

abundance
freedom
confidence
assurance
wealth
energy
create inspire

GLOBAL TELEPOWER TRAINING SYSTEMS

February 2006

Monthly Tips E-Zine!

Topics:

- ✓ **Affiliate Programs** – Who needs them? What are they? & How do I get me one?
- ✓ **Advanced Marketing** – The latest for Coaches, TeleLeaders & Entrepreneurs
- ✓ **TeleLeaders** - Certified **TeleLeader Training** Program – Upcoming Dates



Affiliate Programs

Who needs them?

Usually around 80% of business is generated by referrals, **affiliate programs** are excellent for:

- Entrepreneurs who are selling services, training, books or products over the internet
- Those who generate referrals by inviting people to “tell others” about their good work
- Anyone who wants to provide people with an incentive to send potential clients their way

What are they?

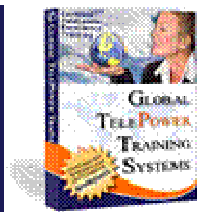
Affiliate programs award a “**finders fee**” to people who send you revenue-generating clients. It is even better than a big appreciation e-hug because you’re rewarding your happy referrers with cash!

When your happy clients and associates sign up for your affiliate program, they get their own **special code**. This special code is embedded into **a link** to your site.

Special Links can be pasted into:

- **Any email** message they create describing how they recommend your service, or product
- **Their newsletter** or E-Zine where they talk about you or your good book, service or product





- **Their website** on a resources page, or links page where they can suggest a visit to your site.

Whenever someone clicks on that link, a little **cookie** is placed on their computer. It's a good cookie ☺. If they buy something from you, their computer cookie tells your affiliate software to send your happy referrer a "**finder's fee**". Most people use the same computer all the time so it works well. No matter how many days or months it takes to decide to buy, that cookie will know when they do and generate a payout.

The easiest way to pay out these "**finder's fees**" is via **PayPal**. Many people are signed up with PayPal already and if they are not, it's easy to join. It is tough to track commissions on phoned-in orders or checks sent by mail, so to keep it simple, offer affiliate commissions on **online orders only**.

You choose the percentage of sales to give as a commission, for instance mine is:

- **10%** of every sale – once 5 sales are logged, your commission automatically goes up to **15%** and once 20 sales are made you get **20%** from then on 20%
- I negotiate higher commissions for groups or membership associations who send me many clients.

Payout - once a month you just press a button and your affiliate software sends everyone their commission cash instantly. It is so cool!

Please join our **Global** Affiliate Program now...then tell others about my training and coaching. Put your special link into that email. If any of them register or buy a coaching package - you win!

[Click here to join our affiliate program today!](#)

How do I get me one?

I learned about affiliate systems while on the Product Factory course. I soon found that there are a lot of affiliate software programs out there and at first it was overwhelming. One day I decided to spend a lot of time doing research. I searched the net for reviews on good ones and compared the features of about 7 different programs.

My criterion was it had to be affordable, easy to learn, easy to manage and easy to set up. After much deliberation, I decided on this one - a one time charge of \$99 US:

You can learn more about the affiliate program I chose "iDevAffiliate" right now by clicking here:

iDevDirect Affiliate Software:

<http://www.idevdirect.com/affiliates/idevaffiliate.php?id=1066>

(I opted out of adding their \$45 dollar installation option as my great web host Jason Eyre installed it and added all the bells and whistles for me)

Whatever affiliate program you buy, if you're not that familiar with this kind of thing and really want it configured properly consider hiring Jason Eyre, my web maestro to install and set it up for you:

This is what he did for me. *(And he'll only charge \$99US)*

- ✓ Installed the Software
- ✓ Added my Banners, logos and colors
- ✓ Added my “Thank you” and “Welcome” emails (*Nice ones I created – easy to edit*)
- ✓ Set up with her merchant account **
- ✓ Set up terms and conditions
- ✓ Set up %’s and tiers of payments
- ✓ Set up sign up links on my site
- ✓ Answered any and all of my questions

** with the merchant account set up he can either get your password to do so or give you simple clear, directions on how to do it .

Just email Jason at eyrei@fifthgearhosting.com and tell him “Anna sent ya”.

Hope that helps you understand more about affiliate programs!



Advanced Marketing

If you are a **coach, consultant or trainer**, you have probably engaged some marketing strategies to spread the word about your good work. Some items might be:

- You have a website
- You may deliver free introductory workshops in your local area
- You may arrange group coaching sessions for your clients
- You network your business locally to new potential clients by attending business mixers, association meetings, etc.

That is an excellent start to generate new clients and nurture a loyal following.

AND... If you are feeling **frustrated with the constant struggle to attract new clients**, now may be the perfect time for you to discover some advanced marketing techniques.

When you’re ready to *kick things up a notch*...

There are new and exciting ways become known in an expanded **worldwide** way.

Here are a few elements of **advanced marketing you’ll want to grasp**:

- **TeleClasses** - discover how they can help you grow your business
 - How teleclass listing catalogues can introduce your services worldwide
 - How TeleClasses stir and motivate clients to hire you to work one-on-one and join “revenue generating” group classes
- **Newsletters or E-Zines** - ways to keep in touch with your clients
- **Articles** – write articles, submit them to various websites and get noticed!
- **Audio-recorded Teleclasses** - clients can buy and download while you sleep!
- **Audio-recorded Info Sessions** - people can listen to on your site
- **Audio Testimonials** of happy clients your visitors can hear rather than read
- **Blogs** - what’s the big hoopla about blogs? Find out or miss out!
- **Affiliate Programs**, collaborative linking and relationships
- **E-Books** why spend mucho \$\$ publishing a book when you can create a downloadable E-Book?
- **And much much more to come....**

Listen to what one happy customer says...

“This training showed me step by step how to do

Why keep struggling, worrying or wasting time because you’re just not sure what to do?

TeleClasses.
When you teach a class everything counts. Knowing how to handle things that may come up diplomatically and professionally is an enormous gift. The class was interactive, fun and so informative. I feel confident about going forward. Excellent Anna!"

Debbie Roberts
SoulDRIVER
Life/Business
Coach
[SelfHelp4Life](http://SelfHelp4Life.com)

Register for the March 2nd Advanced Marketing Course

Advanced Marketing – Market, Build and Grow!

Session 1: Create superior website sales copy that includes all the revenue-building elements!

Session 2: Keep in touch marketing – Keys to writing articles, E-Zines and where to submit them online

Session 3: Affiliate programs, Databases, Collaborations – ethical ways to get people to reconnect and refer you to others

Session 4: To blog or not to blog? Podcast or not to podcast? Can these help grow your business?

Session 5: Record your classes and make \$\$\$ with audio mp3 files, audio testimonials

Bonus Extras:

- MP3 Downloadable **Audio Recording** of every session
- Pre-Course **worksheets** and **class notes**
- **E-Book** by Cara Lumen – **Beyond Your Wildest Dreams, Visioning As A Profitable Practice** (\$16.27 US Value)
- **Audio Teleclass** by Marty Marsh – “**Are Your Marketing Materials Killing Your Sales?**” (\$59 US Value)
- **½ hr consultation on Marketing** with Anna Canary – and personal advice on building your business (\$60 US Value)
- **E-Lesson** by Kendall Summerhawk – **How to Write Snappy, Client Capturing Headlines plus Collect Mouth Watering Testimonials.** (\$97 US Value)
- **½ hr free coaching session** with Peter Nordlinger, Business and Personal Coach – on **getting your self on track and moving forward** (\$60 US Value)

5 action packed 1-hour sessions

Thursdays - March 2, 9, 16, 23 and 30
@ 11am PST, 2pm EST, 7pm GMT (UK)

\$249 US before Feb 18th
(Save \$50 by registering early!)
\$299 US after Feb 18th

Why wait another minute for this great series, [Click Here!](#)

[**Register Me Now!**](#)

GLOBAL TELEPOWER TRAINING SYSTEMS

Not a Certified TeleLeader Yet?

Let's get you certified so you can start making more money!

Certified TeleLeader Training – 7 Hour Intensive

There are a few spots left on the training starting this
Tuesday, Feb 7th
if you hurry you can register before the deadline on
Monday at 4pm EST.

February 7, 9, 14, 16, 21, 28 and March 7
@ 11am PST, 2pm EST, 7pm GMT (UK)

\$349 US

[Register Me Now!](#)

Wait!

Before you tell others about us... Make yourself some money.
Sign up to get a finders fee... Your referrals are worth it!
Please join our 10% payout affiliate program today!

<http://www.annakanary.com/affiliate/signup.php>

In closing,...

I am excited to be offering you new value-packed training programs. My goal is to serve you, grow with you and create innovative ways to share what I have tried, tested and know works.

Until next month...

Sincerely,



Anna Canary,
President and CEO,
Global TelePower Training Systems

PS: You've heard me talk about the great course I took last fall - **the Product Factory. It's happening again in March 2006** and I will be taking it again. If you want to join me or learn more, just click on this link and you can check it out. **[The Product Factory Program.](#)**



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