

The Ultimate Guide To Affiliate Funnel

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How to maximize your use and improve your conversions
by Mike Paetzold



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Why Affiliate Funnel was created and how it can grow your business

Let me introduce myself and give you a little background on how and why Affiliate Funnel came to be. My name is Mike Paetzold and I have been marketing on line effectively for about 4 years after bouncing from program to program for a couple of years.

See when I stopped promoting programs and embraced me marketing I started to have success. Affiliate Funnel was created to fill the void that was out there for a free to low cost entry point for people to start building a relationship with others.

There are other similar programs but usually there is an underlying program that the owner is promoting. That isn't a bad thing either if that program is part of what you promote. For example if the program it was created to promote was GDI and you promote GDI that is a good fit. But if they are promoting 3 or 4

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such programs in the downline builder and GDI is the only one the you promote it sends the people that you bring in to other people's downlines.

You have two choices then to lose part of your referrals in those programs or to join a program that you were not interested in and hope that it will work for you.

In Affiliate Funnel only the traffic generating and tools are fixed. The money making programs or services are decided by the member.

Every member can add one of their programs to the 6 that their referrals are exposed to and if you upgrade to Gold member you can add all 6 so your referrals only sees your programs.

This allows you to use Affiliate Funnel as a place you can focus your promotion on because a free front end generates more people easily and everyone gets exposed to your programs that they may be interested in. Will everyone you sponsor join everything? Absolutely not but just think that each person has the chance to join under you in 25 traffic exchanges, 6 safelists, a few tools and all of the programs you have added to your program page.

Even if they only join three or four of the programs you have leveraged your effort. In addition we provide squeeze pages and pre written email series so you can focus on building your list while promoting Affiliate Funnel.

The key to being successful for me and a lot of others I know is to create a marketing funnel and just keep filling the top. Affiliate Funnel was created to allow even the brand new marketer a way to build their list and start to build a relationship with people.

[Click here to join Affiliate Funnel.](#)

Affiliate Funnel Quick Start Guide

Getting started and effectively using Affiliate Funnel is easy if you have a plan. Follow this guide and you can quickly build your referrals and more importantly your list.

1. Add all your referral ids into the traffic exchanges, safelists and tools. Add your program/s to the ymp page.
2. Load your picture into the forum and import the autoresponder series into your autoresponder.
3. Go into the promotion area and add your autoresponder code there.
4. Pick the pages you wish to promote and add them into your rotator at Hits Connect or Track That Ad with your links being tracked.
5. Add that URL to the various traffic exchanges you use and surf regularly.
6. Create a safelist ad or use the one pre-written and schedule your safelist promotions.
7. Generate traffic through the safelists and traffic exchanges.
8. If you are upgraded send a helpful email each week that you are able to your referrals and make an offer that will add them to your regular email list.
9. Use the forum to ask questions and answer questions and build your relationships with other members.
10. Make a concerted effort to attend and participate in our weekly seminars. You will get to interact with people that are successfully using the system and will get some great tips on a variety of topics.

Using Affiliate Funnel

When you first log in you will see the initial members page. The menu is at the top just under the header. (see the image below)

A horizontal navigation menu with a light blue background and a thin yellow border. The menu items are: Home, Referrals, Profile, Promotion, Commissions, Downloads, Upgrades, Forum, Traffic Exchanges, Safelists, Tools, Your Programs, Mailer, Lessons, Logout. Each item is separated by a vertical bar and is underlined.

| [Home](#) | [Referrals](#) | [Profile](#) | [Promotion](#) | [Commissions](#) | [Downloads](#) | [Upgrades](#) | [Forum](#) |
[Traffic Exchanges](#) | [Safelists](#) | [Tools](#) | [Your Programs](#) | [Mailer](#) | [Lessons](#) | [Logout](#) |

Lets review what is on the menu and how to navigate the site.

- Home – will always take you to the initial page
- Referrals – Will show all the referrals that you have made to date.
- Profile – Where you can change any of the information you submitted when you joined. Please make sure that your paypal email address is correct as that will be used to pay you your commissions
- Promotion – Will take you to where you can find links for the various splash pages, banners, safelist emails, solo ads and much more. This is also where you will put in your autoresponder code if you are going to use the premade squeeze pages.
- Commissions – Will show you how much you have earned
- Downloads – If you bought either of the one time offers you can download your products here. There are also tools available to everyone that you can download from there.
- Upgrades – Where you can create a subscription for a higher level of membership
- Forum – A link to the forum. You are automatically registered with the same user name and password.
- Traffic Exchanges – This is where you will update your referral ids or you can join any that you are not already a member of
- Safelists – Similar to the te area but for the various safelists
- Tools – Once again similar to the te area but for the tools we recommend

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- Your Programs – This is where you can add the money making programs that you wish to show your downlines
- Mailer – This is where you can bulk mail your downline if you are a Silver or Gold member
- Lessons – This will take you to the home page for the various lessons we have provided and tutorials on using the squeeze pages, importing the prewritten email series and the schedule and access instructions for the weekly seminars we hold each Saturday at noon eastern time
- Logout – Self explanatory (I hope ;-)

Now we will go into more detail on each area in the order listed above.

Referrals

Direct Referrals

You have a total of 19 referrals.

First Name	Last Name	Date Joined	Total Sales	
Simon B	Kelly	13-Feb-2007	0.00	

This page will show the name and date each referral signed up under you. If you click the envelope to the right it will open your email client with their email already inserted so you may welcome them and offer your help.

Profile

Will show you all the information that you have submitted. You may edit it from here. It is important that your Paypal email address is correct as all commissions that you earn will be paid there on the 15th of the month following the month in which they were earned.

Promotion

There are a variety of tools here to help you to promote your business. Most are quite self explanatory but there are a few things to be aware of here.

Your Affiliate Link

<http://affiliatefunnel.com/?rid=3>

3 Splash Pages to Promote Affiliate Funnel in the Traffic Exchange

<http://affiliatefunnel.com/shadow.php?rid=3> *

<http://affiliatefunnel.com/promoteyou.php?rid=3>

<http://affiliatefunnel.com/flipped.php?rid=3> *

<http://affiliatefunnel.com/splash1.php?rid=3>

<http://affiliatefunnel.com/splash2.php?rid=3> *

<http://affiliatefunnel.com/splash3.php?rid=3>

The squeeze page uses your forum Avatar picture. So you will need to upload your picture into profile.

All of the pages marked with * require that you have uploaded your picture to your forum profile. If you added your forum avatar by linking to an image on line it will not show up on these pages. You must have uploaded the actual picture to the data base.

The next section is for the squeeze pages. Here are the things to be aware of. You must have your autoresponder code entered to have it show on the pages. There is a pdf that will show you how to strip the code from Email Aces forms to just show the name, email and submit button. You may download it by clicking the Download link. Remember that the forum is available if you have problems or

questions.

Please see the lessons for the instructions for using these pages

These squeeze pages you need to provide your Autoresponder Form Code

```
<center><form method="post"
action="http://www.aweber.com/scripts/addlead.pl"
target="_new">
<input type="hidden" name="meta_web_form_id"
value="320403684">
<input type="hidden" name="meta_split_id"
value="">
<input type="hidden" name="unit" value="afseries">
```

Update AR Code

You must fill in and click the Update AR Code by copying and pasting the code from your autoresponder here. The same rules apply for pictures on the personalized splash pages here. Always sign up and test your page once you add or edit your AR code to be sure that it works.

This is without a doubt the best way to promote Affiliate Funnel as each sign up joins your email list first. This also has the advantage that if they don't join Affiliate Funnel you can still show them your other programs.

Next in the promotion area is the banners. There are a variety of sizes of banners and you can either right click and save the image you want and upload it to your hosting account or you can use the links listed.

Step 2: Add these banners to your site

You can use these banners by right clicking and save as and your site.

Or you may copy the following image URL's

<http://affiliatefunnel.com/images/ban6.gif>

<http://affiliatefunnel.com/images/ban5.gif>

<http://affiliatefunnel.com/images/ban4.gif>

<http://affiliatefunnel.com/images/ban3.gif>

<http://affiliatefunnel.com/images/ban2.gif>

<http://affiliatefunnel.com/images/ban1.gif>

The images are top to bottom 1 through 6. Banners 2, 4 and 6 are standard size banners that will fit in most traffic exchanges.

Next is a tell a friend form.

Step 3: Tell A Friend

Note: All fields must be filled in

From:

Your Email Address:

Email address to send to:

Subject: A great way to build YOUR business

Message:

I just found this great new site from Jon Olson and Mike F

Just fill in the three boxes with the appropriate information and click the submit button. Remember, that you need to fill in your referral ids before you promote Affiliate Funnel or else anyone joining under you will get your upline's referral link.

Next you will find an email signature, a forum signature, and a safelist email that are already embedded with your affiliate URL.

Commissions

Shows what you have earned and been paid.

Downloads

Here is where you will find any products you have purchased along with reports and tutorials we have added in there.

YOUR PRODUCT DOWNLOADS

Product	Download
---------	----------

No Products Found

Free Product Downloads

Product	Download
---------	----------

EmailAces Form [Click here to download](#)

Just click the appropriate link to download them to your computer.

Upgrade

Self explanatory. (Obviously we would love you to click the link and start a subscription but that is up to you. ;-)

Forum

There are a couple things here that are important. You are already registered with the same user and password as you have for Affiliate Funnel. If you are going to use any of the personalized pages we provide you must upload your picture there. Click the profile link and near the bottom you will see

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Displays a small graphic image below your details in posts. Only one image can be displayed at a time, its width can be no greater than 100 pixels, the height no greater than 100 pixels, and the file size no more than 7 KB.

Upload Avatar from your machine:

You will need to browse the hard drive on your machine to find the picture then click the upload button at the bottom of that section. Pay attention to the size of the picture you try and upload. The specs are listed above.

Traffic Exchanges, Safelists, Tools

These all work the exact same way so we will only cover it once. You will click the respective link to that section.

Advertising Know How
This awesome program is a co-registration service, article directory, and a traffic exchange all in one.

<http://www.advertisingknowhow.com/members/listbuilder.php?referer={affid}> Aff id is a name

To Sign Up [Click Here](#)

Your Affiliate Id:

TS25

For each program if you already belong to it just add your referral id. Each program lists whether it is a name or number. If you do not belong to the program then click on the click here link and join under your sponsor.

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****IMPORTANT****

Make sure you click the update referral ids at the bottom of the page. As a test always go to another page then come back and make sure that all of the ids you just entered still show.

Some of the tools have a cost involved. If you decide not to join a program please leave it blank so that your referrals get a valid URL to join from.

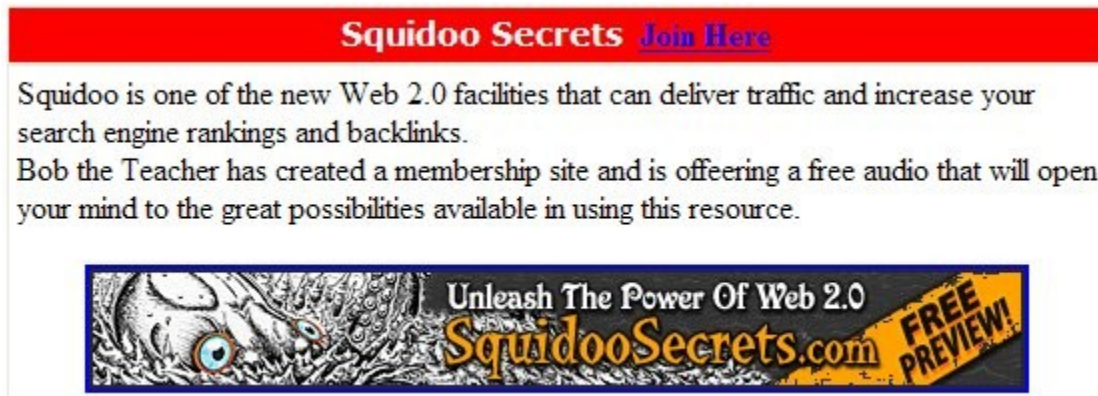
Your Programs

Here is where you can input the programs that you want to expose to your referrals or promote through the ymp page. The image below shows you the input box and url.

Program No. 1	
Program Name	<input type="text" value="Squidoo Secrets"/>
Description	<div style="border: 1px solid #ccc; padding: 2px;"><p>Squidoo is one of the new Web 2.0 facilities that can deliver traffic and increase your search engine rankings and backlinks. Bob the Teacher has created a membership site and is offering a free audio that will open your mind to the great possibilities available</p></div>
Priority	<input type="text" value="1"/>
Your Program Affiliate URL	<input type="text" value="http://www.squidoosecrets.com/build/?yourlens=599"/> <small>Include leading http:// in URL</small>

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The image below is the result on the ymp page.

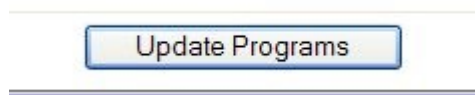


What you fill in under Program Name will show in white on the red bar and the Join Here link will be linked to what you fill in under Your Program Affiliate URL. You may use a tracking link in that area.

The Description area allows you to use HTML commands like <center> or <img tags so you can add a banner of other image to what is displayed. You may also add <a href tags to add clickable links or make your banner clickable.

*****IMPORTANT*****

You must click the update programs button at the bottom of the page.



To make sure that your update is saved.

Mailer

If you are a Silver member you can email all of your referrals every 14 days. If you are a Gold member you can email all of your referrals every 7 days. Free

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members do not get to use the bulk mailer but can get the email address of your referrals in your Referrals section by clicking the envelope icon.

When you open the Mailer you will see the tags you can use to personalize the email. It mails only in text format so do not use HTML tags in your emails.

{firstname}	First name of the member
{lastname}	Last name of the member
{fullname}	Full Name of the member
{email}	Email address of the member
{ympurl}	Their Your Money Program URL they can use to promote their YMP.

Subject:

Mail Body

I recommend that you format your emails ahead of time and copy and paste them in. Taking the time to do that in advance and formatting your emails will help you build the relationship that is the key to building your business.

Please use the mailer to offer help to your downlines and give them a reason to get on your regular mailing list. You can do this by offering a free e-course or other item.

Send Mail to first level downline members

Send Test Mail to your email address

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Once you have added your email you can send a test to your own email address or send it out. I recommend you always test your emails to see how they look when you receive them and it gives you a chance to click any links and make sure they work.

Developing a good rapport with your referrals can greatly increase your business. Use this facility wisely.

Lessons

This is probably the most overlooked area of Affiliate Funnel and it will pay you to take the time to go through this area.

Just click the lessons below to go to the various sections.

- [Building Your Business](#)
- [Traffic Exchange Basics](#)
- [Traffic Exchange Advanced Techniques](#)
- [Safelist Basics](#)
- [Email Marketing](#)
- [Email Series for your use](#)

We will be adding additional lessons so check back frequently.

Download your copy of [Tracking Your Way To Profits](#)

[Get information and download instructions for our voice conference room](#)

Take advantage of the [forum](#) to help us create a community and more importantly build the relationships that lead to all of our success.

The links provided there lead to the following

- General business building information
- Traffic exchange basics – Not to toot our horn both Jon and I have built a businesses using traffic exchanges and do this full time. Take the time to

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read this and implement the recommendations.

- Traffic exchange advanced – More techniques to improve your use of these resources
- Safelist Basics – A general primer on safelists to get you started
- Email marketing – Step by step instructions on how to use and implement the pre-written email series
- Email series for your use – Access to the pre-written email series, links to videos and written instructions on how to import the series for both Email Aces and Aweber.
- Download link for Tracking Your Way To Profits – A primer to show you how to implement and use tracking to make you more for the same effort
- Conference information – Here you will find the schedule of conferences and the link to download the software so you can participate. You will need speakers and hopefully a microphone (optional) to use this.

A special note on the conferences. There is a lot of experience and good ideas available in each session. The interaction and the relationships you can build have been invaluable to me. Quite often there are literally golden nuggets that can explode your business discussed here. My latest product “Beginners List Formula” was a result of seminars held there.

This guide will allow you to get the maximum result from your effort by setting up and using the tools to their full extent.

About the Author

Mike Paetzold has been working on line since 2000. Besides being one of the co-owners of Affiliate Funnel, Mike has numerous web sites and services including the following:

[Mike Paetzold Recommends](#)

[Word Press Made Easy](#)

[7 Steps To Get Your Blog Indexed](#)

[Opt In Master Course](#)

[Beginners List Formula](#)

[The Old Bald Guy](#)

and numerous other sites.