

YOUR INTRODUCTION TO

Affiliate Showcase

Affiliate Showcase

Primer

BY SID HALE

Affiliate Showcase Primer

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www.ad-Click.com

primer # 1 : a small book for teaching children to read 2 : a small introductory book on a subject

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Introduction

This book is **not to be sold**. It may be **freely given away**.

Affiliates for the Insider's Guide to Affiliate Showcase can also re-brand this ebook with their affiliate links for the [Insider's Guide to Affiliate Showcase](#), and for [Affiliate Showcase](#) – to use as a promotional tool.

The book can be read offline, but you will need to be connected to the Internet to access the external links. These are in [underlined blue bold](#) text, as above.

Affiliate Marketers, as a group, range from Internet 'newbie' to Super Affiliate.

This **free primer** is

1. an introductory guide for anyone considering an [Affiliate Showcase](#) membership - and
2. a basic setup guide for the less experienced internet marketer, once they sign up for a membership.

Others will want to understand, in depth, how the viral marketing techniques are designed to work so they can take full advantage of those features. For those, I have written the [Insider's Guide to Affiliate Showcase](#). It is not a free guide, but is well worth the cost once you have made a serious commitment to using Affiliate Showcase to promote your affiliate programs.

About the Author

Sid Hale is not only an outstanding contributor to the AffiliateShowcase Forums, Talk Discussion Group and Executive Chat sessions, he has been deeply involved in [AffiliateShowcase](#) since its pre-launch days and knows it inside and out. As a matter of fact, Sid wrote the first e-book on AffiliateShowcase, "[Insider's Guide to Affiliate Showcase](#)", which has been used by many of our top producers as the marketing pro's inside peek into the best ways to profit from an AffiliateShowcase site.

Kenneth A. McArthur, [AffiliateShowcase](#)

An Overview of Affiliate Showcase

One secret to multiplying your income from affiliate sales is to develop a network of sub-affiliates so that you make a small commission on each of their sales. In other words, to recruit sub-affiliates that extend your marketing reach to include their “lists”. Until now, the only way to effectively promote multiple affiliate programs was to set up a comprehensive set of web pages endorsing each affiliate product, and either publish them to the web as individual ‘mini-sites’ designed to pre-sell the visitor, or to link them all together into a massive web site that guides the visitor (through a series of well thought out links) to the particular offering most likely to meet their needs.

Another type of web site that we’re all familiar with is the portal and on-line shopping mall sites. These are basically presented as directories like Yahoo, or eBay, where you can drill down through **multiple levels of categorized listings** to see what is available in each category,



Figure 1. Directory Listing

or **search** for a particular listing.



Figure 2. Search Input

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These sites are ideal for promoting a large variety of products that appeal to different target markets, and can carry “something for everyone”.

Affiliate Showcase has a similar look and feel, but because the focus of this directory is to research and join affiliate programs, the description for each listing is a description of the affiliate program, rather than a product or service description.

Besides providing the Directory and Search Engine, each replicated Affiliate Showcase site also promotes Affiliate Showcase membership on your behalf in three different places on the main page of your Affiliate Showcase site.

First, there is an Ad in the upper left of the main page. In addition, since Affiliate Showcase is also listed in the directory, your visitor could be exposed to that directory listing as a way to sign up under you. And lastly, unless you or your sponsor has de-activated it, there is a Mini-Site Ad for Affiliate Showcase in the right-hand side of the page (between the Featured and Showcased Ads).

Each listing in the directory also has two different links.

The first is a link to the Merchant’s Sales Page, so visitors can research the offerings of an Affiliate Merchant and even purchase product from the Merchant. But, each listing in the directory also has a link to the Merchant’s Affiliate Sign Up Page, so a visitor can easily join a program.



Figure 3. What a visitor sees in the Search Results/Directory Listing

The Affiliate Directory and Search Engine are the heart of your Affiliate Showcase site, and your visitor will use these to research the products of a particular affiliate program and to join those programs as your sub-affiliate.

Once they have identified a program either through the search or by “drilling down” through the Directory, they can click on the Title of the program to view the merchant’s sales page, or click on the **JOIN** button to join that program. If the particular program has a “Mini-Site” pre-sales page, a special link for the Mini-Site will allow them to read more about the merchant’s product.

As a member, **your view** of the affiliate program listing is a little different. When you are logged into your Affiliate Showcase site, you will see a series of additional buttons. The most important of these is the  button, and is the only one we will discuss here (to learn more about the use of the others click on the  button).

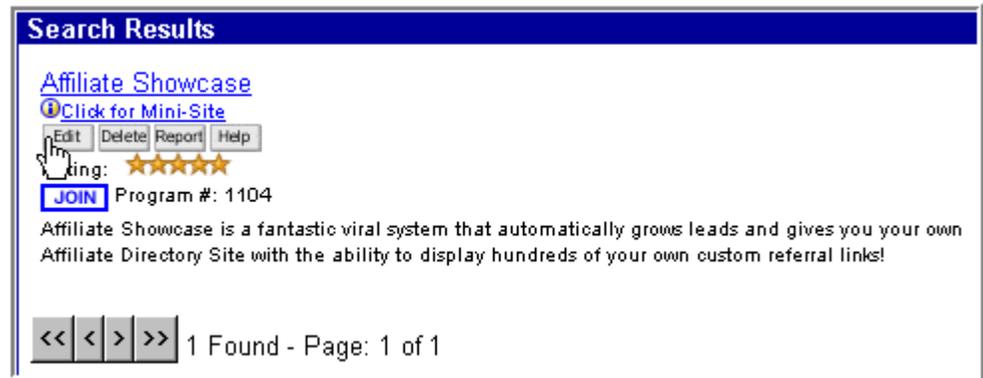


Figure 4. What a member sees in the Search Results/Directory Listing

Setting Up Affiliate Program Links

The basic site functionality is the same for **all members** (including FREE members), and includes the ability to setup your affiliate links for selling product and for signing up 2nd tier affiliates on any of the programs listed in the Affiliate Showcase Directory.

All members have the ability to  the links on any program so that:

1. the program's [Title](#) link is your own affiliate link, and
2. the link under the  button will sign up sub-affiliates under you.

Click on the  button

A form will be presented (figure 5) for you to enter your affiliate links for the affiliate program. Notice that the 2 boxes already contain the links that were propagated from your sponsor's site. There are separate links available for the Sales page (promoting the merchant's product or service) and for the Join Program page (to have visitors sign up for a membership).

Here is the **first point of confusion** for those that are new to internet marketing. Just what do you enter into these 2 boxes? The term "link" is used to mean many different things, depending on the context in which it is used. Rather than give you examples of all of these, just understand that the "link" that is required in

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these 2 boxes is more correctly known as a Universal Resource Locator (URL), and that a URL can define the location of almost any resource on the web (a web page, an image file, a download file, etc.).

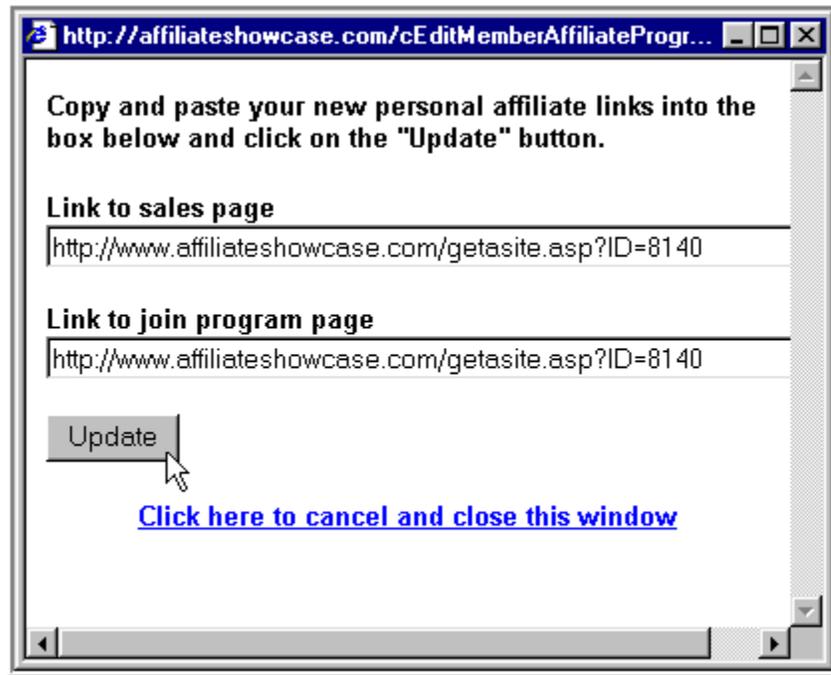


Figure 5. Edit Window

The best way for you to **feel confident** that you are entering the right information in these boxes is for you to **understand** how a URL is formed, what are its “pieces parts”.

Quite often, when you join up for an affiliate program, the merchant will give you the URL of their sales page and will refer to this as your “referral link”. If given in just this form – GREAT! Unfortunately, it is **often embedded** in banner code, or a text link – so you need to be able to recognize your unique URL and “extract” it to use in whatever context you need.

It will be formed as follows:

<http://merchantsdomainname.com/aFoldername/theSalesPage.htm?yourID>

Let’s dissect this:

http:// - This identifies that the resource is to be retrieved using the Hyper Text Transport Protocol. Every URL (whether referencing a web page, image file, etc.) must begin with this.

[merchantsdomainname.com](#) – This may, or may not, begin with “**www**”. Sometimes the **www** is optional - sometimes it is not. In the example in Figure 5, the domain name is [affiliateshowcase.com](#). It is entered as [www.affiliateshowcase.com](#) but, in this case, the **www** is optional. Click on either of these, and you will be taken to the Affiliate Showcase main page. There are some exceptions, but this example will serve you 99% of the time.

Up to this point, we have identified the communications protocol to be used to retrieve the resource (in this case a web page), and the machine to retrieve the resource from. That machine is not much different from your own. Now we have to identify the specific file we want to retrieve.

/aFoldername – Files are stored in folders on a web server, just like you store them in folders on your hard drive, so to locate a resource on the web server machine, we must identify which folder the file resides in. That folder may reside in another, larger folder, so this portion of the URL is actually a string of folder names, each separated by a ‘/’.

/theSalesPage.htm – This identifies the actual resource (file), and just like the 3-character file extension will control what program is opened on your machine when you double-click a file name, the 3-character file extension in a URL controls what action will be taken by the web server and/or the browser software on your machine. Some extensions (i.e. .gif or .jpg) identify the resource as an image and will simply cause the browser to display the image on the web page containing the reference to it. Other extensions will cause the file to be fetched as a new web page from the server. The most common of these is **.htm**, but you will also see, **.html**, **.shtml**, **.asp**, **.aspx**, **.jsp**, **.cgi**, and **.php**. Our example in Figure 5 uses the [Affiliate Showcase Sales Page](#), rather than the main page containing the directory and search engine.

Last, comes the part that makes this your **unique** affiliate link.

?yourID – Information can be passed to a web server as parameters to be used while processing a web page, prior to passing it back to the browser. One way to pass those parameters (and the most commonly used) is to include them in a “query string”. The http protocol mandates that a query string be identified by beginning it with a “?”. The individual parameters may (or may not) be named. If named, the parameter name and its value are passed as a pair in the form: **name=value**. Again, if you look at the example in Figure 5, the query string for the Affiliate Showcase Sales Page is passed as “**?ID=8140**”. One last thing to note about query strings is that there may be more than one parameter passed in a query string. When this is the case, the individual **name=value** pairs must be separated by a “&”. For instance, an affiliate link to the **Insider’s Guide to Affiliate Showcase** contains 3 different parameters, and looks like:

<http://quickpaypro.com/x/qpp.cgi?adminid=1987&pid=4830&id=32537>

Note - if there is no separate link supplied by the merchant for recruiting sub-affiliates, simply edit the [JOIN](#) link with the same affiliate link used for the [Title](#) link.

After filling out the two links, click on [Update](#). Another popup window will be presented informing you that the update has been performed and that you can close that window.

Note

In the above, it is extremely important to supply both Links, and that they be accurate – for you to get credit when someone clicks on that link on your site!

If you are a Paid member, the Edit dialogue above will contain additional features. These are not as critical at this time, and you may not know off-hand which options you want to invoke for a given program when you first set up its links, so let's come back to those.

What Affiliate Programs should I Promote?

Let's assume that you are new to affiliate marketing. You don't belong to any other affiliate programs and are looking to find other programs to maximize the benefit of your Affiliate Showcase site.

How do you decide what programs to join? That requires some research.

But there are over 2000 listings of affiliate programs already in the Affiliate Showcase Directory. How do I research them and where do I start?

First the “How”

Here are 2 good sources to help you evaluate any affiliate program:

1. [Picking your Affiliate Programs](#) is a short article from my own [iMarketing iNsight](#).
2. [How to Identify a Profitable Affiliate Program](#) is a 2-Day email course available from that same source.

Where to Start

Don't limit your choices to these, but Affiliate Showcase has made some recommendations to help their less experienced members.

One place to find these recommendations is in the [Melissa Project](#). The Melissa Project can be found by clicking on Melissa's picture in the left margin of your Affiliate Showcase page.

Another place to find good program recommendations is in [Alert!](#) - the monthly Affiliate Showcase ezine. The right hand column in that publication contains ads for over a dozen recommended affiliate programs. You can find the latest issue of Alert! By clicking on the picture of the editor (just above Melissa) in the left margin of your Affiliate Showcase page.

Once you have chosen an initial set of affiliate programs to promote, you are ready to go back to the prior section and repeat the affiliate link setup, for each of your new affiliate programs.

Setup Your Top Recommendation

Now that you have a lot of affiliate programs set up on your Affiliate Showcase site, you can highlight one of them – just to give it a little more recognition. To do this, click on the Settings Button in the upper right of your Affiliate Showcase page.



Figure 6. Settings Button

This will bring up a new page with links to various help files and information pages. Find the link to allow you to customize your Home page.



Figure 7. The Settings page

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Click on that link, and you will get the “Customize Your Home Page” page. Here you can enter a URL for any page you would like the visitor to be taken to when they click on the “Our Top Recommendation” banner (that’s it to the left of the entry box).



Figure 8. Customize Your Home Page

Here, you can enter your affiliate link for a favorite program, or if you have a separate web site elsewhere, you could choose to promote that here by entering your web site address. Click the “Save Changes” button, and you are done.

In fact, if you are a FREE member, you are LITERALLY done. That is all the customization you are allowed to your Affiliate Showcase Site.

More Setup for Paid Members

If you are a paid member, read on. Have you got a list of your affiliate programs handy? Good! Because we are going to revisit each one, and enhance their worth to you.

Reorder your list of affiliate programs in terms of how well you think they will sell – from highest to lowest.

Go down your list from the top, and do a search for each of the first 3 programs. When you get the Search Results for each, do the following:

Click on the button. You will then see the popup window where you edited your affiliate links before.

Copy and paste your new personal affiliate links into the box below and click on the "Update" button.

Link to sales page

Link to join program page

Featured Program **Showcase Program**

Ranking: (in Stars - 5 stars=best)

[Click here to cancel and close this window](#)

Figure 9. Edit Window for Paid Members

As this is one of your top 3 programs, check the **Featured Program** box. That will cause this program to be one of 3 to rotate through the "Featured" ad space in the upper right of your site, when a visitor views your main page.

While we are here, you should also set the **Ranking** to a high value so that whenever this program is returned in the Search Results, it will be presented before all other results that match the search criteria. This will also cause the program to display with an equivalent number of "gold stars" to visually represent the level of recommendation you place on the program.

Once you have done this for all 3 of your top-ranked programs, do the same for the next 3-5 programs on your list, except this time check the **Showcase Program** box. That will cause the program to be one that appears (in rotation) in the "Showcased" ad space at the lower right of your main page.

Because these 2 ad spaces are so prominent on your site, you want to use them to get maximum exposure for your top-ranked programs. If you put too many programs in each of these spots, you will dilute that exposure by reducing the number of times each is shown.

If you are a PRO member, go start promoting. You are finished with setup.

More Executive Level Setup

OK, we only have Executive Level members hanging around for this part, and we are going to do one additional preliminary step here.

We are going to identify which of our programs have Mini-Site pages. These are growing in number, but here is the list at press time:

- Affiliate Showcase
- Make a Living
- ad-CLiX
- CASHEvolution
- 1000's of Hits
- 5 Pillar Club
- Wilson Internet Services
- The Ultimate Super Affiliate Marketing Guide
- Step-by-Step: A Guide to Basic Marketing Tools
- Automatic Banking
- Internet Marketing Center
- Surefire Marketing
- Net Breakthroughs
- Entrepreneurial Investor

The Mini-Site Ad space is totally controlled by Executive Level members. This Ad space is similar in look and feel to the 'Featured' and 'Showcased' Ad spaces, but each program that can occupy this space also has a **pre-written mini-site page**, that can be customized by the Executive Level owner. It is the most powerful Ad space on the site, simply because it cannot be replaced by PRO or FREE level members, so it cascades down through all of those sites below the Executive Level member to the next Executive Level member.

Note

A Featured Mini-Site is ALWAYS displayed. If an Executive Level member does not 'take control' of the Mini-Site Ad space on their site, it will be propagated from the next higher Executive Level member.

To set up your Mini-Site Ads, simply go down your list, and for each program that has a Mini-Site page, do the following:

1. Search for the program.
2. In the Search Results, Click the  button for that program, just as if you were changing your links or setting the "Featured" or "Showcased" options.

Copy and paste your new personal affiliate links into the box below and click on the "Update" button.

Link to sales page

Link to join program page

Featured Program **Showcase Program**

Ranking: (in Stars - 5 stars=best)

Mini-Site Comments

```
<h3>Join & Promote Multiple Income
Streams!</h3>
Affiliate Showcase is such a
descriptive name!
<p>
<center><b>That's exactly what this
program does for you.</b></center>
<p>
```

You may use HTML or Plain Text.

[Click here to cancel and close this window](#)

Figure 10. Edit Window with Mini-Site Comments

3. Type your comments into the Mini-Site Comments box. These comments can be just plain text, but if you know a little HTML, you can add emphasis to some of the text, and even include additional graphics if you want. The pre-written Mini-Site pages are complete enough on their own, so if you don't have enough confidence in your copywriting skills to add anything to a page, simply enter `
` in the box. This is enough to count as Comments, but only causes a simple line break and won't be noticed.
4. Click the button to verify what you have entered.
5. Click when you are satisfied with the results.

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Congratulations! Now, your site is set up, too.

It is time for you to start promoting. Begin on the promotion page at <http://affiliateshowcase.com/promote.asp> to get sample solo ads, eZine ads, banners, etc. – and don't forget the other viral marketing options we have discussed.

But...

Remember that marketing is a system of actions that requires planning. It is not simply placing a banner or text ad on a web page. Learn about the many viral advertising options available with Affiliate Showcase, and use them to you best advantage.

The Viral Tools

The Automatic Propagation Virus

We have to start with an understanding that when your new referral's site is built, it contains none of their affiliate links (they haven't customized it yet). It is, however, a working directory and search engine from the outset. When you first get an Affiliate Showcase site, the Directory is already in place! Under every link on your "virgin" site is someone else's affiliate link. Not Yours!!

This is possible because the site is built by **propagating a sponsor's links** into that otherwise barren site. If ANY member opts not to join a particular affiliate program, the propagated links will remain, and a member in their up-line (a sponsor) will benefit from that ad space on their site. Remember, the sponsor's affiliate links have been propagated to insure that all listings have a link for visitors to visit.

If you are a paid member, you will be able to control certain features that your referrals will not be able to override – unless they are at the same (or higher) paid level.

PRO Member Overrides

The "Featured" and "Showcased" ads selected by a PRO member, as well as the ranking assigned by that member, cannot be overridden on any FREE sites they give away.

Executive Level Overrides

Executive level members can also select programs from the directory to rotate thru the "Mini-Site" ads on their page. This doesn't look any different than the "Featured" or "Showcased" ad, but each entry in this space has a pre-sales page that is presented to "warm" the visitor to the affiliate program offering. That pre-sales page (the Mini-Site) will contain the Executive member's link, so that member gets credit when the visitor is delivered to the Merchant's sales page.

A Mini-Site ad selected by an Executive member cannot be overridden on any PRO site they sell or any FREE site they give away.

The Opt-In List Virus

Affiliate Showcase membership includes a "hands free" opt-in system that builds your list of subscribers to [Alert!](#), the Affiliate Showcase newsletter, any time a visitor subscribes from your site. Every visitor to your site is offered the opportunity to receive the monthly newsletter, and get a FREE Affiliate Income Starter Kit as a bonus.

Rather than waiting for the next newsletter to be distributed, an auto-responder system will start delivering the Starter Kit immediately, and will continue to promote the Affiliate Showcase opportunity, using your Affiliate Showcase Site ID!

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Then, every month, a newsletter is posted to all those who grabbed the FREE Starter Kit and newsletter offer. Remember, since they came in through YOUR site, they are in effect, your subscriber! So when they get each monthly newsletter, the promotions for Affiliate Showcase are presented with your Site ID!

The newsletter contains advertisements for various programs that are listed in the Affiliate Showcase Directory – once again promoted under the Site ID of the member that sent the reader to the newsletter.

Note

FREE members do not benefit from these ads – they are **linked to the sponsor(s)** of the FREE member.

This is pretty good stuff! If you don't have an opt-in list, your Affiliate Showcase site will begin to build one for you. Don't have a newsletter to make repeated contact with your "warm" contacts? Your Affiliate Showcase newsletter will fill the bill. If you do have a separate opt-in list and newsletter, you now have a second!

This is designed for the utmost simplicity. You don't have to deal with registering opt-ins, deleting opt-outs, writing articles, placing ads, or distribution of the newsletter. The Affiliate Showcase opt-in tools are 100% hands-free.

That's designed to make it easy, but it isn't intended to tie your hands. You don't have to get the visitor to your site to get the opt-in. You can also promote the opt-in form yourself via an email signature, an article byline, an ezine ad, etc. Just make sure you send your visitor to:

<http://affiliateshowcase.com/newslettersignup.asp?id=xxxxx>
(where xxxxx is your Site ID)

While this means you do not have access to the addresses on the list, it also means you have no headaches and your affiliate links get promoted automatically through the list.

Syndicated Content

Everyone knows that good content helps to keep your visitors coming back to your web site. Right? And that content can't be allowed to get stale. You need good content that is constantly updated, so your reader is greeted with new, quality information every time they return. Because **content is so valuable**, if you can syndicate it such that it is very easily distributable for others to use, it takes on a very **powerful, viral nature**. Affiliate Showcase provides 3 different pieces of syndicated content for you to use.

**Affiliate Showcase
Articles and News
Headlines**

Your Affiliate Showcase site contains articles on Internet Marketing and Internet News Headlines that serve as an educational resource for your visitor.

Affiliate Showcase Articles

Articles from Affiliate Showcase

- [MLM vs 2-Tier Affiliate Program](#)
MLM, in and of itself, is not bad. But... greed at the top can really turn a program sour...
- [Picking your Affiliate Programs!](#)
Evaluating affiliate programs is not unlike evaluating stocks (although much less complex)...
- [10 New Year Resolutions for Affiliate Marketers in 2003](#)
With the start of any new year, it is usually the time to clean house and make changes.
- [But What Do I Sell?](#)
So, you want to start your own online business. You know you have to create your own website...
- [24 Steps to Higher Traffic and Sales in 24 Hours - Part 2](#)
Don't you sometimes wish that someone could tell you exactly what you need to do, step by step...
- [24 Steps to Higher Traffic and Sales in 24 Hours - Part 1](#)
Don't you sometimes wish that someone could tell you exactly what you need to do, step by step...

[Click Here to add these articles to your site.](#)

Figure 11. Internet Marketing Articles

Affiliate Showcase News

News Headlines from Affiliate Showcase

- [INeedHits.com Joins Forces with Kanoodle.com](#)
INeedHits.com has signed a partnership with New York based, premier pay-per-click search engine, Kanoodle.com ...

- [Affiliate Showcase Exploding!](#)
Affiliate Showcase is headed for the TOP 1,000 of ALL Internet sites in the daily ranking charts prepared by Alexa.com, with more toys and traffic than ToysRUs.com in the holiday season.

[Click Here to add these news headlines to your site.](#)

Figure 12. Internet News Headlines

Besides serving as good content for your Affiliate Showcase site, these articles and headlines are syndicated. At the very bottom of each listing, is a link that makes it very easy to incorporate this same set of features on another web site. Yours or another web site.

[Click Here to add these ... to your site](#)

Clicking on the link will take you to another web page, with the script code that you can simply copy and paste into your web pages. By the way, visitors to your Affiliate Showcase site can do the same, and every time this code is pasted into

another web site, it goes with your Affiliate Showcase Site ID – no matter how many times it is passed on!

Affiliate Showcase Search Engine

The same search engine you use every day to locate affiliate programs on your Affiliate Showcase site, can be placed on any other web site, and any visitors to that site, will be exposed to Affiliate Showcase in a very low-key way. It is like **the ultimate interactive banner ad**.

With the Affiliate Showcase Search Engine on your web site, the visitor types in his own “keyword”, clicks “Search”, and is delivered to the Search Engine Results page on your Affiliate Showcase site.



Figure 13. Affiliate Showcase Search Engine

Plus...

See the line at the bottom of the search box that looks like this?

[Add this search to your own web site](#)

When your visitor clicks on that link, they will be taken to a page where they are asked to sign-up with Affiliate Showcase and you get the referral!

FREE Starter Kit

We know that a pop-up window with an opt-in form is shown to your site’s visitors automatically, but first you have to get the visitor to your site!

On the Affiliate Showcase promotion page at:

<http://affiliateshowcase.com/promote.asp>

you can copy a very small script to paste into your web pages, causing that same pop-up window to come up from your own web site - offering the Affiliate Showcase Affiliate Income Starter Kit and the Affiliate Showcase **[Alert!](#)** right from your own web site!

The Traffic eBook

You have been exposed to the viral effects of a free eBook download before (in fact this very book you are reading incorporates those same concepts). These books are filled with content, so that others will want to download them - and with links to income producing offers, to benefit the author. Merchants allow the re-

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branding of these free books, so that their affiliates have an incentive to redistribute those books.

Ken McArthur wrote an eBook, “25 Traffic Generating Affiliate Programs” to promote Affiliate Showcase. It’s content is the description of (and re-brandable links to) 25 traffic-generating programs.

It can be re-branded with your own Site ID, and then used as a free download, or bonus offer for your own newsletter subscribers. Or, you can promote it in your byline under an article that you distribute to other publishers for reprint.

This might be one of the easiest viral tools you have ever distributed. Think of it! You can offer a free download that helps other internet marketers find traffic programs.

Summary of Tools

These tools are great, but they are designed to promote traffic to your Affiliate Showcase site. Letting them sit there on your site, does you no good. You have to use them. Distribute them.

Take just the Traffic eBook. In the couple of months since its release, almost 100 copies of my re-branded version have been downloaded from my web site. The best results have been in the past month, with about a dozen downloads per week. Every time one of those is opened, the reader is exposed to my Affiliate Showcase site.

But it takes action. [Click here](#) to learn how to put these tools to their best use.

Special Offer!

This FREE primer should give you a quick leg up on getting your Affiliate Showcase site set up, but it isn't designed to teach you how to market your site.

There is only a mention of each of the viral tools, rather than a real explanation of how they can be made to work for you.

There are no sections on Affiliate Marketing in general, with resource links for increasing traffic, or how to promote your links. No in-depth explanation of all the viral tools or how to get the most out of them.

In short, it will get you through the initial mechanics of setting up and understanding what tools are provided, but **knowledge and understanding** (along with a fair amount of effort to apply them) are the keys that will unlock your success

SURE. You could take this free information and figure to just slog through the rest...

But if you really want to make a profit in this business, how long are you willing to put it off? Is it really worth the time it takes to “slog through” on your own?

Here's what Ken McArthur of Affiliate Showcase has to say about it

“Sid wrote the first e-book on AffiliateShowcase, [Insider's Guide to Affiliate Showcase](#), which has been used by many of our top producers as the marketing pro's inside peek into the best ways to profit from an AffiliateShowcase site. “

OK. OK. If it will help combat your stubbornness, here's my bottom line offer. Every link to the [Insider's Guide to Affiliate Showcase](#) that you find coded in this book links to a **Special 20% Discount** Offer, available nowhere else! Simply buy the current edition of the full manual from one of these links and get 20% off the cover price.

Note – this discount offer is **not available anywhere else**. To get this discount, you must purchase the [Insider's Guide to Affiliate Showcase](#) through one of the links in this book.

