

<http://www.WonderfulWebWomen.com>
Niche Partners Pty Ltd
ACN: 118 567 196
ABN: 85 118 567 196

E: theteam@wonderfulwebwomen.com
p: 02 4368 3760
f : 02 8572 6013
PO Box 6356, Kincumber, NSW. 2251



Hi and welcome to *The Wonderful Web 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 websites – 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 the Wonderful Web group of websites 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 **our Wonderful Web sites** which is unique to you. Every affiliate has a different link.

The main site you will send people to is www.wonderfulwebwomen.com. You can also send people directly to www.wonderfulwebseminars.com or any of the other programs that we recommend. You will be provided with a unique link for each site.

There are heaps of resources in our Affiliate Area that you can use to promote our sites. You may refer someone to one of our sites and if they then go on and purchase another one of our products, even if it's much later on, you will still get a commission.

Insert your links in an email or on your website (I'll give you lots of ideas later on). When someone clicks on your links, 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 websites 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 our Wonderful Web sites. Usually people find out about our websites 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.

Using the example of Wonderful Web Women, most people will join up for free membership. Some people take advantage of our special offer straight away and upgrade to Gold membership, which is a paid membership. Other people may not upgrade until they have been a free member for a while.

Once people have joined as a free member they can take part in the live tele-seminars and make the most of other free member 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 member of **Wonderful Web Women**.

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 one of our sites, then read on to get started.



“How To Get Started”

Step 1. Sign up for PayPal

This is how your affiliate commissions are paid. It's free and easy to do. You will need to enter an email address into PayPal, make sure you enter this email address in the affiliate sign up form in Step 2 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 2. Sign up as an affiliate on The Wonderful Web Women website

If you haven't already done this the link is:

<http://wonderfulwebwomen.com/affiliates/signup>

Click to join the affiliate program, fill out the simple form on-line and then you'll immediately receive a welcome email with your affiliate link. It looks something like this:

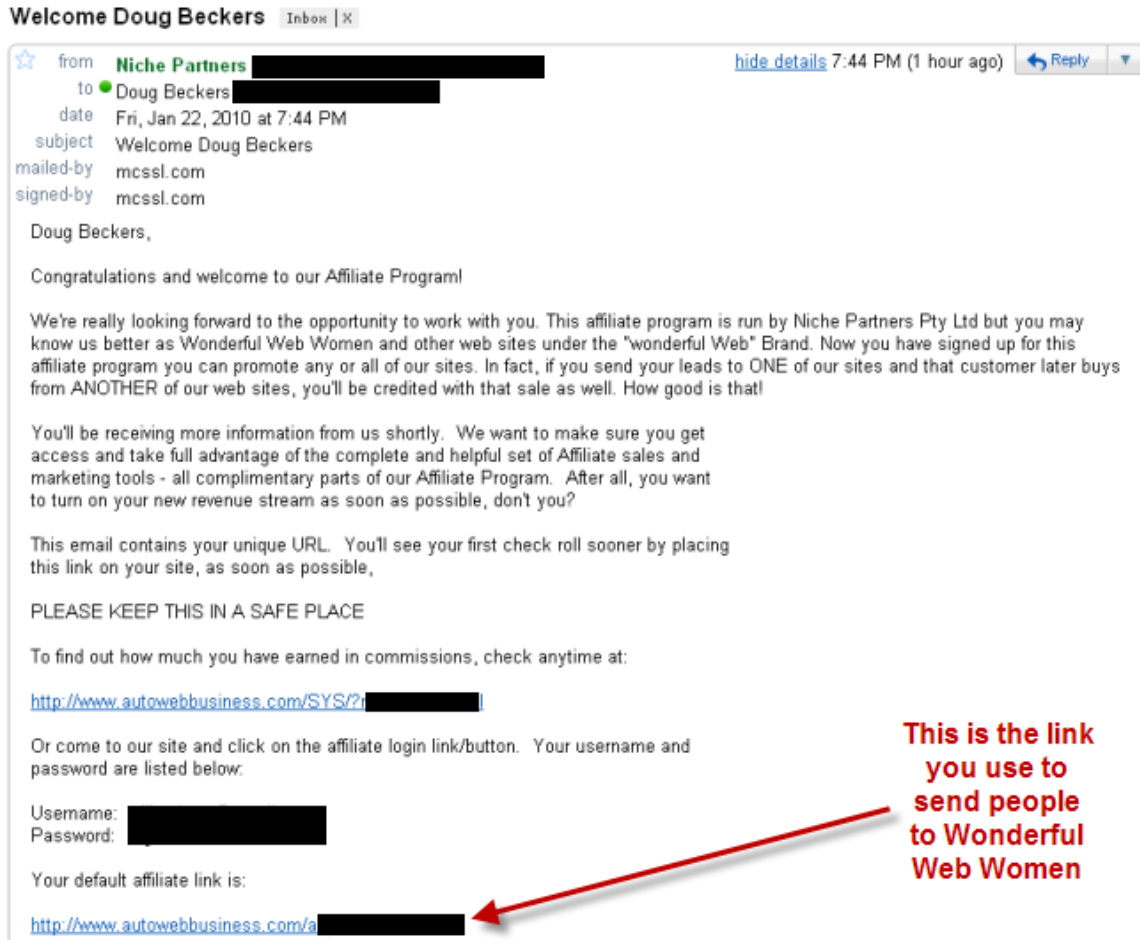
<http://www.autowebbusiness.com/app/?af=XXXXXXX>

(the XXXXX would be replaced by your personal affiliate number)

Shown below is an example email that an affiliate receives after signing up for our affiliate program. The email will be from “Niche Partners” (the parent company of Wonderful Web Women) and contains the information that will enable you to log into your affiliate area, and also contains your unique affiliate link that you can use to recommend people to join Wonderful Web Women.



Example email you will receive after joining our affiliate program.



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

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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 (see example email above).

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 sites), by logging into the affiliate members area.

Affiliate members Area Login Link:

<http://wonderfulwebwomen.com/affiliates/login>

As well as finding your link, you'll find lots of useful examples 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 Resource Centre. Click on the link below (it's a good idea to bookmark this page as I am sure you will be checking back quite often to see how much you have earned):

<http://wonderfulwebwomen.com/affiliates/login>



The login page will look like this:- Note that to make the site function correctly you have to both Cookies and Javascript enabled in your browser.

A screenshot of the 'Affiliate Login' page. The header is identical to the banner above. Below the header, the text 'Affiliate Login' is centered. The login form consists of a 'User Name:' field with a blacked-out input, a 'Password:' field with six dots, and a 'Login Now' button. Below this is a horizontal line, followed by the text 'Lost your password? We'll email your password to you.' and an 'Email Address:' field with an empty input box and a 'Send Password' button. At the bottom, a disclaimer reads: '*This website uses cookies and Javascript, and won't function correctly unless you have them enabled in your browser.' The footer of the page says 'Powered by autowebbusiness.com'.



After you Login to your affiliate area, the page will look like the one below. This page tells you what all the pages are that are linked at the top. The two most exciting pages are the **Reports** area where you see how much money you have made through affiliate sales, and the **Links & Tools** area where there are ready made resources to use that already have your own affiliate link embedded which makes it so much easier for you to promote and endorse any websites or products from the Wonderful Web Group.



Affiliate Resource Center for Doug Beckers (ID# [REDACTED])

Welcome to Your Affiliate Marketing Center

From here you can access all the marketing material you need to sell our products online and earn affiliate commissions. Use the menu bar above to navigate your admin panel. You will find the following information:

Home - Clicking this link will return you to this page.

Affiliate Programs - This link will provide you with a summary of each available Affiliate Program, including a summary of any referral stats you have generated to date on a program by program basis.

Links & Marketing Tools - This link will take you to a page where you can access all the provided marketing material. You can see examples and access everything you need to use the provided material. You can also see the referral stats you have generated to date on an individual marketing material basis.

Summary Report - This link will provide you with access to a summary of your referral stats and earned commissions.

Custom Reports - This link will provide you with access to more detailed and comprehensive reports of all your referred impressions, clicks, leads and sales.

Account Profile - This link will provide you with access to edit and save your Account Profile information, including your contact information. This is also where you change your password and find the Terms of Service.

Affiliate Resources - This link will provide you with access to an additional resources page. This link may, or may not be available.

User Guide - Clicking this link will open up our comprehensive User Guide in a new window. If you need help with your affiliate management account this is a great resource!

Logout - This link will log you out of your Affiliate Marketing Center account.

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The Reports link will direct you to the page that summarizes your affiliate commissions, and for every sale you will also receive an email from us saying you have made a sale.

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

Commissions are not paid on phone-in orders or cheques (checks) sent by mail. It's simply not possible to track these sales like online sales. *Note: Commissions are also not paid on personal sales – that is you cannot purchase any products for yourself using your own affiliate link.*



8 Proven Affiliate Promotion Strategies

Now you're ready to promote **the Wonderful Web** sites. Below are 8 tried and tested ways to do this. I recommend you apply them step-by-step.

1. Announce the Wonderful Web sites 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** sites 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 Resource Area \(http://wonderfulwebwomen.com/affiliates/login\)](http://wonderfulwebwomen.com/affiliates/login) You can use them exactly as they are written, though I suggest that you edit them so that you can add your personal touch.

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 (whether purchased or one of our freebies) has worked for you. Don't just say you love it...illustrate the benefits it has provided to you. I.e. *"Just one simple idea Janet mentioned in her newsletter increased my profit overnight."*
- ❑ **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 the Wonderful Web sites 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 **Wonderful Web** sites 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 sites 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 send out a short blurb with your affiliate link. There are heaps of samples you can use in the affiliate area.

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. Promoting with Wonderful Web Articles

Did you know that articles from the Wonderful Web sites can be used as content on your website or newsletter? If you use my articles in any way, include the resource box which is at the end of all articles:

If the article is placed on a website or used in a newsletter, make sure to use your affiliate link.

6. Writing your own article for your newsletter or website

Write articles about internet marketing. You can include a subtle recommendation for **Wonderful Web** group 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.



7. Specific Product Campaigns

The Wonderful Web Group 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.

The product where you will make the best money is Wonderful Web Seminars because you receive a large amount of commission for every person you refer that becomes a member.

If you want to direct someone to a specific page other than our home page you can choose a different affiliate link. First log into your Affiliate Resource Centre page:

<http://wonderfulwebwomen.com/affiliates/login>

And then click on "Programs" underneath our logo (see Appendix for a picture)

Click on this link and a menu will open up showing you all our affiliate programs. Essentially these programs provide you with an affiliate link to specific product pages.

Choose one and then click the link below it that says "Click here for your affiliate links, Banners and other Available Media Types" A new page will open up with the specific affiliate link that will take people to the sales page for that product.

These links work identically to your default link. No matter what people buy on the site, you will still receive credit. The advantage of a direct link is that people will go right to a specific web page and bypass the home page.

8. Promoting on Your Web Site or Blog

Another way to promote the Wonderful Web Group 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 Resource Centre (under "Get Links) 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 the Wonderful Web Group on your web site or blog is with a link in a paragraph that encourages people to click the link and visit our sites.



“Making Your Affiliate Program Succeed”

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

- 1. Share with others 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 Wonderful Web 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 online. 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

The Wonderful Web Group



Appendix

Finding your way around the Affiliate Resource Area

After logging into <http://wonderfulwebwomen.com/affiliates/login>
This is the page you will see



Affiliate Resource Center for Doug Beckers (ID# [REDACTED])

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Affiliate Resources - This link will provide you with access to an additional resources page. This link may, or may not be available.

User Guide - Clicking this link will open up our comprehensive User Guide in a new window. If you need help with your affiliate management account this is a great resource!

Logout - This link will log you out of your Affiliate Marketing Center account.

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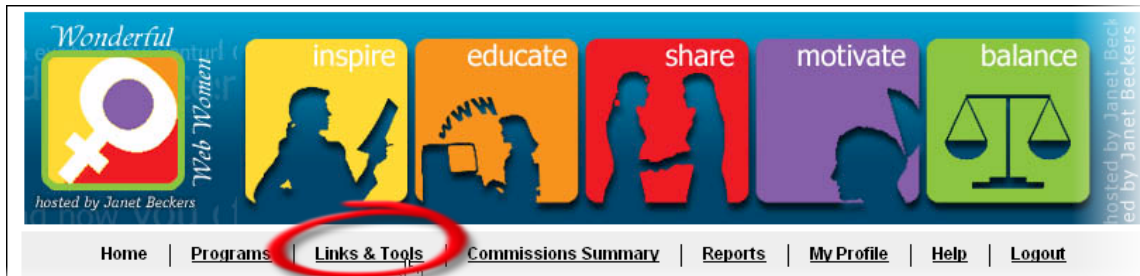
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Affiliate Resource Area

Click on Links & Tools to see what resources are available





Affiliate Resource Area

Exploring the Links & Tools

hosted by Janet Beckers

Home | Programs | Links | **Resources Summary** |

Email > Text Links > Banners

Choose a Program:

Media Type: Standard Affiliate Link
 URL: <http://www.wonderfulwebwomen.com>
 Name/Desc: Wonderful Web Women

Wonderful Web Affiliate Program

The standard affiliate link can be used in a web site, as a link in an email, offline pro applications or even link it to your own images or banners. When the link is clicked, and any commissionable sales.

Simply copy and paste the code below into your website or your particular application.

<http://www.autowebbusiness.com/app/?af=...>

Overall Statistics

	Leads (qty)	Sales Amount
	0	\$ 0.00

Media Type: Email
 URL: <http://wonderfulwebwomen.com/2010-group-book-become-a-published-author-with-our-new>
 Name/Desc: email PS 2010 gold book endorsement - html

P.S. You might want to jump in on an opportunity to become a co-author alongside some big names in internet marketing! The deadline for submitting contributions is February 28, 2010 and you need to be a Gold member to take part. It's only AUD\$1.00 to join so visit [Wonderful Web Women](#) to find out more!

or newsletters

throughs, leads, and any commissionable sales.

Simply copy and paste the code below into a blank email.

Simply copy and paste the code below into your website or your particular application.

```
<!--Begin-->
<p align=left>P.S. You might want to jump in on an opportunity to become a co-author alongside some big names in internet marketing! The deadline for submitting contributions is February 28, 2010 and you need to be a Gold member to take part. It's only AUD$1.00 to join so visit&nbsp;&nbsp;&nbsp;<a
```

Email resources are selected

For more resources, Click on "Text Links" or "Banners"

Every Page under "Links & Tools" will show your standard (or default) affiliate link.

This is the same link that was sent to your email address

If you want to promote the 2010 Wonderful Web Women Gold book, you can use this resource

Just copy all of the text (code) in this box and paste into your email

This is what your email will look like. The words "Wonderful Web Women" is your affiliate link



Affiliate Resource Area

Click on Links & Tools to see what resources are available

Media Type: Email
 URL: <http://wonderfulwebwomen.com/2010-group-book-become-a-published-author-with-our-help/>
 Name/Desc: Email PS 1 - html

P.S. Great Opportunity To Become A Co-Author – Wonderful Web Women [Gold Book 2010](#)

Notes:
 html email text for 2010 Wonderful Web Women gold book

For HTML email we will track impressions, click throughs, leads, and any commissionable sales. Simply copy and paste the code below into a blank email.

Simply copy and paste the code below into your website or your particular application.

```
<!--Begin-->
<p align=left>P.S. Great Opportunity To
href="http://www.autowebsite.com"
<br>
```

Impressions	Clicks	Leads	Sales
0	0	0	0
Sales			
Sales Amount		Commissions	
0.00		0.00	

Don't forget that there is more than 1 page of resources in each category. Use the navigation buttons at the bottom of the page to view the other resources.

< [Previous](#) [Next](#) >

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Affiliate Resource Area

Click on Programs to see what websites you can promote



Wonderful Web Women
 URL: <http://www.wonderfulwebwomen.com>

Wonderful Web Affiliate Program

Statistics Total For Program				
Impressions (qty)	Clicks (qty)	Leads (qty)	Number Of Sales	Sales Amount
0	2	0	0	\$ 0.00

[Click here](#) for your affiliate links, Banners and other Available Media Types

Click on the "Programs" Link and this page will show the affiliate programs you are entitled to promote.

Click here to see the resources for Wonderful Web Women

You can promote at least 3 websites.

Wonderful Web Seminars
 URL: www.wonderfulwebseminars.com

Statistics Total For Program				
Impressions (qty)	Clicks (qty)	Leads (qty)	Number Of Sales	Sales Amount
0	0	0	0	\$ 0.00

[Click here](#) for your affiliate links, Banners and other Available Media Types

Wonderful Web Solutions
 URL: <http://www.wonderfulwebsolutions.com>

Statistics Total For Program				
Impressions (qty)	Clicks (qty)	Leads (qty)	Number Of Sales	Sales Amount
0	0	0	0	\$ 0.00

[Click here](#) for your affiliate links, Banners and other Available Media Types