

FEEDFRONT

Volume 1, Issue 2 | August 2008

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THE AFFILIATE VOICE?

HAIKO DE POEL, JR.

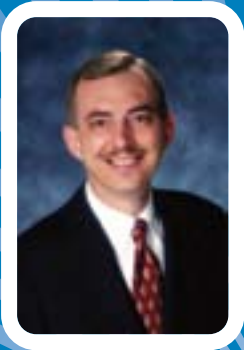
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FEEDFRONT™

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IT'S ALL ABOUT YOU. WELL ACTUALLY, IT'S ALL ABOUT ALL OF US

We're all in the affiliate marketing industry together, and when we act in concert for a common cause, great things can happen.

That is a guiding philosophy of Affiliate Summit, where we strive to run a true user-generated conference. An event by affiliate marketers and for affiliate marketers.

The whole operation lives and breathes on feedback, input, and participation from the industry.

And that's the way things are going with FeedFront Magazine, too. The articles here are from the people of affiliate marketing: affiliates, merchants, and networks.

We figure the movers, shakers, and doers in affiliate marketing are the best to share perspectives and ideas, rather than folks that have to research how it's all done.

But we can do more than come together to share information. We can also make a difference in the world.

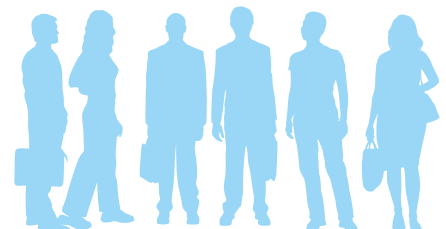
It's been inspiring to see affiliate marketers mobilize via Affiliate Summit to raise funds for a number of charities, including Susan G. Komen for the Cure, March of Dimes, Big Brothers Big Sisters of Southern Nevada, and the Starlight Starbright Children's Foundation.

Most recently, we've been working to benefit The LEAGUE, a school-based system that combines state standards-based lesson plans with community service events that teach students the value of giving and recognizes them for their efforts.

What can you give back today? Volunteer your time, ideas, and resources for a better industry and a better world.

To whom much is given, much is expected.

Missy Ward & Shawn Collins
FeedFront Co-Editors-in-Chief ↩



GUIDE TO CONFERENCE NETWORKING

Face-to-face networking during conferences is key to creating new business relationships and growing existing ones.

Here are some key strategies for optimizing your time before, during, and after Affiliate Summit or any other conference you attend.



DEFINE YOUR GOALS

You can't get ROI if you don't identify the targeted "R". So, determine what you hope to achieve from the conference in order to gauge how effective the trip is for you.

STAY IN THE CONFERENCE HOTEL

Conferences will have a special rate at the hotel where the conference is taking place. Book early, because the blocks of rooms typically sell out.

In addition to the convenience of being physically close to the conference, you are also able to engage in the informal networking all over the hotel before and after conference hours.

TARGET LIST OF ATTENDEES

Review the list of attending companies for the conference and seek out people in the conference social network to pre-network in advance.

This will enable you to break the ice and set up meetings.

Also, search Google images for people and create a discreet compilation of headshots of your targets to help identifying folks you wish to meet.

MAP OUT EXHIBITORS

Check out the conference Web site for a map and list of exhibitors.

Print out the map and mark it up with the companies you want to visit and make notes with questions you have for each company.

BUSINESS CARDS

Create a customized business card that will stick out. I would suggest designing a new business card for each conference you attend.

Include a reference to the conference to help people remember where they met you.

Make it bigger or different in some other way... maybe a theme. Just do something other than the typical card that gets lost in a stack of similar cards.

PREPARE FOR NETWORKING OPPORTUNITIES

There are a number of formal and informal networking events at a conference.

Any time there is a chance to meet people, whether it is a coffee break, structured networking session, or just milling around the hotel lobby, take advantage of these times to make business.

PRE-ENGAGE

Become part of the conversation with industry leaders. In advance of a conference, there are a number of ways you can engage notable figures in the industry.

Call in to podcasts, post comments to blogs, send feedback to newsletters, respond in forum threads, and add them on Twitter, Facebook, etc.

This way you will have a rapport with these folks when you meet face to face at the conference.

PERFECT YOUR ELEVATOR SPEECH

Be prepared to deliver your elevator pitch (or elevator speech), which is a brief overview of an idea for a product, service, or project.

It's called an elevator pitch, because it shouldn't last any longer than an elevator ride - maybe thirty seconds or 100-150 words.

FOLLOW UP

All the networking is for naught if you don't follow up. Forget e-mail and phone. Touch base with a hand-written note.

Most importantly, be memorable and concise. Start up relationships at the conference and build them afterwards.

Shawn Collins is a Co-founder of Affiliate Summit and Co-Editor-in-Chief of FeedFront Magazine. ↩

By Missy Ward

HAIKO DE POEL, JR.: THE AFFILIATE VOICE?

YOU DECIDE

"The secret of success is constancy of purpose." - Disraeli. This quotation appears over 18,000 times on ABestWeb.com – the largest affiliate marketing forum with more than 43,000 registered members. The founder of ABestWeb, Haiko de Poel, Jr, has included this citation in every one of his posts to remind readers that if one commits to their goals and those objectives are honorable, they will triumph. In these words, you will find the formula to ABestWeb's and Haiko's success.

Before ABestWeb, or ABW as it is frequently called, Haiko was one of the progenitors of prepaid phone cards and owned a small, long distance resale company. He also experimented with a few inventions and design trademarks.

Haiko learned about the potential of the Internet while watching television. He quickly ascertained that the domain name would be crucial and in 1998 he began to buy and speculate in popular domain names.

Once the domain name market crashed, Haiko turned to affiliate marketing to derive revenue from the domain inventory he had acquired. His first website was a personal website containing Homer Simpson eating a donut in space. This site, he readily admits was the kind of site that members of ABW would tear apart.

In 1999, he created his first business site, MarlboroMiles.com – an online petition to have the Marlboro Miles catalog placed online. He soon realized that his visitors were also looking for a place to redeem their miles. His long-term goal was to convince Phillip Morris that MarlboroMiles.com had become the source for Marlboro Miles information, so that they would eventually purchase the website – or so he hoped. (Keep in mind that at this time, selling trademark domain names was not against ICANN nor Trademark rules.)

In an effort to offset the costs of the site and what he felt would be impending legal issues with Phillip Morris, he affiliated with Ask Jeeves to promote their search engine. While he didn't



Haiko de Poel, Jr., Founder of ABestWeb

quite figure out everything there was to know about affiliate marketing then, he did realize that tracking was an inherent problem as he earned a whopping \$0.30 on millions of hits.

Needless to say, his first brush with affiliate marketing left a sour taste in his mouth and he decided to take leave, post-haste.

About a year later, he decided to join Commission Junction in an effort to monetize his remaining domain inventory. After a major tracking incident and what he felt was unacceptable responsiveness, he realized the need to facilitate the affiliate's right to be heard. In 2001, ABestWeb was born with a goal of becoming a trusted third-party to protect and allow for the unencumbered affiliate voice.

The forum began to gain critical mass and cause quite a few stirs in the affiliate marketing community. In its infancy, moderators were recruited who were respected and trusted, including "Leader", who Haiko believes added additional credibility to the forum.

By 2002, ABW became known as the forum to go to when you wanted to know about affiliate marketing. Later that year, ABW was featured in three articles covering Parasiteware™, a term Haiko coined to describe, in a nutshell, any technology that overwrites affiliate links.

Today, with nearly 1 million posts and an Affiliate Summit Pinnacle Award for Affiliate Marketing Advocate under its belt, ABW is more than just a forum that fo-



Missy Ward, Haiko de Poel, Jr., Shawn Collins

cuses on the challenges within the affiliate marketing industry. It's a community of affiliate marketers that share ideas, joke around, talk about their lives and families and challenge each other.

However, the fundamental principles in which the forum was founded are still first and foremost. There is and will never be any love for affiliate marketers that are unethical unless they are willing to change, prove it, and continue to stay that way.

For those individuals or companies bordering on the "grey area" with their policies, that wish to continue doing business "as is", this author's advice is to enter at your own risk.

FUNDAMENTALS

de Poel's childhood was unique. He was born in Mexico City where his father worked for Jose Cuervo, Int'l and his mother, the Norwegian embassy. His parents separated when he was two and he subsequently moved with his moth-



Haiko de Poel, Jr. on a panel during Affiliate Summit 2008 West - Las Vegas

er and sister to the Upper East Side of NYC to live with his godfather, who was the Norwegian Ambassador. His life was

privileged and fun and values were instilled in him at a very early age.

Today, Haiko lives in Jamaica Estates, NY, a small family community that had once been filled with tudor-style, tree-lined streets. Unfortunately, the recent influx of a younger generation has changed the area dramatically by building what Haiko calls "McMansions" and as such, he's currently looking to move to Florida, with Amelia Island being a targeted location.

One of his personal goals is to try to learn and make a difference in everything he does. He currently teaches Lacrosse to children in a non-profit organization in which he belongs. Haiko is also a vocal voice in his local community and has a passion for home-improvement and gardening.

LOOKING TO THE FUTURE

Haiko believes that the largest hurdle that affiliate marketing faces can be summed up in one word. "Ethics. Those who have them will keep fighting those

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Deb Carney, Team Loxly, Ron Bechdolt, 7 Days a Week Marketing, Michael Coley, Amazing-Bargains and Haiko de Poel, Jr.



that don't." In his opinion, ShareASale and Advantlink are good examples of companies that are doing affiliate marketing right. He attributes their success to good principles and open-communication, which leaves no room for speculation or doubt.

One piece of advice that Haiko gives to affiliates just starting out is, "Get the best hosting plan that they can get. If their site is down, they're not making money."

de Poel also points out that "Affiliates need to pay attention to the economy. They need to realize which niches and keywords will work in a recession." He also suggests "staying away from niches like travel, car sales, and high-end electronics and looking more towards eco-friendly and savings type offers."

When asked to provide a wish-list of things he would like to see happen to the affiliate marketing industry, Haiko took no time in sounding off a laundry-list of items including:

- **"Industry reputation improvement.** The bad players have besmirched it through almost heinous activities so there needs to be some major damage control."
- **"Policing.** We either do it as an industry or some other entity will."
- **"Standards and best practices.** As an industry we need to get together to develop standards and best practices that we will all adhere to."
- **"Enforcement.** If we don't legally enforce these standards and best practices, then all we will do is continue to have to work on our industry reputation. Enforcement is crucial for the long-term viability of affiliate marketing."
- **"Separation.** The industry needs to be separated so that the individual voices of the group can be heard and their interests protected. If this doesn't happen, larger money groups within the industry will continue to steam roll the smaller ones and we go back to reputation management once again."
- **"Communication.** As I've always said, communication is the key. You just have to allow all to speak and all to listen."

When asked what he wants to do in the future outside of ABW, he chuckled, "You mean, what do I want to be when I grow up? I don't know. Maybe a police officer or fireman. All I know is that I want to keep helping people no matter what industry I'm in."

Missy Ward is the Co-Founder of Affiliate Summit, the premier conference for the Affiliate Marketing Industry and Co-Editor-in-Chief of FeedFront Magazine. She is also an active affiliate.



Steve Schaffer, Founder & CEO of Verlive, Inc. and Dan Murray, Internet Marketing Strategist of Ravenwood Marketing

SHOULD YOU DIVERSIFY YOUR AFFILIATE REVENUE?

I like talking to other affiliates about their businesses. It seems that the topic of revenue diversification often comes up.

What does diversification mean when it comes to revenue for an affiliate? In general, diversification means spreading out risk so you don't have all of your proverbial eggs in one basket.

In an investment portfolio, for example, diversification can mean including different kinds of assets (like stocks, bonds, etc.) that don't all move in tandem. One zigs, while the other zags, allowing you to sleep easier at night.

For an affiliate, diversification can happen in a number of ways. The most obvious method would be creating a portfolio of merchants where no single merchant represents more than x% (say 15%) of your total revenue.

Let me illustrate the flip side of this with a story. One affiliate I know had a huge percentage of his total revenue tied to one merchant.

He had been happily promoting this merchant for years with great success. Then one day the merchant

hired a new affiliate manager to run the program and things suddenly changed.

The relationship somehow soured and this affiliate was booted out of the program, rendering a devastating blow, to say the least. Over half of his revenue dried up overnight. By diversifying across merchants, you may be able to avoid this fate.

You can also diversify your revenue in other ways. You may choose to spread your business across a number of affiliate networks, so no single network can do too much damage if things go awry.

If you get most of your traffic and sales from SEO, you may decide to add some projects to the mix that use paid search and email lists as the main drivers. Perhaps you are used to buying most of your traffic from Google and you move some campaigns over to Yahoo and MSN.

Back to our original question -- should you diversify your affiliate revenue? There are two answers to this query, yes and no.

The "yes" proponents cite all of the good reasons above for spreading out risk. Hedge your bets. Don't rely too

much on any one offer, product, merchant, affiliate network, business model or source of traffic.

This is the prudent voice of reason that can save your hide if you hit turbulence in one area of the market. The downside to this advice can sometimes be lack of focus and difficulty growing beyond a certain size.

Those in the "don't diversify" camp are mainly focused on growth and leverage above everything else.

The argument here is that to reach true mastery, you must focus all of your energy on one thing and do it extremely well. Put all your eggs in one basket and grow that basket to the moon.

Each affiliate must look at his or her business and make decisions on diversification that are best suited to their particular personality and situation.

Dan Murray is Internet Marketing Strategist and Founder of Ravenwood Marketing, Inc., a high-volume paid search firm based in Boulder, CO, and can be followed on Twitter at [Twitter.com/DanMurray](https://twitter.com/DanMurray). ↩

By Brian Littleton

ESCAPE FROM NEW YORK TAX NEXUS

Earlier this year, the State of New York passed legislation using affiliate programs as a way to force merchants to collect sales tax. Rather than rehashing the legal ramifications, I'll focus on three choices that merchants are making regarding this new law - and share some of my opinions on each of them.

Before I share my thoughts, I would like to go on record that I believe the fault ultimately lies within the law itself, and those who wrote it. It is ambiguous, confusing, and I believe overreaching.

In enacting this law, New York placed Internet retailers in an impossible position, and I believe the law has a very good chance of being challenged successfully.

MERCHANTS DROPPING NEW YORK AFFILIATES

Personally, while I understand wanting to "be on the safe side", I think this was a mistake. I've read through the law countless times and didn't find anything that allowed for amnesty from the law if affiliates were dropped.

Assuming a merchant qualified, it would appear the only way to receive amnesty for prior tax periods was to begin collecting tax - there was no such allowance for closing the program to New York affiliates.

In a non-Internet analogy, imagine having an office in Manhattan for 364 days/year, and then closing on December 31st and pretending it never existed.

MERCHANTS MODIFYING TERMS

One of the more ambiguous sections allowed for the presumption of nexus to be rebutted. The allowance was possible when an affiliate's only action was placing a link on a website. Some merchants re-wrote terms to disallow affiliates from email, PPC, and several other channels.

It is my opinion that rewriting terms could only be considered if the merchant had already received approval from New York. The law indicates a process whereas a merchant establishes proof, and possibly gains exemption.

I gathered that merchants who were taking this route were assuming that they could declare themselves exempt when I am not sure that is truly the case.

MERCHANTS WHO BEGAN CHARGING SALES TAX

I argued on my blog that this was the only real option available to merchants. While the ambiguous and confusing law has many gray areas that could be exploited - most merchants are very conservative when it comes to pushing tax law.

I anticipate other states emulating New York and enacting similar legislation. When other states follow suit, there will be two groups of merchants: those who geared up for this and are ready to begin collecting tax for certain states, and those that are not prepared. I



Brian Littleton, President/CEO of ShareASale.com, Inc.

believe it will be a competitive advantage for merchants that are equipped to adapt.

Those who dropped New York affiliates, for example, will be faced with the prospect of dropping another group, and then another, and so on.

There will come a point when they will be forced to start collecting the taxes, but will be far behind in the process, and the alienated affiliates will be busy promoting programs that have already adapted.

Brian Littleton is the President/CEO of ShareASale.com, Inc., a retail focused affiliate network for businesses of all sizes. ☺

Last year, I had a client who was the largest company in their space, yet they consistently ranked on the bottom of page two in Google for their most important term, no matter how hard they tried.

They brought my company on board and we were able to help get them as high as the fifth spot.

That was a marked improvement, but since they were the leader in their space, we still weren't thrilled with our results.

We found the company holding the top spot was receiving thousands of garbage GeoCities-type links. Most were not on theme and were on low value sites.

Using LinkDiagnosis.com, we determined the competitor's links and Page Ranks were of extremely low quality.

THE DEVIL YOU DON'T KNOW

Interestingly enough, a year later I had the opportunity to work with the company in the top spot (our old client's competitor) on some site architecture work.

I was so curious to find out how the company was able to outrank my old client with virtually no content on their home page, so I accepted a short-term consulting agreement.

What I found was extremely disappointing. A top consultant who charges a small fortune (not known for being a Grey Hat) was doing nothing but buying a ton of links.

No link baiting, no widget development, no press releases, no useful tools, no FireFox plug-ins, no coupons - just sheer link numbers on low quality sites.

There is nothing that aggravates me more than spammers buying links and retaining their high rankings, while I remain cautious in my link acquisitions to ensure that our clients avoid trouble.

WHO LOSES IN THE GREY HAT GAME?

Looking at this insider view, many of you may wonder if my tactics would change. Well, first I know that modifying my strategy to be even more aggressive on paid links would likely result in slightly higher rankings for our clients.

However, it is imperative to me to develop long-term value for every client.

I think the short-term gain in search marketing is akin to using steroids in professional sports; you know at any time the shoe could drop, but choose to keep cheating.

The Page Rank the meek inherit... what will it be worth?

Wil is the founder of SEER Interactive, a Philadelphia-based SEO firm in 2002.



Wil Reynolds, Founder of SEER Interactive

By Shawn Collins

5 MINUTES WITH GARY VAYNERCHUK

Gary Vaynerchuk, known as the “Social Media Sommelier” and for his in-your-face videos, is the host of Wine Library TV and the Director of Operations at Wine Library in Springfield, New Jersey.

His new book, “101 Wines Guaranteed to Inspire, Delight, and Bring Thunder to Your World”, puts all of his energy and passion for wine into print.

Gary will also be the keynote speaker for Affiliate Summit 2009 in Las Vegas.

Shawn: What do you think is the most important social media site?

Gary: I would say it’s neck and neck between Twitter and Facebook, depending on how you use things. I think Facebook has a lot more power and could really go after Twitter and take them out by creating a Facebook mobile thing that looks a lot like it.

But Twitter or something like Twitter. If Twitter is unable to scale, whether it is FriendFeed or Pownce or something we don’t know about right now, will be the future, because mobile is the future.

Shawn: What do you think of FriendFeed?

Gary: I have not dabbled into it enough to answer, but I know a lot of people are enjoying the threaded conversations there. FriendFeed has a very legitimate chance to grab the market. I think they’ll be one of the places.

People realize that Twitter has scalability issues and FriendFeed is probably working on trying to compete with them as we speak.



Gary Vaynerchuk, star of Wine Library TV and Director of Operations at Wine Library. Photo by Tris Hussey

Shawn: Why do you use Viddler to embed on Wine Library TV, instead of the Revision3 version?

Gary: Viddler has been good to me. We’ve had a two year relationship. When my company started using it two years ago, instead of YouTube, that was a risky move, because there was a lot more to gain, in theory, with YouTube.

But they have been great to me, they’ve had great service, and I believe in the guys over there, so I want to support them.

Shawn: Do you have any good stories you can share from your book tour?

Gary: I signed a dude’s chest the other day. It would have been cool if it was a chick, but you take what you can get. Nothing so crazy other than it’s so humbling to see a hundred people show up to your book signing in Seattle and Maryland and Portland.

Shawn: I saw the episode of Wine Library TV when you were in Boston. Was it tough working with a Patriots bucket?

Gary: That's why I didn't spit it in. So I had to drink the wine. That's what made it tough. It was a really fun time.

Shawn: Since you talk about the importance of building a personal brand, which player from the New York Sack Exchange (defensive line for the New York Jets in the early 80s) do you think created the best personal brand?

Gary: Bar none Mark Gastineau. When you'd go outside of New York, a lot of people knew Gastineau. Of course, I loved the subtleties of a hard-nosed player like Klecko, but the fact of the matter is that Gastineau was able to create the biggest personal brand.

Shawn: Do you have any advice for people who are trying to build a personal brand through social media?

Gary: Authenticity, baby. Be a RAT. Be Real, Authentic, and Transparent. And know what you're talking about. That means going as niche as you have to.

So, if you think you know a lot about basketball, but you realize you know more about the Houston Rockets, then do that. And if you know more about Hakeem Olajuwon than the Houston Rockets, then you can do Hakeem Olajuwon TV or the Hakeem Olajuwon blog.

I think people need to be champion of their sub-domain, and I think people need to go to their lowest common denominator to achieve that.

Shawn: One last thing... what do you see in your future after the wine life is over?

Gary: Then it will be the Jets life. I want to buy the Jets. That's where I want to go. There will probably be one stop in between. I just don't know what that is, yet, but I don't know that the wine life can achieve the \$2 billion I need to buy the Jets, but that is where I am going.


Shawn: In the meantime, are you going to get a box at the stadium?

Gary: Yeah, maybe. I don't know. I am so focused on not wasting any funds along the way, so I feel like that couple hundred thousand could cost me.

WATCH GARY AT

[HTTP://TV.WINELIBRARY.COM/](http://TV.WINELIBRARY.COM/) and

[HTTP://GARYVAYNERCHUK.COM/](http://GARYVAYNERCHUK.COM/).

Shawn Collins is a Co-founder of Affiliate Summit and Co-Editor-in-Chief of FeedFront Magazine. 



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It's been said over and over that the key to success as an affiliate manager is maintaining good relationships with your affiliates.

The foundation of any good relationship is communication, enforcing the need to be available across multiple channels for your affiliates to get in touch with you.

Making yourself available for your affiliates will increase your effectiveness as an affiliate manager, assist you in preventing fraud, and help to create a lasting bond with your affiliates.

People are all different, and so are their preferences in communications. Broad availability is your best bet. Make yourself available across more than one medium. In your communications to your affiliates, make sure they have multiple ways to contact you at their fingertips.

Your e-mail address, phone number, and physical address should append all messages and correspondence you send to the affiliate so they know immediately how to reach you.

When calling and leaving a message, remember to always leave your phone number - never assume they already have it. If affiliates know how to contact you easily, they will be more likely to get a hold of you before making any wrong moves.

This will help you to keep your affiliates on the straight and narrow with immediate feedback on their promotions ideas.

Communication is dynamic, and in this day and age the number of communication venues is increasing exponentially. Try to stay on that trendy wave and add new ways for affiliates to connect with you as the tide changes.

AFFILIATE MANAGER COMMUNICATION STRATEGIES

Create accounts across the popular Instant Messenger channels (AIM, Yahoo, MSN) and across the various microblogging ventures like Twitter, Plurk, and Pownce.

This quick way to get someone's attention is incredibly easy to monitor with the right desktop applications, and provides affiliates with a way to instantly ping you if they need help. That kind of instant access to you will win over their business.

Social Networks are also a great way to connect with people and interact on a level that's more human than corporate.

Networks like Facebook, MySpace, and LinkedIn allow you to connect with your affiliates and share your interests and other ideas. A secure personal relationship with your affiliates will benefit both parties.

As the affiliate manager, your insight into the affiliates' hobbies will help you to understand how they run their business, and might just give you some unique ideas that you can pass on to them to help you both grow their promotions of your program.

Their insight into your interests will also allow them to make a personal connection and extend some trust to you when you do make those hair-brained suggestions after learning they collect 1970's McDonalds Happy Meal toys.

Keeping channels open for your myriad of affiliates to contact you will make you an affiliate manager to be trusted, and reckoned with!

Trisha Lyn Fawver is the Marketing Manager for PsPrint.com.



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and find out why we are one of the leading global affiliate networks.

AffiliateFuture is a global affiliate network, combining technology, expertise and innovation every step of the way to ensure the optimal performance of its affiliate programs.

“ AffiliateFuture has always been very pro-active in anticipating what will drive more business ”

- Alan Boyer, Director of Marketing, DeepDiscount.com

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Performance Marketing Specialists

HOW AN AFFILIATE NETWORK LOOKS FOR OFFERS



Step 1

Identification - look for prospects in categories that are doing well in affiliate networks and categories in traditional media that have not yet transitioned on-line.

Step 2

Media Budget - look for prospects that are already advertising. Some great products have no media budget; they may be sold only in stores as an example.

Step 3

Market Size or Market Share - if we find a prospect

already advertising on-line, we may be increasing our market share of the product or affiliate budget. Many firms only look to 'steal smart' and increase market share. A better industry practice is to expand market size. Look for prospects that advertise on cable or TV or in magazines that would like to make the jump on-line.

Step 4

Bounty - an astute direct marketer knows they will need to spend 30 - 40% of the purchase price for most offers for their media cost. So, a \$100 item should have a payout to the affiliate network of \$30 - \$40. If an advertiser is offering \$20, it will be hard to make the offer work.

Step 5

Creative - direct response creative should be created by direct response professionals. There are 'musts and must nots'. Our team will look at creative and suggest resources if the creative is likely to be a poor performer.

Step 6

Financial Review - this step involves reviewing the advertiser's financials, system integrity and credit worthiness. We will also validate any scrubs. An offer for a Wonder Garden at \$100 should only scrub if the credit card is bad. If they scrub because the person is in their house file and last ordered from them 11 years ago, this is not acceptable, and a huge point missed by many.

Step 7

Testing - new offers can be placed in the network right away with affiliates being the Beta testers. Or, a more sophisticated network might use their own media to test the offer before making it a public offer in the network.

It is not easy to predict a winner or loser. But, steps can be taken to minimize risk.

Stuart Hochwert has a background in consumer publishing and direct mail. He is the President and Fonder of Ampere Media LLC (www.amperemedia.com), which runs the SilveriNet (www.silverinet.com) affiliate network. ☛

There is an unprecedented shift in media dollars from print and broadcast to on-line. As more eyeballs move on-line, advertisers are finding their traditional media does not work as well as it once did.

So, how do we prospect to get the next best on-line performance media offer for our affiliate network?

Other networks like the Google AdSense network and banner networks have it easier. The advertisers pay per click or per thousand and risk their own money. With the affiliate network, the advertiser does not risk anything; the risk falls to the affiliate.

Our job is to minimize this risk using our proprietary seven-step method:

If you've watched video on Hulu, Yahoo, or AOL, you've seen professional video with ad types like pre-roll, post-roll, and overlays.

As you get acquainted with video for affiliate marketing, don't concern yourself with these formats just yet. There are other ways to utilize video to drive traffic to merchants.

On a side note, I can't stand pre-roll. When I click play I want the video now, not after a 15-second ad.

CREATE AND UPLOAD VIDEO CONTENT

Video production for the newbie will not bust your budget. Camcorders such as the Flip are inexpensive and ridiculously easy to use.

Jim Kukral has created a great user guide for easy video production at [OnlineVideoToolkit.com](#). Check that out for production ideas.

Next, you need to publish and get it in front of people. You can upload to video hosting sites such as YouTube, Magnify, Revver, Viddler, and others.

TubeMogul is a service that can do this for you. However, you lose control of the advertising that the site displays around your video, unless you use a video host with a revenue sharing program.

After you upload to the video host, embed it on your site. Then you can leverage the traffic from the video host as well as your own site's traffic.

MAKE FRIENDS, HAVE FUN

Use the social networks to connect with other affiliate marketers into video. If you don't have accounts on Facebook, Twitter, Pownce, and MySpace, sign up now.

You can also create a community on Ning, and participate on forums and discussions on the video hosting sites.

CASHIN' IN

Monetize your video with affiliate links and banners.

On your own site, use merchant and product banner ads relevant to your video content. These can be hard coded or rotated through an ad server such as OpenX, or through a plugin like Max Banner Ads if you are using a WordPress blog.

Smaller niche sites can use a single merchant or product as a sponsor for the entire site, but you may need merchant permission.

Get things started with banner ad rotations or text links on the page, and remember to watermark your video if you plan to have it on multiple sites.

LET YOUR CONTENT BE YOUR AD

User generated video, produced by talented product evangelists with passion, can be both informative and entertaining (watch a Gary Vaynerchuk video to see it done right).

A major problem with this model is the unwillingness of some merchants to give up control of their products to customers and the fear of low quality video being associated with their products.

The solution to this is high quality video content backed by a growing social network. Merchants will come around when you drive sales.

It's still early in online video and even earlier for affiliate marketing through video. Make video now and experiment. You'll be ahead of the curve as the industry moves toward standardization.

Michael Buechele is the founder of 11/15 Media, Inc. ☛

HOW AFFILIATES CAN GET STARTED WITH VIDEO





By Jason Forthofer

AFFILIATE MARKETING - A GAME OF NUMBERS

You know those work from home opportunities you see advertised where the earning potential is seemingly unlimited?

With the right motivation, workers can make untold riches at a rate up to \$12 per hour.

Here's a little tip in case you haven't figured it out yet. The only one making the big paycheck is the guy that suckers are buying those e-books from.

If you've been an affiliate marketer for longer than a week, you know not to tell anyone about your successful campaigns.

I once ran an offer that made \$1,200 per day. Do you think I told people about it so they could compete with me on the same keywords?

So back to our \$12/hour opportunity.

Guess what? Affiliate marketers earning \$12 an hour will rake in \$105,120 per year. That's based on affiliate sites working 24/7: ($\$12 \times 24 \text{ hours} \times 365 \text{ days} = \$105,120$).

In what other industry can you make \$12 an hour and still make 6 digits?

Affiliate marketing is a numbers game.

Not to get all clichéd, but, slow and steady... well, you know the rest. What if you started approaching your affiliate efforts with this question: "What is it going to take for me to make \$1 per hour?" \$1 per hour is \$24/day, \$720/month, \$8,640 per year.

When was the last time you got an \$8,600 raise? Be careful not to focus



on the \$8,600. Focus only on the \$1 per hour. The rest will happen on its own.

Would you work 100 hours to make \$5/day more? I would.

Why?

Internet marketers have an advantage over almost every other business. We are always working, even when we're not.

If you worked 100 hours to make \$5 more per day, the first week you would have earned \$35 or \$0.35 per hour! However, one year later those 100 hours have net \$1,820 (\$18/hour). Fast-forward five years, \$9,100 (\$91/hour).

HOW TO GET IT DONE

Many super affiliates have blogged about how to reach affiliate marketing nirvana for years. Yet, we are too busy reading them instead of doing the work to get there.

It's not rocket science. You need to work for it, whether working on your SEO, creating another site, designing better landing pages, or improving conversion rates.

I'm not going to lie to you. Affiliate marketing is hard work.

It's not complex work, but it does involve many tough hours of research, testing, designing, coffee drinking, fighting sleep and more testing.

However, do this a few times, and you'll discover that affiliate marketing is a lot about building. Create a site that makes you \$100 per month. Then build another. And another.

Soon thereafter, a wonderful thing happens. You get better at it and now you're in control of your business.

Jason Forthofer is the Affiliate Manager for The Shops at 24Seven. Read his blog at <http://theshopsat24seven.blogspot.com>.

AUTOMATION FTW

SOME OF MY FAVORITE AFFILIATE TOOLS YOU MAY NOT BE USING.



Missy Ward, Co-founder of Affiliate Summit

I am a huge fan of automation. Anything that ultimately saves time and money, offers flexibility, and works properly when you use it, is a friend of mine.

That being said, I'd like to introduce you to a few of my friends.

BOUNCE

Bounce is a link management system that automates the monetization of links throughout your forum, blog, social net-

work, or content site by converting direct to merchant links to commissionable affiliate links on the fly. Bounce is easily installed via plug-in or JavaScript code. Once links are passing through the system, users can also view URL's of merchants that they currently aren't monetizing. More information on Bounce can be found at Bounce.cc.

FOR ME TO COUPON

For Me To Coupon offers an automated affiliate coupon feed which consolidates

deals from merchants across all major affiliate networks in the U.S. in a standard format. The feed is easy to integrate and is very flexible. Customization is available and U.K. and Canada affiliate networks are coming soon. More information can be found at ForMeToCoupon.com.

GOLDENCAN

GoldenCAN data feed integration enables affiliates to add millions of products, thousands of coupons, recent price drop products, and search on the affiliate website with only one line of HTML code. Affiliates can create stores with single or multiple merchants across networks without knowing any programming or database language. The data feed is maintained and hosted by GoldenCAN and serves the affiliate site in real time which ensures that product availability and pricing is always accurate. More information can be found at GoldenCAN.com.

POPSHOPS

PopShops is the largest searchable collection of affiliate products in the world; featuring over 44 million commissionable products that span eight networks including Commission Junction, Google Affiliate Network, LinkShare, and ShareASale. Their dynamic toolset is known for being so easy that "a 3-year old could use it". Their solution for the data feed headache won the ABestWeb award for Best Affiliate Tool of 2007. More information can be found at PopShops.com

Hopefully, these tools will become some of your good friends as well. Send me an email to let me know how you like them at missyward@feedfront.com.

Missy Ward is the Co-Founder of Affiliate Summit, the premier conference for the Affiliate Marketing Industry and Co-Editor-in-Chief of FeedFront Magazine. She is also an active affiliate. [↩](#)

THE POWER OF DIVERSITY CREATIVES AND LANDING PAGES

How affiliate marketing can work to reach African Americans, Hispanics and Asians

It took traditional marketers more than 50 years to figure out that people of different ethnic groups respond differently towards advertising. Hopefully, it won't take affiliate marketers that long because the theory has already been proven. Quite frankly, it was very obvious from the start.

If you are marketing to women, wouldn't you include images of women in your campaign? If you are marketing to teenagers, wouldn't you feature teens in the ad and perhaps some theme that appeals to that group? Of course you would. The same would go for senior citizens, and any other demographic you can think of.

There is no difference when it comes to marketing to minorities. There are an estimated 50,000 web sites whose visitors are primarily individuals who belong to a minority group. In addition, there are free services like ConnectPlatform.com that are being used heavily to create social networks specifically for minority groups.

Therefore, smart advertisers and networks should be advocating the development of culture-specific landing pages and creatives for their publishers.

Here are two ways to effectively reach this diverse audience with your affiliate offers:



1 Design your landing pages and creatives to have a multicultural theme. For example, incorporate a collage of pictures of Blacks, Hispanics, Asians, Native Americans, and Whites.

2 Design different landing pages and creatives for each ethnic group. This way, a publisher can choose which best fits their audience.

Consider this: Imagine you are a Chinese female that visits a website for a car loan quote. When you get there, you see a picture of a group of white business men.

Would this resonate with you?

Probably not.

However, if you visited that web site and saw a group of Chinese people there, you are 75% more likely to complete the offer.

Imagine the increase in conversions that you could see by implementing this simple, low-cost change.

It is important that you do not design your creatives to include racial stereotypes. For instance, not all African Americans like the hip-hop culture and not all Hispanics are Mexicans, let alone speak Spanish. In addition, not all Asians eat sushi.

The key is to do your research, and gain a full understanding of different cultures.

Remember that BET is a \$3 billion dollar company because they figured out how to appeal to the African American market. Univision is also worth billions because they understand how to reach the Hispanic market.

Combined there are over 70 million minorities in the United States who spend more than \$2 trillion dollars annually. Can you really afford to be missing out on all those conversions?

Dante Lee is an affiliate marketer and the president/CEO of Diversity City Media - an award-winning marketing and public relations firm based in Columbus, Ohio. ↵

ATTENTION PUBLISHERS!... THE SECRET IS OUT!



- THE INDUSTRY'S HIGHEST PAYING REWARDS PROGRAM
- THE INDUSTRY'S HIGHEST PAYING LIFETIME REFERRAL PROGRAM
- ALL PAYMENTS SENT TO PUBLISHERS VIA FED EX
- THE INDUSTRY'S FIRST AFFILIATE INTERNET TV PROGRAM

BECOMING A GREEN AFFILIATE MARKETER



Mickey Collins takes a break from being an affiliate to enjoy the green

Many affiliate marketers are eco-friendly by default, if they work from home for some or all of their work days.

Cutting out the commute is a good start, but what else can you do to be a green affiliate marketer?

USE LESS PAPER

Limit your printing and print double-sided when possible. Also, register for online banking and pay bills online.

If you need to send and receive faxes, you can easily cut down on paper. When sending faxes, I typically scan and email the documents, and when

receiving, I have an account with Call-Wave, where my faxes come in as attachments via email.

Not only does this limit the paper usage, but it also enables me to have a digital archive of incoming and outgoing faxes.

And if you use lots of Post-its to remind yourself of things, switch to online reminders via Microsoft Outlook Tasks, RememberTheMilk.com, or some other paper-free reminder system.

REUSE YOUR PAPER

Of course, sometimes you need to print things out, and you receive paper in the mail. Plus, you have your favorite

magazines, like FeedFront. ;-)

Use the once used paper in your possession as scrap paper. And those magazines... donate them to your local library or send to your friends and associates.

DON'T BE A POWER HOG

If you're leaving the office for a while, set your computer and other office machines in power saving mode, or turn them off.

You might not want to reboot the computer every time, but it takes a second to turn off that monitor.

This goes for your A/C and lights, too.



Beaudon Spaulding, SMSPolitical.com



Sam Harrelson, CostPerNews.com



Melissa Salas, Buy.com



Michael Buechele, 11|15 Media



Amy Rodriguez, Affiliate Summit



Jim Kukral, ScratchBack.com

Use Those Swirly Light Bulbs

You know those funny looking light bulbs? They are known as compact fluorescent light bulbs.

According to ENERGY STAR, a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy, ENERGY STAR qualified CFLs use about 75 percent less energy than standard incandescent bulbs and last up to 10 times longer.

These bulbs will save you some cash, too. You can bank \$30 or so in electricity costs over each bulb's lifetime.

STOP THROWING STUFF OUT

Don't use paper plates and throwaway coffee cups. You're at home, so use your real plates and cups. Clean and reuse, instead of piling up the landfills.

And all of that junk mail? Check out stopjunk.com for instructions to get off direct mailing lists.

The identity theft prevention service life-lock.com also gets your name removed from pre-approved credit card and junk mail lists.

YOU'RE GREEN AND PROUD, SHOUT IT OUT LOUD

Affiliate Summit would like to help you show off your Green Affiliate pride by slapping a Green Affiliate sticker on your laptop. Or your bike, monitor, fridge, etc.

This is a removable laptop sticker from Sticker Giant, so you can remove it at any time without leaving gunk on your computer.

This offer is good for U.S. addresses only.

Request your free stickers at www.affiliatesummit.com/green.

Shawn Collins is a Co-founder of Affiliate Summit and Co-Editor-in-Chief of Feed Front Magazine. ☺



Scott Jangro, Jangro.com

THE TOS THAT BIND

You've just found a new offer you think you can profit from. You're in a hurry, so you fill out the signup form, and click the checkbox that says you've read the Terms of Service (TOS) or affiliate agreement, even though you didn't. Heck, there's not going to be anything in there that affects you anyway, right?

Wrong.

Buried inside that legal agreement are clauses that may allow the company to withhold commissions you've earned, wait for months to pay you, force you to run ads for the company long after you'd like to take them down, or make you liable for damages in lawsuits.

A few years ago, a merchant withheld commissions from a publisher because a page on the publisher's site wound up as the third listing in organic results for a search term associated with the company's product.

The clickable link in the search listing was the affiliate link instead of a link to the page the listing described. The merchant denied payment as their TOS stated that affiliates would not be paid for sales resulting from affiliate links contained within the SERP's.

In another case, a publisher discovered the hard way that the TOS for a contextual ad network they were working with, required publishers to give the network 90-days advanced notice

before removing the network's ads. A week after the publisher removed most (but not all) of the network's ads, they received a call from their account manager who reminded them about the 90-day out clause.

Much to the publisher's dismay, when their commission check arrived, it was for 25% of the amount that they had earned. In addition to the 90-day out clause mentioned above, the network's TOS also included a clause enabling the network to withhold earnings for a period of 2-months prior to any breach in the contract by the publisher

Clauses that directly affect earnings aren't necessarily the biggest problems, either. Some "indemnification and hold harmless clauses" are potentially much more damaging.

Merchants and ad networks will advise publishers that the purpose of indemnification clauses is to provide self-protection in the event a publisher does something that causes a lawsuit to transpire.

Unfortunately, that's not how some of those clauses actually read. In some cases, such clauses are written to protect the merchant or network from publishers, even if the publisher has done nothing wrong. Their goal is to indemnify themselves from claims brought on by third parties arising out of the publisher's use of merchant's or network's material.

So, what do you do if you like a deal and think it will do well for you, but you don't like the TOS?

Negotiate.

If a merchant is excited about working with you, they'll be willing to make changes. They won't remove particularly egregious indemnification clauses, but you can ask them to have the clause rewritten by their attorney so that you are only on the hook for your own misdeeds - not for the transgressions of the merchant or network themselves.

Janet Attard is the President and CEO of Business Know-How (www.businessknowhow.com) a popular small business website. ◀



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Founded in April 2006 by experienced search marketers and software experts, Marin Software provides an enterprise-class paid search management application for advertisers and agencies who are spending \$50,000 and more monthly on paid search.

Combining power and ease-of-use, Marin Search Marketer™, a hosted search management application, addresses the workflow, analysis and optimization needs of professional search marketers, saving time and improving financial performance.

If you are tired of search management applications that simply don't work or if you are still using spreadsheets to manage your campaigns, please contact us for a free, full-featured, 30-day trial to see the benefits for yourself.

Marin Search Marketer offers advertisers and agencies:

- ✓ Cross-publisher campaign management
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THE 10 AFFILIATE MANAGER COMMANDMENTS

Below is a listing of personal philosophies that I follow each day in my role as an affiliate manager.

I call them my Ten Affiliate Manager Commandments, because I see them as imperative, in order to do my job effectively and foster the bond between my company and the affiliates that are in my program.

Ponder them and try to incorporate some or all into your affiliate program.

1 THOU SHALL ALWAYS BE ACCESSIBLE

Be available through different communication channels, including email, phone, forums and Facebook. If affiliates can't get a hold of you, chances are they will move on to your competition.

2 HONOR THY PARENT COMPANY AND THY AFFILIATE PARTNER

As an affiliate manager, your alliances are to both parties. Ultimately, both the company and affiliates share the same goals: generate revenue, experience growth and achieve a positive ROI.

3 THOU SHALT NOT WORK WITH AFFILIATES WHO STEAL

This includes adware, loyaltyware, cookie-stuffers, and PPC violators. It's your program. Take ownership and clean house. Educate yourself at ABestWeb.com's Parasiteware forum and Affiliate-FairPlay.com.

4 THOU SHALL ADHERE TO A CODE OF ETHICS.

If you are, or if you allow affiliates to partake in unethical activity, you are stealing from your company. In this business, reputation is everything. Do the right thing from the beginning and you'll have nothing to worry about.



5 THOU SHALL PAY COMMISSIONS TIMELY AND FAIRLY

Pay commissions on time, every time. If the payment schedule is interrupted, communicate the issue. Affiliates are not employees, but they should be treated with the same respect employees deserve.

6 THOU SHALL BE A CHAMPION FOR AFFILIATES WITHIN THE ORGANIZATION

As an affiliate manager, it is your duty and obligation to advocate for your affiliates within your company. Educate C-levels to understand the value affiliates bring to the table. Hint: It's more than just revenue.

7 THOU SHALL COMMUNICATE EFFECTIVELY.

Affiliate partners must be kept abreast of any changes to the program, including changes to your site, product line and any tools they may be utilizing. Make it a common practice to communicate with them on a regular basis.

8 THOU SHALL BE KNOWLEDGEABLE ABOUT THE INDUSTRY

Learn by participating in forums and reading industry magazines. Attend Affiliate Summit and other gatherings to network and visit affiliate marketing Web sites. Take the initiative to educate yourself about affiliate marketing and Web marketing in general.

9 THOU SHALT NOT REMOVE AFFILIATES FOR LOW OR NO PERFORMANCE

These affiliates have shown interest. Now it is your job to help get the ball rolling. Reach out, ask if there is anything they need or if they have questions, but never hit the delete button. Doing so kills any possible chance of a relationship in the future.

10 THOU SHALT NOT BECOME IDLE

Even the best in the business work hard to maintain that status. The sky is the limit. Rarely do wonderful things happen to those that sit around and wait for them.

Kim Rodgers manages the 4Checks.com affiliate program, which was voted Best Affiliate Program and Most Improved Affiliate Program (ABestWeb, 2007). ↩

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WHAT WE ARE LOOKING FOR

Affiliate partners who can take the highest payouts in the industry and generate quality lead volume for our partner schools



For more information or to
become a partner, contact us at:
Phone: 718.761.4800, ext. 106
Email: jmarange@collegebound.net

WAYS AFFILIATE MANAGERS SHOULD BE HELPING PUBLISHERS

UNIQUE WAYS TO HELP YOUR PARTNERS BEYOND JUST COUPONS, FREE TRIALS AND CREATIVE



Brian Hawkins, Affiliate Manager at Pingo.com

If you really want to grow your affiliate program you need to start treating your affiliates as true strategic partners. Good affiliates are in high demand. They have dozens of ways to monetize their traffic, including working for your competitors.

AFFILIATE MANAGERS SHOULD BE SUPER AFFILIATES

Take the driver's seat - put yourself into your publisher's shoes. Prove that you can be a super affiliate.

Build a test affiliate Web site in another niche to demonstrate you can get targeted traffic. Study which keywords, landing pages, creative, and ad copy actually convert into sales.

ate managers often get a bad rap for being incentivized for the wrong goals and leaking out too many confidential affiliate strategies.

Your communications should be sincerely helpful yet prove that you have a product that's worth their time to promote.

Take the time to listen and learn your partner's business model. Then prove that you're reliable and honest with what you can bring to the table.

PROVIDE UNIQUE OFFERS

Your affiliate newsletter needs to stand out in the publisher's cluttered inbox. Free trials, coupons and fresh creative are nice but you need to go above and

Then, use your findings to provide real advice to your affiliates.

ESTABLISH TRUST

It's not just "SHOW ME THE MONEY!" Everyone says that they have the highest paying offers that convert like gangbusters. It's "PROVE WE CAN EARN THE MONEY!"

Provide real stats and examples of the actual earning potential. Affili-

beyond the basics to really help your publishers.

Think about offering a free unique gift to information guide with purchase or lead request. Make sure it has high perceived value to boost the conversion rate for impulse sales. Consider offering this only through the affiliate channel or exclusive partners.

BE CREATIVE

Try sponsoring prizes and giveaways to help your partners create viral marketing buzz. Make an effort to boost user-generated content to video entries or to earn SEO link bait and social bookmarking votes.

Save your partners' precious time and invest in their success by offering to hire freelance ghost writers, video producers, graphic designers or widget to game programmers.

TRAIN YOUR FUTURE TOP PRODUCERS

Think twice before you decide to kick out partners just because they didn't deliver any clicks in the last thirty days. The email distribution cost savings is only fractional to the potential that these future partners could bring to the table.

Focus on training your mid-level producing to inactive partners on the best affiliate marketing tips available.

If you really want to help your partners, then join the tribe. A real affiliate makes for a better affiliate manager.

Brian Hawkins is a dedicated affiliate manager of Pingo.com, a global calling card provider. ☺

SHOW YOUR AFFILIATE PROGRAM SOME *love*...

Introducing **AFFILIATE KARMA** from Stephanie Agresta Consulting!

WHAT GOES AROUND...

Is your affiliate program generating 10–20% of your total online sales? It could be — but what you get out of it all depends on what you put into it.

Affiliate Karma turns so-so affiliate programs into powerhouses by focusing on the areas that need the most *love*!

RELATIONSHIPS:

We'll formulate a plan to grow your most valuable relationships and forge new ones.

STRATEGY:

There are very specific strategies that must occur in order to launch a strong affiliate channel. With a heavy emphasis on analyzing the data and communication with partners, the Affiliate Karma team provides on-going guidance for areas of improvement and opportunity.

EXPOSURE:

We'll recruit bloggers, and incorporate your program into the Affiliate Karma blog, Facebook group, Twitter page, and other tactics. Offline, we'll represent you at industry events.

...COMES AROUND. BIG TIME.

Invest in your affiliate program, and reap the rewards: maximized sales and minimized customer acquisition costs. Don't have an affiliate program yet? Launch one in Q3 and **save 50% on launch fees**. Plus contact us about hour Q4 Holiday Marketing package!



affiliateKARMA

SIX DEGREES OF AFFILIATE MARKETING

Ever wonder where you would be if you hadn't made that extra contact or connection?

If you've already been to a networking conference like Affiliate Summit and saw a speaker or person you wanted to talk with, you may already be very familiar with the situation.

Right after the speaker has finished their presentation, everyone rushes up to them and has their own questions to ask, or at the very least, just to introduce themselves.

For the speaker, the majority of these new contacts will fizzle out or just become another business card added to the Rolodex.

But every once in a while, there are those life changing contacts.

Wikipedia defines six degrees of separation as *"the idea that, if a person is one step away from each person he or she knows and two steps away from each person who is known by one of the people he or she knows, then everyone is an average of six "steps" away from each person on Earth."*

This principal could be no truer than in our affiliate marketing space.

The first conference I ever attended was Commission Junction University (CJU), back in 2000 while I was still in high school.

At the time I was only 17, and just a few days before the event, my father and I decided to fly out.

This decision was the "tipping point" for my business.

While at CJU, I made priceless contacts and new friends that I still work and

talk with today. To this day, I can link a great majority of my existing business relationships to those first contacts I made years ago.

At one of my first speaking engagements, I focused on social/business networking, and it's importance to success. To help make my point I developed a slide that laid out a lineage of how a few key people can really change your life and business.

This is a great exercise for anyone to do. It really points out the many key people that have helped you succeed over the years and shows how one person leads to.

One fact I have learned over the years is that, "good people know good people", and this is the basis for successful networking.

I would encourage everyone to perform this exercise on their own business life, it is not only an eye opener, but also is a very strong lesson in "humble pie".

You will discover how many good people contributed to your successes.

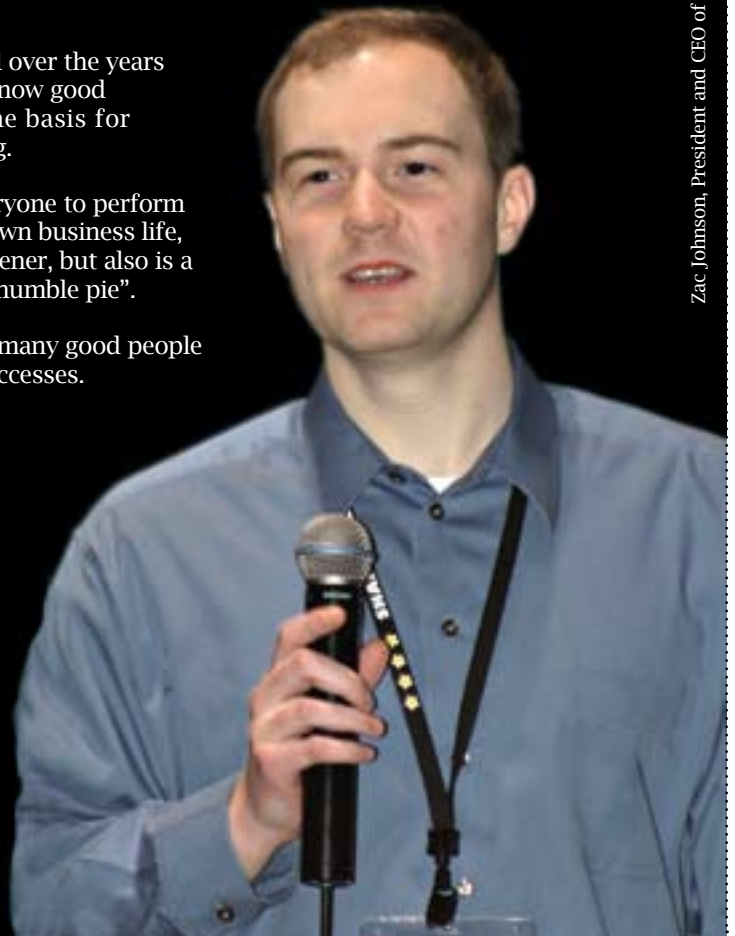
You never know where that next "life or business changing" contact may happen. At your next conference or marketing event, make sure you take the leap to talk with everyone you can.

No matter how well known, or how much of a newbie someone might be, make sure you take

the time to speak with them, learn about their business and them personally.

Most importantly, show respect to anyone you meet. You may just be surprised who they are, who they become, or better yet, whom they might know.

Zac Johnson is President and CEO of MoneyReign Inc.



Zac Johnson, President and CEO of MoneyReign, Inc.

By Stephanie Agresta

So many events, so little time.

That was the pervasive feeling of attendees at the first of its kind "Internet Week," held in New York City June 3-10, 2008.

But beyond the parties and revelry, the week provided leaders in technology, media, marketing and advertising an opportunity to come together and engage in substantive conversation about the convergence of traditional marketing and emerging media channels.

Started by the International Academy of Digital Arts and Sciences (IADAS), in cooperation with the city of New York and the Mayor's Office of Film, Theatre & Broadcasting, the week was billed as a celebration of digital media industry and community.

Not nearly the size or stature of its inspiration, Fashion Week,

INTERNET WEEK TAKES OVER NEW YORK



Stephanie Agresta and Tay Zonday of Chocolate Rain fame

which started in its current form in 1993, Internet Week will undoubtedly grow quick given the level of moxie and motivation of the NYC tech crowd.

Highlights from the week included, the live DiggNation taping, The Mashable Exhibit Hall, The Tech-Set party at the Hotel Gansevoort, The Federated Media Conversational Marketing Summit, The Webby Awards, and the New York Software Industry Association (NYSIA) networking event.

I predict an expansion into other cities and hopefully internationally. This was definitely the start of something grand.

Stephanie Agresta is the founder of InternetGeekGirl.com and AffiliateKarma.com

Free
CreditReports360
Your Complete Credit Report Source



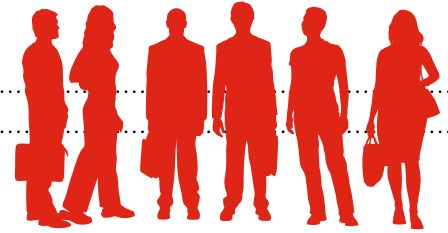
Our Offer Outshines

- 7 years experience in credit reporting vertical
- We know what works! We have tested ALL offers
- Our forms are rigorously tested daily
- In-house Creative & Tech support
- Shortest form in the industry

Your Opportunity Awaits

Drive your revenue to a higher level. Contact our affiliate team and get started now.

partners@freecreditreports360.com



AFFILIATE SUMMIT EAST 2008 AGENDA

SATURDAY, AUGUST 9

LIVE AFFILIATE MANAGER WORKSHOP

LOCATION: WATERFRONT 1

TIME: 8:00AM - 12:30PM

Join Affiliate Classroom for a half-day workshop dedicated to Affiliate Managers. Packed with tips, advice and how-to information, this workshop will include Networking opportunities so you can meet one another and begin building relationships. Plus, Roundtable Discussions where you can meet with your peers and a topical expert to discuss affiliate marketing best practices and advanced affiliate management strategies.

Learn from and interact with industry professionals including Peter Figueredo, Trisha Lyn Fawver, Lee "The Lead Man" Gientke, Sam Harrelson, Rebecca Madigan, Heather Paulson, Lisa Riolo and Brad Waller.

For more information and to register, visit: www.AffiliateClassroomLIVE.com.

Note: This requires a separate registration from the Affiliate Summit conference.

SUNDAY, AUGUST 10

CHRISTIAN AFFILIATE MARKETING ASSOCIATION - THE CAMA CRUISE

LOCATION: WORLD TRADE CENTER DOCK

TIME: 8:30AM - 11:00AM

BOOTH SETUP

LOCATION: EXHIBIT HALL AREA - COMMONWEALTH COMPLEX

EXHIBITOR MOVE IN: 9:00AM - 6:00PM

REGISTRATION

LOCATION: COMMONWEALTH COMPLEX REGISTRATION AREA

TIME: 8:30AM - 6:00PM



Intel LLC, Platinum Sponsor of Affiliate Summit 2008 East - Boston

AFFILIATE MEET MARKET

LOCATION: CITYVIEW BALLROOM

TIME: 12:00PM - 6:00PM

EXHIBITOR MOVE IN: 9:00AM - 12:00PM

Affiliate Summit kicks off with an extended session of structured, face to face networking. Merchants will have tables set to meet with affiliates to discuss their affiliate programs and cut deals. Vendors that cater to affiliates and merchants will also have tables to share information about their products and services. Each table is a meeting spot for teaching, learning, closing deals, creating partnerships and finding new opportunities.

WHICH PPC ENGINES WORK AND HOW?

LOCATION: HARBORVIEW BALLROOM 1

TIME: 12:00PM - 1:00PM

(This Session is Open to Full Conference Pass Holders Only)

Which PPC engines are going to make you money? How can you manage a large campaign (1000's of unique ads on multiple networks) with just one person? Learn tricks to automate your PPC management.

- John Hasson, Owner, JohnHasson.com



OneNetworkDirect, Silver Sponsor of Affiliate Summit East - Boston

Affiliate Summit 2007 East Session Audience

SHAREASALE NETWORK EDUCATION CLINIC

LOCATION: HARBORVIEW BALLROOM 2

TIME: 12:00PM - 1:00PM

(This Session is Open to All Attendees)

Affiliates will have an opportunity to learn tips and tricks about how to most effectively work with ShareASale merchants.

LEVERAGING SOCIAL MEDIA

LOCATION: HARBORVIEW BALLROOM 1

TIME: 1:30PM - 2:30PM

(This Session is Open to Full Conference Pass Holders Only)

This session helps affiliate marketers, networks and merchants recognize the power of adapting and adopting social media platforms into their programs for increased traffic, conversions and profit.

- Sam Harrelson, Publisher, CostPerNews

MONETIZE YOUR SITE WITH AMAZON ASSOCIATES

LOCATION: HARBORVIEW BALLROOM 2

TIME: 1:30PM - 2:30PM

(This Session is Open to All Attendees)

The Amazon Associates program has helped affiliates monetize web properties for over 10 years. Hear from current Amazon Associates about how they drive revenue through their sites with Amazon.

- Matt Tavis, Senior Product Manager, Amazon
- Jay Brewer, Founder, Blogpire Productions
- Lydia Walshin, Blogger, ThePerfectPantry.com

NY TAX LAWS - ISSUES AND SOLUTIONS

LOCATION: HARBORVIEW BALLROOM 1

TIME: 3:00PM - 4:00PM

(This Session is Open to Full Conference Pass Holders Only)

Discussion on the New York Affiliate Tax on the issues and solutions surrounding the new law.

- Adam Riemer, Director of Marketing and Client Relations, Downtown Ecommerce Partners (Moderator)
- Chris Henger, Group Product Manager, Google Affiliate Network
- Kim Rodgers, Affiliate Manager, 4Checks.com
- Melanie Seery, Affiliate, NY Affiliate Voice
- Clarke D. Walton, Internet Lawyer, Walton Law Firm, P.C.

PEPPERJAMNETWORK EDUCATION CLINIC

LOCATION: HARBORVIEW BALLROOM 2

TIME: 3:00PM - 4:00PM

(This Session is Open to All Attendees)

Affiliates will have an opportunity to learn tips and tricks about how to most effectively work with pepperjamNETWORK merchants.



Affiliate Summit East 2008 Agenda

AFFILIATE MARKETING BASICS FOR MERCHANTS

LOCATION: HARBORVIEW BALLROOM 1

TIME: 4:30PM - 5:30PM

(This Session is Open to Full Conference Pass Holders Only)

Overview of how to be an efficient and successful affiliate manager.

- *Andy Rodriguez, President, Andy Rodriguez Consulting Inc*

NETWORK EDUCATION CLINIC 4

LOCATION: HARBORVIEW BALLROOM 2

TIME: 4:30PM - 5:30PM

(This Session is Open to All Attendees)

AFFILIATE SUMMIT HOSPITALITY ROOM OPEN

Sponsored by Partner Fusion

LOCATION: ATRIUM LOBBY

TIME: 9:00PM - 11:00PM

MONDAY, AUGUST 11

CONTINENTAL BREAKFAST

LOCATION: EXHIBIT HALL AREA - COMMONWEALTH COMPLEX

TIME: 8:00AM - 9:00AM

(Breakfast is Open to Full Conference Pass Holders Only)



Affiliate Summit 2008 West Audience

REGISTRATION

LOCATION: COMMONWEALTH COMPLEX REGISTRATION AREA

TIME: 8:00AM - 6:00PM

BLOGHAUS/PRESS ROOM

LOCATION: BEACON HILL 1&2

TIME: 8:00AM - 6:00PM

OPENING REMARKS & KEYNOTE

LOCATION: GENERAL SESSION ROOM - COMMONWEALTH COMPLEX

TIME: 9:00AM - 10:15AM

- *Jim Kukral, Owner, ScratchBack.com (MC)*
- *"Blue Man Group" Performance*
- *Cory Booker, Mayor, Newark, NJ (Keynote)*

(This Session is Open to Full Conference Pass Holders Only)

COFFEE SERVICE

LOCATION: EXHIBIT HALL AREA - COMMONWEALTH COMPLEX

TIME: 10:00AM - 12:30PM AND 2:00PM - 6:00PM

EXHIBIT HALL

LOCATION: EXHIBIT HALL AREA - COMMONWEALTH COMPLEX

TIME: 10:00AM - 5:00PM



Linkshare Corp., Gold Sponsor of Affiliate Summit 2008 East - Boston

THE STATE OF AD NETWORKS

SESSION 1A

LOCATION: CLASSROOM A - CITYVIEW BALLROOM

TIME: 10:30AM - 11:30AM

(This Session is Open to Full Conference Pass Holders Only)

The trends are evident and there is no debate: we are in the midst of a tremendous rise in performance-based marketing and it has now overtaken CPM as the preferred pricing model.

- *Todd Crawford, Owner, ToddTalks.com (Moderator)*
- *Michael Jenkins, CEO/Founder, MarketLeverage*
- *Bob King, CEO, ClickBank*
- *Don Mathis, President, Epic Advertising*
- *Aleck Schleider, Vice President of Marketing, AOL's Platform-A division*

CONTENT THAT KILLS

SESSION 1B

LOCATION: CLASSROOM B - AMPHITHEATER

TIME: 10:30AM - 11:30AM

(This Session is Open to Full Conference Pass Holders Only)

Content is king and you need to have compelling content that draws people in. This session focuses on strategies for developing and creative killer content that can't be ignored.

- *Lisa Picarille, Publisher & Editor-in-Chief, Revenue Magazine (Moderator)*
- *Angel Djambazov, OPM, Custom Tailored Marketing*
- *Kim Rowley, Founder, Key Internet Marketing, Inc.*

MY 5 FAVORITE SEO STRATEGIES EXPOSED

SESSION 1C

LOCATION: CLASSROOM C - HARBORVIEW BALLROOM

TIME: 10:30AM - 11:30AM

(This Session is Open to Full Conference Pass Holders Only)

In this session we'll share the tools that we use daily to get great results for clients. Expect to learn a lot in a quick exchange of tools to help you evaluate opportunities and optimize your sites.

- *Wil Reynolds, Associate, SEER Interactive*

LUNCHEON

LOCATION: EXHIBIT HALL AREA - COMMONWEALTH COMPLEX

TIME: 12:00PM - 1:30PM

(Lunch is Open to Full Conference Pass Holders Only)

ANATOMY OF A GREAT AFFILIATE PROGRAM

SESSION 2A

LOCATION: CLASSROOM A - CITYVIEW BALLROOM

TIME: 1:30PM - 2:30PM

(This Session is Open to Full Conference Pass Holders Only)

Panel of affiliates discuss the good and bad aspects of affiliate programs and how to structure the most attractive affiliate program.

- *Heather Paulson, President, Paulson Management Group (Moderator)*
- *Janet Attard, Founder and President, BusinessKnowHow.com*
- *Ian Fernando, Founder, IANternet Media, LLC*
- *Daniel Gray, Owner, geekbooks*



Affiliate Summit 2008 West - CX Digital Booth



Chris Graham, Syntrix and Sal Conca, Puritan's Pride

LANDING PAGE TESTING TO ATTRACT SUPER AFFILIATES

SESSION 3A

LOCATION: CLASSROOM A
- CITYVIEW BALLROOM

TIME: 3:00PM - 4:00PM

(This Session is Open to Full Conference Pass Holders Only)

Landing Page Testing can lead to double digit conversion rate gains. Learn how to test your pages to improve conversion, and attract super affiliates without changing your payout structure.

- *Tim Ash, President, SiteTuners.com*

HOW IS SOCIAL MEDIA CHANGING AFFILIATE

COMPLIANCE. IT'S MORE THAN A BUZZ WORD

SESSION 2B

LOCATION: CLASSROOM B - AMPHITHEATER

TIME: 1:30PM - 2:30PM

(This Session is Open to Full Conference Pass Holders Only)

This panel will present a survival guide to existing in an industry that is regulated by the Federal government, 50 state attorneys' general, industry associations and self appointed watchdog groups.

- *Steven S. Richter, President, Media Breakaway, LLC (Moderator)*
- *Sanj Goyle, Senior Director of Lead Generation, Yahoo, Inc.*
- *Carolyn Hodge, VP of Communications, TRUSTe*
- *Gary Kibel, Partner, Davis & Gilbert LLP*

PERFORMANCE MARKETING ALLIANCE Q&A

SESSION 2C

LOCATION: CLASSROOM C - HARBORVIEW BALLROOM

TIME: 1:30PM - 2:30PM

(This Session is Open to Full Conference Pass Holders Only)

Open discussion regarding the formation and plans for the Performance Marketing Alliance.

- *Rebecca Madigan, Performance Marketing Alliance*



Andrew Wee, Nexus Concepts and Julia Stead, Share Results

MARKETING

SESSION 3B

LOCATION: CLASSROOM B - AMPHITHEATER

TIME: 3:00PM - 4:00PM

(This Session is Open to Full Conference Pass Holders Only)

In an era of brand evangelists, word of mouthers, meme starters, and buzz agents, empowered by social communications and new technologies, what is the definition of an affiliate?

- *Ted Murphy, Founder/CEO, IZEA (Moderator)*
- *Stephanie Agresta, Internet Geek Girl*
- *Chris Brogan, VP Strategy & Technology, CrossTech Media*
- *Rob Key, CEO, Converseon*
- *Brian Solis, President, FutureWorks PR, Inc., PR 2.0*

LEGAL 2.0: HOT TOPICS IN AFFILIATE MARKETING

SESSION 3C

LOCATION: CLASSROOM C - HARBORVIEW BALLROOM

TIME: 3:00PM - 4:00PM

(This Session is Open to Full Conference Pass Holders Only)

Legal experts and regulators map out the legal minefields of affiliate marketing providing critical updates on advertising and online marketing law plus FTC and state enforcement actions.

- *Leonard L. Gordon, Regional Director, Federal Trade Commission*
- *Jeffrey Greenbaum, Partner, Frankfurt Kurnit Klein & Selz, PC*
- *Will Haselden, Founder, Chief - Cyberfraud Section, Office of the Attorney General, State of Florida*
- *Bennet Kelley, Founder, Internet Law Center*

PPC SEARCH: DISCLOSURE VS. FREE-FOR-ALL

SESSION 4A

LOCATION: CLASSROOM A - CITYVIEW BALLROOM

TIME: 4:30PM - 5:30PM

(This Session is Open to Full Conference Pass Holders Only)

Judicious use of additional affiliate sites to buy PPC links can increase overall sales. Uncontrolled use of affiliates to buy PPC results in bid escalation. What's the right mix?

- *Kevin Lee, Chairman and CEO, Didit*

PPC SUPER AFFILIATE STRATEGIES YOU MUST KNOW

SESSION 4B

LOCATION: CLASSROOM B - AMPHITHEATER

TIME: 4:30PM - 5:30PM

(This Session is Open to Full Conference Pass Holders Only)

Super Affiliate Amit Mehta reveals little known techniques and strategies he uses to drive massive volume and generated large revenues via PPC affiliate marketing.

- *Amit Mehta, Founder, SuperAffiliateMindset.com*

THE TEN HOTTEST STRATEGIES FOR INTERNET MARKETING

SESSION 4C

LOCATION: CLASSROOM C - HARBORVIEW BALLROOM

TIME: 4:30PM - 5:30PM

(This Session is Open to Full Conference Pass Holders Only)

Discover top affiliate trends, what's working for business, how to build your personal brand. Explore the best Web 2.0 tools, social media, conversion, long tail, video, podcasts and virtual worlds.

- *Jay Berkowitz, CEO, Ten Golden Rules*



Affiliate Summit East 2008 Agenda

GREAT AFFILIATE ROAD RALLY

LOCATION: GENERAL SESSION ROOM - COMMONWEALTH COMPLEX

TIME: 6:00PM - 7:00PM

The driver of the first car to cross the finish line for the Great Affiliate Road Rally will be awarded a 10' x 10' exhibit hall booth (value: \$4,995) for Affiliate Summit 2009 West in Las Vegas, taking place January 11-13, 2009.

And yes, the booth is transferable, so the winner can sell it at whatever cost they wish.

The entry fee is \$100, which is a donation made directly to The LEAGUE, for more information: <http://www.leagueworldwide.org>.

More details at <http://www.affiliatesummit.com/road-race.php>.

AFFILIATE SUMMIT HOSPITALITY ROOM OPEN

Sponsored by Partner Fusion

LOCATION: ATRIUM LOBBY

TIME: 9:00PM - 11:00PM

WEBMASTERRADIO.FM AFFILIATE BASH

LOCATION: TBA

TIME: 8:00PM - ?

TUESDAY, AUGUST 12
CONTINENTAL BREAKFAST

LOCATION: EXHIBIT HALL AREA - COMMONWEALTH COMPLEX

TIME: 8:00AM - 9:00AM

(Breakfast is Open to Full Conference Pass Holders Only)

REGISTRATION

LOCATION: COMMONWEALTH COMPLEX REGISTRATION AREA

TIME: 8:30AM - 3:00PM

COFFEE SERVICE

LOCATION: EXHIBIT HALL AREA - COMMONWEALTH COMPLEX

TIME: 10:00AM - 12:30PM AND 2:00PM - 6:00PM

BLOGHAUS/PRESS ROOM

LOCATION: BEACON HILL 162

TIME: 8:00AM - 6:00PM

EXHIBIT HALL

LOCATION: EXHIBIT HALL AREA - COMMONWEALTH COMPLEX

TIME: 10:00AM - 5:00PM

ASK THE EXPERTS

LOCATION: GENERAL SESSION ROOM - COMMONWEALTH COMPLEX

TIME: 9:00AM - 10:30AM

(This Session is Open to Full Conference Pass Holders Only)



Malaika Schmidt and Amy Sheridan - Blue Phoenix Media, Inc.



Affiliate Summit 2008 West Keynote Audience



The Collegebound Network Booth - Affiliate Summit 2008 West

It's Lunchtime - Affiliate Summit West in Vegas

Ask the Experts will be an opportunity for merchants, networks and affiliates to ask questions about various specialties and issues.

Handpicked experts will handle topics in their specialty, and conduct chats, answer questions and share opinions during this networking and education session.

- *Content Driven SEO - Byron White, President, LifeTips.com*
- *Creating Search Partnerships with Top Super Affiliates - Karen White, Vice President of Business Development & Marketing, Partner Fusion, Inc*
- *Email Marketing - William Waggoner, Vice President, AAW Marketing, LLC*
- *Google Radio and Print Ads - Holly Preuss, Principal, Granular Solutions*
- *Growing a Blog - Zac Johnson, President / CEO, MoneyReign Inc.*
- *Making the Most of Your Leads - Christian Habermann, SVP Business Development, Consumer United*
- *Mobile Internet - Peter Glaeser, Online Entrepreneur, AffiliateTracking.de*
- *Online Video - Craig Gordon, President, WebPeople*
- *Strategies to Drive Mass Traffic - Carlos Garcia, Vice-President, TrafficTactics*

THE FUTURE OF PERFORMANCE MARKETING

SESSION 5A

LOCATION: CLASSROOM A - CITYVIEW BALLROOM

TIME: 11:00AM - 12:00PM

(This Session is Open to Full Conference Pass Holders Only)

Industry leaders will explore the performance marketing landscape and what the future holds. Who will lead the growth as the industry matures? Publishers? Networks? Google? Who will acquire who?

- *Stephanie Gay, Director, External Channels, American Express*
- *Chris Kramer, Co-Founder & Media Director, NE-Texponent*
- *Kim Riedell, Vice President, Client Development-East, Commission Junction*
- *Steve Schaffer, Founder & CEO, Vertive, Inc.*

WEB 2.0 FOR AFFILIATES

SESSION 5B

LOCATION: CLASSROOM B - AMPHITHEATER

TIME: 11:00AM - 12:00PM

(This Session is Open to Full Conference Pass Holders Only)

You will quickly be left behind if Web 2.0 strategies are not part of your overall marketing blueprint. How are affiliate marketers using these new kinds of media and what impacts are they having?

- *Ernie St. Gelais, CTO and Co-Founder, LinkConnector*



Affiliate Summit East 2008 Agenda

LESSONS LEARNED IN USING VIDEO FOR AFFILIATES

SESSION 5C

LOCATION: CLASSROOM C - HARBORVIEW BALLROOM

TIME: 11:00AM - 12:00PM

(This Session is Open to Full Conference Pass Holders Only)

A discussion of what we have learned in terms of using video to drive higher click through and conversion rates.

- *Jonathan Stefansky, EVP Sales and Marketing, Qoof*



Jonathan Stefansky Qoof, EVP Sales and Marketing

LUNCHEON

LOCATION: EXHIBIT HALL AREA - COMMONWEALTH COMPLEX

TIME: 12:00PM - 1:30PM

(Lunch is Open to Full Conference Pass Holders Only)

LEAD GENERATION FOR EMARKETERS

SESSION 6A

LOCATION: CLASSROOM A - CITYVIEW BALLROOM

TIME: 2:00PM - 3:00PM

(This Session is Open to Full Conference Pass Holders Only)

Lead generation is one of the biggest tools of emarketing. The success of a lead generation campaign is the single most useful tool for advertisers to target their products and services to prospects.

- *Kelli Beougher, Senior Vice President, LinkShare Corp.*



Affiliate Summit 2008 West - Affiliate Meet Market

INTERNATIONAL OPTIONS FOR US AFFILIATES

SESSION 6B

LOCATION: CLASSROOM B - AMPHITHEATER

TIME: 2:00PM - 3:00PM

(This Session is Open to Full Conference Pass Holders Only)

Discussion of expanding business internationally.

- *Jim Mansfield, CEO, Intela*



Jim Banks, PrimaryAds UK, John Epp, WebmasterRadio.FM, Byron White, Lifetips and Brandy Shapiro-Babin, WebmasterRadio.FM

COPYWRITING CLINIC

SESSION 6C

LOCATION: CLASSROOM C - HARBORVIEW BALLROOM

TIME: 2:00PM - 3:00PM

(This Session is Open to Full Conference Pass Holders Only)

Panel of copywriting experts discuss the dynamics of producing high performance copy.

- *Lisa Riolo, Founder, Hammock Ventures (Moderator)*
- *Adam Gilad, CEO, Gilad Creative Media, Inc*
- *Scott Polk, CEO, Purplestream Marketing*
- *Anik Singal, CEO, Affiliate Classroom, Inc.*

DATA FEED PROBLEMS AND MISSING INFORMATION

SESSION 7A

LOCATION: CLASSROOM A - CITYVIEW BALLROOM

TIME: 3:30PM - 4:30PM

(This Session is Open to Full Conference Pass Holders Only)

Data feed is often missing important information which can help their affiliates in bringing more value to their program.

- *Beth Kirsch, VP of Online Marketing, CallWave (Moderator)*
- *Asif Malik, CEO, GoldenCAN*



Rextopia at Affiliate Summit 2008 West in Las Vegas

ETHICAL ISSUES IN AFFILIATE MARKETING

SESSION 7B

LOCATION: CLASSROOM B - AMPHITHEATER

TIME: 3:30PM - 4:30PM

(This Session is Open to Full Conference Pass Holders Only)

There are two sides to all issues and we will entertain audience questions for a panel of industry leaders.

- *Chuck Hamrick, Affiliate Manager, affiliateCREW.com (Moderator)*
- *Connie Berg, CEO, FlamingoWorld.com, LLC*
- *Haiko de Poel, Jr., Managing Partner, DP Internet Services, LLC (DBA ABestWeb)*
- *Michael Jones, Chief Operating Officer, Pepperjam*
- *Brian Littleton, President / CEO, ShareASale.com*
- *Paul Nichols, Director of Sales, Ebates.com*

DISSECTING AFFILIATE SITES

SESSION 7C

LOCATION: CLASSROOM C - HARBORVIEW BALLROOM

TIME: 3:30PM - 4:30PM

(This Session is Open to Full Conference Pass Holders Only)

Affiliate sites will be examined live and suggestions for improvement will be provided.

UN-KEYNOTE / CLOSING COCKTAIL

LOCATION: GENERAL SESSION ROOM - COMMONWEALTH COMPLEX

TIME: 5:00PM - 6:00PM

(This Session is Open to Full Conference Pass Holders Only)

The closing keynote address will be an un-keynote, where any Affiliate Summit attendees will have the opportunity to step up to the microphone and speak. Get up on the soapbox to share your perspectives, ideas, criticisms, and solutions for the affiliate marketing industry.

This session will also be a closing cocktail for all attendees.

SPEAKER BIOS

CORY BOOKER

A native of northern New Jersey, Cory Booker's passion for politics and justice was instilled at an early age by a family committed to change. His parents successfully fought against racial discrimination and shattered corporate ceilings, inspiring him to pursue a life of breaking barriers and working for change.

On May 9, 2006, Cory Booker was elected Mayor of Newark, with a landslide victory in the Newark Mayoral race.

While a varsity football player and class president at Stanford University, Booker ran a local crisis hotline and organized programs for city youth in East Palo Alto, California.

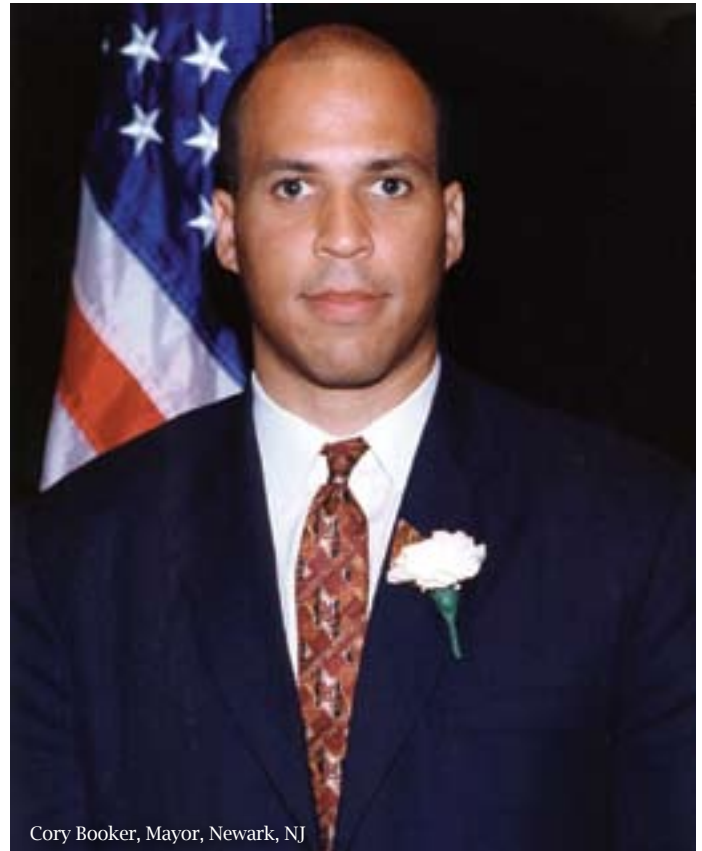
As a Rhodes Scholar at Oxford University, Booker made headlines through his friendship with then-Lubavitcher Rabbi Schmuley Boteach. Their friendship, and Booker's leadership of the L'Chaim Society, was a powerful example of Booker's strong belief in the strength of diversity and the tremendous possibilities that result when people move beyond simple racial, ethnic and religious tolerance.

During his first election, Booker rose to prominence by upsetting a four-term incumbent to become councilman. He knocked on tens of thousands of doors, inspiring over a thousand previously discouraged voters to turn out for the first time. Booker lives his politics, often in unconventional and creative ways.

In the summer of 1999, he went on a 10-day hunger strike in one of the most drug-infested housing complexes in Newark, an effort that resulted in increased police presence and improved security for residents.

For five months in 2000, Booker took to the streets; he lived in a motor home and parked it on the worst drug corners in the city, inspiring residents and businesses to fight against drug dealing and crime. For this, TIME magazine called him "The Savior of Newark," and he proved to the city and the nation that he is dedicated to fighting inner-city problems.

Booker brings his passion for social change to the podium. His drive and commitment are inspirational to audiences



Cory Booker, Mayor, Newark, NJ

across the country. As Newark's Central Ward councilman, Booker introduced dozens of pieces of legislation and resolutions that have impacted housing, youth, safety, jobs and created better government.

He has earned a reputation as a leader with innovative ideas and a willingness to take bold actions. From increased security in public housing to new playgrounds, his initiatives are changing lives.

Booker was an All-American football player and excelled in sports throughout his academic career. He ran a mentoring program for low-income youth while studying history in Oxford, England. While earning his law degree at Yale University, he co-founded and ran legal clinics to help low-income residents of New Haven.

He is currently the director of Newark Now, a grassroots nonprofit group, a partner at a Newark law firm and a senior fellow at the Rutgers School of Public Policy and Planning.

STEPHANIE AGRESTA

Stephanie has more than 12 years of experience in the industry. She started her career with iVillage and has taken prominent sales, marketing and business development roles with Internet powerhouses including Barnes & Noble.com, Register.com, SpaFinder, Foxtons and Commerce360. She is an expert in online marketing and web2.0 strategies, an industry speaker for trade show and panel discussions, and has been quoted in major publications such as Crain's Business News, Realtor Magazine, Revenue and ClickZ. Her blog is at InternetGeekGirl.com.

TIM ASH

Tim Ash is the President and Co-Founder of SiteTuners.com and is the author of Amazon e-commerce bestseller Landing Page Optimization. Tim has worked with American Express, Sony Music, Universal Studios, American Red Cross, Texas Instruments, 1-800-Flowers.com, and Red Envelope to develop successful Internet initiatives. He has chaired Internet conferences and spoken internationally at industry events including Search Engine Strategies, eMetrics, and the Affiliate Summit. Tim is an expert columnist for Search Engine Watch, and is a contributing columnist to several industry publications. He received his B.S. and also completed his M.S. during his PhD. studies in Computer Science at UC San Diego. Tim is the past president of the iMarketers Association.

JANET ATTARD

Janet Attard is the founder and president of BusinessKnowHow.com, a small business website that reaches close to 2.5 million individuals a year. The site provides ideas, information and products to help small and home businesses with startup, marketing, ecommerce, employee management and other important concerns. An expert on small business and home businesses, Janet is the author of The Home Office and Small Business Answer Book, and of Business Know-How: An Operational Guide For Home-Based And Micro-Sized Businesses With Limited Budgets. A former content provider to America Online, MSN, and GE, Janet has been building popular small business sites online for 20 years.

CONNIE BERG

Connie Berg is the Founder of FlamingoWorld.com which offers discounts and coupons from online retailers, and ForMeToCoupon.com a consolidated coupon data feed for affiliates covering most major affiliate networks and almost 2000 merchants.. Through the years, Connie has attended many affiliate marketing functions and actively opposes unethical affiliates and practices within the affiliate community. Connie is a member of several affiliate network advisory panels and sometimes contributes to Revenews.com on topics related to affiliate marketing. She is the winner of the 2004 Linkshare Golden Link Most Vocal Advocate Award and the 2008 Affiliate Summit Pinnacle Award - Affiliate of the Year Award.



Justine Ezarik aka iJustine rides a Segway at Affiliate Summit 2008 West

JAY BERKOWITZ

Jay Berkowitz is a dynamic marketing professional. He managed marketing departments for Fortune 500 brands: Sprint, Coca-Cola, McDonald's and successful dot-com eDiets.com where he directed a multi-million dollar affiliate program. Mr. Berkowitz is the Founder/CEO of TenGoldenRules.com, an internet marketing agency based in South Florida. Ten Golden Rules helps companies get more traffic to their websites and convert that traffic to sales. Mr. Berkowitz is the Past President of the American Marketing Association South Florida, a founding Board Member of SFIMA, the South Florida Interactive Marketing Association, Co-Chairman of the Search Engine Marketing Professionals Organization (SEMPO) Research Committee, and host of the Ten Golden Rules of Internet Marketing Podcast. Mr. Berkowitz is a popular presenter at conferences such as Affiliate Summit, The American Marketing Association, The Direct Marketing Association, Search Engine Strategies, Ad-Tech, and the CEO Executive Forum.

KELLI BOUGHER

As Senior Vice President of Lead Generation Services, Ms. Bougher oversees and directs Lead Advantage, LinkShare's lead generation network and service offering and management of LinkShare's extensive publisher network. Previously, Ms. Bougher was the Vice President of Distribution Services. While under her leadership, the LinkShare Network experienced significant expansion in both its affiliate base and total number of partnerships in the network. Prior to joining LinkShare in 2001, Ms. Bougher held Director of Operations positions at both Priceline Webhouse and LexiQuest. She began her career in the GE Capital Management Development Program where she held various positions in Marketing and Operations. She also speaks at industry events and has published articles on affiliate marketing. Ms. Bougher is a Six Sigma Black Belt and holds a B.B.A. in Marketing from the University of Texas at Austin.

CHRIS BROGAN

Chris Brogan uses social media and technology to build digital relationships for businesses, organizations, and individuals. He has merged his experience in technology (enterprise IT and wireless telephony) with his passion for social media, such that he's showing organizations how to use these tools inside the firewall, as well as to build authentic conversations between coworkers, customers, and even competitors, and demonstrating how these tools drive business. Chris is Vice President of Strategy & Technology at CrossTech Media, an integrated marketing and events company. He blogs at chrisbrogan.com.

TODD CRAWFORD

Todd Crawford was most recently the Vice President of Sales and Business Development for Digital River's affiliate network, oneNetworkDirect. Mr. Crawford joined Digital River in May 2006 and was responsible for establishing new affiliate relationships, developing new product features and overseeing the operations and marketing for oneNetworkDirect. In 1998, Todd Crawford helped found Commission Junction and acted primarily as the VP of Sales over the next 7 plus years. Although his primary responsibilities were new advertiser acquisition, he also handled many other business initiatives ranging from international expansion in Europe and Asia to industry relations and business development. Todd Crawford is currently working on a new project while continuing to be involved in the performance marketing industry. You can read more about Todd on his blog at toddtalks.com. In 2007, Mr. Crawford won the Affiliate Marketing Legend Award at the Affiliate Summit Pinnacle Awards in Las Vegas.

ANGEL DJAMBAZOV

Born in Bulgaria, Angel Djambazov has spent his professional career in the fields of journalism and online marketing. In his journalistic career he worked as an editor on several newspapers and was the founding Editor-in-Chief of Wyoming Homes and Living Magazine. Later his career path led to online marketing where while working at OnlineShoes he earned the Affiliate Manager of the Year (2006) award at the Affiliate Summit, and In-house Manager of the Year (2006) award by ABestWeb. Currently Angel is the OPM for Jones Soda, leads the marketing efforts of PopShops.com which was awarded Best Affiliate Tool (2007) award by ABestWeb, and is the Managing Editor for Revenews.com Angel lives north of Seattle, spending his free time reading up on obscure scientific references made by his wife, Jenn, while keeping up with a horde of cats and a library of books.



ABW and ArkNetMedia Attendees

HAIKO DE POEL, JR.

Haiko is the owner and administrator of ABestWeb, the largest affiliate marketing forum with over 45,000 members accumulated in the past seven years. He also coined the term parasiteware and been a source of open, free and real information for the stance against various unethical and technological based affiliates. Prior to opening ABestWeb, Mr. de Poel, Jr., has started and sold many small companies ranging from a long distance reseller to a tequila import company. He was also highly successful in Real Estate sales and even did a stint on Wall Street.

IAN FERNANDO

Ian Fernando is an up and coming blogger and affiliate marketer. He has been seen all over the internet and provides useful insights on online marketing, affiliate marketing, blogging, etc. His blog (IanFernando.com) is more for the up and coming online entrepreneurs who would like to better themselves online without all the 'fluff'. The blog is almost written in 'real-time', where Ian blogs about his current online adventures. Ian has been posting his mistakes that he has done online and even posted some of his earnings from case studies he has been and is currently doing. Ian Fernando is an aggressive internet marketer. Using the power of the internet he has become a very strong blogger and affiliate marketer. Seen with other popular bloggers and marketers, Ian is social proof on making money online. Being an 'out of the box' thinker puts Ian where he is today!

CARLOS GARCIA

Before Carlos and Lupe Garcia reached 30, they had become widely-respected entrepreneurs, self-made millionaires, and two of the most successful and admired Internet marketers of all time. Today, an impressive online track record testifies to the insight and innovation they bring to Internet marketing, so does the growing list of sophisticated business leaders that consult with them or turn out to hear them speak about their proven techniques for driving more traffic than some of the biggest Fortune 500 companies. Their accomplishments include a now-legendary Diet Patch campaign that generated more than 5.3 billion impressions and yielded more than \$5 million per month in online sales. With a record like that, marked by consistent and unparalleled results, it was inevitable that other Internet marketers would sit up and take notice. They now speak to business groups and consult regularly with top marketers.

STEPHANIE GAY

Stephanie Gay is the Director of External Online Acquisition at American Express Interactive (AXPI), where her team manages Affiliate Marketing, Media Buying and Search Engine Marketing for both Consumer and Small Business Cards. Prior to moving to New York, Stephanie worked at AXPI International in London for 2 years and was in charge of External Online Acquisition for the top 7 markets outside of the US, which include the UK, Canada, Australia and Japan. Stephanie has been working in the Internet industry for 10 years and started her career at lastminute.com, the UK's leading travel and entertainment website and one of the

original European dotcom success stories. She studied at the University of Saint Etienne in France and Coventry University in Great Britain and holds bachelor of arts in Marketing from both institutions. She also holds a Masters in European Politics from Coventry University.

ADAM GILAD

Emmy-nominated Writer, Producer and Marketing Entrepreneur Adam Gilad is devoted to creating radio, television, film productions, media campaigns and live events that delight, enlighten and inspire. His movies and shows have appeared on TNT, Lifetime, USA Networks, Disney, MGM and Fox. He is a founder and programming head of National Lampoon Radio and has served as a Creative Consultant to some of the most prestigious corporations worldwide, including BMW/DesignworksUSA, Ogilvy Worldwide, Grey Advertising, Kellogs and General Foods. Adam is a pioneer of infoproduct marketing, creating training programs in both the Love/Relationship field (TheRightMan Online.com, TheCompleteAttractor.com, TheFearlessLover.com) as well as - coming in 2009 - the Entrepreneurial field.

PETER GLAESER

Peter Glaeser is a pioneer in mobile affiliate marketing. During his time as Associate Director for online marketing technology at Jamster, a joint venture of News Corporation and VeriSign, he launched a mobile tracking solution and one of the world's first ringtone affiliate programs for the mobile internet. In 2007 Peter decided to become a full-time entrepreneur doing affiliate marketing and also pursuing his own projects. Furthermore he consults start-ups and media agencies in business and technology matters. Peter holds an M.A. in International Political Economy from the University of Warwick (UK). He is a self-taught programmer and has significant experience in project management and developing of sites on the wired and mobile internet. Peter is based in Berlin/Germany and serves mostly European clients. He is also a regular visitor to the United States where he spent a year as a high school student. In his free time he plays the bass in several jazz and blues bands.

CRAIG GORDON

From 1972 until 2000 Craig Gordon was in the Copier/Laser Printer and Printing businesses helping people produce their images at a very substantial savings. In 1987 he founded Nationwide Technologies, Inc. (NTI) in Illinois. NTI was successfully sold to Imagetec in 2000. When NTI was sold it serviced equipment producing over 500 Million images annually. NTI saved Fortune 500 companies and Schools about 20%. NTI had a 97% customer satisfaction and a 93% repeat business rate. Craig Gordon believes in the Golden Rule of serving others as he would like to be served himself. Service has been key to Craig Gordon's success. In 2000 Craig Gordon formed Paradise Partners, Inc. and later formed ITVMERCIAL, which became WebPeople a division of Paradise Partners. WebPeople is a turn-key provider that helps organizations connect their message with their clients by creating and distributing images and video over the internet in a superior way using the latest technology.



Speaker Bios

LEONARD L. GORDON

Leonard L. Gordon serves as the Director of the Northeast Regional Office of the Federal Trade Commission, where he supervises the investigation and litigation of both consumer protection and antitrust matters. Mr. Gordon joined the FTC in 2005 as a senior attorney, and, since joining the agency, he has led numerous antitrust and consumer protection investigations. He became the Assistant Director in August 2007 and the Director in March 2008. Mr. Gordon also regularly speaks to legal, business and consumer groups on both antitrust and consumer protection topics. Mr. Gordon joined the FTC after 17 years as an associate and then a partner with the firm now known as DLA Piper Rudnick, where his practice focused on antitrust, business tort and general business litigation and counseling. Mr. Gordon graduated from the George Washington University Law School with honors in 1988.

SANJ GOYLE

Mr. Goyle is a senior executive with years of experience in online marketing: comparison shopping and lead generation. He currently leads Yahoo's CPL/CPA effort across multiple verticals. Previously, he was General Counsel, Chief Privacy Officer and Managing Director, Consumer Finance Group at Adinteractive, Inc. He had similar capacities at NexTag and founded his own lead generation company, Logical Ads.

JEFFREY GREENBAUM

Jeffrey A. Greenbaum counsels advertisers, media companies, and agencies on advertising, marketing, branded entertainment, and intellectual property matters. He was chair of the New York City Bar's Committee on Consumer Affairs, and has chaired its annual "Hot Topics in Advertising" program. He recently spoke at the FTC's "Rebate Debate" workshop.

DANIEL GRAY

Daniel Gray is the founder and editor-in-chief of MPGomatic.com, "where mileage matters" ... the Internet's independent authority on fuel efficient vehicles. As a veteran tech writer with twenty books to his credit, Daniel has a penchant for both the untold tale and the long tail. In 1999, he authored the first book on affiliate marketing from a major publisher, "The Complete Guide to Associate and Affiliate Programs on the Net" (McGraw-Hill).

CHRISTIAN HABERMANN

Christian started his career in sales working with a successful financial online start up CCBN.com in Boston. He was integral in helping to grow CCBN's Stretevents product to over 20,000 Wall Street users. During its heyday, CCBN was one of the biggest streamers of audio on the internet due to its webcasting product and was sold to Thomson Financial. He then went to The Yankee Group where he helped lead and grow their enterprise market business in a sales management role. Currently, he is the Co-Founder and SVP Business Development for Consumer United which

is an online consumer group that is dedicating to lowering consumers cost of living by providing them with group discounts from top providers. Consumer United markets its products via a proprietary affiliate network, is currently live in Massachusetts and will be expanding to more states soon. Christian attended St. Lawrence University and holds an MBA from Vanderbilt University.

CHUCK HAMRICK

Chuck Hamrick is an outsourced program manager (OPM) at affiliateCREW, a Salt Lake City, UT based internet marketing company, managing Register, Little Giant Ladder, Rug Doctor, Bosleyinfo, Sole Treadmills, Proform, WORX Yard Tools, and more. Active in online marketing since 1999 with SEO, PPC, email marketing and lead gen. Full time Affiliate Manager since 2005 previously managing ToolKing, Backcountry and Ancestry. You will also find Chuck as a moderator on ABestWeb.com. He also had a prior 13 years career in manufacturing as project management. To learn more visit affiliateCREW.

SAM HARRELSON

Sam Harrelson is an online (primarily affiliate) marketing consultant. Sam is based out of the beautiful mountains of Western North Carolina. With a wide academic background including studies in Ancient Near Eastern Archaeology, String Theory and Divinity School, Sam views the online marketing world through a wide lens and focuses on the industry's ability to reach individuals, form communities and create social networks. Instead of "consumers," Sam sees individuals as producers of content and investigates how developing technologies and applications furthers the ability of people to participate in marketing efforts rather than just consume. Sam has over six years in the affiliate marketing industry with experience as a publisher, email marketer, website owner, Director of Business Development, Senior Vice President, and advertiser along with previously writing articles for the Digital Moses Confidential and ReveNews.

WILL HASELDEN

Mr. Haselden is the Section Chief of the Cyberfraud Section in the Florida Attorney General's office, located in Tallahassee, Florida. In that position, he recently negotiated a settlement with AT&T that provides for changes to the online affiliate marketing model by which mobile content is sold to consumers across the nation. The Cyberfraud Section continues to seek compliance with applicable marketing law from other businesses in this online space. Mr. Haselden is a trial attorney with both governmental and private practice experience. He is licensed to practice in both federal and Florida state courts.

JOHN HASSON

John Hasson has been doing affiliate marketing less than 18 months. He got lucky his first month and posted a 5 figure profit. His third month he lost money. Every month since then he has been profitable and has been honing his PPC skills and driving traffic to quality websites. John had been

programming and designing databases, web applications and 32 bit apps for 15 years before he fell into affiliate marketing. He has written shareware applications (one was mentioned in Wired), GIS mapping systems, accounting systems and of course websites.



Affiliate Summit 2008 West - Breakout Session Audience

CHRIS HENGER

Chris Henger heads Google Affiliate Network. He manages product development, program management, publisher development and all affiliate operations for Google. He is a frequent speaker at industry events including the Internet Retailer Conference, Direct Marketing Association's Annual Conference, DM Days and Affiliate Summit. Google Affiliate Network acquired DoubleClick Performics in March 2008 and launched Google Affiliate Network in August 2008. Prior to joining Performics, Mr. Henger was Senior Vice President/General Manager at publicly held Emusic.com, Inc. (acquired by Vivendi Universal). He was responsible for all aspects of RollingStone.com including managing sales, technology, marketing and operations for the standalone division. Mr. Henger holds a B.A. from Indiana University and an M.B.A. from DePaul University.

CAROLYN HODGE

Carolyn Hodge is responsible for all corporate, product, and consumer brand communications for TRUSTe - the leading website privacy seal program protecting more than 240 million internet users daily. For the past five years Ms. Hodge has built TRUSTe's reputation for best practices through thought leadership research programs such as the Most Trusted Company for Privacy Award, while maintaining a high standard for independence and promotion of consumer protections. Ms. Hodge came to TRUSTe with an extensive international PR agency and public affairs experience. She holds an MBA in entrepreneurship from Babson College and a BA from George Washington University.

MICHAEL JENKINS

Michael Jenkins is the Founder and CEO of PrecisionPlay Media, the parent company of one of the Internet's fastest growing performance advertising networks: MarketLeverage.com. He is responsible for the creation, vision and overall direction of several Internet advertising related businesses. Under Michael's direction, PrecisionPlay Media employs over

50 people and has grown revenues nearly 500% over the past 3 years. Michael is an interactive advertising veteran with hands-on experience at the affiliate level in search engine, email and web marketing. His recent efforts in social media have led to significant increases in the size of MarketLeverage's publisher network and the debut of the affiliate industry's first Internet TV show: MLTV.

ZAC JOHNSON

At the ripe age of 15, Zac Johnson began making money online designing web site banners for \$1 each. A self taught entrepreneur, Zac's been making money online for over 10 years and been involved in nearly every facet of affiliate marketing. Still a one man company, a recent highlight of Zac's success is "How I Made \$860,538.38 Profit in 4 Months!" from one website, and can be read at his Super Affiliate blog. Zac's latest focus is his personal blog "Inside the Secret Life of a Super Affiliate" (ZacJohnson.com), where he provides readers firsthand accounts of his experiences, successes & failures. In addition to his own success stories, Zac reviews affiliate networks and informs readers how & where they should be making new money. He plans on releasing a case study of his secret tips free through his blog instead of in an eBook. Zac's blog has grown to over 1500 subscribers and has referred over \$100,000 in new business to his advertisers and network partners in less than a year.

MICHAEL JONES

Michael is the Chief Operating Officer and General Counsel of Pepperjam, the nation's leading full service online marketing agency. With years of knowledge in search engine marketing, affiliate marketing and many other forms of online media, Michael is a true industry expert. As one of the chief architects and drivers of the industry's hottest affiliate platform, Pepperjam Network, Michael brings an authoritative voice on all aspects of affiliate marketing to today's panel.



Affiliate Summit 2008 West - Exhibit Hall Crowd

BENNET KELLEY

Bennet Kelley is founder of the Internet Law Center in Santa Monica where he helps clients navigate the challenges of the digital economy. He has been active in many of the hottest Internet issues over the past decade including cyber squatting, internet marketing and promotions, online gambling, net neutrality, privacy and spam and was commended by a key Congressional Committee for his contributions on spyware legislation. Bennet heads the Legislative Subcommittee of the California State Bar's Cyberspace Committee and is a regular contributor to the Journal of Internet Law. Bennet began his career with Howrey & Simon in both Washington and Los Angeles after graduating from Georgetown University Law Center. He worked in-house with companies such as ETM Entertainment Network, SpeedyClick.com and ValueClick prior to launching the Internet Law Center. Bennet also has received awards from the LA Press Club for both print and online commentary.

ROB KEY

Formerly head of the Innovations Group at a division of Young & Rubicam and member of the WPP.com board, Rob founded Converseon in 2001 to provide new, innovative communication solutions designed to help companies meet their business objectives in a digital environment. Rob's twenty years of experience spans public relations, reputation management, search marketing, affiliate marketing and online media/advertising, which has convinced him that markets clearly are "conversations" that require new ways of communicating. He has been involved in digital marketing since 1995. Rob is a frequent speaker at a range of leading industry conferences, including Affiliate Summit and Jupiter Media's Search Engine Strategies Conferences (SES), to help evangelize his message of creative communications innovation.

GARY KIBEL

Gary Kibel (gkibel@dglaw.com) is a partner with the law firm of Davis & Gilbert LLP (www.dglaw.com). He practices in the areas of New Media, Advertising/Marketing and IP law. Gary

regularly counsels clients with respect to issues such as interactive advertising, search marketing, affiliate marketing, enterprise technology implementations, contextual/behavioral advertising, privacy and security, gaming, content licensing, wireless services and entertainment, joint ventures, copyrights, trademarks, corporate matters and laws affecting the Internet. Davis & Gilbert is widely regarded as the premier law firm in the U.S. representing advertising, marketing and promotions agencies, from specialized shops to the largest advertising holding companies in the world, and also represents prominent technology and entertainment companies, marketers, and advertising trade associations. Prior to becoming an attorney, Gary was an Information Systems Analyst with Merrill Lynch.

BOB KING

Bob King joined ClickBank as the CEO in 2005. King has a long and celebrated career as one of Colorado's leading technology pioneers. His career focus has been on the integration of new technology and on the delivery and distribution of products and services. Prior to ClickBank, King was the CEO of Requisite Technology, a provider of product content management technology and services. Previously, he led Corporate Express as COO and then CEO during the company's explosive growth. During his time there, Corporate Express grew from a \$50 million regional supplier of office products to a \$4.5 billion international supplier of office products and software. Prior to Corporate Express, King held a number of positions at FoxMeyer Corporation, a nationwide distributor of pharmaceuticals. During his tenure as CEO he oversaw a restructuring and turnaround plus significant growth from \$1.5 billion of revenues to \$4 billion over 4 years.

BETH KIRSCH

Beth Kirsch is the VP of Online Marketing at CallWave and is responsible for online marketing and distribution partnerships for the company. Beth was previously the VP of Marketing and Sales at Like.com, where she brought the product to market and grew revenue from zero to millions. Before that, she was a Director of Marketing at

LowerMyBills.com, an Experian Company and top five Internet advertiser. She also directed online media, search, and affiliate channels for Audible during its high growth period. Beth has been an expert speaker at industry conferences on a regular basis including, Ad:Tech, Affiliate Summit, and the Direct Marketing Association. She also blogs on ReveNews (www.revenews.com/bethkirsch), and her entries have been redistributed in numerous publications including the Wall Street Journal Online, paidContent.org, iMediaConnection, and MarketingVOX. Beth was part of a team at ReveNews that received MarketingSherpa's "Best Blog 2006" award.

CHRIS KRAMER

Chris has spent nearly 10 years in the interactive marketing space working on more than 20 blue chip clients including NY Times, American Express, Scholastic, About.com and ESPN. As the Co-Founder of NETexponent, Chris has helped to build the agency into one of the premier interactive shops by delivering key strategic execution across multiple channels including Affiliate Marketing, Search Marketing, Media Buying and Planning, Email Marketing, and Merchant Partnerships. Before co-founding NETexponent Chris helped to build the performance-marketing group at Mass-Transit Interactive as their Senior Marketing Manager. Prior to that Chris established himself as a leader in the industry as part of i-traffic's then newly formed affiliate marketing group. Chris has been a featured speaker at Affiliate Summit and Commission Junction University and was recently named to the Affiliate Summit advisory board.

JIM KUKRAL

Since 2000, Jim Kukral has actively participated in the affiliate marketing industry in multiple roles. Because of his wide range of work experience, Jim is able to bring a well-rounded perspective to the industry. Jim has been blogging since 2001 and has established himself as a leading expert in the field. He was recently awarded the Affiliate Summit "Best Blogger" award for his voice and participation. Jim is also the former publisher of ReveNews.com. Jim is a graduate of The University of Akron. In the time since finishing his education, Jim has started his own web firms and projects, and has marketed and promoted thousands of websites, blogs or online ideas. Nowadays, Jim focuses on the business of online video and online publishing tools. His radio show, "Video Ninjas", can be heard on GeekCast.fm. Jim is also the owner and operator of Scratchback.com, an online ad publishing system designed to help website and blog owners make money online.

KEVIN LEE

Kevin Lee, Didit Co-Founder & Executive Chairman, is a Search Engine Marketing expert building his SEM expertise since 1995. Kevin translates his twelve years of SEM expertise into the latest version of Didit's proprietary Maestro search campaign technology. In addition, Kevin trains his staff in search best practices and strategy

making them among the best in the industry, able to deliver unparalleled results. Kevin's column for ClickZ, "Paid Search Strategies" is read by thousands weekly. Kevin is a founding board member of SEMPO and served as its first elected Chairman, he serves on the Search Engine Marketing Council for the DMA, and the IAB Search Committee. The news media including the Wall St. Journal, Business Week, New York Times, CNET, USA Today and San Jose Mercury News quote Kevin regularly. Kevin lectures at leading industry conferences plus: NYU, Columbia, Fordham and Pace Universities. Kevin earned his MBA from Yale School of Management in 1992 and lives in Manhattan.

BRIAN LITTLETON

As the founder and CEO of ShareASale, Brian has connected thousands of merchants and affiliates alike, ensuring mutual profitability while preserving the spirit and core values of the affiliate marketing industry. Since 2000, his leadership and vision have helped shape the industry into what it is today. ShareASale currently supports over 2,200 small- to medium-sized merchants, and works with its clients, both on the advertising and publishing end, to maximize their individual potential.

REBECCA MADIGAN

Rebecca Madigan of Affiliate Classroom is spearheading the launch of the Performance Marketing Alliance. Before joining Affiliate Classroom, Rebecca was at Commission Junction where she was Director of Product Management and Solutions Marketing Manager. She has been involved in performance marketing for over three years, and was active in early development of mobile browser and e-commerce standards. Rebecca has had extensive experience working with industry associations, in the wireless and telecommunications industries. She was an active member or sponsor of organizations such as the WAP Forum, Bluetooth Special Interest Group (IEEE 802.15), CDMA Developers Group, Mobile Advisory Council and the PCMCIA Association.

ASIF MALIK

Asif Malik came to the United States in 1996 to join his family. Asif started learning about the affiliate marketing industry by initially selling Amazon books on his developer community website "DevASP.com". Asif has always possessed a strong desire to share his programming knowledge and experience with others. So, he came up with a way to help affiliates that have little or no programming experience by creating a "tool". This tool called GoldenCAN Datafeed Integration was launched in May of 2005 and it quickly became the hottest tool in the affiliate marketing industry. This popular tool allows people to add millions of products to their websites using only one line of code. Asif earned his B.Sc degree in Double Math and Physics from Punjab University Pakistan. In addition to his well known name in the industry, he also sits on the Amazon Web Services Developer Advisory Council and the DoubleClick Performics Publisher Advisory Board.



Speaker Bios

JIM MANSFIELD

Jim, CEO of Intelta, is an affiliate marketing entrepreneur who started two successful companies within the last 10 years. After a brief career as an IT consultant, Jim established his first company in 2000-01 to promote and sell products on the web. Soon after, he founded Vayan Marketing Group in Florida to focus on email marketing and lead generation. Jim began as the “tech guy” and ended up as the CEO based on his passion for strategic planning and relationship building. Vayan developed considerably over the next four years and achieved significant growth and success before Jim left in early 2006 to run Intelta. Intelta, a global online advertising and lead generation company, has grown quickly to become well recognized in both the US and the UK affiliate marketing industry. Intelta’s growing based on its focus on international online marketing and converting people in new markets to a performance-based model. Jim is a graduate of the University of Michigan and resides in Boulder, CO.

DON MATHIS

Don Mathis is the President and Chief Operating Officer of Epic Advertising, Inc., a leading online performance-based advertising network backed by TA Associates and The Stripes Group. Don’s prior general management experience includes serving as Chief Operating Officer of the online fantasy sports company Small World Media, where he helped develop the company’s web properties into being consistently ranked among the very top “stickiest” sites on the web, and co-led the sale of the company to Vulcan Ventures. Earlier, Don was Chief Financial Officer at FHL, an operational restructuring advisor for the noted turnaround firm AlixPartners, LLC, and a strategy consultant with McKinsey & Company. Don graduated with honors from Harvard Business School (MBA) and Vassar College (BA in Asian Studies). He serves on the board of directors of Mystic Entertainment Corporation (Mystic, CT), Vector Corp (Los Angeles, CA) and on the advisory board of Affinity Labs (San Francisco, CA).

AMIT MEHTA

An academic by training, Amit completed his PhD in Theoretical Physics in 2005. He got a job at MT Lincoln Labs & started affiliate marketing around the same time. Having spent a considerable amount of time researching the explosive growth and success of the Internet, Amit knew that’s where the future was. He didn’t have an idea for a product or service, but when he heard about affiliate marketing he knew he could do this. Amit quit his job just 9 months after beginning his affiliate efforts. Amit started with Googlecash, which was at the time, one of the easiest ways to make money as an affiliate. Now Amit leads a company that make custom affiliate sites and uses PPC to drive traffic to them. Amit also authors a popular affiliate marketing blog, Super Affiliate Mindset.

TED MURPHY

A serial entrepreneur, Edward “Ted” Murphy has founded six companies since 1994. Murphy’s latest venture, IZEA operates a variety of social media properties including PayPerPost, the

world’s largest Consumer Generated Advertising Network. Founded in June of 2006, IZEA has raised over \$10 million in venture funding from leading venture capitalists including Draper Fischer Jurvetson. The network has attracted over 180,000 bloggers and 18,000 advertisers and continues to grow. Murphy’s creative prowess and passion for the unconventional has earned him the ear of some of the world’s largest marketing organizations including FOX, Bombardier, General Motors and Disney. His efforts have received national recognition, including A/V Multimedia Producer Magazine’s “Top 100 Multimedia Producers” for two consecutive years. In 2006 Murphy’s viral campaign created for the launch of PayPerPost was inducted into Marketing Sherpa’s Viral Marketing Hall of Fame.

PAUL NICHOLS

Paul Nichols is the Director of Sales at Ebates.com, a loyalty shopping site. He has been with Ebates since July of 1999 and has served in several different capacities at Ebates including Director of Business Development and Director of Product. He also created, developed and managed Ebates.com’s own affiliate program. Mr. Nichols has been a guest speaker at many Internet related conferences and symposia. Prior to his career in affiliate marketing, Paul was a prosecutor with the San Mateo County (California) District Attorney’s Office. In that capacity he prosecuted virtually every category of crime, and lectured extensively to law enforcement personnel covering a wide range of topics.

HEATHER PAULSON

Heather Paulson is President of PaulsonManagementGroup.com a full service eCommerce agency specializing in affiliate program management working with select clients. Heather has years over 11 of experience initiating and managing online lead generation, retail sales and CPM e business model strategies for many Fortune 500 e retailers with management experience of media budgets over \$20 Million annually. Ms Paulson has worked as a consultant and or contractor on hundreds of e business accounts. Ms. Paulson was featured in the July 2005 issue of Revenue Magazine, and is an active blogger on www.revenews.com. In 2006 Heather was appointed to the Affiliate Summit advisory board. In 2007 Ms. Paulson was appointed to the advisory board for Affiliate Classroom. In 2007 Ms. Paulson was elected as PPCClassroom.com’s education manager. In 2008 Ms Paulson was nominated as a FAB member of the Performance Marketing Association and is an honorary recipient of the ACC Certified Affiliate Managers Course.

LISA PICARILLE

Lisa Picarille is the Publisher and Editor-in-Chief of Revenue Magazine, The Performance Marketing Standard. She is responsible for developing all editorial content for the print magazine and the website (www.RevenueToday.com). In addition to setting the editorial tone for the publication, Lisa oversees production, sales and distribution of Revenue Magazine. She also co-hosts the popular Affiliate Thing podcast with Affiliate Summit Co-Founder Shawn Collins. Lisa

is a veteran journalist who began her career more than 20 years ago as a professional sports writer in Boston and has also headed the news departments of major high tech news organizations including Wired.com, TechWeb.com, TechTV.com and CRN.com. Her work has also appeared in Rolling Stone, CRM Magazine, PCWeek, MacWeek, Computerworld and InfoWorld.

SCOTT POLK

Scott Polk has built his expertise as a knowledgeable and experienced Search Engine Optimization strategist for more than 10 years. Currently, Scott Polk concentrates his resourcefulness and skills on the diversified aspects of Search Engine Optimization for independent clients, where he's earned the distinction of consistent top rankings in all major search engines. He is consistently involved in technologies that maximize usability and accessibility when optimizing/developing large web sites as well as identifying problems and solutions that result in major cost saving strategies. Highly successful and respected within the Search Engine Optimization communities, Scott has consulted and been employed by successful internet companies such as: Edmunds.com, AT&T Wireless, Football.com and Uber.com

HOLLY PREUSS

Holly Preuss has been a leader in Internet marketing and technology for nearly a decade. She began her Internet career in 1998 at QVC managing QVC.com. In 1999, she joined Grey Advertising, first as a member of the KPE division, where she helped launch www.beauty.com and then with Grey Direct where she managed the online creative production team. In 2001, Holly joined L'Oreal, where she led the launch of many of their beauty sites. In 2004, she moved to the Seattle area to work with Amazon.com's business development team. Leveraging her broad base of experience in the online marketing arena, Holly then joined Barnes & Noble.com where she led their affiliate network, search engine marketing team and shopping comparison site relationships. In 2006, Holly launched Granular Solutions and currently manages marketing for clients in the retail ecommerce world and for other more specialized businesses such as spas, multimedia production companies as well as television program promotion sites.

WIL REYNOLDS

Over the past 8 years, Wil Reynolds has dedicated himself to doing two things well: driving traffic to sites from search engines and analyzing the impact that traffic has on the bottom line of companies. Wil's career began at a web marketing agency in 1999, where he spearheaded the SEO strategies for companies like Barnes & Noble, Disney, Harman Kardon, Debeers, Doubleclick, Hotjobs, and Mercedes Benz USA (to name a few). Today, Wil and his team of search professionals at SEER Interactive, assist clients in maximizing their visibility and sales using search engines.

STEVEN RICHTER

Steven is a highly recognized Internet Law Attorney and has served as General Counsel to many Internet-based businesses for many years. He frequently speaks at internet related industry events and has published articles pertaining to Internet law, civil and criminal tax controversy, accounting malpractice, and litigation. Since his arrival as President and General Counsel at Media Breakaway LLC, the home of CPAEmpire.com, the company has posted record breaking revenues and profits.

KIM RIEDELL

As Commission Junction's vice president of client development, Kim Riedell oversees the East Coast account management teams that service advertisers and publishers. Her primary focus is ensuring that Commission Junction drives profitable relationships between advertisers and publishers that contribute to sustained, year-over-year revenue growth for their affiliate marketing programs. Kim's 15 years of experience include sales, marketing and account management roles at Hyatt, Sysco, MCI, MCIWorldCom, Lightbridge and Student Advantage. She has a bachelor's degree in communications from the University of New Hampshire and, when she's not busy with her MBA classes at Simmons School of Management, she loves active sports such as running, skiing and chasing her three-year-old twins. To learn more about Commission Junction, go to www.cj.com.



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ADAM RIEMER

Adam is the Director of Marketing for Downtown Ecommerce Partners (DEP). Adam has over 10 years of online marketing experience and is the trusted source for Strategy, Campaign Creation & Execution for companies from the Fortune 500 to Mom & Pop Shops. Adam has spoken and been booked on panels internationally at various conferences & events. Some of the topics he has spoken on, and some of the services he can offer your company include; Affiliate Marketing, PPC, SEO, CSEs, Email Optimization, Channel Development, Sales Funneling, Online Strategy & more. Prior to working at DEP, Adam worked in house at various Inc. 500 companies. He played a key role in the strategy & the implementation of their campaigns helping them grow into multi-million dollar corporations. Adam would like to invite you to join his managed programs including: Eastern Mountain Sports, VideoSpokesModel.com, myPartner.com, PowerThin Phase II. For a full client list, please contact him for more information.

LISA RIOLO

Lisa Riolo has long been active within the online marketing community and remains committed to its continued growth. Best known for her work at Commission Junction, Lisa was SVP of Business Development and specialized in driving revenue for the company and its clients. As a business consultant, Lisa focuses on helping business leaders and their organizations transform potential into prosperity. In addition to her contributions at Commission Junction, Lisa held management positions at Peet's Coffee & Tea and Bank of America. She holds a bachelor's degree in psychology from Claremont McKenna College. Lisa regularly speaks at online marketing events, including Ad:Tech, Search Engine Strategies, and DMA conferences. Additionally, you may have seen her name in print as she is often quoted in industry publications. Lisa is "LinkedIn" and a member of the Facebook group "Support our Firefighters."

KIM RODGERS

Kim Rodgers manages the 4Checks.com affiliate program, which was voted Best Affiliate Program and Most Improved Affiliate Program (ABestWeb, 2007).

ANDY RODRIGUEZ

Andy Rodriguez is no stranger to the sales and marketing world. From his career in print and online advertising to his relentless and eager sales approach, Andy has always had the right formula for success. Andy has ventured into the consultation field where he can expand and share his knowledge of affiliate marketing with the rest of the industry. His formula for growing an affiliate program is extensive and complex; combining elements of trust,



ethics, industry knowledge and open communications with affiliate partners. Andy was credited with the revival of the TigerDirect affiliate program, ChecksUnlimited and dozens of others in the last 8 years. On July 2005 he created the one of a kind, highly popular "Affiliate Manager Certification Seminar" which he runs twice a year. Andy and his team are also responsible for the phenomenal growth of the Ticketmaster program on the new buy.at network in the US. Andy lives in Miami, Fl with his wife, 2 kids, a beagle and his Golden Retriever.

KIM ROWLEY

Kim Rowley has been in the affiliate marketing space for over a decade and is the founder of Key Internet Marketing, Inc. (KIMarketing.com) What originally began with just a coupon code site, ShoppingBookmarks.com, has now grown into a multitude of growing websites, e-newsletters and blogs. Kim lives in the middle of nowhere (aka Nebraska) with her four children and has yet to miss one Affiliate Summit!

STEVE SCHAFFER

Steve Schaffer is a seasoned Internet strategy and search engine marketing professional with more than 20 years of growth and success at start-ups and established companies. Schaffer founded Vertive in 2002 and the Company is now a leading performance marketing company and a top affiliate for over 25 advertisers. Vertive works as a trusted partner through leading affiliate programs and on a direct basis. Vertive publishes websites and promotes partners products and services on the websites it builds. The company primarily uses search engine marketing (PPC & SEO) to drive qualified traffic, leads, sales, and, ultimately, profitable transactions. Prior to founding Vertive, Steve had senior management and product management roles at Internet and consumer software companies including eRegCard, DayMaker, Power Up, and Symantec. He is a graduate of The University of Texas at Austin with a Bachelor of Business Administration in Finance.

ALECK SCHLEIDER

As Vice President of Marketing for AOL's Platform-A division, Aleck Schleider is responsible for all Platform-A branding and messaging, product marketing, creative marketing execution and technical marketing support. Schleider joined Advertising.com, now a division of Platform-A, in 1999. His team provided centralized marketing support, enabling Advertising.com's sales team to deliver strategic, innovative and measurable solutions to both clients and agencies that run campaigns across its leading ad network. Throughout his tenure at Advertising.com, Schleider has successfully launched several key multi-channel product initiatives, including email, affiliate, and promotional marketing platforms. Prior to joining Advertising.com, Schleider was a principal owner of a special events management and marketing company, producing national sponsorships and corporate events for high-profile organizations.

MELANIE SEERY

Melanie Seery is the owner of several content based websites. Melanie created NYAffiliatevoice.com to speak out on various issues including the recent NY tax issue. Co-chair of recent NY Affiliate meetings, Melanie continues to work on ways to improve the industry for everyone, not just for the NY affiliate. Although NYAffiliatevoice.com and the NY affiliate meetings began in response to the impact of the NY tax issue, she believes that there are other issues that need to be addressed including representation and protection of ethical affiliates and merchants. She believes that all affiliates, big and small, new and veteran, need to have voices. Melanie is also involved in several community service projects including raising awareness, acceptance and understanding of children with health challenges and serves as a volunteer tutor in reading and math for both children and adults.

ANIK SINGAL

Anik Singal is the Founder and CEO of The Affiliate Classroom, a virtual training center for affiliate marketers of all experience levels. The Affiliate Classroom provides up-to-date training materials for affiliate marketers and affiliate managers to help them attract more traffic and convert higher. Affiliate Classroom launched the first industry accredited certification program for affiliate managers in March 2008 as it continues to become the central location for all industry education.

BRIAN SOLIS

Brian Solis founded FutureWorks, Inc. with the goal of building a communication bridge between the rapidly evolving world of high technology, the technical needs of consumers and businesses, and their channels for learning about new solutions. In February 1999, Solis assembled a like-minded team of tech-savvy PR professionals to package and deliver real world solutions to leading journalists and opinion makers. Solis believes that building market

"presence" and "mind share" is the most important way to help clients grow and meet their own business objectives. Solis maintains a high standard of excellence and always raises the bar for delivering results. Not driven by fame or large retainers, only impacting the bottom-line for his clients, Solis and FutureWorks have built valuable relationships with "in-the-know" analysts and journalists who cover high-technology markets.

ERNIE ST. GELAIS

Ernie St. Gelais is the CTO and Co-Founder of LinkConnector Corporation. He has been actively involved in the computer industry for over 20 years, the last eight of which have been with the internet. Ernie has over 28 years of experience in management, systems analysis, programming, & finance. His experience also includes more than eight years of experience running his own company which he acquired while starting and operating two separate companies, LinkConnector and DotCom Corporation, with his business partner, Choots Humphries. LinkConnector is currently reshaping the Affiliate Marketing industry as one of the fastest growing Affiliate Marketing Networks. DotCom was a multi-million dollar company, profitable every year until it was sold in 2005. Ernie was commissioned and served in the Air Force for seven years, attaining the rank of Captain. Ernie earned a B.S. in Civil Engineering from the US Air Force Academy and a Masters degree in Engineering Management from the Air Force Institute of Technology.

JONATHAN STEFANSKY

Before joining Qoof, Jonathan served as Executive Vice President of Sales and Marketing for IDT Global Services, a professional services firm and major call center that is a subsidiary of IDT Corporation. Prior to IDT, Jonathan worked at Akamai Technologies as Vice President of Strategic Accounts. Before this position, Jonathan was Vice President of Network Infrastructure and Architecture, where he was responsible for the company's network deployment in over 70 countries and for 1000 Internet Service Providers. Jonathan is also a former analyst and Vice President of Global Internet Infrastructure at Goldman Sachs and Co.

MATT TAVIS

Matt Tavis is the senior product manager for Amazon Associates, Amazon's world-wide affiliate network. Matt has been with Amazon for more than 2.5 years working on setting direction and defining the ongoing development of rich array of Amazon Associate technologies from developer-oriented web services to the affiliate designed Amazon aStore™ to easily customizable, rich-display widgets. Most recently, Matt has been highly involved in defining and delivering new display widgets, such as, the new Carousel Widget and the Amazon MP3 widget. Prior to joining Amazon, Matt has worked in technology development in both consulting and shrink-wrapped software for such companies as Sapient Corporation and Microsoft Corporation.

Speaker Bios

WILLIAM WAGGONER

Bill Waggoner is one of the foremost experts on mail systems and network consultation. Some of today's top firms seek out Bill's knowledge and expertise on network optimization, marketing trends, ad placement, and many other business needs. With over 15 years of hands on experience and his pivotal involvement in the FTC's CAN SPAM hearings, Bill has proven that he is on the leading edge of modern networking and marketing systems.

CLARKE D. WALTON

Clarke Douglas Walton is an Internet lawyer. Clarke combines his formal legal training with his experience as an Internet entrepreneur in order to advise and counsel website owners regarding cutting edge online legal issues. Clarke financed his law school education as an Internet affiliate, selling video game accessories online. Before founding Walton Law Firm, Clarke was a managing executive at Submit Express, one of the original search engine optimization companies, founded in 1998. Today, Clarke operates several legal websites including My Trademark Registration, an online service dedicated to helping business owners with the federal trademark registration process. Clarke earned his law degree, with honors, from the William S. Boyd School of Law at University of Nevada-Las Vegas. He earned his B.S. degree from Pepperdine University. Clarke is a member of the Nevada Bar, International Trademark Association, and American Intellectual Property Law Association.

BYRON WHITE

Byron White is the President and Founder of LifeTips.com, a company that offers content solutions and SEO services to 300+ clients including AOL, BizRate, Buy.com, Capital One, Champion, Dunlop Tire, Dirt Devil, FTD, H&R Block, LowerMyBills, Merck and NBC. Byron founded LifeTips in 1999, his second successful startup. He speaks at the Search Marketing conferences and co-hosts the weekly LifeTips show at WebMasterRadio.FM. And his success is well documented



Tris Hussey

in Inc. Magazine, Adweek, The Boston Globe, The Boston Business Journal, The Wall Street Journal and numerous other publications.

KAREN WHITE

As Vice President of Business Development & Marketing for Partner Fusion, Inc, Karen White's role is to develop new agency accounts and oversee the strategic development and execution of all client marketing initiatives. Partner Fusion is a full service interactive agency that utilizes a relationship driven approach to helping brands build new performance-based marketing channels in search, affiliate, and lead generation. The company enjoys working with both existing affiliate programs and Advertisers new to performance marketing. Prior to joining Partner Fusion, Karen was the Affiliate Program Manager for Wynn Las Vegas, where she was responsible for generating over \$12 million in sales revenue during Wynn's inaugural year, and received the 2006 Commission Junction "People Horizon Award" for her excellence in affiliate program management. She currently acts as principal strategist for agency accounts such as Qwest Communications, The Blue Man Group, TaxBrain, and Vintage Kids.



Affiliate Summit 2008 West - Round Table Discussions

AFFILIATE PROGRAM MANAGEMENT: LEADERSHIP VS. MANAGEMENT

One of the major problems in affiliate program management is that many affiliate managers think of themselves as being merely that - affiliate *managers*.

Management, by definition, entails organizing a structure to accomplish the plan. Affiliate managers' classic roles are those of recruiting, planning, optimizing, organizing, directing and controlling.

Affiliate managers, either outsourced or in-house, are perceived by merchants/advertisers as "thinkers", whereas affiliates/publishers are viewed as "doers".

The problem is that it often stops at that; the impersonal, efficiency-oriented, hardcore management. Such an approach and style works in classic teams, but affiliates are as far from being a traditional workforce as any group could be.

Very few merchants can afford to practice a rational management approach and still run successful affiliate marketing campaigns. Affiliates are generally not tied by contracts, but rather they are the born-to-be-free types, and do not tolerate directing, controlling, top-down management.

I believe many affiliate programs can be greatly improved if their affiliate managers understand the difference between rational management and leadership, and develop the skills and qualities of good leaders.

Richard Daft, author of "The Leadership Experience," speaks of leadership as an approach concerned with "communicating the vision and developing a shared culture and set of core values that can lead to the desired future state."

There is involvement of others as thinkers, doers, and leaders. Unlike management, "leadership occurs *among* people" and is "not something done *to* people".

Some of the best OPMs (outsourced program managers) and affiliate managers I have known are true leaders. Knowing that every soldier is important, they develop unique individualized relationships with nearly every affiliate.

They are not afraid of making emotional connections. They are inspiring and motivating. Their

focus on people - as opposed to the concentration on the affiliate program's ROI and growth only - is one of the prime characteristics of affiliate leaders.

Most of us have heard affiliate marketing is a highly relationship-centered industry, so we should foster relationships with affiliates. Most super affiliates I know won't start promoting your program unless they have shaken your hand, or known you as a genuine and trustworthy affiliate manager.

What are the important personal qualities for an affiliate manager to develop to compliment his/her approach by good leadership?

In "Force For Change: How Leadership Differs from Management," author John Kotter recommended addressing it on five levels: (a) heart, (b) mindfulness, (c) communication, (d) courage and (e) character.

It is no wonder why affiliate managers who constantly work on their leadership qualities attract more affiliates, have a more loyal affiliate following, and develop stronger affiliate programs.

Geno Prussakov is CEO of outsourced program management company, AM Navigator, and author of "A Practical Guide to Affiliate Marketing" and "Online Shopping Through Consumers' Eyes". ☺



Geno Prussakov chats with Lisa Picarille of Revenue Magazine



By Missy Ward

LINKSHARE'S Stayin' classy... GOLDEN LINK AWARDS AND SYMPOSIUM



Matt Greenstone, Ice.com



Ice display by Fabulous Savings



Forrest Schaaf, Schaaf Consulting and Missy Ward, Affiliate Summit

The 5th annual LinkShare Golden Link Awards and Symposium took place June 23-24, 2008 in New York City. In keeping with tradition, this year's gala was as swanky as ever.

The Golden Link Awards Ceremony which celebrates extraordinary achievements in performance marketing, made by LinkShare merchants and affiliates was held at the Plaza Hotel.

There was no shortage of glitterati (myself included), tuxedos and happy faces taking in the fabulous faire and networking opportunities. The crowd was all abuzz with their predictions as to who was going to go home with the coveted Golden Link Awards.

The information delay between the evening's attendees and the folks that wished they could have been there was limited to mere seconds, when I Twittered each of the winners as they were announced.

Congratulations to all of the finalists and winners listed below.

(Winners are indicated in bold)

Innovative Publisher of the Year

Buzzillions.com

Delivery Agent, Inc. - SeenON.com
ToldYa

Innovative Advertiser of the Year

Beatport
Office Depot
Walmart.com

Best New Publisher

Clever Parties, Inc.
RedPlum.com
StylePointer

Best New Advertiser

Estee Lauder Companies
Petite Sophisticate
Webroot

Advertiser's Choice Award

FabulousSavings.com
Shopping-Bargains.com
SurfMyAds.com - Coupon Winner

Publisher's Choice Award

GSI Commerce
ICE.com
Park Seed Company



International Advertiser of the Year

Avon
Blue Nile
NET-A-PORTER UK

Best Performance-Based Search Strategy

Frederick's of Hollywood
*McAfee**
*Vertive, Inc.**

*Tie

Best Integrated Lead Generation Campaign

Chase
Insurance.com
TigerDirect.com

MVP – Most Valuable Publisher for Lead Generation

1ShopMall
Belcaro Group
TuitionChart.com

Best Integrated Multi-Channel Marketing

Allegiance Marketing Resources
American Express
Dell Canada / Airmileshops.ca

Technology Genius Award

Factor LLC
SpashAds
StyleFeeder

Best Overall Online Distribution Strategy

Bare Necessities
Eastbay
ZIRH

Performance Marketing's Most Vocal Advocate

InternetGeekGirl
Revenue Magazine
Scott Jangro

The LinkShare Symposium was held the next morning at Chelsea Piers. The day was packed with three terrific speakers including James Surowiecki, author of *The Wisdom of Crowds*; Patti Freeman Evans, Research Director for Jupiter Research and E. Kinney Zalense, co-author of *Microtrends*.

I especially liked the "Dealmaker" event, which was filled with incredible networking opportunities and lots of great giveaways.

Kudos to LinkShare for pulling off another great event.

Missy Ward is the Co-Founder of Affiliate Summit, the premier conference for the Affiliate Marketing Industry and Co-Editor-in-Chief of FeedFront Magazine. She is also an active affiliate. <



Golden Links Award Dinner at the Plaza Hotel, NYC



Michael Allen, Shopping-Bargains.com and Jonathan Levine, Linkshare Corp.



Michael Coley, Amazing-Bargains.com and Connie Berg, FlamingoWorld.com



Stephanie Agresta, AffiliateKarma.com, Scott Jangro, Jangro.com, Lisa Picarille, Revenue Magazine



Susie Essman, Comedian



AFFILIATE RECRUITMENT STRATEGIES

Recruiting new affiliates isn't easy. If you are a new affiliate manager (AM) or outsourced program manager (OPM) for an existing affiliate program, you have your work cut out for you.

Your first objective should be to target all of the top performers in the network, as these affiliates will have the greatest potential.

HELP AFFILIATES FIND YOU

It is imperative that your affiliate program is able to be found via search and is in the footer of your merchant site. Affiliates seldom waste time on unknown programs and will research before they engage.

You should have a well-written pitch page for the merchant. Spend the money to do an online press release that points back to your pitch page and be sure to include contact information.

Also, create a blog where you can add timely information about your offers, contests and new products. For maximum exposure invest in a forum.

Another recruiting technique is listing your affiliate program in affiliate directories. Although they are not used by affiliates as much, they will give strong back-links, which will help get your pitch page ranked.

MANAGE YOUR AFFILIATE CONTACTS

If you are managing a new affiliate program, it is crucial that you create a system to recruit affiliates.

You must first develop a contact manager. Consider ACT!, Goldmine or a free one like Sugar/CRM. Spreadsheets can also be utilized to record all communication with your contacts. This will allow you to keep your focus as you recruit and optimize your affiliate relationships.

IDENTIFYING AND CONTACTING PROSPECTIVE AFFILIATES

To locate potential affiliates, start with organically ranked sites and learn how to identify an affiliate link.

Research the paid search advertisers; refrain from clicking their links as they have to pay for that. Rather, copy their URL to the address bar.

Email recruiting can be effective, but be sure to follow the best practices.

Affiliates are constantly solicited via email by affiliate managers. You must stand out.

Your subject line is the single most important element of the communication. Ensure that the message is short and to the point, denoting specific benefits to both the affiliate and the consumer.

Don't forget to personalize the email and the subject line for maximum effectiveness.

End with a call to action and include the link to sign-up. If activating an existing affiliate, include links that are ready to use.

Finding affiliate information can be a challenge. You may need to resort to using the contact form on the Website.

If you decide to contact the affiliate by phone, expect to get voicemail and have a practiced message that is short. Follow-up all calls with a detailed email.

Don't badger new affiliates. Limit contact to no more than every two weeks. Expect that it will take you approximately 90 days to recruit a top affiliate.

Remember, affiliate marketing is about relationship building -- attend conferences, participate in forums, comment on blogs, and generally make yourself known and available.

Chuck Hamrick is an Affiliate Manager for affiliateCREW.com



ENHANCING YOUR CUSTOMER SERVICE PRACTICES

Below are three customer service practices to consider that can impact your affiliate program.

1. Merchants who display a toll-free customer service number on their site and provide service to their online customers via phone can have a negative impact on affiliates.

To ensure stronger affiliate relationships and happier clients, I recommend merchants consider investing in software or a service that will help you track affiliate referrals from sales made over the phone.

Affiliate Marketers spend time and resources developing a stream of traffic to your site; go the extra mile and demonstrate your commitment to supporting their efforts. I assure you, putting this procedure in place will help you recruit new affiliates and strengthen existing affiliate relationships.

2. Typically, online consumers want to purchase products online for simplicity sake. However, if questions arise regarding shipping, returns, etc. it can cause them to place a call to the merchant instead.

Consider using a Frequently Asked Questions (FAQ) section strategically within your site, to make it easier for the shopper to find the information.

Providing quick answers to simple questions will further encourage the shopper to complete the transaction online.

3. Finally, direct your Customer Service agent(s) to ask your customers how they found your company on the web.

AFTER YEARS OF CONSULTING MERCHANTS ON BEST PRACTICES FOR DEVELOPING STRONG, PROFITABLE AFFILIATE PROGRAMS, I HAVE FOUND THAT MERCHANTS SOMETIMES FAIL TO SEE THE IMPORTANCE OF IMPLEMENTING STRONG CUSTOMER SERVICE PRACTICES TO BETTER SUPPORT THEIR AFFILIATE PROGRAM.

By asking this simple question, you'll be able to quantify the value of your affiliate program and your other online marketing channels.

You've spent resources and time on trying to develop a strong and healthy affiliate program. Don't let phone tracking or inefficient customer service practices hinder your growth.

Emilio Yopez is Vice President of Operations for Andy Rodriguez Consulting and is directly responsible for Business Development and Affiliate Program Management. ◀



MERCHANTS, BRING ON THE VIDEOS

PSSTT...HEY, MERCHANT! YES, YOU. THE ONE WITH THE GREAT PRODUCTS AND GOOD CONVERSION RATES BUT NO VIDEOS, YET.

I'm talking to you. And I am quite certain that I am not the only one trying to get your attention.

Although I actively post my own how-to and product demonstration videos on my site, it is always good when I can give my visitors a variety of videos. This includes videos made directly by the merchants.

The merchants are the ones with all of the products on hand and the knowledge about how to use them.

The number of merchants with videos available for affiliates right now is incredibly small, compared to the number of overall merchants. Less than 1% of the merchants I'm currently promoting offer video to use in my marketing efforts.

The format of the video is not all

that important. Affiliates will find ways to work with YouTube, Qoof, or whatever you give us. If we can embed the video with our affiliate links it is all the better, but it is not necessary.

Some of the merchants who are ahead of the curve are giving us a variety of options. For my visitors who like instructional videos, I love the Sephora how-to videos on YouTube that show everything from how to get the "cat eye" look to which waterproof makeup works.

For general sales, products like the Little Giant Ladder come across much better in their Avantlink videos than in any banner or text links I could put up.

What doesn't help me is a link from my site to your site where you show

the video yourself. That has been done for years. I want your video to put on my own site where I know that my visitors will watch it and want to click the affiliate links.

If the video is available on your site, give me a way to embed it on my site.

Merchants, if you share our vision for the use of video in affiliate marketing and choose to make videos for affiliates; we will find ways to use them. Well-placed merchant videos can be the key to success for all of us in the upcoming holiday shopping season.

Tricia Meyer is the owner of loyalty site Sunshine Rewards. See her mix of videos at <http://www.SunshineRewards.com/videoblog>

Value-driven information about the product is the secret ingredient that helps some affiliates deliver quality results and bigger commissions. By forging the link between the consumer and the product, smart affiliates help create long-term value and profitable partnerships.

How can you use marketing to increase your profits? Follow the examples of super-affiliates who put marketing back into affiliate marketing.

JIM KUKRAL - THE FLIP MONGER

Jim is a great example. Featured in the first issue of FeedFront Magazine, he leads the way in using video to provide content that actually “markets” Flip cameras to the world.

I don’t own a Flip. But if and when I do, I’ll certainly credit that purchase to one man: Jim. Now here is an example of a true affiliate MARKETER.

He has created many sites such as thedailyflip.com and onlinevideotoolkit.com, written hundreds of posts, and posted tons of videos all about the Flip camera.

He is marketing their product because he either really believes in it – or does a very good job pretending that he does.

REAL STORIES VERSUS SPAM

I recently took a trip to Hawaii. I stayed at the Hilton Hawaiian Village on Waikiki, enjoyed local restaurants, and visited nearby attractions.

My family loved it. We were crazy about Waimea Bay and the cliff we all jumped off, the perfect sand, awesome views, and the sea turtle that swam along side of us. Great family fun!

PUT MARKETING BACK INTO AFFILIATE MARKETING

MORE THAN EVER,
THERE IS OFTEN
SOMETHING
MISSING IN
AFFILIATE
MARKETING
-THE MARKETING!



Jim Kukral, Flip Camera Evangelist

Now, I’m fired up to do affiliate marketing based on my experience—blogging, photo galleries, videos, articles, and reviews.

See, marketing isn’t hard—you simply promote things, places, services you love, need, or seek (or you do a really good job of pretending).

GIVING MARKETING BACK IT’S GROOVE

Building valuable content that drives results takes effort. Don’t waste effort on shallow sites that waste visitors’ time. Instead, take the time to convey your passion about a subject.

Make the site look great, include pictures of your own use of the product, and don’t forget to write, write, and write some more about it.

Google loves finding real content, and will reward you with traffic when it sees lots of unique valuable information.

Google can be an affiliate’s best, or worst, friend. Help the consumer imagine themselves using the product. Go crazy, the possibilities are endless.

As Kevin Webster of 72kilowatts.com recently wrote in a related [ABestWeb Forum](#) post, “What have YOU done to put value into a click today?”

Remember, the way to put marketing back into affiliate marketing is to be great at creating relevant content that actually sells the products you feature. It’s the smartest way to become a part of the super affiliate elite.

You’ll have passion about what you do, and be justified earning all those big commission checks many companies are dying to send you!

Mark Olsen is the Senior Affiliate Manager at SchoolClick.com ↩



THE COUPON CODE DILEMMA



Scott Jangro, Online Publisher and Owner of Jangro.com

Everybody loves a coupon. Consumers love a deal. Affiliates love to offer their visitors something extra to help close the sale. Merchants may see higher conversion from those with a promotion and can also use the codes to track activity channels.

But these little codes can cause problems. The big empty coupon code field in the checkout process screams to a buyer who is without a coupon and ready to buy, "Hey, you're paying too much!"

What was likely a conversion has potentially resulted in a lost sale as the consumer seeks a coupon code.

If the buyer comes back with a coupon, the merchant got a sale but just gave away money. If the coupon search was unsuccessful, the consumer is annoyed by the perception of overpaying or they simply move on to a competitor.

Each scenario likely results in a lost commission for the initial affiliate. Whether the buyer found a coupon or not, that search sent them through other affiliate sites where the user likely clicked a link.

Last in wins. The coupon affiliate gets a quick sale. The first affiliate gets nothing.

I've heard the argument, "offer your users a coupon". We do that sometimes, but we have visitors who aren't necessarily interested in using a coupon, so why give away money? And once they recognize that there's a deal to be had, what's to stop the buyer from looking for a better one?

So what is the solution?

First understand the situation. Monitor and measure your visitor behavior. One merchant used

analytics to figure out what percentage of their visitors were leaving to find a coupon code and return through a different affiliate URL.

More than 10% of their visitors were going away and coming back through a different affiliate link or through an affiliate link when they hadn't come through one in the first place.

A solution is to eliminate the empty coupon field. However, a merchant who offers coupons obviously needs a way for redemption. Technologies exist that allow the code to be embedded in the link, so the discount is automatic.

Alternatively, language that doesn't leave the visitor feeling like they're missing out can lower the rate at which users go off chasing down coupons. A big empty field labeled "Coupon Code?" or "Discount?" begs the user to go hunting.

A field labeled "Referral code" or "Promotion" is more ambiguous and

less likely to leave a coupon-less visitor feeling like they're missing out.

The merchant above couldn't eliminate the coupon field because other groups need it to track promotions. They got creative and customized the tracking and commission structures in their program to more equitably compensate their affiliates.

This isn't to say that "coupon affiliates" are bad. Clearly there's a huge audience of consumers who love to get a deal. But not every shopper is a coupon user and not every affiliate wants to promote coupons.

What value are you getting from your affiliates and are they getting compensated equitably?

Scott Jangro is a long-time online publisher and affiliate marketer. Learn more about him at his blog at jangro.com.

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