide at the Club.** Combine its fantastic hands-on content with **Site Build It!** and you are well on your way to becoming a high-earning affiliate.

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3. What should I do if I see someone else selling MYSS! 2002?

No other company is allowed to sell MYSS! 2002 or any other SiteSell product. So let's say that you see a company either...

• selling it exactly "as is"

OR

• a copy of it under a different name

OR

• another course where you notice that large amounts of the material have been copied...

They are breaking the law, **no better than...**

        ... common thieves. Here's what **not** to do...

Do not contact that company. You will only put them on their guard. Here's what **to do...**

Please e-mail us directly at **affiliates@sitesell.com.** We will investigate, prepare our case**, then...**

... knock them out with a lawsuit.

Please keep an eye out for this. It is **worse** than unfair criticism -- violating our copyrights and trademarks strikes at our very existence... both yours and ours.

Back to top of FAQ.

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4. What kind of Conversion Rate can I expect from SiteSell products?

A review of affiliate **Conversion Rates (CRs)** shows that they range as high as 18-20%. Many affiliates score from 5 to 10%. Others score much lower, depending on their participation level and approach.

If you are an active affiliate and you make a good **pre-SELLING effort,** you should be able to achieve a **Conversion Rate** of at least 8-10%. "Success" strategies of the high-**CR** affiliates are shared in the **Five Pillar Affiliate Reports** as part of SiteSell's commitment to support and education.

And there's an extra bonus for hard work and dedication**.** The affiliate who has the highest first-time customer sales for the day becomes a member of the **President's #1 Club** and receives its perks and goodies.

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5. Geez, I'm not getting sales. What could be wrong?

First, please let me remind you of something -- **don't expect instant riches.** Success takes time. When Janice and I licensed our first game in 1985, we thought, **"Well, that's it. We're gonna be...**

... rich!" Wrong! Yes, that first game made us a few dollars, but it was **not** Trivial Pursuit. It was only when Janice and I licensed our tenth toy, a wonderful little stuffed dog called **Pooch Patrol,** that we succeeded.

The key is to **be motivated enough to persevere.** This **Guide** shows you hundreds of different ideas and approaches. Like my mom always used to say...

"Try -- if you don't try, nothing happens." Or, as Paul Myers quotes Wayne Gretzky...

```
            -----===(*)===-----
   "100% of the shots you don't take don't go in."
                 Wayne Gretzky
            -----===(*)===-----
```

If you are not getting sales, there **is definitely** a reason. So don't look upon it as a mystery, as a failure that does not have a solution.

Here are the possible problems, in the time sequence that they may occur. Let's use **MYSS! 2002** as our example...

1) Low **exposure** of **MYSS! 2002** to your market -- are your visitors **seeing** your message? Place the message often, and in places where it can't be missed.

Pretend that you **are** your target market. **Walk the same steps** that she takes. Is she seeing your message?

If you're sure that she **is...**

2) Low **click-through** from your site to the **MYSS! 2002** site -- Is your message **convincing** your market to visit your **RR URL?** Are the **benefits targeted** to your visitors? Is the message **convincing?** Does it **persuade?**

If you're sure that it sells and if there is good exposure, you should be seeing decent traffic stats in the Affiliate Club. If so...

3) Low **Conversion Rate** -- If your **CR** is way below average, why? Are you **PREselling,** or simply referring?

There is always a reason, **unless** you have received less than 200 visitors. If the number of visitors is small, a low (or high) **CR could** just be a fluke. So don't start worrying until you have over 200 visitors -- that's when the "fluke" part becomes less likely.

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6. I am already a member of a competitor's program. Is that OK?

There are a lot of people out there selling **very expensive Web marketing information.** People have told us that ours is better at a tenth of the price, but who am I to judge?

If you are **not already** an affiliate for these programs, I would **not** recommend joining. These affiliate programs have blanketed the Web. They have thousands and thousands of affiliates, so it's a tough sell. Add in the fact that **MYSS! 2002** is so good and so cheap...

But if you **are** already a member, take advantage of it. **Here's how...**

Anyone who buys these expensive info-products will buy **MYSS! 2002** in a heartbeat. If **you** had spent US$200, would you hesitate to spend well under US$30 for a better product?

But more importantly...

For every person who spends $200, there are at least 50 who **really** wanted to, but simply couldn't part with the money. They'll buy **MYSS! 2002.** I can see your headline now...

"Couldn't quite part with $200? Now you don't have to!"

So... no problem -- test our product(s) against theirs. And test the **5 Pillar Program** against theirs -- does anyone else offer the **rock-solid foundation of a non-cancellable, non-modifiable agreement,** together with the **5 Pillars?**

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7. Is there a way to contact customers who have bought due to my referral?

This is a really tough question. **I'm stuck between a...**
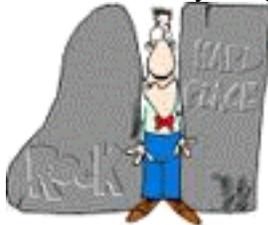
... yup! I cannot violate **the confidentiality of info** revealed by a customer -- that's a major Net no-no. And, if I ask for permission **before the sale,** I'll raise doubt at the single most important step of the process. So the answer is no.

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8. What should I do if I see "spam" from other affiliates?

Geez, you're really starting to ask **tough ones,** now!

We need to know about spam activity **by any 5 Pillar affiliate.** Even though it's not intentionally nasty like **unfair criticism,** it hurts us just as much. Which means, as you know by now, that it hurts you, too! You can either tell us directly, **or** send the offending party a polite e-mail yourself. Tell them that they're hurting the company. **They really do.**

If they keep it up, tell me. Include a link to the spam, or some other proof. And please mention if you had already asked them to stop.

———————[SIDEBAR]———————

Please, we're all on the same team. No flame wars.

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9. If customers ask me questions, what should I do?

OK! An easy question, at last! Let's answer this one by example... Vivian Visitor reads your e-zine article about **MYSS! 2002.** Vivian clicks to your **RR URL,** then buys.

Rarely, some kind of problem occurs. For example, Vivian's copy of Acrobat "doesn't work." This simple problem has at least 5 possible causes, and worse... the question can take 10 different "variations on a theme." We've done all the figuring out -- so we're pretty efficient at tech support. **I don't expect you to do this.** It's nice if you'd like to try, but it's really **not necessary.**

When Vivian asks you what's wrong, **just ask her to e-mail us directly**. Please **don't** forward Vivian's e-mail to us. Just tell her that we have excellent and fast tech support, and to e-mail us directly at **support@sitesell.com** -- we'll take care of the rest.

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10. Can I refer myself and get the commission?

Affiliates of different programs often register fake IDs to buy products and "receive" a commission. Or they come up with a variety of other ways to funnel a commission back to themselves. Under the **5PP Affiliate Agreement,** this is **not** allowed. **Breaking this rule results in...**

... expulsion of the affiliate.

Amazon.com has the same rule, but for a **completely different reason.** If we ran a simple program like Amazon's, we would **not** have this rule -- why **shouldn't** you be allowed to get that "commission"? After all, you **are** a **customer,** too.

• Rationale for affiliates not being their own customers...

We don't run an ordinary program -- it's an **extraordinary one!** Unlike Amazon, being your own customer would not affect **our** bottom line. The commission would simply go to **you** instead of to your **Team leader.** But that's the problem...

It **cheats** your **Team leader** -- the affiliate who "introduced" you to us. It cheats him/her out of an honestly earned commission. And of course, if someone on your own **Team** does the same, **it cheats you!**

To avoid this, we'll still give you a discount on prices for certain products, where margins allow. No other customer receives this. And the commission (on the **discounted** price) still gets paid to the affiliate.

Please be fair -- affiliates may **not** become their own customers. It is grounds for immediate expulsion. There will be **no** exceptions -- we must rigidly enforce this **to protect the integrity of the payouts.**

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11. Don't cookies die?

Good question. **Yes,** users can delete their cookies from their hard disks, or set their browsers to refuse them, or they may even have to reformat their hard disks after a computer crash. **Still...**

A "cookie-eliminated-or-disabled" visitor happens **less than 5%** of the time. Even so, you need a backup system.

We use a sophisticated database-matching system to trace "the cookie-less." We find the "rightful affiliate" and re-write the cookie to that affiliate, **eliminating leakage due to the...**

...cookie monsters! Our database-matching system even allows us to trace 1-800, fax, and mail orders to the correct affiliate!

How does it do its job? Well, we don't want to give away trade secrets, but here are the basics...

When we receive an order, a server-side algorithm starts a **unique cascading series of identification-through-matching steps.** Each step tries to identify the customer within our existing database, looking for a "unique identifier."

First, it tries to match the customer's cookie to those in our database. If it finds a match, it stops. If it's your cookie, you are credited with the sale.

If it does not match the cookie, it tries to match the e-mail address (supplied at the time of the new order). If it finds it, then we look to see which affiliate introduced us to that customer at the time of that earlier purchase. Let's say it was you -- we re-write the cookie in your name.

The algorithm goes through a series of unique identification steps like this. In virtually all cases, one way or another, the customer will be identified as yours. The program then **re-writes the cookie** in your name.

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12. Any clauses that could kill my business after I work so hard?

Absolutely **none** in **our** agreement, provided that you act honorably and in good faith, according to the terms of the **5PP Affiliate Agreement.** If you're working hard to build your **5 Pillar Business,** we'd never terminate you -- **you have it in writing.**

Most affiliate programs have clauses that allow them to terminate their agreements **at any time, for any reason.** Here's a clause from an actual agreement...

"Either party may choose, at their sole discretion, to cancel this agreement at any time by written notice of cancellation."

And here's another...

"Either party may terminate this agreement, for any reason and in their sole discretion, upon written notice of termination delivered via mail or e-mail."

"Don't these types of clauses threaten my business," you ask? **Sure they do!**

Bottom line when you're terminated? They've built an ongoing business... but **your business** is suddenly gone. You have to start all over again, with another program. At least this time, you'll watch out for **this kind of termination clause.** ☹

There's **another clause** that's almost as hazardous to your business health...

"Any of the terms and conditions of this agreement may be modified at any time by us, at our sole discretion."

This basically allows the company to change the rules whenever it likes. Once again, you are exposed. This time, however, the company is expressing a **fair need.** But the **"at our sole discretion"** is **unfair to you.** Here's why some kind of **modification clause** is needed...

The Net moves too fast to foresee everything. A company must be able to change quickly to meet new challenges. If a rigid contract required written agreement from all affiliates, **it would be paralyzed.**

So how can one meet **both** the company's need for **flexibility** and the affiliate's need for **protection?** Very simple...

"SiteSell may, **in good faith,** modify any of the terms and conditions of this agreement."

The **"good faith"** clause does it all. It gives us the necessary **flexibility** to run a **rapidly expanding biz in a fast-changing marketplace.** It **protects you** against unfair, one-sided rule changes. Let's look at an example...

Suppose we "go for the gold." Yup, we reduce your commission from 30% to 1%.

Whoa! I already said it was an example! ☺

If that ever happened (it would **not**), you'd have a strong case to sue... because that would **not** be "in good faith."

It's important to put that kind of protection in your hands. Why? Because we're looking for **long-term business-builders...** partners-in-sales who recognize how important these kind of clauses are.

────────[SIDEBAR]────────

Think it can't happen?   Are you thinking, "The company that I represent has too much to lose by terminating or changing the agreement. After all, they would alienate all their affiliates if they ever did that."

Well, there are many scenarios where affiliates could get turfed. **Here's one...**

Let's say that you represent **Widget.com.** Now Widget.com is going **gangbusters** -- great sales, expanding database of happy customers. Through hard work and creativity, you've built your affiliate income up to $1,500 per week. And then...

Whoops! Microsoft buys Widget.com. Microsoft plans to plug Widget.com's products and customer base (that **you** helped build) into its own marketing machine. Suddenly, the affiliates are an **unnecessary expense.**

Bye-bye affiliates. All your work literally **built** this Widget.com. But now **you** are the one who has to **start over... from scratch.**

The point is this -- if Widget.com has the absolute right to terminate or change the agreement, you are exposed.

As I mentioned above, lots of **good** programs still contain this kind of "knee-jerk reflex" legal clause. But you should recognize the risk.

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