

AFFILIATE PROGRAM INFORMATION
PROJECT FINANCE MODELS

2006-04-29

ALL INFORMATION

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INTRODUCTION

<http://www.project-finance-models.com>

This document contains information for **Current** and **Potential Affiliates** of **Project Finance Models** website, <http://www.project-finance-models.com>

This eBook covers the following information:

1. **Affiliate/Associate Programs Model** – A brief description and overview of affiliate programs
2. Who **runs** our Affiliate Program?
3. **Differentiating Points of Our Affiliate Program** - Why we think this is a better affiliate program to promote for anyone involved in Affiliate Marketing.
4. **Promotion Tools we give to our affiliates** - how they differ from tools other Product Owners give to their affiliates and why you stand a better chance of making a sale with our tools.
5. **Our Target Market** – how it differs from the common internet user targeted by most affiliate products.
6. **How to Join Our Affiliate Program**
7. Links to the Website of the Affiliate Merchant who runs our Affiliate Program for you to register.

This eBook is going to be **continuously updated** for the benefit of our affiliates. All affiliates who forward us their **contact details** will be **automatically informed**, via email, **every time this document is updated**.

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THE AFFILIATE/ASSOCIATE MARKETING MODEL

Dear Potential Affiliate,

Thank you for being interested in promoting our **Power Station Financial Models Membership website**.

We believe this is one of the best affiliate programs you can get on the internet, not because we offer a **50%** affiliate commission, but because of these very important points that we mention below.

Please read these differentiating points of our Affiliate Program carefully – they highlight some things that other affiliate program owners do to rob their affiliates of their deserved commissions. We also highlight things they should be doing but don't!

Before we detail our differentiating points we briefly describe and explain the **Affiliate/Associate Marketing Model**.

THE PLAYERS IN AN AFFILIATE/ASSOCIATE MARKETING MODEL

There are three main players in an affiliate (associate) marketing model:

1. The Product Owner (Vendor):

Developer and owner of the product to be promoted

2. Affiliate Program Management Company (Merchant):

This is the Merchant Company that **promotes the product** using **marketers/promoters** known as **Affiliates/Associates**. The Affiliates' **commission is based on performance**. An Affiliate receives a certain **percentage of the product cost price** with each and every sale referred by her/him as **commission**. The Affiliate Management Company **pays both the Product Owner (vendor) and the Affiliates (Associates)**. Affiliate **checks** may be sent out to both Affiliates and Vendors **twice per month (for example)** after a certain **pre-agreed minimum amount** has been accumulated by the vendor or affiliate (e.g. \$100.00). The Affiliate Program Management Company lists approved products on a certain page(s) on the company website. Registered Affiliates can then choose products they want to promote. Tracking software is used to monitor referrals by Affiliate websites for each and every product approved for sale by the Affiliate Program Management Company.

3. Product Promoters (Affiliates/Associates):

They **promote products** that have been **approved for promotion** by the **Affiliate Program Management Company**. In terms of the payment of commissions, Affiliates only deal with the Affiliate Program Management Company, BUT can also have a **direct contact with product owner (vendor)** regarding **product promotion material or tools** (e.g. affiliates websites, banner images, autoresponder email letters etc)

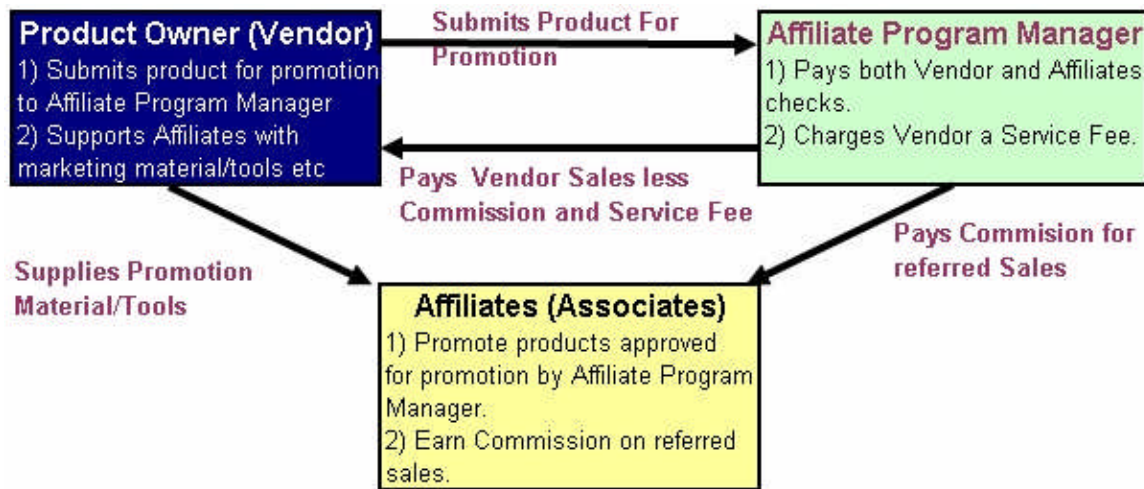
One important point we need to make is this – most **experienced affiliates** don't even use the material supplied by Product Owners (Vendors) as they **prefer to setup their own websites** to promote affiliate products. They **hate to use material that's being used by everyone else** as it works against their **Search Engine Optimization (SEO)** efforts. It's difficult to rank high in search engines using the same material/tools as everyone else!

The other thing to mention is that the Product Owner and the Affiliate Manager may be the same company/person. In other words, the Product Owner runs his his/her own affiliate program. These are called **Private Affiliate Programs**. The product owner in

this case is responsible for **tracking sales, paying the affiliates** and **handling refunds** etc.

AFFILIATE/ASSOCIATE MARKETING MODEL DIAGRAM

Below is a diagrammatical representation of a typical Affiliate Marketing Program.



WHO RUNS OUR AFFILIATE PROGRAM

Our affiliate program is run by **ClickBank**, the **biggest downloadable digital information affiliate network** on the internet.

ClickBank promotes **more than Ten Thousand products** using **more than Hundred Thousand Affiliates!**

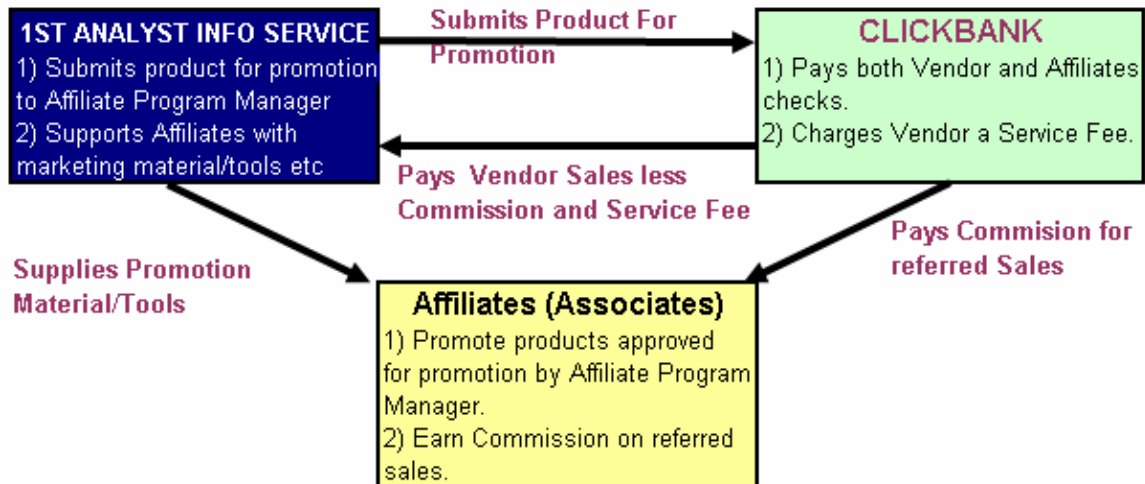
There are therefore more than **10,000 affiliates** promoting ClickBank products **at any given time!**

The General Organogram above can then be adapted to the one below to represent our situation.

Note, in this case:

- Product Owner (Vendor)** = 1st Analyst Information Services
- Product Name** = Power Station Financial Models Membership Website
- Affiliate Program Manager** = ClickBank
- Affiliates** = You (hopefully) and Others around the World!

See diagram below.



DIFFERENTIATING POINTS OF OUR AFFILIATE PROGRAM

Here are the major differentiating points of our affiliate program:

- **YOU HAVE YOUR OWN PROMOTION WEB PAGE AND SUBSCRIBER CAPTURE FORM** – We provide you with your **own product promotion page** with your **own subscriber capture form**. Therefore, we allow you to build your **own mailing list** hosted on our own account. We upload an **autoresponder email follow-up sequence** that promotes the Power Stations Models package using **links embedded with your affiliate info**. This **increases your chance of making a sale** to a subscriber by **50% to 100%**.

Other product owners let you promote their main web page with their own subscriber capture form. **If visitors you drive to the website subscribe to the website owner's website, they are lost to you as potential affiliate commission generators.** They will **buy the product directly** from the owner less your affiliate link. That means **NO AFFILIATE COMMISSION** for you!

Our product sales page **DOES NOT HAVE ANY E-MAIL CAPTURE FORM** and therefore we don't crook our affiliates by stealing their traffic! **We promote the website using a different web page to that used by affiliates!**

Click the link below to see an example of one of our affiliates websites:

<http://power-models.smart-information-products.com/za-1-power.html>

PLEASE NOTE: Experienced affiliates who own websites are welcome to build their own web pages and e-mail capture forms to promote the membership website. **Only those affiliates that join our Affiliates Mailing List will get a promotion page with an own mailing list capture form.**

Initially, we intend limiting affiliate web pages with e-mail capture form to the first 20 affiliates who join our program. For the rest of other Affiliates we will just be providing web pages minus the subscriber capture form.

After the first 20 subscriber capture forms have been allocated, **allocation of subscriber forms will be based on performance.** If you make at **least three sales** in your **first three months** of joining our Affiliate Program you are welcome to **request your own subscriber capture form.**

Also anyone who was in the first 20 affiliates to be allocated a subscriber form who **fails to make at least one sale during the first three months** of joining the affiliate program, **will have the form removed from her/his web page.** **Such an affiliate will not lose the benefit of promoting to subscribers who joined her/his mailing list.**

We want to make it clear that we, 1st Analyst Information Services, create the Autoresponder Series emails for each of the Affiliates mailing list. Affiliates do not write the emails.

To make sure that Affiliates **double-check** whether their affiliate links are included in emails to subscribers, affiliates are requested to **join their own mailing lists** (this way affiliates get to receive the emails and see what is sent to their mailing list subscribers).

- **WE DON'T USE A PRODUCT COVER BOX WITH OUR MAIN PRODUCT WEBSITE ADDRESS WRITTEN ACROSS IT** – Many info product owners let their affiliates promote their main websites with their website's web address written across the cover boxes on that page. This is a **“kiss of death”** for whoever is trying to promote that product. **What's going to stop the potential buyer of that product from going “directly” to the main product website?**

Our product cover box also has our main website address written across its bottom BUT we use a **modified** version of the box on affiliates promotion pages (minus our main website address).

- **WE PROVIDE YOU WITH AFFILIATE PROMOTION MATERIAL BUT EXPLAIN ITS LIMITATIONS AND HOW TO MAKE IT MORE EFFECTIVE** – We have been promoting affiliate websites for more than 5 years, and therefore we know the **limitations of the promotion material provided by affiliate website owners**.

This is actually a very intuitive thing to understand – if a product is being promoted by 1,000 affiliates and they are all using the same promotion material, how many do you think will make it to the top 10 of the Search Engines and Directories? The usually correct answer is NONE! This is because Search Engines and web Directories that matter **hate duplicate content!**

We show you the **best ways to work around this limitation**. Once you master these techniques you will leave your fellow affiliates in the dust!

- **THIS IS A UNIQUE TARGET MARKET** – If you have promoted affiliates programs before, especially Internet Marketing products, you will have to realize that this is a very different target market! We show you how to promote our product to this market. We highlight things you must avoid at all cost, otherwise your promotion will be ruined and the value of our product compromised!

We show you the best ways to promote to this market **online** or **offline**.

We also provide you with the **most popular searched keywords** related to our target market. They are available in **Microsoft Word** and **Excel** downloadable formats. We monitor the keywords and update them from time to time.

We also provide you with the answer to the question – **who's more likely to purchase from you – the visitor from the Pay Per Click search engines (e.g. Google Adwords) or your E-mail List subscribers?** The right answer will help you avoid a big hole in your wallet!

HOW TO JOIN OUR AFFILIATE PROGRAM

Our product is promoted by the biggest **Info-Products Affiliate Network** on the Internet, **ClickBank**. ClickBank promotes info-products using thousands of **registered affiliates**.

To promote our product you must therefore be a registered affiliate of ClickBank. To register is **FREE**. Every time visitors to an info-products website with your affiliate link make a purchase, ClickBank credits you with an Affiliate Commission (in our case 50% on the purchase price). Once your commissions reach a certain level, **e.g. \$100**,

ClickBank e-mails you a check. ClickBank cuts checks TWICE a month, on the 1st and 15th of the month (provided you have reached your **pre-selected level e.g. \$100**).

On joining ClickBank you choose a **unique Username** called **NICKNAME (must be 5 to 10 characters long)**. Your nickname can be any combination of letters, e.g. **johnsmith**.

The **owners of Info-Products** also have nicknames, called **Vendor Name**, e.g. **pfmpower** (in our case).

Info-Products from ClickBank have a standard Affiliate Link

Link – Format 1: <http://YOURNICKNAME.VENDORNAME.hop.clickbank.net>
OR

Link – Format 2: <http://hop.clickbank.net/?YOURNICKNAME/VENDORNAME>

Using our example above the affiliate links look like this:

Link 1: <http://johnsmith.pfmpower.hop.clickbank.net>

Link 2: <http://hop.clickbank.net/?johnsmith/pfmpower>

You can use any of these link formats. Link 1 is the latest format type and Link 2 the older format, but they both work.

In short here are the steps to follow to promoting our product:

1. **Register for FREE at ClickBank and get an Affiliate Nickname (e.g. johnsmith)**. Please note that a nickname can be anything, even your dog's name!

Registration is a **two-step** process – After filling your personal details plus chosen Nickname, ClickBank sends a **Verification Code** to the e-mail address you supplied when registering. A browser window opens asking you to enter the code sent to your email address. **Therefore, YOU MUST USE A COMPUTER WHERE YOU CAN ALSO EASILY ACCESS YOU EMAIL ACCOUNT OTHERWISE YOU WON'T BE ABLE TO COMPLETE THE REGISTRATION!**

The **verification code** becomes your **PASSWORD** (your **Nickname** is your **Username**)

Later you can change the password to something that makes sense to you.
NOTE: ClickBank wants a **complicated Password** – **Capitals** plus **Lower Case Letters** plus **Numerals** plus **Special Characters**. Here are examples of password formats to use:

Name1Name2###123456 like **JohnSmith##123456**

Name1#Name2#123456 like **John#Smith#123456**

2. You can then replace “**johnsmith**” in the links above with your **ClickBank Nickname** and you are ready to promote our product.

Before you go to ClickBank website to register, check the form below for the information that’s required when registering:

(See ClickBank Signup Form Image below)

1. Where shall we send your checks?	
<input type="text" value="John Smith"/>	Make checks payable to...
<input type="text"/>	Street
<input type="text" value="P.O. Box 12345"/>	Box / Suite / Apt #
<input type="text" value="Sydney"/>	City
<input type="text" value="New South Wales"/>	State / Province
<input type="text" value="1234"/>	Zip / Post Code
<input type="text" value="AUSTRALIA"/>	Country
We accept clients from over 100 countries. If your country is not listed we cannot offer you an account at this time.	
2. How can we contact you?	
<input type="text" value="John Smith"/>	Your name.
<input type="text" value="johm.smith@email.com"/>	Your email address. (example: joe@aol.com)
<input type="text" value="61121231234"/>	Your phone number. (required!)
<input type="text"/>	Address of your web site. (if any)
3. Select a nickname for your new account.	
The nickname you choose will be the "ClickBank ID" for your account. It will be visible to the customer every time we sell one of your products, and will appear on the memo line when we send you a check.	
<input type="text" value="johnsmith"/>	Account nickname (5-10 letters & digits)
4. Agree to our terms and conditions.	
By clicking SUBMIT below you consent to the following terms:	

Click the link below to register at ClickBank:

<http://www.information-products-masters.com/rc-clickbank-signup.html>

Anyone with a ClickBank affiliate Nickname can promote our product without contacting us.

BUT...

We ask you to contact us so that we can setup a promotion page that will **tilt things in your favor**. We will insert **your ClickBank Nickname** in links on the web page

Please send us the following info:

- 1. Your Names**
- 2. Your ClickBank Affiliate Link Nickname**
- 3. Your Country**
- 4. State/Province (if any)**
- 5. City/Town**

We will set up a web page you can use to start promoting our product.

Send these details to this email address: affprog@project-finance-models.com

(Please send this information on the body of your email – do not send it as an attachment. We delete emails that contain attachments without reading them!)

We will also send you a **Username** and **Password** to the **Affiliates Login Area**, where you will be able to download **Promotion Material, Popular Keyword Lists, Internet Marketing Related Information/Advice** etc.

We thank you for your time.

Wishing you the best!

1st Analyst Information Services Team
<http://www.project-finance-models.com>
affprog@project-finance-models.com

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RECOMMENDED RESOURCE(S)

GOOGLE ADWORDS RESOURCES

GOOGLE ADWORDS 1-2-3 BY GREG HESLIN

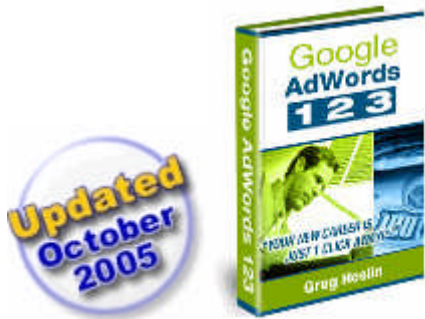
Google's Pay Per Click (PPC) Engine, **Google Adwords**, is the biggest PPC Engine on the internet.

If you don't promote your own products and/or affiliate products using Google Adwords – how do you expect to keep up with your competitors?

The truth is – you just can't compete these days on the internet even against your weakest competitor if that competitor uses Google Adwords to promote own products or affiliate programs and you don't!

We want to advise you not to even start promoting using Google Adwords without first reading this eBook:

Google Adwords 1-2-3 by Greg Heslin



We also want to tell you this – there are “zillion” other ebooks on this subject on the internet. **Most of these ‘other’ books have a thing in common – they are almost plagiarized versions of Greg Heslin’s ebook!**

Greg Heslin has close to **30 years experience in Marketing**. In his ebook, Greg teaches you from experience and prepares you for long term success in setting up and managing your Google Adwords Campaigns.

We first bought his ebook in **2004** – we are now reading the updated version of the ebook (**updated October 2005**). Greg wrote the first version of his ebook long before the current copycats even knew what Google Adwords was all about!

This eBook gets updated to keep up with Google Adwords changes and customers get updated versions of the ebook at no cost!

Buy this book – you won't be disappointed at all!

Visit eBook website here:

<http://www.information-products-masters.com/alc-googleadwords123.html>

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COMPUTER SECURITY RESOURCES

COMPUTER-SECURITY-RESOURCES.COM WEBSITE

Affiliates spend a lot of their time on the **internet** setting up affiliate promotion links, searching for products to promote, setting up web pages to use to promote affiliate products, checking affiliate commissions from Affiliate Programs Manager Websites etc.

Because of this amount of time spent online, affiliate programs promoters become more **visible** on the internet. This makes them **vulnerable to all sorts of internet threats** and dangers:

1. **Viruses, Worms etc**
2. **Spyware/Adware Programs**
3. **Hackers**
4. **Trojans**
5. **Keylogger Programs**
6. **Internet Product Thieves etc**

If your **home computer** doesn't have the **right protection** – you are a **sitting duck** for all of the above online threats.

Did you know that when connected online there is **at least an attempt to attack your computer** by one of the above mentioned online threats **EVERY HOUR?**

The **big mistake** most people make concerning these threats against their home computers is that they think the “**threat**” against their computers is **exaggerated!** The problem here is that most people reason like this:

“I am connected to the internet at work and I have never ever had any problem like this for many years. This ‘online threat thing’ is over exaggerated!”

Big mistake and flawed reasoning!

Most companies have all sorts of protection against internet threats – the bulk of this protection **reside on the company’s Network Servers**. **These threats are defended against at that level (before they even reach an employee’s computer)**. The **IT Department** of the company deals with these threats on a daily basis whilst to you the company employee, it looks like “**all is quiet on the western front!**”

Now remember, for your home computer, you don’t have the protection that you have when you are at work!

Here is a website that has the best **Computer Security Resources** aimed at the **home computer use**:

<http://www.computer-security-resources.com>



(Did you know that there is a Swedish company that has developed a Computer Tracking software that you can install in your computer/laptop – if your computer/laptop ever gets stolen and the user connects to the internet, the software sends a message to the software developer with details of the exact location of the computer, anywhere in the world! It’s called PC Tracker – check it on the website above!)

The other good think about the website is that **if you join their mailing list** you get **updates regarding the latest scams (both online & offline)**.

After just a few emails from this website you will be well educated as far a computer/internet security is concerned.

Do you do partake in the following activities:

1. Open **images** (with humor/jokes etc) sent to you by friends?
2. Forward **Chain Letters**?
3. Respond to **emails that are promising you to win something** if you undertake a certain action (e.g. forward email to 5 friends and stand a chance to win a digital camera/cellphone etc)?
4. etc etc!!

How about this:

Do you know that all these are tactics used by hackers to gain access to your computer or to use you to forward viruses/worms unaware whilst collecting email address at the same time? That innocent looking and funny image may be laden with a clever JavaScript program an experienced hacker can use to gain access remotely to your computer!!

PLEASE NOTE: We recommend more advanced tools in the Affiliates Private Website. Register at ClickBank and send us your details and we will email you a Username and Password to use to login to the Affiliates Website.

Please send us the following info:

1. **Your Names**
2. **Your ClickBank Affiliate Link Nickname**
3. **Your Country**
4. **State/Province (if any)**
5. **City/Town**

We will set up a web page you can use to start promoting our product.

Send these details to this email address: affprog@project-finance-models.com

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