

# “Internet Marketing For”

Thank you for investing in the “Internet Marketing For” license. I wanted to give you a little more information about how everything works.

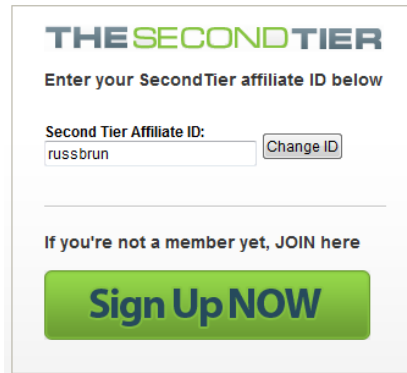
## Your Website

You have two options to get started with your website.

Option #1 – as a super affiliate.

With this option we do most of the work for you. We take payments, we manage members, we handle refunds and chargeback’s, etc..

To use this option, all you have to do is fill in your affiliate ID in step #1,

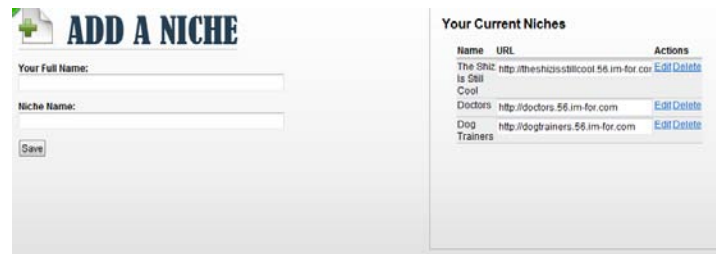


THE SECOND TIER  
Enter your Second Tier affiliate ID below

Second Tier Affiliate ID:

If you're not a member yet, JOIN here

and then create your niches:



**ADD A NICHE**

Your Full Name:

Niche Name:

| Name                   | URL   | Actions                                     |
|------------------------|---|---|
| The Shiz Is Still Cool | <a href="http://theshizisstillcool.56.im-for.com">http://theshizisstillcool.56.im-for.com</a> | <a href="#">Edit</a> <a href="#">Delete</a> |
| Doctors                | <a href="http://doctors.56.im-for.com">http://doctors.56.im-for.com</a>                       | <a href="#">Edit</a> <a href="#">Delete</a> |
| Dog Trainers           | <a href="http://dogtrainers.56.im-for.com">http://dogtrainers.56.im-for.com</a>               | <a href="#">Edit</a> <a href="#">Delete</a> |

When sales come through your page, your customers will be charged \$27. You will receive \$20 commission for every sale you make. The other \$7 will go to our company to handle all of the support issues listed above.

Also – with this first option, you are automatically added into our backend call center. Your money will be directly put into your commission check each month.

Option #2 – do it yourself.

With this option, you will need the help of a webmaster or your tech guy. It's very simple to setup, and then you will handle your own members, customers support, etc...

Here are the simple steps:

#1 – Upload the sales letter to your own website

#2 – Replace the order links with your order buttons

#3 – Set the thank you page link to the “thank you page” URL we gave you

When customers purchase the product from your page, they will be re-directed to the thank you page URL we gave you. Here they will create their account, and you will have the ability to edit / delete their accounts!

Unfortunately with this option, we do not have the ability to call these customers in our call center unless you get to the point where you are generating a substantial numbers of leads consistently.

### **The Backend Call Center**

To understand the call center commissions, you need to understand how the call center industry works. Our sales reps are commission based sales people, and our fulfillment costs for coaching, website development, traffic generation, etc... is very high. It is not like a normal information product where you can make 35-50% commission.

Our hard costs on the sales floor are between 50% - 75% depending on what is sold. With that there is between 50% - 25% profit that is then shared between the lead provider and our company.

Because of this we cannot give exact numbers on what % will be made on every sale because this changes depending on what package they bought, if they have coaching, website development, or just a product sold.

You are guaranteed to make 10% of the gross sale (which on the low end is 40% of the profit on the lowest margin products). The average ticket price sold on the phones is about \$5,000, so from that your commission would be \$500.

The percentage can get higher based again on what product is sold, and the average DPL (dollar per lead) we average on your account, and the number of leads that you produce.

A good rule of thumb is to plan on 10% of the total ticket price of the product sold, with increases for products that do not have as high fulfillment costs and again as you start generating more leads your commissions can go up as well.