



Wonderful Web Seminars Affiliate Handbook

By Janet Beckers

Hi and welcome to the Wonderful Web Seminars Affiliate Handbook. The purpose of this handbook is to explain to you how our affiliate program works and teach you some tricks of the trade so you can start earning commissions today.

Firstly, what is an affiliate program?

An affiliate program is simply a way for you to be rewarded every time you refer someone to our website – and they go on to buy one of our products or invest in our services. It doesn't even have to be straight away, it could be in a year's time, and you will still be rewarded.

Do you know people who are keen to learn how to make money on the Internet? You've been to our website so you know that there are excellent resources there which will help them.

You probably would have told them about Wonderful Web Seminars anyway – so why not get rewarded for doing something you would have done anyway?

How do we know it was you who referred a buyer? I'll go into this in more detail later in this handbook but here's the short version...

We provide you with a special link to **The Wonderful Web Seminars** website which is unique to you. Every affiliate has a different link. This link will send people to the home page of <http://www.WonderfulWebSeminars.com>.

Insert this link in an email or on your website (I'll give you lots of ideas later on). When someone clicks on this link, our software tracks them. As soon as they buy one of our products, our software records that it was your link that sent them to our website and then you get rewarded.

As long as they use the same computer (which most people do) they could buy something in a year's time and our software will still know it was you who originally referred them.



What you have to do as an affiliate?

First, let me explain how people tend to buy from The Wonderful Web Seminars website. Usually people find our about our website through a friend or an associate, through the search engines, from an article I have written, or they have heard me speak at a conference or business event.

Most people will join up for free membership. Some people take advantage of our special offer straight away and upgrade to gold membership. Other people may not upgrade until they have been a free member for a while.

Once people have joined as a free members they can take part in the live tele-seminars and make the most of other free members benefits. After people have enjoyed the free tele-seminars they know the quality of the membership and may want to make the most of the gold member benefits which give them access to interview recordings and heaps of other benefits.

So the best thing an affiliate can do is to get someone to click on your affiliate link so they can become a free members of **Wonderful Web Seminars**.

Your job is to provide the referral to the site and we take it from there. Your enthusiastic recommendation is usually all it takes.

Sound good so far? If you're ready to be rewarded every time you refer someone to <http://www.WonderfulWebSeminars.com>, then read on to get started.



“How To Get Started”

Step 1. Sign up as an affiliate on The Wonderful Web Seminars website

If you haven't already done this you can do it this way:

Visit [The Wonderful Web Seminars Affiliate Sign Up Page](#). Click on the link at the right that says “New Affiliate Sign Up Here”

Please note that if you are a member of Wonderful Web Seminars you are not automatically joined as an affiliate. You still need to go through this step.

Simply fill out the simple form on-line and then you'll be given your unique affiliate link.

Later on I'll explain in detail how to use this link to earn affiliate commissions

Step 2. Sign up for PayPal

This is how your affiliate commissions are paid. It's free and easy to do.

Make sure you enter this email address in the affiliate sign up form so we can pay you straight into your PayPal account every month.

PayPal is one of the best and most secure ways to make payments on the web. A balance builds up in your PayPal account which you can use to make other on-line purchases or you can transfer that balance into your own bank account with just a couple of clicks.

<http://www.paypal.com>



Step 3. Place your affiliate link in your email and web site

(I'll give you step by step tips on how to make the most of your affiliate link in the next section of this handbook).

When you join our affiliate program we will immediately send you a welcome email which contains your affiliate link.

If you lose this link, don't worry, you can get it again (plus lots of other resources to help you promote The Wonderful Web Seminars websites), by logging into the affiliate members area.

IMPORTANT NOTE: When you join as an affiliate you will have 2 membership types. To do anything in the affiliate area, you need to log in to the affiliate area using the affiliate username and password you created when you joined the affiliate program. This is different to your membership of Wonderful Web Seminars but you can still use the same username, password and email address so you don't have to remember 2 lots of login details.

As well as finding your link, you'll find lots of useful examples there of how to use your link. To make it easier for you, every example already has your unique affiliate link imbedded so you just have to copy and paste.

...If you can cut and paste, you can easily be an affiliate!

Step 4, Get paid

This is the important part!

All your sales and commissions are recorded and you can check at anytime to know exactly how much you have earned.

Simply login to the Affiliate Area of the Wonderful Web Seminars membership area.

Click on the "Affiliate Administration Area" link half way down the affiliate page and all the details are there. We will send you an email every time you earn a commission so you will have a good idea anyway.

<http://www.WonderfulWebSeminars.com>

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When your affiliate commission reaches \$50, you will be paid your commission through PayPal. Payments are made around the end of each month and you will be notified by email.

Commissions are not paid on phone-in orders or cheques sent by mail. It's simply not possible to track these sales like online sales. Commissions are also not paid on personal sales – products you buy yourself.

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7 Proven Affiliate Promotion Strategies

Now you're ready to promote **The Wonderful Web Seminars** website. Below are 7 tried and tested ways to do this. I recommend you apply them step-by-step.

1. Announce The Wonderful Web Seminars websites to your list of contacts

Most people have an email list of several people they know and do business with. Some have extensive email and e-newsletter lists. The first thing you want to do is introduce **The Wonderful Web Seminars** website to your list of contacts.

Make it personal. You don't want to come across as SPAM. Since your contacts know you and trust you – simply be yourself and write as though you were speaking to them in person.

We have created some sample emails that you can send out. You can find them in the Affiliate Members Area. Use them exactly as they are written though I suggest that you edit them so that you can add your personal touch.

On the next page is an example email that you could send:



Subject: The secret recipe to online credibility

Hi firstname

Here is my recipe for credibility on-line. Guaranteed to turn out perfectly every time.

INGREDIENTS:

One enthusiastic entrepreneur (you)

One of the most successful women on the internet (Janet Beckers)

BLEND WITH:

Extensive experience of using teleseminars for profit

Extensive experience with teaching and coaching

Getting the most out of cutting edge software

Generosity and humour

SIMMER GENTLY WITH:

A marketplace hungry for your ideas

TO SERVE:

Always keep on a gently rolling boil and this recipe will create success every time.

Wonderful Web Seminars is serving up the freshest ingredients now and it's available now to get you taking action. Get over to *affiliate link* and I'll see you there.

Your name



If you want to write your own message (which is a great idea), here are 3 valuable tips:

- ❑ **Be Aware of Your Target Reader's Needs:** Understand benefits (most important!) and features of the products that will appeal to them.
- ❑ **Share Your Experience:** Give concrete examples of how the product or service has worked for you. Don't just say you love it...illustrate the benefits it has provided to you. ie. *"I was struggling with creating teleseminars until I signed up for Wonderful Web Seminars, now I'm reaching a far greater audience than I ever did before."*
- ❑ **Provide Information, Not Necessarily A Sales Pitch:** They'll get a sales pitch when they get to our website. Keep the tone informational and friendly...gain the trust of your reader first. Your job is to recommend the visitor to our site. We'll close the sale.

2. Personal Sharing and Referrals

Often the way people share Wonderful Web Seminars website is during an in-person meeting or telephone conversation. The topic of Internet Marketing, and success comes up and you mention the site and the great resources there. The natural response from your friend, client or colleague is to ask for more information. You give them the address to a **The Wonderful Web Seminars** website and they check it out. **What's missing is that you didn't use an affiliate link** and you'll receive no credit for that referral. So instead, you can say something like this:

"Let me send you a link to the site by email so that you don't lose it." Then you can send them an email with your affiliate link.

Remember, this is something you would do anyway to help your friend, client or colleague become more successful. I'd just like to reward you for taking the time and energy to do that.



3. Promoting through your eZine or newsletter

If you send out a regular eZine , email or post a newsletter, you can promote The Wonderful Web Seminars website at the bottom of every newsletter. This really works.

Simply put a heading at the bottom of your newsletter called “**Services I use and recommend**”. Then you can put a short blurb with your affiliate link. Here is an example to cut and paste, simply put your affiliate link in.

Teleseminars explained easily.....Just visit Wonderful Web Seminars at affiliate link.

Or

Want to know how I've learned to conduct successful teleseminars on the internet? I'm a member of Wonderful Web Seminars. You can join me there at affiliate link

4. Put your affiliate link in your email signature

Whenever you send an email you should include a signature. This is the blurb that goes out automatically at the bottom of every email with your name, title and contact details. Each email program does it slightly differently so look up “create signature” in your email program.

Your signature doesn't only have to have your contact details. This is a great place to insert a blurb about your business (a one line statement about what you do). You can also add a few lines of “Services I recommend” just like you did when you included your affiliate link to the bottom of your newsletter in step 3.



5. Writing your own article for your newsletter or on your website

Write articles about internet marketing. You can include a subtle recommendation for **Wonderful Web Seminars** within the article or in your signature line.

Article Writing Tips:

Provide "real" information and tips in your articles. Make sure it doesn't sound like a sales pitch. Any recommendations you make should be added value to your article. The recommendation should not be its main purpose.

Some marketers say to never put your recommendation or what you are selling in the body of your article. They say it belongs in your byline. But let's be serious. People will read your article, but they don't always read the byline. They are just grateful to get good information. As long as you write a highly informative article, your recommendation certainly has a place within the article itself.

When writing your articles, always keep your target reader and their desires in mind.



Getting Your Articles Published:

Of course, you should publish your articles on your website and in your newsletter. You can also find other web publishers to run your articles as well. Many will not mind the inclusion of an affiliate link, as long as your article contains good, solid content.

Where to Send Your Articles for Publishing & Consideration

We have compiled a list of places that accept Ezine article submissions. Be sure to read all the submission guidelines before sending your articles.

<http://www.ClickforContent.com>

<http://www.GoArticles.com>

<http://www.EzineArticles.com>

<http://www.MakingProfit.com>

<http://www.IdeaMarketers.com>

<http://www.ArticleCentral.com>

<http://www.BusinessClique.com>

<http://www.Amazines.com>

Make your articles available from your website. Include a note on your articles which states they are available for reprint as long as your byline and links remain intact.

Offer your articles to members of your networking groups or people you know that have newsletters targeting your market.

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6. Specific Product Campaigns

Wonderful Web Seminars is always coming out with new products. We'll let you know when we create a new product so you can promote it to your contacts.

7. Promoting on Your Web Site or Blog

Another way to promote Wonderful Web Seminars is on your web site or blog. You can do this in 2 ways: with a banner ad or with a text link. You can obtain a banner link from the Affiliate Centre (under Affiliate Promotion Tools near the bottom of the affiliate page) and insert it anywhere on your web site.

The problem with banner ads is people have “banner blindness” so they don't work as well as a text link. However it can't hurt to insert one there. The best place to put one is at the top or bottom of a page where you have used one of my articles.

The best way to promote Wonderful Web Seminars on your web site or blog is with a link in a paragraph that encourages people to click the link and visit our site.

“Making Your Affiliate Program Succeed”

The keys to making your affiliate program work are very simple:

- 1. Share Wonderful Web Seminars based on your own natural enthusiasm,** your own desire to share something and make a difference.
- 2. Get the word out through various channels on a consistent basis** through personal sharing, newsletters, discussion groups, articles and through your web site and blog.
- 3. Make sure you download all our freebies and even invest in The Wonderful Web Seminars products yourself.** That way you can speak with personal experience when you endorse them.
- 4. Don't SPAM.** It will only hurt you and us. Anyway, it won't work.
- 5. Always test your links** to ensure they work.



6. Don't get discouraged if your response rate is small at first. People will only buy when they are ready and it can take time for them to feel comfortable about buying on-line. Even if they order a year after you have referred them, you will still get paid.

7. Keep on trying and your efforts will eventually be rewarded. Try different methods until you find which referral method works best for you and your contacts. Then you can start earning commissions on a consistent basis.

Good luck and I look forward to a long and profitable relationship.

Janet Beckers

Host of Wonderful Web Seminars