

# 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 rapidly growing product line
- a non-terminatable, 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...

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## 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**.

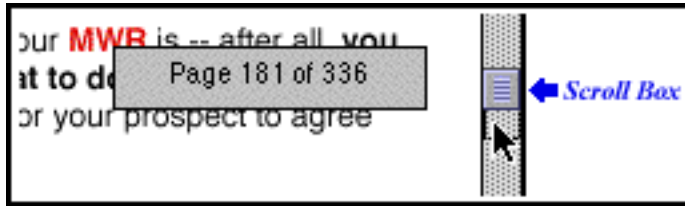
2) the Web -- These links also appear in **blue** and are **underlined**. **Before you link to the Web**, the **Guide** needs to know which Web browser to use. **Click to open this preference window** -- then...

- 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**.
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## 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...



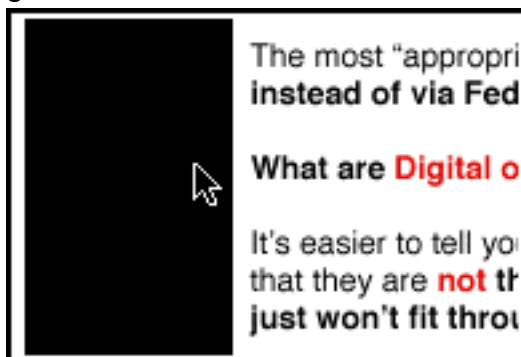
Clicking just **below** or **above** the Scroll Box will **advance** or **reverse** a part-of-a-page at a time.

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.

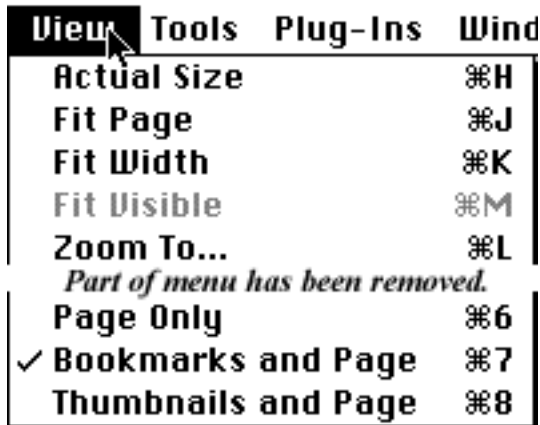
- 
- **“Back Buttons”** -- The entire left and right margins of every page are giant, invisible **“Back buttons.”** Click in either margin to **trace back** to the previous page you were on, even if you were in a different file. Click again to trace another page back.

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**.



A set of bookmarks will appear in the left margin. **Here's what bookmarks look like** (we use the **original MYSS!** for this example, but the bookmarks for this **Guide** work in the same way)...



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...



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...



**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...



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.

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



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

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## 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...



**Click-and-hold on it.**

You'll see it snap open to...



Then **enter** or **select the magnification** that you prefer.

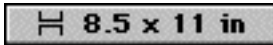
#### **If you have a small monitor (15-17")...**

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...



If you click on it, you can choose between the following page layout options...



**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

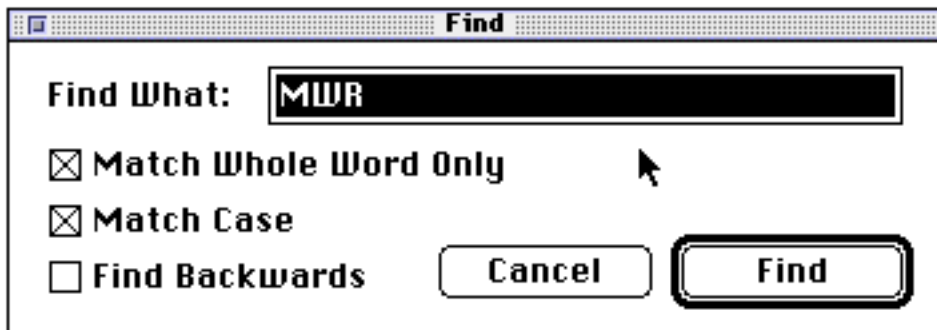


Continuous-Facing Pages layout

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## 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.

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## 1.5. Print Features

You can print this document in the usual fashion. Please read and respect [the intellectual rights attached to this Guide](#).

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## 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...

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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 rapidly 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 [5 Pillar Affiliate Agreement](#)**, that we will **never** unfairly terminate or modify the **Agreement**.

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**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.**

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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!**

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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.

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

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**[ SIDEBAR ]**

If you are in a hurry to begin, have little time to spare and/or are an experienced, “already-successful” affiliate, take the super-fast start and go directly to the **2% Solution**. Then come back and read the rest of this **Guide** when you have more time or want a fast refresher.

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### 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!**

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

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## 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...



<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.**

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

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## 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...



<http://myspsitesell.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 **affiliate business**, 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! (SBI!)** pulls it altogether into a one-stop, income-generating, step-by-step **system** for you. It's the **total package** for affiliates, potential affiliates or Net merchants who need successful affiliates.

**Site Build It!** creates a **Theme-Based Site** with high-value **Keyword-Focused Content Pages** that rank highly with **Search Engines (SEs)**, and "**PREsell**" effectively. **PREselling** gets your visitors to **click through** to your affiliate programs with an open-to-buy attitude.

**Site Build It!**, 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 the click through to your affiliate programs... **and earns income.**

**Site Build It!** provides practical, proven **online help** every step of the way to make sure that you build your new site perfectly.

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### What does **SBI!** include?...

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

## 5 Pillar Program... The Brand

- Web site hosting for a full year
- your catchall e-mail address ('catches" multiple e-mail addresses)
- a look and feel selector (including logo-builder) -- no need for expensive designers!
- 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.
- **Make Your Content PREsell! Action Guide** -- this Guide will help you get the most out of **SBI!** It leads you step-by-step through the entire process.

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**Site Build It!** 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!).



<http://surefire.sitesell.com/>

**SureFire Premium Processing (SPP)** is a high-end, personalized transaction processing service aimed at merchants executing a substantial volume of business on the Net. It specifically targets merchants who process in excess of \$1 million of business online (per year). However, **SPP** is also aimed at “special situation” merchants, such as...

- medium-to-large offline companies, presently in transition to online sales
- businesses that are currently processing \$100,000 or more per year, but who are growing rapidly
- well-funded startups

Transaction processing is a critical factor in cashflow generation for all businesses. Down-time, technical glitches, poor or inadequate customer support, slow clearing and fraud are all common issues that cost online merchants substantial amounts of lost income.

Nothing is more important to an online business than clearing cards fast and fraud free. For companies who struggle with a razor-blade thin competitive edge, this is always front and center in their daily operations. Every basis point to the bottom line counts.

**SureFire Premium Processing** offers sophisticated fraud protection, air-tight security, 100% up-time, immediate integration through a seamless migration, and real-time reporting and control tools (ex., refunds, phone/fax/mail manual orders). **SPP** has the flexibility to accommodate special needs, such as multiple currencies. And... it provides 24 x 7 in-house support, with escalation to a personal account contact if ever necessary.

**SPP** is the “Cadillac” of transaction processing.

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Watch for further enhancements to our present solutions and the introduction of new innovations in the near future. During the first quarter of 2002, we'll be adding the following new products...

**1) E-commerce capability to Site Build It!** -- this will allow any **Site Build It!** owner to not only generate affiliate income through his/her **Theme-Based Content Site** but also 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.

**2) Transaction processing solution for small businesses** -- SiteSell and SureFire are developing a complete transaction processing solution... but with a twist that will surprise you. Our initial target is the **OFFline small business**. Why?...

a) 96% of credit card transactions still occur OFFline

b) check and cash transactions are still 3-4 times greater than credit card transactions. This new product targets SOHOs/SMEs that are very likely online for e-mail, stock quotes, entertainment, etc., but do not yet use it for e-commerce. It is designed to be that “e-commerce browser” that pulls folks online to do the single, most fundamental part of business... collect money for goods or services rendered.

This new transaction processing solution will make “getting paid” easy, fast, and efficient, whether you’re a part-time-at-home caterer, a computer programmer, or a care-giver!

You will be able to accept a credit card, build an “at-your-fingertips” customer database, send out e-bills, set up scheduled payments and change/edit/delete transaction information in a downloadable customer database. A simple payment process -- right down to the money deposit in your bank account. You save time, energy and unnecessary expense -- big pluses to your bottom line.

The SiteSell/SureFire transaction processing solution will give the offline small business person a clear reason to come online to “do e-commerce” for the first time. It provides the means to achieve that simplest, most important of all business functions... getting paid.

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

## 5 Pillar Program... The Brand



**Outstanding  
Product Line**

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

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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...**

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## 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).

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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...

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## 4.1. Refer Customers to Your Unique “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](mailto:subdomain@sitesell.com). Provide a bit more information about traffic, number of subscribers, etc.

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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/cgi-bin/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... From 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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### [ SIDEBAR ]

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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 sales 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%** for high-margin goods
- **20% - 25%** for mid-margin goods
- **15% - 20%** for low-margin goods
- **CAD\$15 for a Yes-Lead + Bonus Commission** (**SPP** pay-per-lead)

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 and SPP Lead 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...

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## 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 **overdelivering** 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 ( $\$39.95 \times 30\%$ ). (A first-time customer is **recognized** because she has your **temporary cookie**.)

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### [ SIDEBAR ]

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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...



**Currency Converter**

<http://www.sitesell.com/affilcurrcon.html>

Amounts are quoted in Canadian dollars just for the sake of **consistency**. [You can select the currency you’d like to receive.](#)

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- **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...



**High First  
Commission**

... 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...**



**Life time  
Customer**

... 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!**

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 **Site Build It!** 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!** (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!** is worth the price to get her second business up and running smoothly without draining her first.

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#### [ SIDEBAR ]

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**Site Build It!** is priced dynamically. This affiliate put her "bid" in at \$400. With dynamic pricing, a customer has the choice to buy at the current "ticking" price or put in a bid for a lower price. To see dynamic pricing in action, visit...  
<http://buildit.sitesell.com/>

---

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!** 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!** 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-TVIRSC** 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.**

### ———— [ SIDEBAR ] ————

Ray Kroc said, "Press on. Nothing in the world can take the place of persistence."

**Hang in there** -- I know it's complicated. The payment plan for **repeat purchases** (and later, for **Team Commissions**) is a bit complex.

**It has to be** -- there is just **no** super-simple formula to pay everyone **according to what they deserve**. All good things require **some** work -- there's no exception here. And actually...

If you're like me, you've probably been pitched countless MLM propositions. I can remember seeing payment programs that made my head spin! **The TVI concept is a...**



... **piece of cake** compared to Multi Level Marketing payment

schedules. For those you need a **PhD** in theoretical mathematics. Even bonus payment programs for sales directors in “**real world**” **companies** are more complicated.

But I realize that the following concepts are **not** the simplest. Take your time and work through them. As you will see, it’s **more** than worth it.

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**OK, let’s continue our example** where your permanent customer is about to build her second business site with **Site Build It!**. 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** =  $(5 \times \$800) + \$1,000 = \mathbf{\$5,000}$ .

If instead, all \$1,800 of your sales had been **repeat** purchases (passive)...

Your **TVI** =  $(5 \times \$0) + \$1,800 = \mathbf{\$1,800}$ .

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		<b>RPSC</b> = 0% of Pre-TV I RSC
TVI is \$200 or more	but less than \$500	<b>RPSC</b> = 10% of Pre-TV I RSC
TVI is \$500 or more	but less than \$1,000	<b>RPSC</b> = 20% of Pre-TV I RSC
TVI is \$1,000 or more	but less than \$1,500	<b>RPSC</b> = 30% of Pre-TV I RSC
TVI is \$1,500 or more	but less than \$2,000	<b>RPSC</b> = 40% of Pre-TV I RSC
TVI is \$2,000 or more	but less than \$2,500	<b>RPSC</b> = 70% of Pre-TV I RSC
TVI is \$2,500 or more		<b>RPSC</b> = 100% of Pre-TV I 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 **Site Build It!** 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. Because 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 **Site Build It!?** 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**.

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## 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.

### Chart II

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

TVI is less than \$500		<b>CoTTE = 0% of TTE</b>
TVI is \$500 or more	but less than \$1,000	<b>CoTTE= 4% of TTE</b>
TVI is \$1,000 or more	but less than \$2,000	<b>CoTTE= 8% of TTE</b>
TVI is \$2,000 or more	but less than \$3,000	<b>CoTTE= 12% of TTE</b>
TVI is \$3,000 or more	but less than \$4,000	<b>CoTTE= 18% of TTE</b>
TVI is \$4,000 or more		<b>CoTTE= 25% of TTE</b>

**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...

$\$50,000 \times 25\% = \$12,500 = \text{your CoTTE}$

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

$\$50,000 \times 8\% = \$4000$

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

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### [ SIDEBAR ]

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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.

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#### • 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.**

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## 4.7. Pay-Per-Lead Program

In the case of the **SureFire Premium Processing (SPP)** pay-per-lead program, you don't need to own the product to talk convincingly about it. You just have to **PREsell** and get targeted merchants to visit the **SPP** site via your RR URL.

If your lead becomes a customer (SureFire converts 20% of “cold leads” that come in right now!), you’re on your way to some **huge** bonuses... for each and every customer that you originally introduced! Normally, we want to get the sale. But in this case, **we want the potential customer to fill in the form** so that our business development folks can reach them later, **one on one**.

Now, here’s a really important point... the **POTENTIAL CUSTOMER** must complete and submit this form, not you. In the same way that you do not **buy** the products for customers on our other sites, you do **NOT** fill in the form here. We must be certain that any leads generated are **valid** leads (not abuses by the unscrupulous).

**No sales process takes place on the SPP site.** The goal is to obtain a **VALID PRE-LEAD**, a contact, to whom Surefire can present their **SPP** service.

When the prospective merchant-customer for **SPP** completes and sends in the form, the SureFire Business Development team has 7 days to determine whether a pre-lead qualifies as valid (a “YES Lead”) or invalid (a “NO Lead”).

If the lead is indeed a valid one, the referring affiliate earns CAD\$15 -- regardless of whether or not the merchant decides to proceed with SureFire’s Service.

---

But that’s not the end of the story. There is the **Transaction Processing BONUS Commission** to consider as well...

Suppose your lead signs up to use SureFire's service. We pay bonus commissions **cumulatively**. We track, monthly, the **Grand Total** number of dollars that **each of your referred merchants** generate through **SPP** -- the total number of dollars ever **since the initial sign-up**. And we base the “Transaction Processing BONUS Commission” on this **Grand Total**.

How?...

You receive ever-increasing bonuses as your merchant’s **Grand Total** hits each new dollar-bracket (for the full schedule, see Issue #77 of the Five Pillar Report [at the Club](#) (take the **QUICK JUMP** menu to **Back Issues**)...

Once a merchant has processed one penny above \$100,000 (the first bonus commission threshold -- all amounts discussed here are in USD), you earn a \$250 bonus.

We continue to track the dollars that the merchant is processing. When s/he reaches the next dollar-bracket (one penny above \$250K), you earn another \$250. And we continue to track the merchant and pay bonus dollars, for **up to \$20,000,000 of transaction processing.**

**It does not matter how long it takes the merchant to get there** -- you receive the bonus **as soon as** the merchant hits each new threshold!...

Up to USD\$10,000 in bonuses! (And remember, as a **Team Leader**, you can earn an additional 25% of this BONUS for each merchant referred by affiliates in your team!)

As you can see, promoting **SureFire Premium Processing** has the potential to be a **very** profitable proposition -- yes, even if you only recruit one merchant in a year.

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## 4.8. 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.**

## 5 Pillar Program... The 5 Pillar Affiliate Program

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.

---

## 4.9. The Five Pillars... A Solid Base for Your Income

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."

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**[ SIDEBAR ]**

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The [myss.sitesell.com](http://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!

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## 5. The 5 Pillar Club Web Site... Accounting and Community

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**, **Make Your Content PReSell!**, **Make Your Price Sell!**, etc.).
  - 4) **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) SureFire Premium Lead Status**

**E) Grand Total Sales Commission Earned for the Month**

**F) 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** **FIRST-PURCHASE DEDUCTIONS** (= refunds, credit card bounce-backs, etc.)  
**equals** NET **FIRST**-PURCHASE SALES

NET **FIRST**-PURCHASE SALES  
**times** **FIRST-PURCHASE COMMISSION PERCENTAGE**  
**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

<b>DATE...</b>	<b>FIRST NAME OF CUSTOMER</b>	<b>LAST FOUR DIGITS OF PHONE #</b>	<b>LAST FOUR DIGITS OF CREDIT CARD</b>
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 **Conversion Rate (CR)** -- 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** = 50% 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 **Conversion Rate** -- **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) SureFire Premium Processing **Lead Status**

This section provides a complete breakdown of your pre-lead status...

**New Pre-Leads** = number of pre-leads generated since last check

**NO Leads** = number of pre-leads **rejected** by SureFire Commerce since the last check (can include pre-leads generated from an earlier time period)

**YES Leads** = number of pre-leads **validated** by SureFire Commerce since the last check (can include pre-leads generated from an earlier period). **A Yes Lead is considered a \$0 sale with a CAD\$15 commission.**

**New Pre-Leads Pending** = new pre-leads that have not yet been validated by SureFire Commerce

**Commissions** = CAD\$15 x the number of YES leads generated since last check

**Total Pre-Leads Pending** = all new pre-leads pending, including those from previous months

**Transaction Processing BONUS Commissions** = this is based on the cumulative dollars transacted by each merchant referred to you.

**Total Commissions** = the combination of the CAD\$15 commission and the Transaction Processing BONUS commission

---

### E) Grand Total Sales Commission Earned for the Month

	<b>FPSC AMOUNT OWING</b>	
plus	<b>RPSC AMOUNT OWING</b>	
plus	<b>CoTTE AMOUNT OWING</b>	_____
equals	<b>GRAND TOTAL AMOUNT OWING</b>	

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### F) 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.

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- **Rationale for Accounting Archives...**

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

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### 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!**

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**[ 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**.

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

... **"My 5 Pillars."** 

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### 5.1.2. The Five Pillar Affiliate Report... E-mailed to You Weekly

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., new sales technique, profile of outstanding affiliate and “how she does it”, insights or suggestions from 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.](#)

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### **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.”**

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## 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** (different sizes of 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, 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.** 😊

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## 5.3. Other Sections of the Club

The [Downloading section of the Club](#) is for downloading important files (like this one!)... such as the **5 Pillar Manual**, **Make Your Content PREsell! Action Guide**, **Make Your Price Sell! Manual**, the **Ultimate Linker Tracker** and any **trial versions** (presently, there is one for **MYSS! 2002**).

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](#).

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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 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...**

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## 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 **12 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.

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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!**

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## 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".

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**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.

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**[ SIDEBAR ]**

Please visit the **MYSS! 2002** site for more details...

<http://myss.sitesell.com/>

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## 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.**

Go to the **corporate home page** and read the quick summary about each new SiteSell product now...

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

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#### [ SIDEBAR ]

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

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### 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...

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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...

<b>MYSS! 2002</b>	<b>30%</b>
<b>MYKS!</b>	<b>25%</b>
<b>MYPS!</b>	<b>30%</b>
<b>MYWS!</b>	<b>25%</b>
<b>Site Build It!</b>	<b>25%</b>
<b>MYNAS!</b>	<b>25%</b>
<b>SPP</b>	<b>CAD\$15 per YES-lead + BONUS commission</b>

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 **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**, **MYPS! Manual**, **Make Your Content PResell! Action Guide**, **Ultimate Link Tracker**, and trial version of **MYSS! 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**. 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](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](mailto: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.

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**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.com corporate home page**, use this **RR URL...**

[http://www.sitesell.com/YOUR\\_RR\\_WORD.html](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 **MYSS! 2002**...

[http://myss.sitesell.com/YOUR\\_RR\\_WORD.html](http://myss.sitesell.com/YOUR_RR_WORD.html)

For **MYKS!**...

[http://myks.sitesell.com/YOUR\\_RR\\_WORD.html](http://myks.sitesell.com/YOUR_RR_WORD.html)

For **MYPS!**...

[http://mysps.sitesell.com/YOUR\\_RR\\_WORD.html](http://mysps.sitesell.com/YOUR_RR_WORD.html)

For **MYWS!**...

[http://myws.sitesell.com/YOUR\\_RR\\_WORD.html](http://myws.sitesell.com/YOUR_RR_WORD.html)

For **SBI!**...

[http://buildit.sitesell.com/YOUR\\_RR\\_WORD.html](http://buildit.sitesell.com/YOUR_RR_WORD.html)

For **MYNAS!**...

[http://mynas.sitesell.com/YOUR\\_RR\\_WORD.html](http://mynas.sitesell.com/YOUR_RR_WORD.html)

For **SPP!**...

[http://surefire.sitesell.com/YOUR\\_RR\\_WORD.html](http://surefire.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**.

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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/](http://YOUR_RR_WORD.sitesell.com/)

Then your **RR URL** for **MYSS! 2002** is...

[http://YOUR\\_RR\\_WORD.sitesell.com/myss/](http://YOUR_RR_WORD.sitesell.com/myss/)

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

For **MYKS!**...

[http://YOUR\\_RR\\_WORD.sitesell.com/myks/](http://YOUR_RR_WORD.sitesell.com/myks/)

For **MYPS!**...

[http://YOUR\\_RR\\_WORD.sitesell.com/myps/](http://YOUR_RR_WORD.sitesell.com/myps/)

For **MYWS!**...

[http://YOUR\\_RR\\_WORD.sitesell.com/myws/](http://YOUR_RR_WORD.sitesell.com/myws/)

For **Site Build It!**...

[http://YOUR\\_RR\\_WORD.sitesell.com/buildit/](http://YOUR_RR_WORD.sitesell.com/buildit/)

For **MYNAS!**...

[http://YOUR\\_RR\\_WORD.sitesell.com/mynas/](http://YOUR_RR_WORD.sitesell.com/mynas/)

For **SPP...**

[http://YOUR\\_RR\\_WORD.sitesell.com/surefire/](http://YOUR_RR_WORD.sitesell.com/surefire/)

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

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**[ SIDEBAR ]**

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](mailto: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 **Site Build It!**) 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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**[ SIDEBAR ]**

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!**

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 (i.e., 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.



### 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?

So...

**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 **Conversion Rate** 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.

Get the click. Lots of them. By building traffic.

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### [ SIDEBAR ]

[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!** is here! ([More info below in the Guide.](#))

---

And now...

Some hard-core preparatory steps. These steps cherry-pick the most important “things to do” -- they are the “cream of the cream”...

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### **Step Four**

- **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, 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 Five**

- **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 affiliate business (any program, not just the **5 Pillar Program**). To receive it, please send a blank e-mail to... [tams@sitesell.net](mailto:tams@sitesell.net)

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

**InfoProduct Masters Course** -- send a blank e-mail to... [tims@sitesell.net](mailto:tims@sitesell.net)

**Pricing Masters Course** -- send a blank e-mail to... [tpms@sitesell.net](mailto:tpms@sitesell.net)

**Netwriting Masters Course** -- send a blank e-mail to... [twms@sitesell.net](mailto:twms@sitesell.net)

**Net Auction Masters Course** -- send a blank e-mail to... [tnams@sitesell.net](mailto:tnams@sitesell.net)

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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 build your **Team of 2nd-tier affiliates** by encouraging sign-ups for the program.

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 affiliate business. And the other four will give you some excellent ideas for topics to promote their particular products.

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## **Step Six**

- **Review the Tables of Contents of the 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 for articles, reviews, and other content for you to create.

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://www.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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And now for two special gifts... the **Make Your Price Sell! (MYPS!) Manual** and the **SBI! Action Guide (Make Your Content PREsell!)**. We have set up free downloads of these two e-books for you on your **Downloading Page at the 5P Club**. Just follow the instructions on that page.

Please feel free to use **MYPS! Manual** and **Make Your Content PREsell!** as **promotional tools**. Get your visitors to download them -- the two are very effective "pre-sellers" for **MYPS!** and **SBI!**, respectively. The free downloads clearly illustrate the value and benefits of the two products. They help your visitors put themselves into the picture... your potential customers can see how, where, and most importantly, **why** they need **MYPS!** and **SBI!**.

Customize the downloads with your own RRURL so that you get the cookie and the commission! (You will need Adobe to do it.) If you need help doing this, send an e-mail to [affiliates@sitesell.com](mailto:affiliates@sitesell.com) -- there will be a small service fee.

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**[ 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>

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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.

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**[ 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 Seven**

- **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 5 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. So you receive this, too.

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### **Step Eight**

- **Back Issues of the 5 Pillar Affiliate Reports**

There's a treasure trove of information in the **Back Issues** of the **5 Reports**. But don't bother reading them now. It's all 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 (over the past year) 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.

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[ **SIDEBAR** ]

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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!

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## Strategy #2

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

Use **Page Build It!** and now... **Site Build It!** No matter who you are, or what your html and Search Engine skills are, you can build **your own** traffic-building site by using **Site Build It!**. It includes your own domain name and catchall e-mail address.

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 or the **Make Your Content PREsell! Action Guide** shows you how to develop a **theme** (or **Site Concept**) and Keyword-Focused Content Pages.

And...

**Page Build It!** (in the **5 Pillar Club**) is your own **personal** traffic-building 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. This worked for a while, but has faded lately -- just too many pages.

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## [ SIDEBAR ]

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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 **Site Build It!** (discussed next) works.

Get the hang of it -- it's easy.

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Now we've gone way past **Page Build It!** with **Site Build It! (SBI!)**. Here are **Site Build It!'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.

**Site Build It!**, 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... and earns income.

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What does **SBI!** include?... For the complete breakdown, [click here](#).

Or visit the **Site Build It!** site...



<http://buildit.sitesell.com/>

Just follow the **Make Your Content PResell! Action Guide** (download it for free [at the 5P Club](#)) and use **Site Build It!** 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

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!**, **SPP** and, of course, **SBI!**.

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**[ SIDEBAR ]**

Please do this now. It's critical for **every** affiliate. The **Masters Course and/or 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](mailto:tams@sitesell.net) for the course or download the [Guide at the 5P Club](#).

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Now that you have that list of keywords (that people search for!), here's what affiliates have been doing up to now. Follow along to understand how simple this is...

1) [Log-in to the 5P Club](#).

2) Click and hold on **QUICK JUMP** menu. Select **Page Build-it**.

3) Build at least one **Keyword-Focused Content Page** per day. Follow the instructions -- remember, use the online help. Use **Page Build It!**, and its invaluable online help, to build a page that not only delivers good content but also **scores well** at the Search Engines. It's a terrific way to build Search-Engine-Loving pages that build traffic and sales.

4) 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?

Sure, you can leave the pages up at myss.net, but this has become so popular that the spiders don't do a great job with myss.net any more (ah, for the good old days!). And... free sites don't get treated with much respect by the Search Engine spiders, and **below zero** respect by the Directories like Yahoo!.

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**[ SIDEBAR ]**

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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!**

Here's what to do...

1) Brainstorm a great domain name. Use...

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

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

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

**SPECIAL NOTE:** Do not register your domain yourself. We have automated this process. Once you order **Site Build It!**, you will receive an e-mail confirmation with instructions on how to register your domain name.

<https://secure.sitesell.com/buildit/order.html>

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**[ SIDEBAR ]**

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Yes, we are a registrar, just like **Network Solutions!** There is no difference between the domains we register and those that they (or anyone else) registers. Exact same thing.

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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 **Site Build It!**, 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)** **Site Build It!** automatically submits to the Search Engines following the required submission policies and tracks progress 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 **sales** begin!



### Strategy #3

#### • 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**. 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. 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) 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)!

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](mailto:ideas@sitesell.com)

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## 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](mailto:ideas@sitesell.com) .

---

## Strategy #4

### • Promote SiteSell's Free Offers

Everyone loves a freebie... and we have some of the best. **All are great boosters to your PREselling efforts.** They get your visitor into an "open-to-buy" mindset.

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## Action Steps

### 1a) PREsell the SiteSell Products...

Offer a free **trial version** of **MYSS! 2002** (which we will discuss next) and the **full download** of **MYPS!**, and/or **Make Your Content PREsell!** [as discussed earlier](#)).

We'll use **MYSS! 2002** to demonstrate. No book, no manual, no training program comes close to **MYSS! 2002** in showing you how to sell on the Web. The free trial version, which includes pages from all four Volumes plus the Table of Contents and the Index, will give your visitors a tantalizing taste of the full product.

Here's how to do it... Log into the [5P Club \(Downloading section\)](#). Download the trial version of **MYSS! 2002**.

Now offer this free download **from your own site**. You need to customize all links within the trial version -- **change the links to include your RR URL, or you won't get credit for the traffic.** (Follow the instructions in "**DoltYourself.txt**" that is part of the download.)

You can do your own customization, if you own Adobe software... or e-mail us ([affiliates@sitesell.com](mailto:affiliates@sitesell.com)) to do it for you (there will be a small fee to cover admin/labor). (By the time you read this, you may be able to customize the free trial/full downloads yourself through the **5P Club**.)

The free offers are powerful demos, just sitting on your visitor's desktop (after downloading). When s/he reviews them and clicks to order, **it's your RR URL...**

**and your commission!**

### **1b) PREsell the 5 Pillar Program...**

Offer a free download of the **Getting Started Action Guide**.

Build your **Team** of affiliates by encouraging visitors to join the **5 Pillar Program**. Use a free download of the complete **Getting Started Action Guide** to reinforce the quality, resources and income potential of the program. Follow the same process outlined above.

### **2) Offer the 5 Day E-mail Masters Courses.**

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

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 this course PREsells are credited to you, due to the cookie! 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.)

### **3) 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!

## Action Step

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

---

## Strategy #5

### • 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](http://articles.sitesell.com/?YOUR_RR_WORD.html)

For **SITE-SELL!** Free E-zine...

[http://articles.sitesell.com/bhh/?YOUR\\_RR\\_WORD.html](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 **cookie**d 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](http://articles.sitesell.com/realnames/?YOUR_RR_WORD.html)

For **5 Pillar Affiliate Report...**

[http://articles.sitesell.com/preselling/?YOUR\\_RR\\_WORD.html](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 #6

### • 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 into a **Page Build It!** page. And **bingo** again!... You've got these powerful, viral tools working for you on your **Page Build It!** site.

Finally, last **and** least...

---

### Strategy #7

#### • 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 first 6 strategies.** 😊

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### Strategy #8

#### • Coach Your Team

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

Tell them about **SPP...** how this exciting product can generate some "hit-the-jackpot" revenue. And if a **Team** member buys one **SBI!** to build a transaction processing themed site, s/he receives a second **SBI!** free (to create whatever themed site s/he wants). See **Five Pillar Affiliate Report #077** for more details.

[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**.

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## Strategy #9

### • How to Approach Each New Product

1) Review each new 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 (not **MYPS!**... just download the **Pricing Manual** from the **Downloading Page** in 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 some excellent knowledge that has value and are looking for extra income). **MYKS!** is also all about developing **product**, one of the "famous 4Ps of Marketing" -- so would make excellent content for Web marketers. 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.

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### [ SIDEBAR ]

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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 **CR** for **Make Your Site Sell! 2002**. It also gives you two chances for a sale in the same article.

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

6) Scan the **5P Manual** for more ideas to apply toward marketing your new product. You don't have to do them all. Just pick one or two strategies that you had

underlined earlier as “high-potential.”

7) Read the **New Product Launch Issue** of the **Five Pillar Affiliate Report** carefully when it comes out. 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 launch issue numbers...

**Issue #027 -- MYKS!**

**Issue #036 -- MYPS!**

**Issue #045 -- MYWS!**

**Issue #054 -- SBI! + #064 SBI! V 1.5**

**Issue #062 -- MYNAS!**

**Issue #073 -- MYSS! 2002**

**Issue #077 -- SureFire Premium Processing**

(This issue is especially important to read, due to its unique “pay-per-lead” commissions.)

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### [ SIDEBAR ]

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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.

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### **Strategy #10**

#### **• 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

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**Strategy #11**

• **Refer Visitors To Site Build It! Sweepstake**

The **Site Build It! Sweepstakes** offers one free **Site Build It!** 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](http://sweeps.sitesell.com/YOUR_RR_WORD)

Heads up! Do **NOT** send them to the [www.sitesell.com/sbicontest](http://www.sitesell.com/sbicontest) 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](http://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!** site, right? 😊

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!** (see **5 Pillar Report SBI!** launch issue #054 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.

Just don’t mention the virus. Achoo. Gesundheit.

## Strategy #12

- Refer successful merchants to [SureFire Premium Processing \(SPP\)](#).

Refer offline or online merchants who are processing in excess of \$1 million of business online (or mid-large companies who are currently processing \$100,000 or more per year and growing rapidly) to [SureFire Premium Processing \(SPP\)](#), a high-end, personalized transaction processing service.

Your goal is to **get the lead**. You want the potential customer to complete and send in the form so that SureFire Business Development can reach them later, one on one. Work your PREselling efforts offline and online. ([Review Strategy #3 above.](#))

You earn CAD\$15 dollars for each valid pre-lead, whether the company ends up using the SureFire service or not. And you have the potential opportunity to generate **substantial income** (up to USD\$10,000 for a single merchant referral) with its **Transaction Processing BONUS commission**. ([For details, click here.](#))

SiteSell is so excited about SureFire's Premium Processing Product that we are offering this special deal...

Buy one **SBI!**. Create a site specializing in transaction processing, merchant accounts, or a similar, related theme... and you will receive a **second SBI!** site **free**. Use that second site to build whatever type of themed site you want.

Multiple streams of income! (More details are in [Five Pillar Affiliate Report #077](#)).

Only one more thing to finish off your "education" -- the Wrap-Up.

[Click here to go directly to the final chapter.](#)

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### [ SIDEBAR ]

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Please feel free to skim through the **2% Solution** that follows next. Use its quick-summary style to firmly plant profitable **5P** business ideas/strategies in your mind.

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## 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 8 Strategies
- 7) Ready To Invest More Time?

OK, let's get moving...

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### 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.](#))

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](http://www.sitesell.com/YOUR_RR_WORD.html)

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

For **MYSS! 2002**...

[http://myss.sitesell.com/YOUR\\_RR\\_WORD.html](http://myss.sitesell.com/YOUR_RR_WORD.html)

For **MYKS!**...

[http://myks.sitesell.com/YOUR\\_RR\\_WORD.html](http://myks.sitesell.com/YOUR_RR_WORD.html)

For **MYPS!**...

[http://mysps.sitesell.com/YOUR\\_RR\\_WORD.html](http://mysps.sitesell.com/YOUR_RR_WORD.html)

For **MYWS!**...

[http://myws.sitesell.com/YOUR\\_RR\\_WORD.html](http://myws.sitesell.com/YOUR_RR_WORD.html)

For **Site Build It!**...

[http://buildit.sitesell.com/YOUR\\_RR\\_WORD.html](http://buildit.sitesell.com/YOUR_RR_WORD.html)

For **MYNAS!**...

[http://mynas.sitesell.com/YOUR\\_RR\\_WORD.html](http://mynas.sitesell.com/YOUR_RR_WORD.html)

For **SPP**...

[http://surefire.sitesell.com/YOUR\\_RR\\_WORD.html](http://surefire.sitesell.com/YOUR_RR_WORD.html)

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## 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.

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### 7.3. Useful Mini Reference List

- **Commission Schedule**

Commission Schedule for All Products...

<b>MYSS! 2002</b>	<b>30%</b>
<b>MYKS!</b>	<b>25%</b>
<b>MYPS!</b>	<b>30%</b>
<b>MYWS!</b>	<b>25%</b>
<b>Site Build It!</b>	<b>25%</b>
<b>MYNAS!</b>	<b>25%</b>
<b>SPP</b>	<b>CAD\$15 per YES-lead + BONUS commission</b>

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- **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	<a href="http://www.sitesell.com/">http://www.sitesell.com/</a>
MYSS! 2002	<a href="http://myss.sitesell.com/">http://myss.sitesell.com/</a>
MYKS!	<a href="http://myks.sitesell.com/">http://myks.sitesell.com/</a>
MYPS!	<a href="http://mysps.sitesell.com/">http://mysps.sitesell.com/</a>
MYWS!	<a href="http://myws.sitesell.com/">http://myws.sitesell.com/</a>
Site Build It!	<a href="http://buildit.sitesell.com/">http://buildit.sitesell.com/</a>
MYNAS!	<a href="http://mynas.sitesell.com/">http://mynas.sitesell.com/</a>
SPP	<a href="http://surefire.sitesell.com/">http://surefire.sitesell.com/</a>

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- **Important E-mail Address**

[affiliates@sitesell.com](mailto:affiliates@sitesell.com)

Contact the SiteSell support team if you have any questions, suggestions or concerns.

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- **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](mailto: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](mailto:tams@sitesell.net)

Or you can read the pdf-formatted **Make Your Content PREsell! Action Guide** which is available for free at the [Club \(Downloading section\)](#).

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## 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 #054 -- SBI! + Issue #064 SBI! V 1.5**

**Issue #062 -- MYNAS!**

**Issue #073 -- MYSS! 2002**

**Issue #077 -- SureFire Premium Processing**

(This issue is especially important, due to its “pay-per-lead” commissions.)



## 7.6. Top 8 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.

**Site Build It!** puts that power into anyone’s hands. No matter who you are, or what your html and Search Engine skills are, you can build **your own** traffic-building site by using **Site Build It!**. Use it to build income, no matter what your area of interest.

And of course...

You can even **use Site Build It!** to promote itself! 😊



<http://buildit.sitesell.com/>

## **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)!

Don't know how to start an e-zine? No problem. Soon, you'll be able to do this through **Site Build It!**, too!



## **Strategy #3 Offer Freebies To Develop An "Open-To-Buy" Mindset**

### **• To PREsell the SiteSell Products...**

**1) Offer a free trial version of MYSS! 2002...** and the **full download** of the **MYPS! Manual**, and/or **Make Your Content PREsell!** from your site.

The free trial version of **MYSS! 2002** includes pages from all four Volumes plus the Table of Contents and the Index. It will give your visitors a tantalizing taste of the full product. The two **full downloads** will have the same desired effect for server-side solutions, **Make Your Price Sell!** and **SBI!** Your visitors will clearly see the **quality** of the products and **why they need them** (i.e. the benefits).

Log into the **5P Club (Downloading section)**. Download the trial version or one of the full downloads. Offer this file from your own site. But first, customize the links within it. Change all the links so that they include your RR URL. Otherwise, you won't get credit for the traffic.

You can do your own customization, if you own Adobe software... or e-mail us ([affiliates@sitesell.com](mailto:affiliates@sitesell.com)) to do it for you (there will be a small fee to cover admin/labor).

## 2) Offer the 5 Day E-mail **Masters Courses**

These courses (**Affiliate, InfoProduct, Pricing, NetWriting and Net Auction**) are powerful viral tools that boost **Conversion Rates** and traffic for you. They are momentum-builders that **PREsell** effectively. The **Affiliate Masters Course** is an especially powerful preseller of **Site Build It!** (which earns by far the highest commission... over \$100).

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, after this course **PREsells** them, are credited to you, due to the cookie! Viral and lucrative... the best of both worlds. 😊

To get a snippet of html for all of the Masters courses... [go to the 5 Pillar Club](#). Take the **QUICK JUMP menu** to "**Autoresponder Build It!**" -- just follow the instructions from there to get **your** unique subscription e-mail addresses for **all** of the Masters courses. Start your own University!

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

### • To **PREsell** the 5 Pillar Program

Offer a free download of the **Getting Started Action Guide** off your site. This is the fastest and easiest way to build a **5P Team** under you. The **Guide** does all the work for you. **Everything** a potential affiliate needs to know is in it. [Follow the setting-up instructions above.](#)

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### **Strategy #4** Refer Visitors To **Site Build It!** Sweepstake

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](http://sweeps.sitesell.com/YOUR_RR_WORD)

Heads up! Do **NOT** send them to the [www.sitesell.com/sbicontest](http://www.sitesell.com/sbicontest) 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](http://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!** launch issue #054 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.

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### **Strategy #5 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](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](http://articles.sitesell.com/bhh/?YOUR_RR_WORD)

iii) For **Sales from the EDGE...**

[http://articles.sitesell.com/realnames/?YOUR\\_RR\\_WORD](http://articles.sitesell.com/realnames/?YOUR_RR_WORD)

iv) For the **Five Pillar Affiliate Report...**

[http://articles.sitesell.com/preselling/?YOUR\\_RR\\_WORD](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.

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### **Strategy #6 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 more info on **Pay-Per-Click Engines**, see...

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

The **Affiliate Masters Course** goes into great detail how to literally drive thousands of visitors for a penny each! This is especially effective for **Site Build It!**, since it pays such a high dollar commission... year after year.

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### **Strategy #7 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.**

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### **Strategy #8 Refer Successful Merchants to SureFire Premium Processing**

Refer merchants who are processing in excess of \$1 million of business online (or mid-large companies who are currently processing \$100,00 or more per year and growing rapidly) to **SureFire Premium Processing (SPP)**, a high-end, personalized transaction processing service.

Your goal is to **get the lead**. You want the potential customer to complete and send in the form so that SureFire Business Development can reach them later, one on one. Work your PREselling efforts offline and online.

You earn CAD\$15 dollars for each valid pre-lead, whether the company ends up using the SureFire service or not. And you have the potential opportunity to generate **substantial income** (up to USD\$10,000 for a single merchant referral) with its **Transaction Processing BONUS commission**. ([For details, click here.](#))

And take advantage of this special deal...

Buy one **SBI!**. Create a site specializing in transaction processing, merchant accounts, or a similar, related theme... and you will receive a **second SBI! site free**. Use that second site to build whatever type of themed site you want. Multiple streams of income! (More details are in **Five Pillar Affiliate Report #077** -- [access at the 5P Club via QUICK JUMP menu Back Issues.](#))

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## 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!](#) but want to promote it, a great way to do so is to promote the **Affiliate Masters Course** or offer a free download of **Make Your Content PREsell! off your site.** It will do a super job of PREselling **SBI!** for you. [\(More details on how to do this are outlined here.\)](#)

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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://www.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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**[ 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 **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!**).

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Anxious to begin?

Tie up those sneakers. You're off and running! 😊

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## 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

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# Frequently Asked Questions

This FAQ answers the most frequently asked questions that we receive

concerning the 5PP. Those marked with a ★ are both frequent and especially important.

- [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?](#) ★

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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.

## 5 Pillar Program... Frequently Asked Questions

The same thing applies to the 2-level payout. You don't automatically get a 2-level commission. You ONLY get IF you qualify. If your TVI is less than \$2,000 in any given month, your CoTTe is 0%. In addition, Ken has the right to change this commission schedule according to whatever he calculates the bell curve to be.

Just a little food for thought.

</snip>--END COMMENT

The guy asked me not to use his name.

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.

### ———— [ SIDEBAR ] ————

**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.

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...

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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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**[ SIDEBAR ]**

**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](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 **Manual**, the **80-20 Guide** and the **2% Solution** (from the **Getting Started Action Guide**) 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](mailto: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](mailto: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.

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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 **Manual** 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.

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**[ SIDEBAR ]**

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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](mailto: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.**



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[ **SIDEBAR** ]

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I'm not saying that all other affiliate programs are bad. Far from it. Lots of **good** programs simply include this termination automatically due to their lawyers' "knee-jerk reflex."

But **you** should recognize the risk, especially if your goal is to build a **long-term business with equity.**

---

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.

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**[ 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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