

Peter Twist talks to Rosalind Gardner

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Rosalind's excellent book

Last year she **earned \$436,797** online with affiliate programs, and [wrote a book](#) about how I did it.

She did it without one shred of previous business experience, and if she can do it, **YOU CAN TOO!**



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About Rosalind



Contrary to popular belief, doing business on the 'Net isn't particularly complicated or difficult. It's certainly not rocket science, or I wouldn't be writing about it here. With no previous business experience when I started out, I'm living proof that ANYONE can succeed on the 'Net.

Back in 1997, while I was still working as an air traffic controller, I built a small gardening and seed exchange web site. I had a ton o' fun with that site! There was really nothing special about the site itself, except that I connected with thousands of people from around the planet, all of whom shared my passion for flower gardening.

When I later saw a One and Only dating service banner ad that offered webmasters the chance to make money with their web sites, I KNEW I had to give it a try.

The rest, as they say, is history. In 2000, well supported by my various online businesses, I quit my job.

My ebusiness success has since been profiled in many venues. My interviews appear in Corey Rudl's 'Secrets to Their Success', and Jason Alexander's 'Achieve Net Profits' as well as in glossy magazines such as by [Six Figure Income](#) Magazine. The [Secrets to Their Success](#) is to be featured by an upcoming issue of Small Business Opportunities. Kevin Bidwell of All-in-One Business has written about my affiliate marketing business success, as has Allan Gardyne of 'AssociatePrograms.com'.

Here is an excerpt from Allan's article:

A perfect example is Rosalind Gardner, who earns \$30,000 to \$50,000 a month in affiliate commissions, with a very nice 40% to 50% profit margin. ...and... She explains how she attracts more than 4,500 unique visitors a day and has sales conversions that are 3 to 5 times higher than those of the average affiliate. ...and... This isn't vague theory or book learning, it's real-life, down-to-earth advice from real people like Rosalind.

Since I discovered how easy it is to make money online, I've been writing and speaking to encourage friends, colleagues and anyone who is interested, to join me on the path to Internet riches. My articles appear all over the 'Net, and are available to subscribers of my Net Profits Coach newsletter as free content for their sites.

You **too** can enjoy financial freedom with an online business. Whether you are just starting out or want to improve an existing site, I can help you achieve your dream.

Whether through one-on-one coaching, my newsletter or ebooks, my greatest pleasure comes from helping you succeed.

About Peter



Peter Twist's main profession is in the media. He started many years ago as a disc jockey, before joining the 'voice over circuit' in the UK in 1987 where he got to travel all over the UK voicing radio & tv ads as well as promotional video tracks. He has also run a busy ad production department for a commercial radio station, and spent a couple of years as an announcer for BBC TV.

Nowadays, thanks to ISDN lines, he doesn't have to travel far - only to his studio (about 20 minutes from home). From there he voice spots for studios all over the world as well as running his Internet business. He currently spends half his time in the UK, half in France.

You can listen to his weekly radio show (free and paid versions) at [The Internet Marketing Lounge](#)

How To Navigate Around Adobe Acrobat



The Adobe Acrobat file format (known as Portable Document Format, or PDF) has several advantages over a regular text document. The primary advantages are...

You can click on anything that starts <http://>, is blue and underlined such as...

<http://BeanMakers.com/>

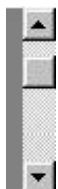
...and be transported to the appropriate web page (as long as you have an open connection to the Internet).

You can **instantly** determine what is most important because I've highlighted important points in **bold** or **bold red** color.



Zooming

You can zoom in and out of the document to find a view that helps you read the document most easily. Simply click on the **zoom icon**, then click on the page to increase the zoom. To zoom out again, just right-click and select "100%" or use the symbol at the bottom of the screen...



Scrolling

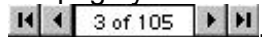
To scroll through the document, click the up and down arrows on the **scrollbar** at the extreme right of the page. To rapidly move between pages, hold down the mouse button while over the square and drag up or down. A box like this will indicate what point in the document you will be at when you let go of the mouse button. You can also scroll up and down using the **up and down arrow keys** on your keyboard.



Jumping

Using the above symbols, found at the top of the screen, you can jump back to the beginning of the document (), back one page (), forward one page (), or forward to the end of the document (). You can also jump through the previous pages you were viewing using the left hand arrow (). Then you can jump back again using the right arrow ().

These symbols are repeated at the bottom of the screen and include the number of the page you're viewing...



You can also move forward one page and back one page using the **left and right arrow keys** on your keyboard.

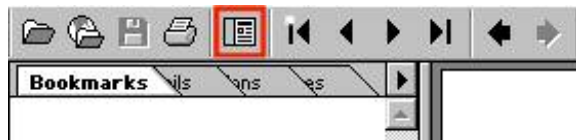
All of the headings and sub-headings in the Contents page are clickable, and will take you to the right spot in the book.



Changing view

Depending on your monitor size, and how big the window you use to open Acrobat files is, you may want to play with the three symbols above. They are "Actual size", "Fit in window" and "Fit width".

Your screen may open with the bookmark panel open on the left-hand side. It looks like this...



You can easily close the panel by clicking on the icon that I've put a red square around. You will then have more room to view this e-book.



Finding

Using the above symbol, you can search the document for a word or phrase that you remember reading, but can't find where...**very handy!**



Printing

It's easy to print from Acrobat, and the printouts look great. Just click the print symbol, shown above. You can print one page, several pages, or the whole book.

Believe it or not, I once bought an e-book that I had to print out one page at a time. I even emailed the owner and he said that it had to be done that way! **Incredible.** They should have used Acrobat!

You may also want to print two pages on each piece of paper. Your printer software may be able to do this for you, or you could use the excellent program called FinePrint from...



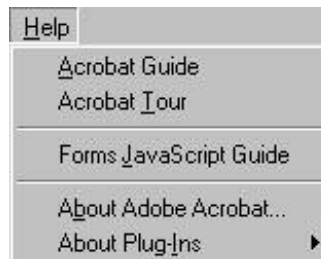
save time,
money,
and trees

<http://FinePrint.com>
(Windows only)

A trial download is available. The trial version does not have a time limit but prints a FinePrint advertisement at the bottom of each sheet and has an 8 page limit per print job. The registered version is \$39.95

Help

If you need further help navigating your way around Acrobat documents, refer to the “Acrobat Guide” under the Help menu.



Grayed Out?

You may have noticed that some symbols are “grayed out”, meaning that you can’t click on them. That’s a security measure preventing people from copying and pasting or making changes. This document can be printed but not modified in any way. Please do not distribute this file in any manner, thanks.

INTERVIEW

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PT I love to talk to people who put their money where their mouth is and one such person is super affiliate Rosalind Gardner. Last year she earned \$436,797 online from marketing affiliate programs. She began whilst in full-time employment too and tells her story in the excellent book 'The Super Affiliate Handbook'

RG An affiliate program is a partnership with an online merchant, which is a website that sells goods and/or services and they are also known as associate, referral and bounty programs. You get paid a commission for referring customers to these merchant websites, if somebody buys a membership or product through your affiliate link (URL)

Ebay is one of those companies that does that, if I send someone to Ebay and they register as a member, I get paid \$5 for having referred them as a member. Once that person has actually completed a bid within, I think 30 days. You then see lists of \$5 commissions, but some do disappear when people don't follow through on the bid.

So once you have registered an Ebay member through your link, you also make a nickel every single time that they do place a bid and that can turn out to be quite lucrative.

PT People get used to hearing about all these large sums of money, but what is interesting about your success is that you have made it from lots of small amounts of money from all over place, so it doesn't have to be \$100 or \$500 here, there and everywhere?

RG Absolutely not, I would recommend that somebody start with a product or service that doesn't cost a whole lot of money. People don't mind spending \$10-\$15 or \$25 on the internet, but they are going to think long and hard before spending £100-\$200

PT I suppose those higher amounts could be from products that we call your 'backend' once you start to build up a mailing list of people, you can then try to sell them higher-priced goods.

I must point out here that if people want the real inside and detailed information, it's well-worth getting a copy of your book 'The Super Affiliate Handbook', but just run through a summary of the common mistakes that you see other affiliates making.

RG Many new affiliates don't treat their affiliate marketing businesses and sites like a business, they don't pursue it consistently, they'll throw up a banner ad and hope for the best. The real trick about affiliate marketing is to consider yourself a partner of the company you are dealing with where your job is to endorse that merchant's product and I believe that if you do so honestly, that's what makes the sale. You are telling your customers why you think they should buy this product, what it can do for them etc and that's how you become successful.

Next, persistence, just keep at it and learn everything that you possibly can, I think way too many people give up. Those people say things like 'I don't have to have a mailing list' that is the number 1 critical mistake that people make, they say that because they're an affiliate marketer and not marketing their own product that it doesn't matter. You need to have people coming back to your site and the only way to do that is by having a mailing list.

PT And if you are just sending people straight to the merchant's site, you are losing those people, so isn't one of the rules to grab those names?

RG Absolutely

PT We say this every week on the radio show, why do people keep sending out spam or just putting banners up when they should be trying to develop that relationship with your readers?

RG Yes, and the nice thing about being an affiliate is that you don't really have customers and you don't have to process sales and money or even handle the product, but as long as you have a mailing list, people will get in touch with you with questions which you have to answer if you want to make that sale, as if they were your customers.

PT In reading your book 'The Super Affiliate Handbook' you appear to have a really logical approach to the way you work and the other point I want to make is that the work is not easy, it's hard work and you have to be persistent. So I imagine that your logical approach paid off.

RG By logical I assume you mean my use of spreadsheets etc, well I'm basically pretty lazy and forgetful, so working this way helps me to remember and work through my list of things I have to do. So by following a sort of program like I outline in the book, it just makes it easier for me to know what I'm supposed to be doing. For example, I've done the keywords, now I have to write titles and descriptions, then I have to file them with Overture, Aha, FindWhat, Google and all the other search engines, so it just keeps me on track.

PT Now you take all that for granted, I remember years ago when I first started, I just signed up for all kinds of affiliate programs and tried to buy some advertising somewhere and I just got into a complete mess, so you do have the right approach.

RG I guess it's the right approach for me, it seems to work for the other affiliates who do it too. It's just like anything else, to be successful at something you must practice, practice, practice until you get it right, so one way to practice is to have a checklist of things that you have to do.

PT That's what I like about your book, showing how much you made as an affiliate, but then explaining how you do it.

RG Yes, there's a lot of learning in the beginning, because you are a sole-proprietorship, you're doing everything to build up a business. In the real world if you were building up a brick and mortar store, you couldn't possibly do all of that on your own in such a short period of time, so no, it doesn't happen overnight but it certainly happens much quicker than trying to start a business elsewhere.

PT Yes, I don't want to sound too negative, but that is one of the great things about the internet, because it's not a bricks and mortar business. I believe that you ran your internet business alongside your full-time job for quite a while?

RG Once I started it, it was so challenging, I made my first sale on the first day that my site went online and so I just challenged myself to make more and more. Pretty soon I realized it had potential for some very good profits so I worked really really hard at it. I would get up in the morning, go to work, come home at night and I think I forgot to eat on many days! I think I also forgot to exercise too on many days, but I never forgot to get on the computer to tweak my site and learn as much as I possibly could. At the end of that first year I was already making \$5000 per month, it was unbelievable.

PT That's reassuring because I know you worked in air-traffic control and I imagined you having 2 screens in front of you; one of the air-traffic, the other with the internet!

RG Well, even if I had, Peter I wouldn't tell you!

PT So, how long did it take you to become an 'overnight success'?

RG Success is how you define it, and as far as I was concerned I was a success that very first day! I made \$10.99 from the sale of a dating service membership to 'One and Only' and I was absolutely gleeful and when I actually got the check it was like 'wow this is too cool' so it depends how you determine success.

My definition was that I was going to quit my job when I started to make \$10,000 per month which was considerably more than at my full time job, but that was my buffer zone.

PT I think that one of the keys is when you feel that you have the ability to create money when you want by promoting something or following that tried and tested path that you use.

RG You are so right, it never even crossed my mind, but that is really the secret to entrepreneurship, it's knowing that you can create something from nothing, just by using your own knowledge and developing skills so that you become an expert in a particular area that you can make as much as you want to, it's really all entirely up to you.

PT Many people are selling products that deal with 'how to' or opportunity ideas, but the areas where you have made money have been diverse.

RG Well, primarily I stuck with the dating service memberships, I began with Sage Hearts.com and because of the pay per click search engines not allowing adult friend finder, I split up the site so it was mild, medium and a little bit spicy, but other than that I honestly didn't branch into a whole lot of different areas.

I have ventured into the gambling realm, the online credit card application realm and the fitness, vitamin area.

PT So with each of these areas, I assume you followed the same kind of system?

RG Absolutely, create a template for your website so that for every page you just fill in the information and go from there.

PT So now people reading this are thinking 'come on, give us some real tips'

RG Decide what you want to do first, how much money you want to make and in what area, then just treat it seriously like a business just as you would if you were going to buy a business. You will be making some investments of your time and some money, not a lot, but you are still making an investment.

Do your homework, (buy my book) by anybody's book, depending on what you are going to be doing, if it's affiliate programs there are a number of good books out. If you are going to be writing ebooks there are many good mentors out there, so pick one or two. Then stop doing your homework once you understand, stop researching and take action and do what it says in the book, REALLY do what it says in the book; I find that some people just don't follow the guidelines, you know, nobody writes the book so that people only read or implement half of it, you cannot expect to be successful if you only go halfway.

Just keep at it, that really is the hallmark of a successful entrepreneur, persistence and perseverance.

PT I have found that on the internet, just the fact that you have managed to stay in business for a year is positive in itself, because it does show that you are serious about what you do.

RG Well, I'm coming up to 6 years now.

PT You're a real veteran then?

RG I'm an old-timer

PT Everything moves so quickly on the internet.

RG Yes, I've recently updated my book with software changes and other things which are no longer applicable, I only released the original book 6 months ago!

PT Most people I speak to on the radio show say that they think the internet is truly here to stay now, is that your view?

RG Yes, I wouldn't have quit my job, I was there for 22 years and was looking forward to a fairly good pension, so I wouldn't have given that up had I not firmly believed that this was what I was going to be doing for the next, well hopefully not too long. I could do it for the next 20 years but I'm hoping to do it for the next 5 years and then just let it hum along.

PT In this kind of business you don't really need to retire do you?

RG Who really wants to retire? Retire to what, to do nothing? I love this because it means that I can research new topics and constantly challenge myself, I think that's good for a brain.

PT I really enjoyed reading your book because it certainly does not skim over the surface of this subject, it's very detailed, thanks for talking to me today.

RG Thanks Peter

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Rosalind's excellent book

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