



Making Cash by Selling Internet Coaching

Add an Income Stream by Selling the Jim Paris System!

By
James L. Paris

We talk a lot about affiliate marketing in our training, and that makes sense. Affiliate marketing...the practice of a business leveraging its marketing efforts by paying affiliates a percentage or flat fee for sending customers its way...is one of the cornerstone mechanisms by which to generate revenue from Internet marketing. Normally, when we discuss affiliate marketing, we do so from the perspective of looking at “third-party” affiliate opportunities that have no relationship to what we do here at Christian Internet Income. This month, we’re going to spend some time actually addressing our own proprietary affiliate opportunity available by selling the Internet coaching program, of which many of you reading this are members.

At the outset, let me say that we struggled a little here internally with the matter of the appropriateness of highlighting the program in the newsletter. While we are in no way ashamed of the program, and, indeed, think it is a terrific opportunity for people in the United States and around the world to learn how to generate multiple streams of income without having to leave home, it seemed, at first blush, perhaps a little too self-serving to feature a discussion of the program in our own newsletter. However, we also had to consider that, our own proprietary interests aside, it is a solid affiliate opportunity with

a competitive payout, and, perhaps most importantly, one that gives the users of the program the opportunity to earn money by marketing the very program they (hopefully) find to be so valuable themselves.

Overview

Let’s start with the basics. If you go to the home page of Christian Internet Income (www.christianinternetincome.com) and scroll to the bottom, you will see a colorful display ad for the Internet coaching program. The standard, retail cost of the program is \$197 plus \$9.95 per month. Now, again, note that this is the *standard* cost of the program; it is very possible that many people, including many of you reading this newsletter, gained access to the program for a lower rate offered by way of a preferred pricing opportunity. However, the affiliate payout is based on under whichever pricing plan the new, referred member entered into the program.

So what is the basic payout structure? The payout structure goes two “levels” deep, which means that you are not only paid on the new member you directly steer to the program, but if *that* new member joins the affiliate program and sells the program to someone else, you can be paid on that new enrollment, as well. As for the actual

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amounts involved, it works this way: in terms of the first level, as an affiliate, you are paid an amount equivalent to 30% of the up-front price the new enrollee pays to join the program, plus 30% of the residual, monthly access fee of \$9.95. So, let's say the referred member pays the full, retail price of \$197; you would receive about \$60 on that initial payment, plus about \$3 per month on the continuing membership fees. The payout to you at the *second* level...that is, when the person you bring in then brings in someone else... is 10% of the charges assessed.

The institution of a monthly access fee is something that is a fairly recent innovation for us, and, frankly, one of the reasons we thought it might be a good idea to bring the affiliate program "front and center" in the newsletter. While we have always thought the affiliate opportunity is a good one based on the money that can be generated at the point of the initial sale, the residual income opportunity is something that provides the potential for the development of a true, steady stream of income to you.

Getting Started

In order to get started as an affiliate on behalf of this program, you have to begin by going to the affiliate sign-up page which can be found at www.jimparisaffiliate.com. It takes just a few minutes to sign up, and everything on the page is self-explanatory. Once you click the "Submit" button to join, you will receive a welcome letter in your email box. Among other things, the email will give you

the link you need to log into your control panel and check your commissions. It will also provide for you with your *affiliate link*, which is actually the most important part of this email. This is the link that you would use if you wanted to have somebody sign up for our training. On that note, my suggestion to you is that you utilize them same marketing that I'm already using; our best marketing is to invite people to receive the free, ten days of lessons that are delivered by email, and also to invite them to attend our free training that we offer each week. So, all you need to do is send out an email to everybody you know, or to whatever names there are on whatever list(s) you may be developing, that asks them if they'd be interested in receiving ten free lessons on how to start an Internet business, and also if they would like to attend a free training on the same subject. All you have to do, as a part of your email, is to make available your affiliate link; when an interested person clicks on that link, he will be taken right to the home page of Christian Internet Income, where he can sign up for the free lessons and the live webinar training.

Now, some of you might be wondering, "That sounds great, but how do I know that I'm going to get paid? It sounds to me that all that link does is take my prospect to your main website. Where's my assurance that I'm going to get paid?" That's handled through 1shoppingcart.com, which is both our online shopping cart provider as well as our affiliate management service. If your prospect clicks on your affiliate link, a "cookie" is put on his computer. A lot of

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affiliate programs will put a small piece of code, called a “cookie,” on a prospect’s computer, but they’ll only allow that to be good for, say, 30 or maybe 60 days. So, let’s say that the cookie that was placed on a prospect’s computer is good for 30 days; if that person came back 31 days later to finally join the program, the affiliate referrer would not receive a commission because that small file code, that cookie, would have expired.

We don’t do that. The cookies we put on through this process, via 1shoppingcart.com, are unlimited in their “expiration.” This means that unless someone goes into his computer and, as a form of maintenance, clears out his cookies...something people rarely do...that person could basically return at anytime to purchase the program and the referring affiliate would receive credit for that sale. This system of cookies is what all of the major affiliate programs use for this purpose, and so the use of that link...that affiliate link...will protect you 99% of the time.

Now, if you know someone that you referred actually purchased, but you don’t see his name when you look in your commission reports, simply bring that to our attention. As long as we can reasonably verify that this is someone on whom you should have been paid, we will see to it that you are paid for that sale.

Affiliate Marketing Center

OK, let’s get into the Affiliate Marketing Center. Once you’ve signed up as an affiliate and have the ability to log in to your account, you will have access to your Affiliate Marketing Center. This area will tell you things like how much you’ve accumulated in commissions, how many “impressions” of

the ads are appearing; all of that stuff that you’re going to want to know and track is contained in the Affiliate Marketing Center.

To get started, you’re going to want to go to the top of this page and click on “Links & Tools.” This area of the site provides you with a number of different ways to promote the product. One of the first mechanisms you’ll notice is the affiliate link itself, the one we spoke about a few minutes ago. You can copy and paste this affiliate link, as appropriate, to anywhere, and anyone who clicks on the link will be taken to the Christian Internet Income website under your umbrella as a referring affiliate. So, if you wanted to, you could send out a simple email to everyone on whatever email list(s) you’re working from, asking if he or she wants to receive ten days of free lessons on how to make money on the Internet, or if he/she would like to take a free class online on how to make money on the Internet, or both. It’s a simple, straightforward way to market this program, and as long as you insert your affiliate link in the email and the recipient clicks on it to initially get to the site and ultimately enroll in the program, you’ll be paid on that sale. Easy!

That said, there are a number of other tools we’ve made available to help you realize sales from this, as well. For example, we provide a variety of banner ads that you can insert into a website of your own. You see what the banner ad looks like, and you are provided the code underneath the sample banner graphic. That code is what you copy and paste to your own website to make the banner ad appear at your site. You’ll notice that we have a good number, as well as a good variety, of banner ads that you can use to promote the Internet Coaching product on

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your own proprietary site. There's a lot of neat things here that you can use to help promote the Coaching program, because we don't ever want you to feel like we're not doing our part in order to help you to be successful.

Method By Which Commissions are Paid Out

Our system pretty much works like all of the others. We have an accounting period that operates on the basis of a 30-day window; that is, from the first day of the month to the last day of the month, all of the sales that come in during that period, we usually pay out the associated commissions during the first week of the following month. For example, any sale that you make...meaning, any people whom you referred through your affiliate link who actually buy the program...in, say, January, would result in a commission paid to you during the first several days of February. How do the commissions get paid out? By PayPal. The reason we pay by PayPal is because in order for this program to work efficiently and effectively, and particularly *cost-effectively*, we have to be able to save the various costs associated with mailing out physical checks. Now, as you're going through the sign-up page, you will see an opportunity to check off that you do want to be paid via PayPal, but please note that you will want to check that off and provide a functional PayPal email in the space that follows. In other words, the way the request for PayPal information appears in the sign-up application, it seems to suggest that being paid via PayPal is simply one option in how to be paid, but the reality is that it is the only way that we do pay these affiliate commissions; again, this comes back to the fact that in order for us, a relatively small company in

terms of infrastructure, to be able to make this program available with the generous payouts, second level commission opportunity, and other competitive features that are a part of it, we have to be able to keep some operational structures running as inexpensively as possible, and the payment of commissions is one of those structures.

Some Final Thoughts

So far, in the life of this program, we've been generally accustomed to sort of an "ebb and flow" of sales activity on the part of affiliates. Some months, we pay out a lot in commissions, while in other months, we don't pay out much at all. That is likely due in no small way to the fact that we've not spent much time and effort, historically, promoting the affiliate opportunity for the Coaching program, but we've decided to change that. With the modification to our program in such a way that we now assess a monthly subscriber fee for ongoing use, that gives an affiliate the opportunity to earn a *residual* income from his efforts at making a sale, which is something that was not available before.

The nice thing about selling an Internet marketing training opportunity is that regardless of your particular website business theme, an ad for such a service is really never going to be out of place. People who use the Internet to learn more about their particular interests, are, first and foremost, *using the Internet*. Accordingly, there will always be at least some latent interest on the part of Internet users in learning how to profit from this wonderful mechanism. Don't worry, then, about how banner ads for a service like this might disrupt the theme of your site; they won't. They will, in fact, be *right at home*.

The Yahoo Contributor Network

A Quality Mechanism for Those Who Love to Write & Be Paid for It

By
James L. Paris

In May 2010, Internet giant Yahoo purchased Associated Content for \$100 million. Shortly afterwards, the former Associated Content was rebranded as Yahoo Contributor Network. The result is that Yahoo is now one of the biggest content producers on the web. I want to spend some time highlighting this new writing opportunity because there are some things about it there are different from many of the other similar sorts of writing opportunities that exist currently.

Let me first point out that if you become a writer for Yahoo, you cannot write articles that are just promotional to yourself. Accordingly, this is not the venue in which to write an article that tells an audience how great you are or how great your website is; that approach is better for something like Squidoo, or some of the article aggregators that are not as picky about that sort of thing. This is something that's more along the lines of the kind of writing found at Examiner.com, where you're actually a real writer. The cool thing is that you get *paid* to write these articles, and the more checked into it, the more convinced I became that someone could work at building this up and draw a significant stream of income from his efforts here. For that matter, if I was starting over again and sort of reinventing myself, I might look at something like this and decide to make this the focus of my full-time efforts and really make this something substantial. I am that convinced of the viability of the Yahoo Contributor Network.

For starters, anyone can set up an account, and it's free to do so. It takes just a few min-

utes. How it works is that there are a few different scenarios under which you can get paid. In order to discuss that, let's first talk about a feature called the *Assignment Desk*, which is pretty neat. Of course, you can come up with your own ideas and write articles based on those, or you can go to this Assignment Desk and actually pick from the list of available topics, not unlike the way it works if you were actually working for a big newspaper. When you select a topic from the Assignment Desk, you are presented with a pop-up that is labeled *Assignment Details*, and which provides to you the requirements associated with the project. These requirements include a brief overview of the project and what is being sought, as well as an itemized breakdown of details such as when the article is due and how many words in length it should be. One of the particular details noted is if an article is "*Exclusive*" or not. What Exclusive means when you see it attached to an assignment is that you are prohibited from publishing the article somewhere else once you've turned it in to Yahoo as satisfaction of the assignment. It should be noted that not all of the articles demand that same arrangement regarding exclusivity.

Now, getting back to the matter of compensation, note that you can find yourself paid in a couple of different ways. Some articles will offer a little bit of up-front money, and of those that do, the amount is something between \$2 and \$15. Additionally, you will be paid on performance, and performance payments are based on every 1,000 page views of which your content is the recipient. Depending on the content, you can earn be-

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tween \$1.10 per 1,000 views, to \$1.50 per 1,000 views. It should be noted that the types of articles from which you get to choose are going to be based on how many articles you've published, as well as the number of page views your articles receive. As a matter of fact, next to the list of available articles in the Assignment Desk, is an indicator that Google names the *Clout Level*. The number that represents your Clout Level refers to those very things I just mentioned...number of articles published, etc.

Anyway, what makes this opportunity different from many of the others is the availability of up-front money. Granted, the amount of that money is not, by itself, terribly impactful to most people, but it's still something, as opposed to the nothing you would receive from just about anywhere else. Remember, when we look at opportunities here, rarely do we look at a given opportunity in terms of it representing your sole source of income. What phrase do we usually use when describing how to make money from Internet marketing? Multiple streams of income. This is another example of an income opportunity from the Internet that can, over time, become something significant to you. For example, if you're someone who fashions himself to be a writer, or you just have the discipline to put out on content on a regular, consistent basis, the back-end monies associated with the number of page views your content receives can be something that means a lot to you over time. Again, the front-end monies...between \$2 to \$15 per article...are not going to really turn anyone's

head, but the way to look at that is something is better than nothing, which is what the others typically pay on the front end, and that it's what you can do with a high, accumulated number of page views that *can* be impactful to you.

In addition to being paid through various means with these articles, you also have the opportunity to include a biography that can drive traffic to your own proprietary site in the same way that you can do so with Ezine Articles or any of the thousands of online publishers and article aggregating sites. So, not only are you paid directly by the publisher here at Yahoo in the way you're *not* paid by the other sites for which you may often write, but you still get to enjoy the same principal benefit you enjoy at those other sites...namely, promotion of yourself and your business. It's also interesting to note where this content is published; it's published all over the Internet in different and unique venues. First, of course, the articles are published at Yahoo, and there is actually a large number of places throughout the Yahoo network where these articles can be used, but there is a variety of places outside of the Yahoo network where you can find these articles, as well.

In the end, as you develop your writing discipline, one of the things you will want to look for are those opportunities that improve on the mechanisms that exist already. Yahoo Contributor Network is a good example of that, and something on which you might be wise to spend a little time focusing.

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Facebook Pages

Energize Your Website with a Facebook Page for Business

By

James L. Paris

Facebook, as we all know, is fast becoming one of the primary means by which human beings remain in contact with one another. Facebook has so rapidly become omnipresent within world culture that even if you don't have a Facebook account yourself, you surely know what it is. Well, as we've said before about mechanisms like Facebook, while they can be wonderful ways to stay in touch with friends and family, they can also be very valuable tools for promoting your business interests.

All you have to do to set up a Facebook page for your business is to go to your personal Facebook profile page, enter the word "pages" in the search mechanism, and click on the result entitled "Facebook Pages." When you click on that, you are brought to the "home" of Facebook Pages. In the upper right-hand corner of that particular page, there is a button labeled "Create Page." When you click on *that*, what's initiated is the process by which you will end up with your own Facebook business page. It is very, *very* easy to do this.

If you go to the home page of my flagship site, Christian Money.com, and look in the upper right-hand corner of the home page, you'll see a widget that I've inserted that highlights the Facebook page for the site. It is typical of what you will find on many other websites nowadays that have also established a presence on social media counterparts. The Facebook widget basically tells the website visitor to "find us on Facebook," and when you click on that, you will be taken directly to, in this case, the official Facebook page of Christian Money.com (note that if

the visitor does not have his own, personal Facebook page set to where he remains logged in at all times, he will have to actually log in to get to the visited site's business Facebook page; if he is always logged in, clicking on the widget will take him directly to the page without the need to log in).

So what is the purpose of all of this? Well, the purpose is what it is always is—to develop another avenue of marketing for your business. In this case, what you're trying to do is build up what could be referred to as "social capital;" to take advantage of the natural symbiosis between humans, as represented by Facebook and other social media outlets, to help build a following. Some have asked, "Why have a separate page for my business on Facebook, when I already have my primary website?" The reason is because you want to, in addition to having your own site, maintain a presence on platforms that are themselves highly popular. Facebook is a super-popular platform, as we all know; you don't have to market Facebook, which means you have a bit of a head-start. All you're doing here is exposing your business to the natural flow of energy that's already being generated by Facebook.

Connecting Your Facebook Page to a Blog

I've been asked before if there's any way to connect a Twitter account to a Facebook page, and, at this writing, the answer is "no." However, something that you might find to be very useful is that it is possible to connect your Facebook page to a *blog*. The benefit of that is that each time you post a new blog to your proprietary site, it will show up on

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your Facebook page automatically. In order to get this set up, you will click on the “Notes” tab at the top of your Facebook business page (if the tab is hidden, you will have to uncover it by clicking on the arrows). When the Notes page is revealed to you, look on the left-hand side of the page, toward the bottom, and you will see a link to “Edit Import Settings.” In your case, assuming you’ve not done any of this before, the next page you see will be entitled “Import a Blog.” You will notice a box there that allows you to insert a blog feed. So, every time you make a new blog post on your proprietary site or blog, it will automatically show up as an entry on the wall of your Facebook business page.

You Have a Website Already; Why Do This?

The Facebook page option is another place at which you can promote yourself. It’s another place that contains valuable inbound links to your website. Facebook is also something that’s very, very much “spidered” by the search engines, meaning that the appropriate programs that exist to find web pages and feed them to the search engines in the form of results will find Facebook quickly, easily, and effectively.

Setting up a Facebook page like this is also something that will give you a great deal of credibility with your website or blog. Take a random look around at the websites of the biggest, most thriving, popular, etc., companies of which you can think, and rarely will you come across one now that does not also have an associated Facebook page noted on its proprietary site’s home page. This is significant, and very telling; if companies like these, with all of the great business brains

they have supporting them, have seen fit to recognize the value of the aforementioned “social capital” that Facebook can garner to such an extent that they wouldn’t consider *not* having a page working for them, why wouldn’t you have one of your own?

Having a Facebook business page also gives you a format through which to do some interesting things. For example, a lot of our readers are getting into the use of *video* these days. You can create a video, put it on YouTube, and then link that video directly to your Facebook page. There is a tab that allows a discussion group to be started, as well as many other features that embolden your presence in the social media realm without you having to build another proprietary website.

The reason that the Facebook pages were started is that famous people found that a regular, personal Facebook account was not going to work for them, as they had no interest in having a personal relationship with many thousands of people. Of course, many such famous people have personal Facebook accounts, but they open those up to just a relatively few; it is the Facebook *page* through which they interact with fans on the platform of Facebook.

Oh, and don’t disregard the value of *symbiosis* with respect to all of this. Facebook has become so popular now that there is a great chance you will be found through your Facebook page before you will be found through your own, proprietary site. Accordingly, your Facebook page and your website can do a terrific job serving the needs of each other in the way each picks up traffic. In the end, having a Facebook page for your business is just too easy...and too valuable...to ignore.