

James Martell's

*Third-Edition*

# Affiliate Marketers Handbook

**2006**



*Not only do I write about it - I DO it!*



The 8-steps you **MUST** take to succeed with affiliate programs on the Net!



# The Changing World Of The Internet

## Please Read First

This manual was compiled with great care to provide up-to-date strategies and techniques for publishing revenue-generating websites.

Everything taught here is based on the overall approach developed by James Martell, during a 5-year period, in which he launched “content rich” sites in 90 different industries – all of which generate revenue through “performance” advertising links.

However, due to the ever-changing world of the Internet, the author and publisher is not responsible if third-party companies – used as reference in this document – should make changes that adversely impact the advice offered here.

Because of James' commitment to helping his readers succeed, he has developed three ways to stay current.

One is through a password protected updates page. This is where James will post updates throughout 2006 and 2007 if adjustments are needed.

**This ‘refreshed’ version features a compilation of updates, most of which were posted on the ‘Updates’ page between January 2005 and January 2006.**

**Login Panel** (for updates page):

[www.work-at-home-net-guides.com/login-panel.html](http://www.work-at-home-net-guides.com/login-panel.html)

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The second way to stay informed is through a searchable database of common questions received since the launch of this training in May 2002.

A third – and best – way to stay involved is through a subscription to **James Martell's Affiliate Buzz**.

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This lively audio newsletter comes out twice a month and features candid 30-minute conversations between James and other industry experts discussing the expanding affiliate marketing business and the fantastic lifestyle that goes along with publishing revenue generating websites.

The “buzz” is a paid subscription of \$10/mo. payable month-to-month, and cancelable anytime.

Feedback from listeners over the first three years of production has been extremely positive. Many have said it *made the difference* because it kept them “on track”.

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Request **Hiring Authors Report** here:  
[questions@jamesmartell.com](mailto:questions@jamesmartell.com)

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<http://www.work-at-home-net-guides.com/make-money-online.html>

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**James Martell,**  
Internet publisher, author and lecturer

## About The Author

James Martell is a Canadian businessman who resides with his wife Arlene and four children Adam, Justin, Shelby and Victoria in White Rock, a suburb of Vancouver, British Columbia.

Although a carpenter by trade, James has been in business for himself most of his adult life.

Immediately before his foray into website publishing in 1999, he owned and operated two successful telecom services in the Vancouver area.

One was an innovative idea that used a simple voicemail platform to offer extended-local-calling for a flat fee instead of the usual per-minute rates charged by the local phone company.

His second service offered residents of Vancouver a series of telephone-based information hotlines, such as movie listings, winning lottery numbers, and road reports.

Listeners received the desired announcements after listening to a 15-second radio-style commercial.

Although these services were very popular with the public, they were eventually shut down due to the huge amounts

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of capital and human resources needed to successfully compete with the Telco's.

On the heels of dissolving these businesses, he discovered the lucrative world of affiliate marketing from an associate who was doing well offering North American consumers free ISP accounts.

Eager for similar success, James built his first website with FrontPage using only the "know-how" his friend taught him.

Soon he was getting a staggering 5000 visitors a day through natural search results at the major search engines.

He was so intrigued by this innovative and interesting web-based way to make money that he studied anything and everything related to the Internet.

To his surprise, he discovered that numerous other industries also offered revenue-sharing opportunities (affiliate programs) to web site owners.

This prompted him to build another site. He chose satellite TV as the topic and developed a site that drove traffic to a company offering consumers a free satellite TV dish in exchange for a yearly commitment.

And, as was the case with the free ISP site, the traffic he was getting at the search engines was high, – so once again he started earning good money with affiliate programs.

Within the first six-months, he branched out with four additional sites, providing him and his family with an excellent monthly income, similar to his former traditional business, but without any of the operational overhead he was used to.

Whereas, most webmasters and some industry experts at that time tended to complicate matters, Martell was more inclined to discover the underlying structure of site design and traffic generation so that he could apply a set of basic rules and procedures to *any* site he built in the future – with the goal being to ensure repeatable success.

After first teaching a few of his friends the basic rules he formulated, – and then witnessing their successes – James and former business partner, Chuck Anderson, joined forces to launch a series of \$1000-\$2000 workshops in the Vancouver area to train others.

These classes were eventually discontinued because they took valuable time away from his main business: publishing revenue-generating websites.

But – as any listener to the “buzz” knows, James gets a lot of personal satisfaction from seeing others succeed with his methods.

So to replace his 2001-2002 classes, he released a downloadable training on May 10<sup>th</sup>, 2002, that would be a “home-study” version of the live classes.



That downloadable training was entitled **James Martell's Affiliate Marketers Handbook – 2002.**

**Organizing the original handbook took him and a full-time editor 6 months to complete.**



In late 2004, as a service to readers, he released the 2005 “revisited” version, a compilation of 28 additional points, most of which were released over the first 2½ years on his password protected “updates” page.

In late 2005, after witnessing a year of ongoing changes at Google, taking-in feedback from students, and weighing the observations he made from his own business, James decided it was time to provide readers with a thoroughly “refreshed” handbook.

**This latest “refreshed” version took James and a part-time editor a full 3 months to complete.**

Highlights to this most recent version include the full integration of the original 28 points from the 2005 edition into the manual, 13 additional updates, new screenshots, a series of helpful video tutorials, and much more.



And, this “refreshed” version provides students with the truly unique and valuable opportunity to watch James as he builds a website from scratch, page-by-page.

Students actually watch James go through the process of finding a topic, determining the keywords to use, designing the site, building each page, writing all of the content, working with Google AdSense, and more! And added screenshots allow students to complete the process with James, hand-in-hand for the very best results – online success.

And speaking of success, in the years since the handbook came out, numerous people have written to say that they, too, have enjoyed much success, thanks to the training.

In fact, numerous individuals got wind of James’ Internet success and bought the manual too – with several eventually earning very comfortable incomes, on par with James’ excellent income.

James works from his home office – with his wife Arlene writing the content – while he manages websites in dozens of different industries – all of which generate revenue through the “performance advertising” model - the key concept behind affiliate programs.

Some observers of his current lifestyle and publishing success on the Net might say that he’s lucky – and I’d agree. He *was* at the right place, at the right time, with the right “know-how.” But, I’d also say that his passionate desire to provide for his family is the *real* key to his success.

And if you *also* have a great motivation for success in this business, I’d like to encourage you to follow the model that James has laid out in this excellent training.

For it not only works for him - I’ve seen it work for numerous others who are following in his footsteps.

The bottom line is this: You have an excellent mentor in James Martell.

And you can have twice-a-month access to recorded conversations of James discussing the ups and downs of

website publishing to ensure that you stay inspired,  
informed, and motivated, as you learn how to publish  
profitable websites of your own.

Until then, I wish you all the best,

A handwritten signature in black ink that reads "Charles". The script is fluid and cursive, with the first letter 'C' being particularly large and stylized.

Charles Johnston,  
Morin Heights,  
Quebec, Canada

## Acknowledgements

I wish to thank the many students who attended my 2001 live trainings in New Westminster, BC (near Vancouver) for their enthusiasm and keen interest in Affiliate Marketing.

Their questions were invaluable to me in determining what an entry-level person needs to know to successfully get started.

It was their excellent feedback that provided the organizational basis for this home-study training.

Thanks also to Chuck Anderson, who partnered with me in launching those classes.

I'm also grateful for the editorial assistance of Charles Johnston, my long time friend and business associate, who collaborated with me on this project from the very beginning.

Thanks and more thanks to Michael Campbell, Phil Wiley, Allan Gardyne, Rob McLean, Ken Chidlow, Geoff Morris and the many, many thousands of readers, students and affiliates.

And of course, I'm so grateful to my friend Shawn Bouchard, who got me started with affiliate marketing by teaching me the essential keys to publishing high-traffic web sites.

It was that original site – the one offering free ISP (short for free Internet service provider) – that sold me on the revenue potential of affiliate programs.

And thanks to my lovely wife, Arlene. Thank-you for the support you've provided over the years, through both the good times and the bad. Through it all you *never* gave up on our dreams!

A handwritten signature in black ink that reads "James." The signature is written in a cursive style with a large, looping initial 'J'.

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## Why 2006?

### A look back

Back in the winter of 2002, as I was preparing to release my downloadable training, Google threw me off track with a zero PageRank Penalty (PRO).

This caused me to re-think some strategic advice I was planning to offer in my “soon-to-be-released” training.

I named my first training “2002” for two reasons:

One, I wanted buyers know that my concepts were fresh and up-to-date – written by someone *actually* succeeding with affiliate programs – because at the time there were many e-books that were, sadly, only rehashes of what was functionally useless and obviously dated.

The second reason for a “time-stamp” was a precaution against being caught off guard again by Google or others.

You see, at the time, I had no way of knowing if my processes would stand the test of time.

So if my training became structurally unsound, I could rewrite the manual and re-release it under a title reflecting the current year.

**And because I was actually participating in the business I would be the *first* to know if my methods still worked.**

### So, how is 2002 working today?

Although I was perfectly willing to release a “current” version at various times over the last few years, I never saw the need.

In fact, I continued to hear about tremendous success from students who would email me and share their

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excitement about earnings they've achieved - whether it was that steady \$30 a day or that very first check – or, in many cases, how they had become totally financially free as a result of the training – the one with “2002” on the cover.

Although minor adjustments were needed in the first 2½ years – I found I could easily reach students about these things through “updates” page (a password protected area on work-at-home-net-guides accessible only to students).

But over the years, some potential buyers and affiliates would write saying the 2002 date caused them to consider that maybe my stuff was dated.

Of course, I knew otherwise.

## **2005 – “Revisited”**

Admittedly, however, I weighed every criticism and concern about the 2002 date and, after much thought, decided to expand on the 2002 handbook, adding 80 new pages at the very front.

For, I knew that the information – the tips, tools and techniques contained throughout, were still working for me (and the majority of my students), but I felt a strong need to provide additional information that would perhaps clarify much of what was written in the 2002 version.

By further expanding and clarifying up-front, I felt confident I could address the needs of the handful of students who had expressed concerns.

So I got right to work. And, in the end, I produced the 2005 “revisited” version of the handbook, which was simply the 2002 version with 80 new pages grafted onto the front.

These 80 pages contained the entire password protected UPDATES area, which consisted of twenty-one “revisited” points, – and seven “additional” points (28 Total). Each point was covered in two ways.

1. I summarized what I said “then” (2002), and provided a bookmark – after the text – to a place in the manual where I covered it originally.
2. Directly below each short summary of what I said “then” I “revisited” what was originally said – and provided arrows that linked back to the original section so students could toggle back and forth.

While this seemed liked the most logical and best course of action to take, because of the way it was constructed - with the “what I thought then,” and “my revisited thoughts,” it had become cumbersome for some and a few readers reported having trouble “flipping back and forth.”

So, this got me again thinking about how to improve the organization of the handbook.

## **2006 – “Refreshed” – THIRD EDITION**

In closely reviewing the structure of the manual, I must admit, I got “the bug.” Of course, this was heavily influenced by changes going on at Google and the important fact that the overall industry seemed to be undergoing an overhaul, of sorts.

So, I decided this: If I am going to make a few minor adjustments, I may as well settle in for the long haul and give the old gal a full-fledged tune-up.

And, in looking under the hood, I thought of some great ways I could help my students – like by including video tutorials. I figure that I learn best by seeing, so others must, too.

Of course, while there are some recent search engine changes that I wanted to discuss, I knew I had to keep the tried and still true 21 “revisited” points, and 7 “additional” points. Plus, I have added 13 “new” points, carefully integrating these into the 2006 Third Edition.

In other words, the full training from 2002, the additional information added in early 2005, and all the UPDATES

from January 2005 to March 2006 have been fully integrated into a logically flowing document.

I have also added video tutorials. The videos, which are sprinkled throughout the handbook, really help clarify important information, while allowing me an opportunity to demonstrate the steps.



## Index

As you know, James' Third Edition comes with an additional component – video tutorials of James actually demonstrating the steps he details in the revisited handbook.

The purpose of these video demonstrations is to provide important supplemental training and increased clarity by allowing students to watch James as he “walks through” the most challenging processes.

These videos are a natural companion piece for both the Third Edition handbook and James' audio newsletter, the Buzz.

And, James will add updates and important information to this special video collection of detailed demonstrations, just as he has his handbook and through the updates page on his website.

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## Step #1 - How to Get (and stay) Organized

Affiliate Organizer (Videos by Jon Mills)

- [Installation](#)
- [Overview Part 1](#)
- [Overview Part 2](#)

And I build an actual website in this third edition – right before reader's eyes! This sample site will be password protected so only readers have access to it and can rely on it as they build their site, or perhaps as a refresher when they build their second and third sites.

By having ongoing access to the sample site, students have a reference point for everything – from building pages and keyword placement to writing the actual content, even placing ads.

And, I have painstakingly added an Index. What an undertaking this was! But the results are worth it, for students can now easily search the manual for anything. Additionally, they can use the Index to cross-reference, to research – you name it, this Index will help you do it.

Of course, as I made my way through the “refreshing process,” I took the opportunity to expand on a few areas, providing additional clarity where needed, or interjecting information from the insights my students provided me (since the launch of the 2002 version).

You’ll still need to login to the “updates” page periodically, in case things change during 2006 and 2007, but all the former new stuff – from January 2005 to March 31, 2006 has been incorporated into this Third Edition.

Login Panel (for Updates page):

[www.work-at-home-net-guides.com/login-panel.html](http://www.work-at-home-net-guides.com/login-panel.html)

Username and password for the Updates page are listed on page 2 of this manual.

## Four Types Of Readers in 2006

Since I am sending this Third Edition to everyone on my customer list for free or at a discount, I suspect most readers of this updated manual fall into one of four categories.

1. You’re a [New Purchaser](#)
2. You’re In The [Early Stages Of Building Websites](#)
3. You’ve Been Around Awhile But Have Gotten [Off Track](#)
4. You’re Well Into a Successful Website Publishing Career

## **1 - You're A New Purchaser**

If you've recently purchased – in some cases only days ago – and haven't yet got started, I'd suggest you that you begin the 8-Step program from the beginning.

And, of course, you no longer need the first file you downloaded. (2005)

## **2 - You're In The Early Stages Of Building Websites**

If you're in the early stages of building your websites, I would suggest that a thorough read of the Third Edition.

It will be a great review and will give you some additional insight as to what's covered.

Also, you may remember that in the 2002 and 2005 editions of this training, I recommended to readers that they use FrontPage to construct and publish their sites.

FrontPage is still a top-notch web-publishing option, one I still use myself; however, in this Third Edition, I provide another exciting publishing tool that, after thoroughly reviewing this manual, many students will undoubtedly want to use.

And for those who want to continue using FrontPage, I suggest you read through the new techniques I outline as I discuss the new publishing tool and simply apply these using FrontPage.

Of course, if students want to start fresh with the new publishing tool (which is available for a 10-day free trial), I recommend that they back-up a little and start again at Step 1.

Sure, these students will be able to blast through the training. But they will also find lots and lots of new, helpful information - for I introduce several exciting new concepts in this third edition.

### 3 - You've Been Around Awhile But Have Gotten Off Track

All of my readers – those most recent AND those from 2002 and 2005 have been invited to download 2006 for free, or at a discount.

Understandably, some people may have gotten off-track, often due to the busy lifestyles many of us lead.

If this is your case, I would like to encourage you to begin again.

Trust me, I have witnessed marvelous incomes develop out of this new type of business – and the trend of online shopping, which drives *everything*, shows no sign of slowing down.

In fact, online Christmas shopping for the 2005 holiday season exceeded already very merry forecasts, up 25% from the previous year, with online shoppers spending nearly \$20 billion in Nov. and Dec. alone.

Looking back, 2005 saw online consumers spend over \$82 billion throughout the entire calendar year, up a staggering 26.5% from 2004, when consumers spent just over \$62 billion online.

And next year YOU can have a small piece of that pie, but only if you get going!

If this review rekindles your desire to begin again, then I highly suggest you get a [\\$10 monthly buzz subscription](#) (my twice-a-month audio newsletter) – as *insurance*.



[www.affiliate-buzz.com](http://www.affiliate-buzz.com)

## 4 - You're Well Into A Successful Website Publishing Career

Hopefully my original training was a contributing factor to your publishing success.

Many have written to say it was.

If this is your case, I'd like to thank you for buying my training in the first place – and suggest you simply review the third edition now...

There is some real good stuff here, and lots of tasty tidbits scattered throughout. In fact, I assure you that if you dig-in, you will find some very helpful nuggets of information.

As you will see, some of the concepts I outline will already be very well known, others may not be.

The real value in this third edition is the organization – in a logical, step-by-step format that provides a strong reference point, as well as introducing several new tools.

And, please send an email to me about your success (if you haven't already done so).

It *really* makes my day to hear about people winning with this!

Send testimonials: [questions@jamesmartell.com](mailto:questions@jamesmartell.com)



## An Overview of Affiliate Marketing

### Amazon's not a jungle anymore

Although Amazon.com is now a household word, very few know that it spawned an entire industry in 1996 when it granted independent webmasters permission to market its books online.

Amazon's technical people devised a code that would easily and automatically track sales from thousands of independent websites – and pay a monthly commission to each Webmaster.

They were soon imitated, creating a sensation in the advertising and marketing world, as companies large and small sought to maximize profits with this unique pay-for-performance model.

As of this writing, there are thousands of companies in several hundred different industries that will pay commissions to independent webmasters for leads, registrations, or sales.

### Go shopping for merchants

With the recent emergence of 'commission networks', – companies that act as go-betweens for merchants and affiliates, – it has never been easier to get involved, whether you want to get product to the marketplace or whether you are seeking to represent products on your website.

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To the affiliates, these commission networks provide a valuable service by collecting the money from merchants and consolidating the affiliates' reporting and payments.

To the merchants, they solve the technical headaches, as well as eliminating the need to recruit their own associates by providing a virtual army of eager affiliates.

One of these networks, Commission Junction (CJ), which is out of Santa Barbara CA, was recently purchased by ValueClick for a whopping \$58 million, which just goes to show you the direction in which we are heading. (I'll give you a hint here: it's looking very profitable.)

Similarly, LinkShare, out of New York, another commission network, was recently purchased by Japan-based Rakuten for a mind-boggling \$425 million. Need I say more?

Both of these networks, and many others (ShareaSale, Netshops, Link Connector, Affiliate Fuel, ClickBank, ClixGalore, etc.) act as trusted third parties, managing the network, tracking and reporting activity in real-time, and handling monthly commission payments.

When a visitor to an affiliate's website clicks on one of the merchant's links, a "cookie" is set on the visitor's browser that identifies the affiliate, the merchant, and the specific link and payment rates.

Upon recording the transaction, these networks handle all of the collection and processing required to ensure fair and timely commission payment for the affiliate, and all of the administrative and verification necessary to ensure qualified sales and leads for the merchant.

Every week, dozens of new merchants (also known as "advertisers") join because of the vast numbers of affiliated publishers in their networks.

## **eBay and other corporate giants cash-in on pay-for-performance – and you can, too!**

eBay, The World's Online Marketplace®, has built a community of individuals and businesses from all over the

world who buy and sell goods and services online. In fact, eBay is one of the most popular shopping sites on the Internet.

And perhaps the single largest driving force behind eBay's success is performance-based advertising, which has enabled eBay to continually generate new customers and grow its member base to unimaginable numbers.

And eBay is not alone.

Other corporate giants like American Express, Discovery Channel, Disney, National Geographic, Dell, Wal-Mart, Apple and Yahoo, to name a few (there are hundreds of thousands), have flocked to the Net and are tapping into pay-for-performance models to catapult their business to new heights of success.

How does this affect you?

These companies and countless others like them will pay you to help them sell their products and services online – through your affiliate website.

And this all boils down to big bucks.

This is exactly what eBay did to position itself as THE online shopping and auction site. In fact, eBay's success was so grand (and happened so fast) that other businesses – within the Fortune 500 arena and beyond, took note and are following suite, claiming like success.

So if you have any doubts about the enormity of the opportunity before you and how much your work-at-home efforts will be appreciated (and compensated) by some very large companies in well-established arenas, I urge you to think again!

This is the real deal, folks!



## **“Know-how” rules**

In today's Internet age, any web entrepreneur, whether merchant or affiliate, armed with the knowledge taught in this manual, can dominate their marketplace in fairly quick fashion once they become adept with the terminology and procedures.

You see, unlike traditional methods of advertising and marketing, merchandisers who embrace affiliate marketing do not have to invest a great deal of money on promotion or training a sales force - because consumers are now flocking to the Internet in droves to buy everything from office supplies to cigars to baby clothes.

The trick for most advertisers or merchants is finding the traffic.

And, that's where affiliated publishers come in.

As a rule these publishers already have traffic.

So, by placing banners or text links for relevant merchants on their sites, these publishers drive customers to merchants (also known as “advertisers”), who would otherwise have not reached those consumers.

Or, if they did, would have had an up-front customer acquisition cost, which is usually quite high.

Here's a typical merchant/affiliate scenario:

Let's say a person has a web site dedicated to exotic travel.

And, being successful at building a search engine friendly site, has established fairly high rankings - so that people surfing for 'exotic travel' tend to land on this site.

Do you think this Webmaster could be of service to his visitor by offering links to a few good online travel agencies that specialize in exotic destinations?

I think so.

And, there are many such agencies with affiliate programs.

What about travel clothing? Or passport services? Or travel insurance?

Can you see the opportunity here?

As a successful publisher, you can join several relevant programs in the above category and pick and choose the merchants you'd like to feature, based on how well they pay or the strength of their conversion rates.

And as an entry-level person, you will learn all you need to know in this manual about how-to publish search engine friendly sites in *any* category you choose, regardless of whether you are new to a given industry, or not.

Actually, the research part of the project is no more difficult than writing a grade nine high school paper.

### **How about credit card companies sending YOU a check for a change?**

My best Credit Card offer pays \$40US per approved application.

And, my best Satellite TV offer pays \$50US.

As you may guess, each of these advertisers has prime positioning on their respective sites.

And, it's so simple to add or remove merchants.

As the publisher, you are in complete control.

Do not be concerned if you've never published anything in your life before.

Neither had I.

And, I do better than most.

You see, I've learned to keep it simple.

And "simple" works.

## **Times they-are-a-changing**

If you are willing to follow my lead exactly as it's laid out in this manual, then you, too, will succeed.

You see, this industry is still in its infancy.

So getting started "on the ground floor," so to speak, could be quite rewarding if you are diligent.

And, there are a number of trends pointing to many years of continued growth:

1. Companies reducing marketing costs as a way to survive in tough economic times
2. Dramatically increasing use of the Internet
3. People cocooning
4. Computer literate people seeking legitimate work-at-home options
5. Start-up entrepreneurs and merchandisers seeking low-cost distribution channels
6. Growing consumer confidence in online shopping
7. Fortune 500 companies embracing Affiliate Marketing
8. Technological advances across the board
9. The desire for people to move away from congested cities
10. The use of search engines as the primary way that people find relevant websites on any imaginable subject
11. Emerging "affiliate networks" that act as go-betweens, making it easier to participate for both affiliates and publishers

## **Show me the money**

Most affiliate programs offer a two-tiered plan.

Usually, the bulk of the commission is paid on the first-tier to the publisher who makes the sale.

But, if this publisher has recruited a sub-affiliate, then a smaller commission is also paid whenever a second-tier sale is made.

This recruitment usually takes place on the Internet, as publishers seeking products and services to represent find the merchandisers' affiliate program join links.

All of my sites feature an 'affiliate program' link for this reason.

Joining a bona-fide affiliate program is totally free and there are no personal purchase requirements.

Some programs offer a sliding scale of ascending commissions based on volume, but most simply pay a flat fee - anywhere from a buck or two, all the way up to hundreds of dollars, depending on the industry and what is required by the consumer.

## **Step forward and count yourself in**

Although there will always be a place for so called brick-n-mortar businesses, there will be no putting-the-genie-back-in-the-bottle with this one.

So I encourage you to really dig into this manual and take advantage of the opportunity to be a front-runner in a brand new industry.

Unlike most books and courses on affiliate programs, this tutorial provides complete instructions for both novices and web-savvy types.

Simply follow the step-by-step instructions provided and you, too, will position yourself for financial success on the Internet.

I wish you well!

A handwritten signature in black ink that reads "James." The signature is written in a cursive style with a large, stylized initial 'J'.

PS – Please read, [Getting The Most From This Manual](#) first. It offers important guidelines that help ensure get the maximum benefit from this course.