

# FEEDFRONT

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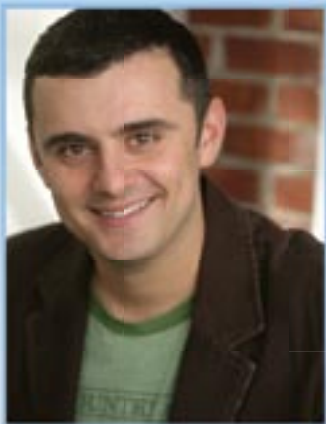
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By Missy Ward & Shawn Collins, FeedFront Co-Editors-in-Chief

# A POVERTY OF IMAGINATION

**W**e like to think of ourselves as cutting edge affiliates. After all, we leverage many aspects of social media to generate affiliate commissions.

In the past year, we've played around with video, blogging, microblogging, social bookmarking,

and ads on social networks to generate affiliate activity.

We've experienced success and failure, and we've learned a lot.

But we can do more, different, better stuff. Too often, we take cues from others and modify ideas for our affiliate campaigns.

During the keynote address at Affiliate Summit 2008 East in Boston, Cory Booker asked:

"Why have we gotten to a point to where we so often, every single day, because of limited vision, lack of understanding, a lack of boldness, as I often say, a poverty of imagination... why do we so often sell ourselves short?"

We tolerated the limitations of 468x60 banners ten years ago,

because those were what we had to work with as affiliate marketers.

Some folks innovated with the tools that were around then.

It's a new day in affiliate marketing, and social media opens up a wealth of opportunities for the creative, the free-thinkers among us.

Cory Booker also paraphrased a favorite passage of his from Emerson during the keynote:

"That only which we have within, can we see without. If we see no angels it is because we harbor none."

Take a deep breath, clear you mind, go for a walk in the sun, and see if you can find angels in a new amazing idea.

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

**FEEDFRONT™**

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Missy Ward, Cory Booker, and Shawn Collins. Photo By: Tris Hussey

# WIDGETS AND YOUR AFFILIATE MARKETING

One of the highlights of Affiliate Summit is the constant stream of new ideas. Affiliate marketers are called Internet pioneers for good reason - they are passionate about finding new business models and innovative ways to use the Internet.

As expected, hot topics in Boston included ways to incorporate video, mobile and social media into affiliate marketing programs, and how networks and advertisers can support these efforts.

But one topic associated with social media deserves more attention: widgets. Have you considered how widgets might fit into your affiliate strategy?

## WHY SHOULD I CONSIDER WIDGETS?

In short, they're capturing a lot of attention on the Internet. In the U.S., more than 77% of the internet audience has viewed a widget; in Canada, 80% have; and worldwide the figure is 62%. Also, research shows that widgets demonstrate greater reach than video, according to comScore's April Widget Metrix and Video Metrix. So, if you're looking for a way to share ideas and programs with the global online community, widgets can definitely help.

## WHAT ARE WIDGETS?

Widgets are light-weight single-purpose applications that run on a desktop or website. They serve a variety of purposes, from news feeds and calendars to entertainment, self-expression, photo and video sharing.

## USING ADVERTISER WIDGETS

The benefit of advertiser widgets is that advertisers take care of most of the development work and you reap the benefits.

Advertiser widgets can add content to your site that can improve traffic and

# MIX

## THE OPPORTUNITIES WITH WIDGETS ARE ENDLESS, HOW DO YOU PLAN TO USE THEM?

engagement. Some examples include:

*CBSSports.com Scoreboard:*  
<http://tinyurl.com/cbssports>

*National Geographic:*  
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*Yahoo! Weather:*  
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Also, widgets can help you earn additional revenue when users interact with the widget to make a sale or fill out a lead form.

For example, buy.at's Ticketmaster EventEngine widget enables affiliates to earn revenue for each sale driven by the widget, even if it's several download-generations away from the affiliate's site.



## CREATING YOUR OWN WIDGETS

You can create your own widget to drive traffic, increase page views and share ideas. If your widget gains traction, consider selling advertising within your widgets to generate new revenue opportunities. A few general ideas include:

- **Share content** - share tips, ideas, and content in your widget, keeping your brand and site top of mind when users see your widget on the Web.
- **Leverage viral marketing** - encourage users to share your widget with friends as a way to expand your reach.
- **Update regularly** - updates automatically appear wherever your widget is embedded, creating a dynamic dialogue with users.

## HOW DO I BUILD AND DISTRIBUTE MY OWN WIDGET?

Work with a syndication partner. They provide the components necessary for your widget to be picked up on blogs, social networks and personal pages. Established syndicators include YourMinis from Goowy Media, Clearspring Technologies and Interpolls.

Showcase your widgets on your site, and you can also work with a widget ad network, such as Wignat, or place your widgets in galleries such as Yahoo's Widgets, Facebook, the Mac Dashboard or Widgetbox.

*Amy Ely is the U.S. Marketing Manager for buy.at, Platform-A's affiliate network. Joel Fisher, Director of New Product Development and head of Wignat, Platform-A's social networking application and Web widget ad network, also contributed to this article. ☺*



By Missy Ward

# FIVE MINUTES WITH MELISSA SALAS



Melissa Salas, Director of Marketing at Buy.com

**I**f you've been in the affiliate marketing industry for some time, chances are that you've heard of Melissa Salas, bumped into her at an industry event or at least have seen her smiling face online.

Salas is the Director of Marketing at Buy.com in Aliso Viejo, California and the co-host of BuyTV, the popular show for tech-savvy shoppers. She is also the 2008 Affiliate Summit Pinnacle Award Winner for Affiliate Manager of the Year, and will be speaking on a panel during Affiliate Summit Social Media 2008 in New York.

FeedFront's Co-Editor-in-Chief, Missy Ward recently talked with the industrious Salas about her career and her views on life and affiliate marketing.

**Missy:** So tell me a little bit about young Melissa. What was your life like growing up?

**Melissa:** When I look back at my childhood, I have nothing but fond memories. I grew up in a very loving, Christian home, where I was the oldest of three children. My mom didn't believe in daycare, so she worked days and my dad worked nights, which meant that someone was always home with us. After 34 years, my parents are still married and love each other dearly.

My mother got me involved in everything when I was a kid. I was a Brownie and Girl Scout and wore my mother's handmade dresses until I was in 5th grade - where I discovered fast-pitch softball... my entrée to sports. Life went from Bobby Sox and Track & Field in the spring to

Football in the fall. From there I got involved in drama class, homecoming court, JV and Varsity Cheer as well as Varsity Track & Field.

After graduating high school, I moved to Hunting Beach, California where I attended Long Beach State University.

**Missy:** So now you're living in Aliso Viejo, right down the road from Buy.com. How's that working out?

**Melissa:** It's great. I'm just ten minutes from Laguna Beach. I'm a beach girl and need to be close to God's most magnificent creation. The beach is such a peaceful place to collect my thoughts and give thanks. Plus, being so close to work allows me to go home and play with my Maltese, Bentley.

**Missy:** So how does a sports-enthusiast, beach-going gal like yourself, get involved with the Internet?

**Melissa:** Funny story, really. My first job was as a bank teller at Wells Fargo and was eventually promoted to Branch Manager. At that point, online banking was just starting and I had to learn about it to train my staff. We all believed at the time that customers would never adopt online banking as it was even a problem getting them to use an ATM machine!

**Missy:** How did you make the leap from banking to Buy.com?

**Melissa:** After 8 years with Wells Fargo, I moved to Also Viejo. My neighbor at the time worked for Buy.com. For over a year, he tried to recruit me. But I was like, "What? People buying stuff online???" No way will people share their credit card information over the internet. In 2000, I decided to join the staff and now 8 years later, the Internet is my everything.

**Missy:** When did affiliate marketing hit your radar and how did you figure it all out?

**Melissa:** I was in Business Development at Buy.com for two years, when an opening came up in Affiliate Marketing. I began managing both. I love building relationships, so getting to know our affiliates was easy. I sure learned a lot from them and my boss was a great mentor. I also read a lot of trade articles and magazines. At the time, our network was LinkShare and I owe a lot of my knowledge to Stephen and Heidi Messer, as well as Kelly Beougher.

**Missy:** What is the secret to Buy.com's success?

**Melissa:** Scott Blum's vision, Neel Grover's execution and the Buy.com team who carries a lot of tenure because we all believe in our company. Success starts with vision, and it's



Melissa Salas

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**Missy:** How would you characterize the current state of affiliate marketing?

**Melissa:** Affiliate marketers are not only entrepreneurs / small business owners but more and more they are an important extension of the advertiser's marketing team.

**Missy:** In your opinion, what are some of the biggest hurdles facing affiliate marketers right now?

**Melissa:** 1) Ethics. 2) Differentiating themselves from other affiliate marketers. 3) Keeping up with multiple offers from multiple merchants and learning to scale campaigns. 4) Getting traffic to their site with ever-changing index algorithms and higher bid prices if using PPC. 5) For new affiliates, learning to incorporate technologies like conversion tracking, click trackers, installing analytics, analyzing analytics for better optimization of their business.

**Missy:** What are 3 trends affiliate marketers should have on their radar in the next few months?

**Melissa:** Definitely, new mobile phones that can do everything! Smartphones, TV on your PC and Ultra Portable Laptops.

**Missy:** What is the biggest piece of advice you would give an affiliate just starting out?

**Melissa:** Build strong relationships with the top merchants you plan to work with they are the source of your content. Build out your site with a lot of content. Brand yourself as an expert in whatever interests you.

**Missy:** What are some of your other passions other than affiliate marketing?

**Melissa:** I really enjoy hosting our TV show BuyTV. Aside from work, I have a passion for kickboxing, live music, traveling, snowblading, going to USC football games and well, any sports event really. I also love eating A LOT of chocolate.

**Missy:** Work aside, what do you want to do in the future?

**Melissa:** I want what every girl dreams of... travel the world, get married and have a family. All in God's time.

*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.*

superior customer service. In the future, I believe Buy.com will grow its product offering, globally.

**Missy:** How do you think Social Media has helped grow Buy.com?

**Melissa:** With the development of our FaceBook application Garage Sale - Buy.com has had success in the social media space. We even took our own stab into social media with our site Yub.com (its Buy backwards). I am heavily involved



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By Seth Sarelson and Jonathan Treiber

would provide the transparency and tracking solution desired by most large advertisers to bridge the gap between online and in-store.

## AFFILIATE MARKETING 2.0

As online affiliate marketing continues to grow and merchants begin to break down silos between in-store and online marketing teams, we are entering Version 2.0 of affiliate marketing.

Version 2.0 means expanding from e-commerce to the 93% of retail sales that

# CAPTURE REVENUE FROM IN-STORE SALES

As another inspiring Affiliate Summit drew to a close, I thought about the conversations that I had over the course of 3 days with some incredible affiliates. These businesses live and die by financing the marketing efforts of thousands of multi-channel advertisers, which begs the question: How much money are affiliates losing to in-store sales?

## UNTAPPED OPPORTUNITY IN AFFILIATE MARKETING

It's a fairly typical story; a consumer clicks on an affiliate link to an online retailer, browses the website, and decides to go into the store to make the purchase.

In fact, the story is far more typical than most affiliates may know. Recent research suggests that 89% of consumers browse online before making a purchase (BIG Research 2007), but < 7% of retail sales actually take place online (Forrester, "The State of Retailing Online" 2007).

Another important data point is that online advertising drives \$6 of in-

store revenue for every \$1 online (Yahoo! & comScore, "Research Online, Buy Offline" 2007). Commissions have traditionally only been earned on online revenue. Imagine what kinds of commissions could be earned by promoting in-store purchases.

## WHAT DOES THIS MEAN FOR AFFILIATES?

For most affiliates, this means that valuable time and money spent promoting a multi-channel merchant can often lead to under-compensation for affiliate marketing efforts that result in an in-store purchase.

This also means that there is a broader opportunity for affiliates to promote new categories of advertisers with in-store purchases, such as manufacturers and restaurants.

## IN-STORE AFFILIATE MARKETING

The inability to track online advertisements to in-store purchases has also impacted merchants, who have a need to understand the impact of online advertising on in-store sales.

Having an affiliate marketing solution

take place in-store. Version 2.0 also means expanding the affiliate community to include mobile and print affiliates.

The next generation of affiliate marketers will be developing new technology to connect online ads to in-store purchases. We should all be incredibly excited for the possibilities that this will provide for both affiliates and advertisers.

*The authors are co-founders at RevTrax, a leading in-store affiliate network, and can be reached at [Seth@RevTrax.com](mailto:Seth@RevTrax.com) or [Jonathan@RevTrax.com](mailto:Jonathan@RevTrax.com).*



Breakout Session Audience - Affiliate Summit 2008 East  
Photo By: Tris Hussey

# WHY LONG-FORM SALES LETTERS WORK

Jobseekers are often presented with a challenge: imagine you've just stepped into an elevator with the CEO of a company you really want to work for, they're told. You've got thirty seconds before the elevator reaches the executive's floor to explain why he should employ you. What would you say?

It's a tough question but fortunately, a restricted pitch isn't one that Internet marketers usually have to struggle with. There's no limit to the number of pages you can put on a website and no checks on the size of the pages.

The result is that for years now the standard sales tool for Internet marketers has been the long-form sales letter. These can go on for thousands of words, offer testimonial after testimonial, sub-heading after sub-heading and postscript after postscript.

They're enormous, often repetitive and it's unlikely that anybody has ever read one all the way through to the end. So why do marketers still use them?

The answer is simple: they work.

In one test conducted by the Marketing Experiments Journal in 2004, long-form sales letters consistently outperformed short copy, sometimes by as much as 400 percent.

In my own experience, I've seen upsells and one-time offers produce conversion rates as high as 70 percent. That doesn't happen often - but I've never had it happen with any other sales technique.

The reason they work is that a well-written, long-form sales letter will do two things.

First, it will push every sales point and answer every objection from every

member of the audience. That's something that's always going to take up a great deal of space. But it's also why marketers don't expect the audience to read all of the copy.

The sub-headings are meant to provide easy entry and exit points for readers. Different readers will have different objections and they'll be persuaded to buy because of different benefits. As readers scan a sales letter, the format of the page will naturally help them to notice the points and arguments that are most likely to persuade them.

Of course, they'll also miss a lot but that's important too. The Internet is the ultimate comparison shopping tool. More information about a product and more products that do the same thing are never more than a click or two away.

By providing readers with an overdose of information, marketers keep truly interested buyers on the page. If they can't even finish reading the information in front of them, they're less likely to feel a need to look for more information elsewhere.

It's why a common reaction to a long-form sales letter is "Okay, I get it. How much is it already?"

When you can make a lead ask that question, you really should be able to turn them into a buyer.

Long-form sales letters need top quality copy. They need careful testing and tweaking. But when

the information and the words are right, they're also surprisingly effective.

Joel Comm has been building profitable sites since 1995. Visit his blog at [www.JoelComm.com](http://www.JoelComm.com). ↩



Joel Comm



## AFFILIATE SUMMIT 2008 EAST AUGUST 11, 2008

### *Transcription*

**Cory Booker:** Good morning everybody.

**Audience:** Good morning.

**Cory:** I am so proud of America. No matter what your race, creed, or color is, you can do something and engage in yourself and make a difference in the world. Now, I know it is early. I know this is the first session of the day. I know some of you are thinking “Why is the mayor of Newark New Jersey here at an affiliate summit marketing convention.” Is anybody asking that question at all?

**Audience:** Yes.

**Cory:** Yeah? Gosh. Well, good. Hopefully some point over the next 20 or 30 minutes, we can all figure this out together. But, the reality is, I am honored to be here. I am really proud that I was asked. I would like to, if I can, just share a few

moments about my life that hopefully will affect some of the things that you all are doing. And actually, not simply about my life or who I am, but I actually grew up with a father who spent his entire life with one sort of overriding dream.

When he was a kid growing up in North Carolina...And I have to tell you, my father’s stories get more and more incredible the longer I hear the same stories over and again. So, at first he would go to school North Carolina in the mountains and the air was thin; it was difficult to climb it. By the end of his stories, now that he is in his 60’s, the stories are usually “It was a snow storm every day, Cory. And the school was a one room school-house. Actually, it didn’t have walls. We just sat outside in the snow and learned.”

My father, since he was a little kid growing up in the segregated town in the South, he was a dreamer about being a marketer; being a salesman. He pursued his dream his entire life. By the time I was born, I grew up in a table full of the most colorful stories that, in many ways, my life and my work, that has taken me from my academic world at Stanford University and going overseas and studying as a Rhodes Scholar and back to law school at Yale, to my professional work in inner city New Jersey, so many of the life lessons that I have learned have come from a salesman; have come from somebody who was trying to, in many ways, as he saw it, was trying to improve the world; trying to empower people with his products and ideas, with what he was doing.

One of my father’s earliest stories that I remember about this one room school house was that he was sitting down in the back of the class. My father said he was a hard headed kid; he was a cut up. And this teacher walked in and looked at the class. And she didn’t last that long. She said, “Class, I am here to talk to you all today about self esteem. Anybody here in this classroom thinks you are stupid, I want you to stand up right now.” My father says he just sat in the back of the classroom and didn’t move, and everybody looked at him. My father was sort of the king of the class, and everybody just stayed still looking back at the teacher, just standing there waiting for folks. And she said, “Come on now class. I want to teach you all about self esteem, about loving yourself. If you think you are dumb, if you think you are stupid, I want you

## Mayor Cory Booker Keynote Address

to stand up right now.” My father said nobody moved, so finally he pushed his chair back and stood up. And the teacher looks at him and says, “Mr. Booker, boy, what is wrong with you? You think you are dumb?” You think you are stupid? And my father said, “Well shucks, ma’am. I don’t think I am stupid, but I didn’t want you to be the only one standing’.”

*[laughter]*

So, the earliest lessons I got from my dad about success, about making sure that you make your impact on the world, was first and foremost knowing who you are and knowing that this world sends you, constantly, lots of different messages. And too many times, my father said, we are going to make sure our lives are only in tune to the negativity, to the doubts, to the cynicism, to people telling you that you are not good enough. For whatever reason,

you are too large, you are too short, you are too small, you are too black, you are too white you name it; they are going to send you those negative messages.

But, what my father said is you have to understand your internal barometer. You have to know who you are. You can’t go about doing anything unless you are firmly situated in the profound understanding that you are a divine creation. You are somebody that the conspirator of the universe created. You are someone with infinite potential.

Now to me, this is a lesson that I have gotten over, and over, and over again. In fact, I changed it as I got older and as my dad’s stories got more interesting, to talk more about this knowledge of self than just simply having a great vision. Not a vision of the world around you; first and foremost, a vision of yourself.

My father once, and rightfully, said the most important conversations you have in your life are the conversations you don’t have with other people or folks that might have titles like Major, Mayor, or whatever.

*[laughter]*

But, they are actually the ones that you have internally; the voice in your head and what does it say. Look, I have spent my entire professional career working in inner-city communities. And it is in these places that I have probably seen some of the greatest American heroes I have ever met. I have seen people who have such profound wisdom, and have reinforced my father’s messages over, and over, and over again.

When I was a teenager, 18 years old, I was working in an inner-city area called East Palo Alto California. I was going to Stanford University. I went there on a football scholarship. I always tell people I got to Stanford because of my 4.0 and my 1600: 4.0 yards per carry and 1600



Cory Booker, Mayor of Newark, NJ at Affiliate Summit Photo By: Tris Hussey

receiving yards as a high school student. I decided that my life and so much of what my parents said had to be about service and had to be about giving back. My father used to always say "The universe is a balanced place. The more you give to the universe the more you are going to receive."

So, I started working in East Palo Alto and found just a rich community of great people and kids I could really connect with. I remember at the end of the summer, I was asked by some of the other counselors to give a nice message to some of the young boys that we were working with.

I had heard this speaker once at a program sort of like this who gave this speech about that you could always do more. Don't limit yourself. He had everybody stand up in the room, which

I will not do to you all. I know you are tired. Everybody stood up. And he said "Now raise your hand as high as you could." I remember raising my hand as high as I could, stretching it up. The speaker said, "OK. Now raise it three inches higher." Then I just stood on my tip toes, and a lot of other people did that. Then he gave this powerful message about "You can always do a little bit more. You can always go a little bit further."

So, I decided to do this with the kids. I said, "Fellas, gather around. We are going to do a little experiment here on the last day. I want you all to raise your hands as high as you can." Now these kids were kind of tough, and they were tired at the end of the day. They looked at me and said, "No man. I don't want to do that. This is stupid. Where is the

food? Oh, don't raise your hand man. You got BO. Stop that!"

So, I decided, not being the best psychologist when it comes to children that there is, I resorted to a very base level of persuasion that some of you might know about. I reached into my pocket and I pulled out a five dollar bill, and I decided to bribe the kids. Please, I am a public official. Don't use that word too often around me.

*[laughter]*

But, I offered the kids five bucks to raise your hand the highest. Immediately, these young men, being the great American capitalists that they were, shot their hands in the air. Now they are all comparing themselves to each other, squeezing next to each other to see who has got the biggest arm reach, standing



The Affiliate Summit audience during Cory Booker's keynote address. Photo By: Tris Hussey

## Mayor Cory Booker Keynote Address

on their tip toes. Then, all of a sudden, as I sat there in smug satisfaction looking at these young people, I looked over to my left and I saw Robert.

Now Robert was the shortest and youngest of the whole group. I am telling you, this kid was one of the cutest kids you will ever see. He looked like a young Emmanuel Lewis and a young Gary Coleman mixed together. His face was sort of all in a pout. It looked like he had just said “What you talking ‘bout Willis?” His arms were crossed and he looked down on the ground. I thought, “This was the last one of the whole group who I wanted to squelch his vision of who he was.” This was the last kid because he had a difficult, difficult home life. The last child who I wanted to make not believe in himself that he can compete with other people.

So, I am about to walk over to him and put my arm on his shoulder and say to him, “Look, I am so sorry. I am so sorry

about this exercise. Don’t worry about it. You and I can talk while they are doing this.” But suddenly, he turns around and sprints to the door. I run after this kid; sprint after him and grab him from behind and pick him up. His legs are still wiggling around as he is trying to run away from me. And I turn around, and I say, “Robert. What is wrong with you man? Where are you going?” And he looked at me hard as if I was crazy and then looked over at the other kids and then looked back at me with the wisdom that betrayed his age. He said to me, “You said you would give \$5 to the kid who can raise his hand the highest, right?” And I said, “Yeah.” And he goes, “Well I know a way to get to the roof!”

*[laughter]*

I gave him the \$5. This to me is a message from out of the mouth of a babe; out of a kid who basically said to me, “Shake your self-image Cory. You think in terms of doing just three inches high-

er. I think, in terms of getting to the roof. You think in terms of walking or running faster. I think, in terms of flying.”

Now, we are here as a people because individuals in every sector of American society saw themselves as not someone who was going to be good, not someone that was just going to beat somebody else, but they had a transformative vision of themselves, of their families, of their lives, had a transformative vision of their country, had a transformative vision of life.

This is what greatness is. I sat around a table dinner, after dinner, after dinner, listening to one of the greatest dreamers God had ever created, my father. Some of his greatest dreams involved his kids and what they would achieve, and that they would never ever accept anything less than our boldest visions of ourselves and who we can be.

But, why have we gotten to a point to



Cory Booker, Mayor of Newark, NJ at Affiliate Summit Photo By: Tris Hussey

where we so often, every single day, because of limited vision, lack of understanding, a boldness, a lack of boldness, as I often say, a poverty of imagination; Why do we so often sell ourselves short?

Look, I work in Newark New Jersey, and it is the city that I love the most in America. It has a reputation issue that many people tell me, because the vision issue that many people have of it is stuck in a time that doesn't exist. And as I joined the world of Newark New Jersey, this incredible place, it was people within this city that kept giving me this lesson over, and over, and over again. Challenging me as a young activist coming out of law school. Challenging me as someone who said they wanted to make a difference. Challenging me as someone who said, as many of us might have said in our lives, that I want to change the world.

I remember my first time in the early mid 90's, coming to Newark New Jersey, I thought to myself, "I am going to live my craziest vision of myself." I was fueled by my father a bit. I moved onto a challenging street in the city with a lot of problems; with drug dealing, and violence, and crime, and high rise projects that were in difficult shape. I remember just being, frankly, overwhelmed by what I was seeing and what I was watching.

I used to joke with a friend of mine that had a pharmaceutical trade on that street that could put Merck and Johnson and Johnson to shame; Rite Aid could learn a couple lessons. I would see lines of people from the suburbs coming in to buy their pharmaceutical products.

I remember, at this point, a friend of mine told me, "Cory, if you really want to make a difference in that neighborhood, you have got to meet the leader of that neighborhood, the Queen Moth-



Wil Reynolds of SEER Interactive enjoys the Cory Booker keynote  
Photo By: Tris Hussey

er." She happened to live in these public housing projects. I love the universe because it sends you these messages sometimes. I was growing up as a kid and my parents, even my grandparents, used to tell me, when I was graduating from these Ivy League schools, they said "Boy, never forget that you can learn more from a woman on the fifth floor of the projects than you can from one of these fancy professors."

Low and behold, I found out the address of this woman and she lived on the fifth floor of the projects. I went up to knock on her door. I will never forget, I knocked on her door in my youthful arrogance, and it is like this UCLA linebacker voice came from the other side: "Who is it?" And I said, "It's Cory Booker." She opens the door and she goes, "Who are you?"

And again, I am an arrogant young man. I pull up my pants and say, "Ma'am, I am Cory Booker. I am from Yale Law School ma'am. I am here to help you out." I almost felt like that Western Theme should have gone off: "Doo Doo Dooooo."

She looks me up and down and she goes, "You want to help me?" And I

go, "Yeah." She looks me up and down, and we exchange some more words, and she goes, "Well if you really want to help me, you have got to follow me first." I say, "OK."

This woman pushes past me, closes her door, walks down five flights of stairs, walks through the lobby of the building, walks through the courtyard, walks onto the side of the street, walks through some pharmaceutical salesman, at which point I am standing close to her, and she walks into the middle of the street. Now I am in the middle of one of the largest boulevards in the neighborhoods in Newark. She swings around and she goes, "Boy, tell me what you see around you." I said, "What?" She goes, "Tell me what you see around you." I said, "OK. Well, I see some high rise public housing." There was an abandoned building that people use for nefarious things, and I said, "I see that." And I talked about the graffiti and just described what I saw around me. She looks at me and shakes her head and goes, "Boy, you could never ever help me." And she turns around and storms off.

I am standing there in the middle of the street thinking to myself, "What

## Mayor Cory Booker Keynote Address

the heck just happened?” So I run after her and I put my hand on the back of this elderly woman and I say, “Ma’am, what are you talking about?” She whirls around and she says to me, “You need to understand something boy.” I go, “What?” She says, “The world you see outside of you is a reflection of what you have inside of you. If you are one of these people who only sees problems or darkness and despair that is all there is ever going to be. But, if you are one of those people who see hope, opportunity, and love, then you can make a change and help me.” She walks off, leaving me there in the middle of the street.

I tell you, the uncomfortableness of

standing there made me go back to my apartment that I had rented across the street from where she lived. The storm of these messages that my Dad had sent me growing up, and quotes I had read from learned scholars from humanity... I remember Emerson said something powerful. He said, “That only which we have within can we see without.” And I love this. To paraphrase the end of his quote, he says “That only which we have within can we see without. If we see no angels it is because we harbor none.”

So, here I was being one of those people, those limited imagination Americans, who just does such a good job sitting

back and doing color commentary on the world around us; describing things as they are, never changing their sight about what they can be.

This took me back to my kitchen table with my Dad. My Dad loved stories about salesmen; always talking about stories about salesmen. I remember, he tells me this one story where two men are dropped off on an island to sell shoes. And both men, within 10 minutes on the island, are screaming for the boat to come back. One guy calls back and says, “Get me the heck off this island! These are natives here. None of them wear shoes!” The other man calls back and says, “Come back to the is-



Cory Booker and Kit Cassingham Photo By: Shawn Collins



land! Bring me six crates of shoes! There are only natives on the island. None of these people wear shoes! I can make a thousand sales!"

It is all about how you see the world. Vision controls reality. I react against this every single day in my community as I look at my state of New Jersey; as I look at our nation. You can't tell me that we should be satisfied with the way things are. You can't tell me that we can't do better as a people. You can't tell me that we can't create miracles all around us by first and foremost changing our vision, changing our attitude.

I remember once, when we had finally started working together, me and Ms. Virginia Jones (her name), this profound, powerful woman; at first I started by coming correct. I just sat at her table and listened time and time and time again to her stories. I learned. I always say I got my BA from Stanford, but my PhD from the streets of Newark.

Eventually, we started organizing. As a young lawyer, I started representing the residents against the horrible slum lord, in my opinion, that ran the buildings. Eventually, the slum lord was convicted in federal court for a lot of crimes and we were able to clean up a lot of the neighborhood. We helped some of the guys that were dealing drugs get into other things and cleared many of the other ones off. We got the abandoned building across the street torn down. We were able to make a lot of these improvements in this area.

I will never forget. We had this huge festival, this huge block party you can call it. We had dunk tank, and Ms. Jones made me be the first person that sits in the dunk tank. We had just a phenomenal, phenomenal street party.

I remember talking to the daughter of somebody who had passed away during the time that we were making a lot of these improvements. I remember say-

ing to her, "It is such a shame that your mother couldn't live to see this." Now her mother was one of these people who were a major, major part of this tenant coalition. Especially in the beginning, most of the activists that were working with Ms. Jones were other elderly African American women who had this profound vision. I remember saying to her, "It is a shame your mother couldn't be here to see this." She sort of laughed. She goes, "Cory, are you kidding me? My mother always saw this."

This power to see the world as it truly is, not as how it masquerades; the power to see yourself as you truly are; this is one of the biggest challenges. People ask me all the time, "You are a new mayor in the city of Newark Cory. You had this big election that upset the machine that was there." I am the second

mayor since 1970. "What is the biggest challenge you are facing?" I love talking about the challenges we have, because to me, a challenge is just brilliantly disguised as an opportunity. I will tell you about one of them in a moment, but the first thing I would say is the biggest challenge we have in Newark, the biggest challenge we have in my state, the biggest challenge we have in America, in fact, the biggest global challenge that there is, is a challenge of the spirit; is a challenge of vision; is a challenge and a test of our ideals of who we say that we are going to be.

*The complete keynote address from Cory Booker can be read at [www.FeedFront.com](http://www.FeedFront.com). Video of Mayor Booker's speech is available to view for free at [www.AffiliateSummit.tv](http://www.AffiliateSummit.tv).* ↩



Cory Booker and Tris Hussey Photo By: Shawn Collins

# AFFILIATE SUMMIT SOCIAL MEDIA 2008 AGENDA

## ATTENDEE REGISTRATION

LOCATION: REGISTRATION  
TIME: 9:00AM - 12:00PM

## COFFEE SERVICE

LOCATION: ROOM 14-250  
TIME: 9:00AM-6:00PM

## OPENING REMARKS

LOCATION: ROOM 14-220  
TIME: 10:00AM - 10:10AM

- *Jim Kukral, Owner, ScratchBack.com (Emcee)*

## KEYNOTE: SOCIAL MEDIA AND AFFILIATE MARKETING

LOCATION: ROOM 14-220  
TIME: 10:10AM - 11:00AM

- *Don Crowther, Social Media and Blogging Expert*

## GAIN FRIENDS AND INFLUENCE, WITH VIDEO

### SESSION 1

LOCATION: ROOM 14-220  
TIME: 11:15AM-12:15PM

Learn how to leverage video to increase brand engagement, time spent on site, and page views. Explore the tools and techniques to use when testing out video.

- *Jim Kukral, Owner, ScratchBack.com (Moderator)*
- *Steve Rosenbaum, CEO and Founder, Magnify.net*
- *Melissa Salas, Director of Marketing, Buy.com*

## NETWORKING LUNCHEON

LOCATION: ROOM 14-250  
TIME: 12:30PM-1:30PM



Audience at one of the Educational Sessions during Affiliate Summit in Boston  
Photo By: Tris Hussey

## SOCIAL MEDIA CASE STUDIES

### SESSION 2

LOCATION: ROOM 14-220

TIME: 1:45PM-2:45PM

Affiliate marketers are working with social media in a variety of ways. Hear about the nuts and bolts of successful efforts in social media.

- *Jim Kukral, Owner, ScratchBack.com (Moderator)*
- *Michael Jenkins, CEO/Founder, MarketLeverage*
- *James Keating, VP of Marketing, ShopWiki*
- *Jivan Manhas, President, Advalliant, a Division of MediaTrust*

## MAKING SOCIAL MEDIA MAKE MONEY

### SESSION 3

LOCATION: ROOM 14-220

TIME: 2:45PM-3:45PM

Social Media has exploded into our lives and media consciousness. This presentation will explore practical business applications to deliver real bottom line profitability.

- *Jim Kukral, Owner, ScratchBack.com (Moderator)*
- *Larry Bailin, CEO, Single Throw Internet Marketing*
- *Shashi Bellamkonda, Social Media Swami, Network Solutions*
- *Jay Berkowitz, CEO, Ten Golden Rules*

## LEVERAGING SOCIAL NETWORKS

### SESSION 4

LOCATION: ROOM 14-220

TIME: 4:00PM-5:00PM

Social networks offer great potential for affiliate marketers to grow business. Learn some of the latest techniques and strategies.

- *Jim Kukral, Owner, ScratchBack.com (Moderator)*
- *Sachin Agarwal, President & CEO, Dawdle.com*
- *Zac Johnson, President / CEO, MoneyReign Inc.*
- *Brett Lofgren, Senior VP of Global Advertising Sales, Epic Advertising*

## COCKTAIL POWER NETWORKING HOUR

LOCATION: ROOM 14-250

TIME: 5:00PM - 6:00PM

Join us for cocktails as we finish up Affiliate Summit with some free-form networking.

## SHAREASALE PARTY

LOCATION: ROOM SERVICE NY

(35 EAST 21ST STREET BETWEEN PARK AVE. SOUTH AND BROADWAY

TIME: 8:00PM - MIDNIGHT

Join us at Room Service NY from 8pm-Midnight as ShareASale hosts an industry party that is certain to be a great time. This exclusive event space, complete with comfy couches, semi-private rooms, and stocked mini-bars is the perfect setting to mix and mingle. Drinks will be served as well as a limited selection of appetizers, so get there early to enjoy the full experience.

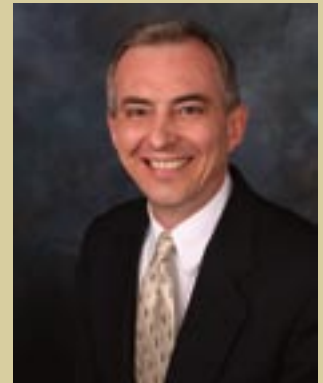
### DON CROWTHER

Don Crowther is a social marketing, blogging, and online marketing expert. As a longtime brand management marketer for well known companies like Kimberly-Clark, ConAgra, and SC Johnson and a consultant for clients like the US Federal Government, Snap-on Tools, Chamberlain Corporation, and hundreds of other companies, Don's foundation is classical marketing. He now specializes in teaching companies and individuals how to implement proven marketing techniques using the medium of the Internet.

Don is currently a faculty member at StomperNet.com, an organization that teaches people how to build their businesses online. His most recent project, SMARTS (Social MARKeting Traffic Strategies) taught over 2,000 people how to use social marketing tools like Facebook, MySpace, YouTube, Digg, Technorati, Blogging, etc. to build their businesses online in a way that will not only be profitable, but also contribute to the social community.

Don's strategies are designed to create long-term growth for companies and websites, therefore they are not slash-and-burn, short-term self-serving tactics that do more damage than good in the world of social media. He teaches how to join existing conversations, create new ones, and build relationships with people so they want to buy from you in the future. The results, hundreds of companies with powerful search engine rankings, improved sales and powerful customer bases, speak for themselves.

In this presentation you'll hear the facts behind social marketing, how it really works, and most importantly, a set of specific strategies you can start using tonight to increase your search engine rankings, website traffic, profits, and reputation in the online world.



# AFFILIATE SUMMIT SOCIAL MEDIA 2008 BIOS

## SACHIN AGARWAL

Sachin Agarwal is the co-founder, President, and CEO of Dawdle.com. Dawdle is the largest online marketplace for video games, systems, and accessories. Gamers can buy and sell with confidence with other gamers, as Dawdle offers a 100% money back guarantee on all purchases and guarantees that all sellers get paid. Prior to Dawdle, Sachin was an Investment Analyst at Ascension Health Ventures and an Investment Banking Analyst at Jefferies Broadview.

## LARRY BAILIN

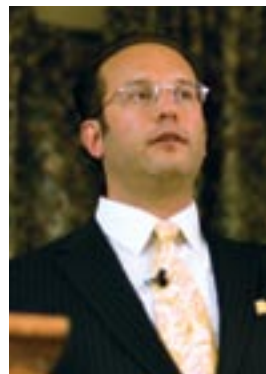
Larry Bailin is bestselling author of the acclaimed marketing book, *Mommy, Where Do Customers Come From?* and CEO of the award winning Internet marketing company, Single Throw. Bailin is an expert in the fields of, sales, Internet marketing and the new customer culture. He has been hired as a speaker for the following organizations: Microsoft, UPS, HealthSouth, The Direct Marketing Association, The Conference Board, Business Marketing Association, Search Engine Strategies, Affiliate Summit, BlogWorld, Podcast Expo, American Marketing Association and others. Bailin has co-presented with industry leaders such as Ask Jeeves, Yahoo! and MSN. He has also shared the platform with bestselling author, Seth Godin. *Mommy, Where Do Customers Come From?* released on November 15, 2007 and within hours of release rose to number 3 on Amazon's bestsellers list. The book has been dubbed "an instant classic" by readers and the media.

## SHASHI BELLAMKONDA

Shashi Bellamkonda works for Network Solutions as the first-ever Network Solutions "Social Media Swami." A prolific Twitterer, blogger, and product innovator, Shashi loves technology, testing new things and helping people. A self-described "Internet

junkie," Shashi has presented previously on "How to Sell Social Media to Your Boss" and "Social Media tools for Small Business." He's been in love with social media since his previous life working in the hotel world and, believe it or not, as an executive chef, and Shashi started his blog to keep his many on and offline friends up to date on the coolest new things to check out and answer their questions on social media and technology from what to use and how, how to prevent pop-ups, how to avoid viruses, how to save computers from hackers, and the ever popular "Why is my computer freezing?" Shashi's life's mission is to be helpful to others and achieve dreams in installments. Shashi has dabbled in affiliate marketing since 2003.

## JAY BERKOWITZ



Jay Berkowitz is a dynamic marketing professional. He has managed marketing departments for Fortune 500 brands: Sprint, Coca-Cola and McDonald's and successful dot-com eDiets.com. Mr. Berkowitz is the author of the *Ten Golden Rules of Online Marketing Workbook*, the host of the *Ten Golden Rules of Internet Marketing Podcast* and Founder and CEO of [www.tengoldenrules.com](http://www.tengoldenrules.com), an internet marketing consulting business based in South Florida. *Ten Golden Rules* helps companies get more traffic to their websites and convert that traffic to sales with a focus on improving internet profit. Mr. Berkowitz is the immediate Past President of the American Marketing Association South Florida and a founding Board Member of SFIMA, the South Florida Interactive Marketing Association. Mr.

Berkowitz is a popular presenter at conferences and events such as Affiliate Summit, The American Marketing Association, The Direct Marketing Association, Search Engine Strategies, Ad-Tech, and the CEO Executive Forum.

## 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 lead 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 web site, 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](http://ZacJohnson.com)), where he provides readers first-hand 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.

### **JAMES KEATING**

James Keating, a successful sales and marketing executive with more than fifteen years experience, joined ShopWiki in February 2007. Prior to ShopWiki, James was Vice President of Partnerships at Guidester, building relationships with key advertisers such as Samsung and Olympus and retail partners such as Buy.com and Tiger-Direct. James has also held the post of Director of Publisher Sales and Marketing at LinkShare, the online affiliate marketing technology company in New York. At LinkShare, James was responsible for managing the publisher account management team, designing and instituting compensation plans, and implementing sales training. As National Sales Manager at ThomasRegister, James was personally responsible for generating over \$42,000,000 of revenue during his four-year tenure. He is also one of only a few thousand people in this world who has traveled to all seven continents across the globe.

### **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 on-

line ideas. Nowadays, Jim focuses on the business of online video and online publishing tools. His radio show, "Video Ninjas", can be heard on Geek-Cast.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.

### **BRETT LOFGREN**

Brett Lofgren is the Senior Vice President of Global Advertising Sales for Epic Advertising. In this role, he is responsible for overseeing \$100+ Million in worldwide revenue. In addition to managing overall revenue, Lofgren plays a critical role in New Business Development, Sales Operations/Compliance & overall company strategy. Prior to this role, Lofgren held several management positions at Epic Advertising from 2005-2007, including Director of Southeast Sales and Sr. Director of Global Sales where he oversaw, recruited and dramatically increased US & Canadian Sales efforts. He has been influential in building relationships with top US Advertisers and Agencies, while expanding partnerships with key International Media Companies, Networks, Social Networks and Distribution Partners. Lofgren graduated from the University of Delaware with a Bachelor of Science in Geography with Minors in Biology & Geology.

### **JIVAN MANHAS**

Jivan Manhas is a Founder, and President of Advialant, Inc., MediaTrust's performance affiliate network. Both a seasoned executive and experienced entrepreneur, Mr. Manhas possesses diverse business experience, a fundamental understanding of how to leverage cutting-edge technologies within online media, and valuable strategic and operational experience in creating new ventures. Prior to co-founding Advialant, Mr. Manhas was a co-founder of three Internet consulting companies, ViaCentrix, Digital Bytes and Consultica.

### **STEVE ROSENBAUM**



Steve Rosenbaum, CEO and Founder of Magnify.net, is one of the early innovators in the use of small format video and user-created video. He has put

his formidable experience toward Magnify, a video publishing platform that allows web sites, media companies, and content entrepreneurs to empower their communities to embrace user-generated video. Prior to launching Magnify, Rosenbaum was involved in a variety of initiatives supporting the development of user-generated content. In 1995 he created MTV UNfiltered, a program that put the very first user-generated video on MTV. During his career in mainstream media, Rosenbaum produced films for A&E, Discovery, TLC, The History Channel, National Geographic, Court TV, Trio, HBO, VH1, MSNBC, and CNN. As a feature Director, he is best known for his film "7 Days in September," which chronicled New York's reaction to the 9/11 attacks.

### **MELISSA SALAS**

Melissa Salas is the Director of Marketing for Buy.com and Co-Host of the TV show, BuyTV, which airs weekly on G4. Having joined Buy.com in 2000, she manages Buy.com's marketing campaigns with Portals and Shopping Comparison sites, as well as Buy.com's Affiliate Program. Born and raised in Southern California, Melissa attended Long Beach State University where she received a B.A. in Communications, and minored in Interpersonal Communication and Business Organization. Prior to Buy.com, she worked at Wells Fargo Bank as a Financial Consultant for 8 years.



By Shawn Collins

# AFFILIATE SUMMIT EAST 2008 RECAP

**A**ffiliate Summit East 2008 kicked off in Boston on Sunday, August 10 at noon with the Affiliate Meet Market, where 82 exhibitors staffed tables for 6 hours to network and make deals with other folks at conference.

There were also two tracks of sessions, an introductory education session covering PPC, social media, the New York affiliate tax, and affiliate management, as well as overviews of ShareASale, Amazon.com, and the pepperjamNETWORK.

The first day was also setup day for the exhibit hall, which was open the following two days with about 120 booths and tables.

Day 2 kicked off with an inspirational keynote address from Newark, NJ Mayor, Cory Booker.

This day featured a packed exhibit hall and a series of educational sessions.

And the day wound up with the Great Affiliate Road Rally, an RC car race to benefit charity, where ShareASale took the checkered flag and won a booth for Affiliate Summit 2009 West.

Day 3 began with a series of Ask the Experts roundtables, and then moved on to a series of breakout sessions.

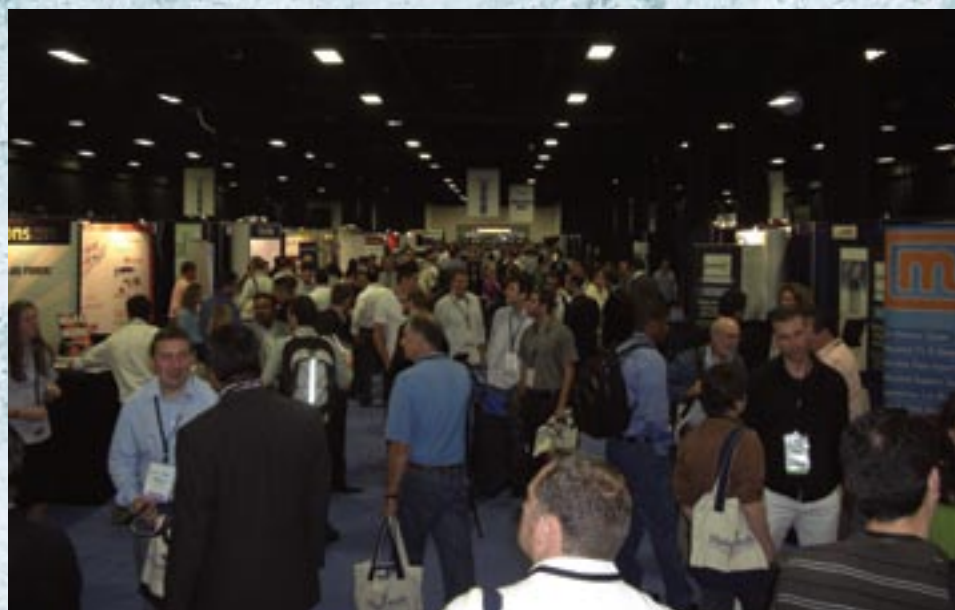
This was also the second and final day of the exhibit hall, where we had a few long rows of booths, as well as a new addition - the Merchant Mart, where companies with affiliate programs had a dedicated area where they had tables to promote to promote their affiliate programs.

In between sessions, many of the bloggers stopped by the blogger room to make posts, network, and bowl some frames of Wii Bowling.

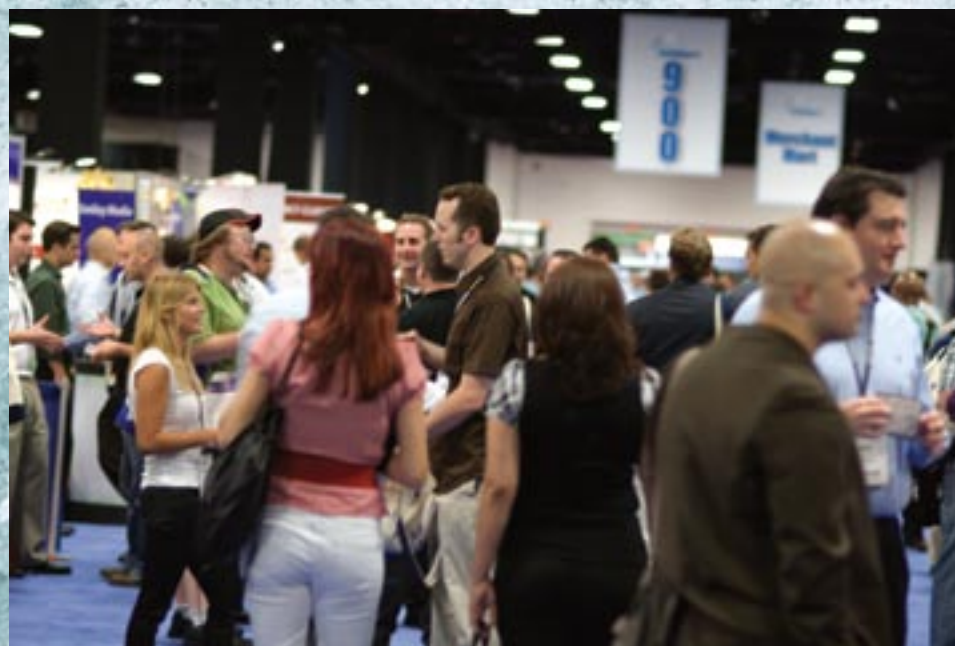
The tenth Affiliate Summit wrapped up with the Un-keynote session, where all attendees had an opportunity to take the stage and say a few remarks about the industry.

The presentations from the three days of Affiliate Summit East 2008 are now available to view and download at [www.slideshare.net/affsum/slideshows](http://www.slideshare.net/affsum/slideshows).

Videos of the sessions can be viewed for free at [www.affiliatesummit.tv](http://www.affiliatesummit.tv) and photos are up at [www.flickr.com/photos/affsum](http://www.flickr.com/photos/affsum).



Affiliate Summit East in Boston Exhibit Hall Crowd  
Photo By: Tris Hussey



Affiliate Summit East in Boston Exhibit Hall Crowd  
Photo By: Tris Hussey



Kim Rodgers, Jon Levine, and Bill Swartwout  
Photo By: Kim Rowley



Mike Peters, Software Projects Inc.  
Photo By: Tris Hussey



Affiliate Summit East Breakout Session Audience  
Photo By: Tris Hussey



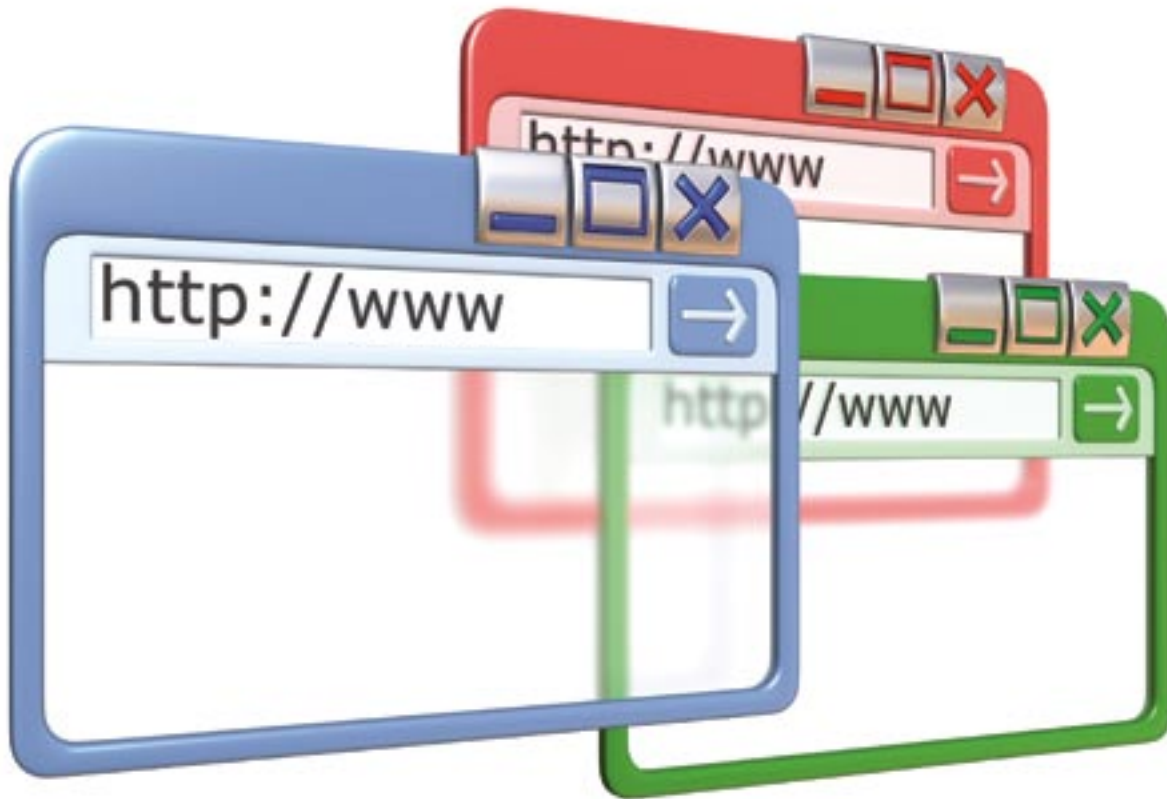
Dina Riccobono and Jen Fluker, Market Leverage  
Photo By: Market Leverage



Tim Jones of TheRealTimJones.com  
Photo By: Tris Hussey



Jim Kukral, Affiliate Summit Emcee  
Photo By: Tris Hussey



One facet of effective design that I often see people ignore is guiding the visitor. If you don't effectively help your visitor find, see, read and click what you want them to on your site, you are missing out on revenue.

When a visitor hits your page, you have a few seconds to convey the message that you have what they want, and they can easily get it.

Doing this while encouraging and enticing them to act on your site can mean the difference between an average site and conversion-churner. This strategy may be more effective on some sites or topics than others, but I believe it can improve any site, no matter the topic or purpose.

If a page's major elements, such as navigation, logos, headings and images are equally dominant and sporadically placed, the visitor must figure out what to do or read next.

Contrast that with a site that has strategically placed elements, with color and contrast variations that

are easy to follow. Here, the visitor will travel the path of least resistance and generally follow your direction. Your site will be more successful when you don't make the user think. Make it easy by using a bread crumb trail of tasty bits for the eye to follow.

Once your visitor arrives, your page needs to turn into a funnel. Every template or page should have a purpose, a desired action from the user. Whether it's to drill down, believe and trust you, make a purchase, click on an ad or whatever, you should have a goal for the user at every point in your online presence.

You may have a structure that leads the visitor from basic home page information, drilling down to specific products or services, and sales pages for each. Or, you may have a store that showcases items on every page. Regardless, each page has a purpose and you should help your visitor engage that purpose.

One way of implementing this is the blur test. To perform this test, sit back from your monitor, maybe

a foot or two more than usual. Defocus your eyes - start to cross your eyes, but don't actually let them cross. Your page should be blurry, and the major elements should stand out.

Start at the upper left corner of the page and let your eye lazily fall downwards and to the right, and allow it to stop at the first thing that stands out on your page. Then follow on to the next item, and so on.

With practice, you can simulate what your visitors' eyes are attracted to, and how they flow through your page.

You will be able to identify elements that are fighting each other for dominance, which direction the flow moves on your page and then make adjustments and corrections to encourage the behavior you want. You can learn a feel for this, and guiding your visitor can become as natural as ad blending.

*Ken Lochridge, of DrasticTactics.com, is a ten year veteran of affiliate marketing.* ↪



Over the past few months, the FTC has filed a number of complaints against affiliates for failing to clearly and conspicuously disclose financial terms as required by Section 144 of the Truth in Lending Act "TILA" and Section 226.24 (c) of Regulation Z.

TILA and Regulation Z require that lending entities disclose finance charges and related aspects of credit transactions in writing, that finance charges are expressed as an annual percentage rate, and establish certain requirements for advertisers of credit terms.

TILA, along with other regulations, was created to prevent businesses from engaging in unfair acts or practices, to ensure representations do not mislead consumers and affect consumers' behavior or decisions about a particular product or service, and to prevent consumer fraud by encouraging business to accurately and honestly represent products and services.

As an affiliate, you may be responsible for compliance with these regulations, particularly when using your own creative or driving traffic to a landing page that you host and maintain.

TILA and Regulation Z in particular, have certain terms that are often referred to as "trigger terms" which when used in advertising, require specific disclosures.

Although some rules apply specifically to lenders, affiliates often use such trigger terms, but then fail to provide the required disclosures. As in the recent complaints filed by the FTC, such trigger terms included:

- Stating the amount or percentage of any down-payment;
- Stating the number of payments or periods or repayment;
- Stating the amount of any payment; or
- Stating the amount of any finance charge;

Since compliance can be rigorous, and representing loan terms imposes unnecessary and unwanted liability, the safe bet is to just stay away from TILA trigger terms! Examples of TILA trigger terms include:

- Only \$15 per hundred borrowed!
- 0% APR
- Low interest rate!
- No Money Down!

Affiliates' failure to comply with applicable laws can also result in enforcement actions or civil lawsuits.

For advertisers under the FTC's jurisdiction, that alone could mean court orders to cease and desist, fines for each violation, injunctions, civil penalties, and/or actual damages.

The overwhelming task of trying to figure out what needs to be done to comply with

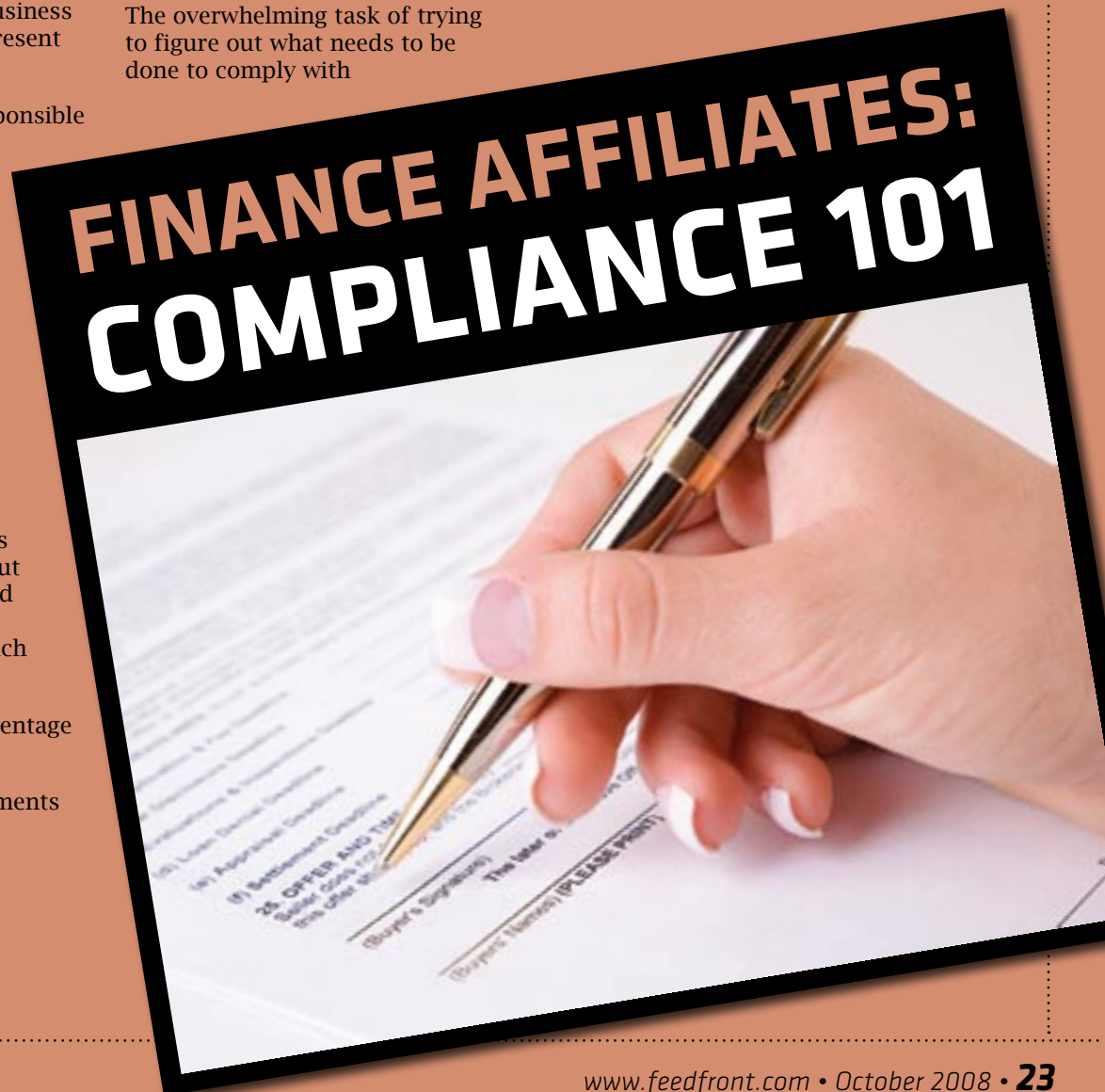
applicable laws and regulations can be quite daunting.

There is hope, however, and such hope may be found in obtaining proper and competent legal advice along with some good old-fashioned common sense.

*Brad Norton, Esq. is In-House Counsel for PartnerWeekly, LLC and SellingSource, LLC, an Inc 100 company. ☞*

\*\*\*DISCLAIMER\*\*\*

*This article represents independent research and opinion of the author and is not to be considered or construed as legal advice. Affiliates should seek independent legal counsel for assistance in their particular advertising activities. Including The Fair Credit Billing Act, The Fair Credit Reporting Act, The Equal Credit Opportunity Act, The Electronic Fund Transfer Act, The CAN-SPAM Act of 2003, The Gramm-Leach-Bliley Act, and The Fair and Accurate Credit Transactions Act of 2003.*



# AFFILIATE SUMMIT FI

Business Cards Collected at Affiliate Summit Photo By: Michael Buechle



## Uh-fil-ee-it Marketing - A ROOKIE'S JOURNEY TO AFFILIATE SUMMIT EAST



Zach Winterton Photo By: Shawn Collins

The date was April 1st 2008. In an office building in downtown Walla Walla, WA, I officially stepped into my new role as the Affiliate Coordinator for QualitySmith, an internet based lead-gen company that connects homeowners with contractors nationwide.

Fast-forward five months and I am crawling out of bed at 5 AM to catch my flight to Boston for my very first Affiliate Summit. Upon arriving at the Seaport, I immediately realized this was going to be an amazing experience.

After it was all said and done I learned a ton, met some amazing people, and had a great time. For all of the affiliate newbies out there, here are some tips I've learned to help with your first time at Affiliate Summit.

### LEADING UP TO YOUR FIRST AFFILIATE SUMMIT

**Networking** - Get involved. There are tons of ways to connect with others in the affiliate marketing space. Affiliate Summit has a networking site (network.affiliatesummit.com), and there a lot of affiliate marketers on Facebook also. Make a point to meet with companies

that could be a good fit for you to work with. It helps to set an appointment with them if you can also.

**Business Cards** - You'll need them, and lots of them. Try thinking outside of the box with these. Rounded edges, odd sizes, and clever design will help your cards stand out.

**Affiliate Summit Mentor Program** - Sign up for this. You'll be paired up with an affiliate marketing veteran. They will be a great resource, and maybe even your first friend at the Summit. I was lucky enough to have Shawn Collins as my mentor.

**Travel** - Pack lightly. Chances are you'll have a bag full of goodies to take home with you. Comfortable dress shoes also came in handy.

### DURING THE CONFERENCE

**Networking** - Seems to be a common theme. Networking is one of the most beneficial things you can do for both your time at Affiliate Summit, and your career. You never know who you are going to meet, or where. Be friendly, say hello first to people you see.

**Attend Parties** - These are great opportunities to meet more people in the in-

dustry. A tip from Brian Hawkins of Pingo.com is affiliates usually stick together. I was able to meet ten affiliates in one sitting by approaching one when he was by himself.

**Stay Organized** - You will meet tons of people, and have tons of business cards. Spend some night before bed each night organizing and making notes about the cards you have collected.

**Have Fun** - There are plenty of opportunities to have a great time at Affiliate Summit.

### AFTER THE SUMMIT

**Follow Up** - Make a list of the contacts you made that could most benefit you or your business, and start reaching out to them one by one.

Affiliate marketing is a fascinating industry full of brilliant, motivated people. Whether you take these tips to heart, or not, you're destined to have a great time at Affiliate Summit.

Zach Winterton is a dedicated Affiliate Manager for QualitySmith & Glass.net. [www.qualitysmith.com](http://www.qualitysmith.com), [www.glass.net](http://www.glass.net)

# FIRST-TIMER FEEDBACK

## MY FIRST AFFILIATE SUMMIT

I'D BEEN LOOKING FORWARD TO AFFILIATE SUMMIT IN BOSTON FOR AWHILE NOW, AND I PREPARED SOME GOALS TO HIT WHILE AT THE CONFERENCE.

### GOAL 1: NETWORK WITH MERCHANTS

I gave 100 business cards away, and received a stack to go through. The networking was great. There were two events set up for affiliates, publishers, merchants, and networks to get together.

Before the show really began there was the Affiliate Meet Market, which is a stripped down version of the exhibit hall. This was a chance for those that did not buy a booth, to have a table. It reminded me of a comic convention dealer section (yes I used to be that guy), with all the tables together and not much elbow room.

It was a bit of a whirlwind of exchanging information. I loved it though, and by the end of it I had a much improved pitch.

The other event was the exhibit hall held in a large open area with booths instead of tables. Some were plain and got right down to business, and others brought a little Vegas with them.

If you've been to an expo before, you'll know what I mean. I found all of them to be sharp and helpful.

### GOAL 2: MEET AFFILIATES AND PUBLISHERS

I also wanted to meet other publishers to compare notes, exchange ideas, and maybe do business. Everything at the conference was set up for interaction.

The breakfasts, lunches, after expo hours lounge, blog room and even just walking around the hotel was perfect for interaction. I met new people every time I took an elevator.

There were after hour parties and plenty of restaurants in Boston where I met more publishers. Jay Berkowitz of Ten Golden Rules scheduled a wonderful networking dinner and recorded a podcast at a restaurant around the block from the hotel.



Michael Buechele at the Affiliate Summit Un-Keynote  
Photo By: Tris Hussey

# SUMMIT

### GOAL 4: GET MY NAME OUT THERE

Well those that got the drives know my name, but I really loved bumping into people that recognized me from Twitter, forums, and video posts.

With the mix of custom business cards, memorable gifts, a little pre-show personal marketing, getting on the mic for the Un-Keynote, and I'm getting contacted by more than just networks.

Affiliate Summit in Boston was one of the best things I've done to build my business. I have connections, a growing network, insight to affiliate networks, and a lot of phone calls to make.

Mike Buechele is a publisher and founder of [www.1115media.com](http://www.1115media.com). ☺

### GOAL 3: SAY THANKS TO SOME BLOGGERS

There were a few people I wanted to personally thank for their work on blogs, podcasts, and videos I've enjoyed. There is a willingness to share and teach in the affiliate marketing industry and I've learned from the work that these people have contributed.

I also wanted to stand out, so I gave them flash drives with personalized video messages. They came in handy since Sam Harrelson used his to save his presentation.

# MARKETING YOUR OWN AFFILIATE PROGRAM

**DON'T WANT TO OUTSOURCE YOUR AFFILIATE PROGRAM TO A CPA NETWORK? WANT TO MARKET IT YOURSELF ONLINE? HERE ARE SOME TIPS TO GET THE WORD OUT AND RECRUIT AFFILIATES:**



## 1 AFFILIATE PUBLICATIONS

Advertise your affiliate program where the affiliates flock for industry information. You should advertise in magazines and blogs that affiliates read. FeedFront and Revenue magazines are two great resources, as well as many affiliate marketing blogs.

## 2 INDUSTRY FRIENDS

Whether you're involved in search marketing, SEO, social media, etc, you must know someone in the affiliate marketing space. Let them know about your affiliate program and give them an incentive to give it a shot. Affiliate marketers always seem to focus on what is already working for them so you have to pitch them with someone very interesting for them to pay attention to you.

## 3 FIND QUALITY AFFILIATES

As you'll find, it's not the amount of affiliates you need to focus on, it's the quality of affiliates. If you are having a hard time, do your research and find people in the industry by reading blogs, articles and more. Hit them up by email or find them in a social network and tell them you're interested in forming a relationship with them.

## 4 REFERRALS

Make sure your affiliate platform is capable of paying out referral fees for current affiliates who refer other affiliates. Who wouldn't want to make an extra 2-5% for referring another affiliate? Let other affiliates do the recruiting for you.

## 5 RELATED WEBSITES & BLOGS

Find related websites and blogs in your niche and contact them to promote your program. Most content sites are created to be monetized. Let them know you have banners and text links for them to make money related to their content.

## 6 NETWORK. NETWORK. NETWORK.

This ties in all the steps. Marketing your own affiliate program is all about networking and reaching out to the right crowd and the "related" crowd. Go to conferences, join forums in the industry and let people know about your program!

*Pablo Palatnik is Managing Partner of eTrend Media Group and Author of PalatnikFactor.com.*

# AFFILIATE SUMMIT MENTOR PROGRAM



Teresa Caldwell

## AFFILIATE SUMMIT 2008 EAST MENTORS

ADAM RIEMER	DOWNTOWN ECOMMERCE
ANIK SINGAL	AFFILIATE CLASSROOM
BETH KIRSCH	CALLWAVE
BOB DRUMM	ACLENS.COM
BOB LAND	WORKSHOPLIVE.COM
BRAD WALLER	EPAGE / ADJUNGLE
CAROLYN TANG	SHAREASALE
CARSTEN CUMBROWSKI	CUMBROWSKI.COM
CHRIS KRAMER	NETEXPONENT
CHUCK HAMRICK	AFFILIATECREW
CONNIE BERG	FLAMINGOWORLD.COM
DENNIS DAILEY	THEUSEFUL
IAN FERNANDO	IANFERNANDO.COM
IAN LARSEN	IANLARSEN.COM/
JEANNINE CROOKS	DIGITAL INSTRUCTOR
JESSIE JONES	POPSHOPS.COM
JOHN HASSON	JOHNHASSON.COM
KAREN GARCIA	GTO MANAGEMENT
KIM RODGERS	4CHECKS.COM
KIM ROWLEY	KEY INTERNET MARKETING
LISA PICARILLE	REVENUE MAGAZINE
MELANIE SEERY	NYAFFILIATEVOICE.COM
NICK KOSCIANSKI	NICKYCAKES.COM
PATRICK GRADY	RHINOFISH MEDIA
RACHEL HONOWAY	AFFILIATE CLASSROOM
RON BECHDOLT	7 DAYS A WEEK MARKETING
SAL CONCA	NETEXPONENT
SAM HARRELSON	AFFSPOT
SHAWN COLLINS	AFFILIATE SUMMIT
TERESA CALDWELL	4URWORLD.COM
TODD CRAWFORD	TODDTALKS.COM
TRISHA LYN FAWVER	TRISHALYN.COM
WADE TONKIN	GTO MANAGEMENT

Affiliate Summit relies on opinions and feedback from attendees to continually shape the conference into an event that is most useful to all.

One suggestion we received via the ABestWeb forum after Affiliate Summit 2008 West in Las Vegas last February was to have some sort of “mentor program” to assist first-timers in learning the ropes and getting acclimated at the conference.

You talked and we listened. Teresa Caldwell of 4urworld.com coordinated the first go around of the Affiliate Summit Mentor Program, and by all accounts, it was a big success.

Thank you Teresa for all of your hard work, as well as to all of the mentors who volunteered their time to help along their fellow affiliate marketers.

*Stay tuned for information about being a mentee or mentor at Affiliate Summit 2009 West.*

# THE IMPORTANCE OF TIME MANAGEMENT



Photo By: Tris Hussey  
Ian Fernando, Janet Attard, and Daniel Gray

Going to Affiliate Summit can be very hectic. You plan your schedule ahead of time and when you arrive you do not even look at your calendar or time of events anymore.

It seems you have just thrown it out your window. You wanted to attend all these sessions, meet up with specific networks, have private lunches but it seems you are just lost with all the hysteria these types of events bring.

Every time I attend Affiliate Summit, I get lost in time and my appointments. There are ways to help control time as if you controlled it.

As you know, time is money and we are all limited on time, but what if we can just use every minute and make it very productive and reach our goals?

Earning the respect of time can be hard but also can be very simple. We just need to learn how to control ourselves and not time.

There are many ways to benefit from our day to day routine at the conventions we attend.

## 1. MAKE APPOINTMENTS PRIOR TO ANY CONVENTION

This puts your mind in a state of ease. You already know who you want to talk to, so schedule appointments with them. Regardless if they are merchants, affiliates, networks, or beer handlers. Make it a point to meet up with them ahead of time. This way you do not waste time trying to chase them around.

## 2. GET A LIST OF THE SESSIONS YOU WANT TO ATTEND

Attending these conventions can put a strain on your mind, especially if sessions overlap one another. Look who is speaking and if the speakers interest you, then attend the sessions. Write it down and add it to your calendar. This stops the research when you are at the convention or at the hotel room.

## 3. TAKE BREAKS

Breaks are important...take them! Get yourself situated by sitting down and taking a deep breath. Do not even bother looking at your tasks. Do not bind your mind with your current task, just sit and relax.

## 4. UPDATE YOUR TO-DO LIST

To stay up to date with every new event you receive at the events, make sure you update your calendar and task lists. This stops cross contamination of other appointments and other prior agendas you may have created.

## 5. APPLY THE 80/20 RULE

Identify 20% of your meetings and tasks which will contribute to 80% of your outcome later on. Review your agendas, look at the sessions, and re-schedule less important meetings. Make sure you have a good list of agendas in which you will benefit in the long run.

Time management should not take control over you. It should be beneficial to you at all times. Remember you can say 'no thank you' to smaller meetings.

Satisfying every need will just get you into trouble and even some time wasted. Remember to take a break and breathe once and a while.

*Ian Fernando is the Founder of IANetnet Media LLC and Blogger/ Affiliate Marketer at IanFernando.com.*



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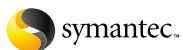
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