

From Music To Marketing

How A Music Man Turned Experience
Into Income



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Terry Telford



I'm an international business consultant with experience both online and offline. I specialize in developing results oriented marketing strategies for small and medium sized business owners. My clients own businesses in several industries including internet marketing, education, publishing, and property management.

I own 73 active websites in 19 markets. I'm a professional copywriter and avid internet marketer.

My recently published book, Guerrilla Marketing Breakthrough Strategies, is a joint venture project with Jay Conrad Levinson and focuses on...joint ventures. The book is a step-by-step plan for business owners to triple their sales and quadruple their business in 90 days. The book is currently available in larger bookstores, on my website or at Amazon.com

I look forward to meeting you on the monthly teleseminars.

I wish you all the success you deserve now and in the future.

Terry Telford ☺

<http://www.TerryTelford.com>

PS. I also offer several free business and marketing resources on my website

Terry:

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Today we're lucky to have Hani Banna here, from www.makingclicks.com. Hani is located in Australia. We'd like to welcome you, Hani.

Hani:

Thanks, Terry. It's great to be talking to you.

Terry:

Thank you very much and to you as well for taking the time with us to answer all of our hard-hitting questions.

Hani:

My pleasure.

Terry:

Let's first take a look at your background. Where do you come from in the offline world?

Hani:

I'm a computer engineer by profession and I've done about ten years of work in web technologies. I started out working for banks and various large corporations working on ecommerce solutions. Some things that I have worked on include car sales websites, business to consumer finance, as well as business to business ecommerce technologies. I guess I've had a passion for the past ten years in web technologies, including online marketing. My professional background has always been in software development online, as well as online marketing.

Terry:

So, your Making Clicks website was almost a natural extension for you from what you were doing. You weren't even working offline; you were almost one of the pioneers of the online world.

Hani:

Yea, I guess I started first with online marketing with putting my music online. I had one of the early online CDs and I experimented with various formats and interactive content and then I moved into mp3. Then, I promoted my own music online, which was quite an interesting experience. Promoting my own music using online marketing, and getting the results that I did encouraged me in online marketing. I had my music published onto mp3 and then I used very focused e-mail marketing, and my single got to number one on the particular charts online.

Next thing we knew I had a record company who wanted to put my single on CD. Then, it was picked up by a national radio station in Australia and was played non-stop for about a month. So, putting my content online, promoting it, seeing people interact with it and seeing results really got me excited and fired up about the potential and the future of the online medium and the human interaction with the online medium. So, I really think that we're only just starting and playing with the global transition online, and there's probably a long, long way to go.

Terry:

That's super. So, your Making Clicks is actually your marketing site that's based on your actual experience of promoting your own music.

Hani:

Pretty much. It was based on my experience and on my professional career promoting music.

Terry:

Fantastic. So, when you were setting up... if we focus on the Making Clicks website, as well as the promotion of your music, what kind of difficulties or hurdles did you have to overcome while doing that? Also, you said you sent out an e-mail to targeted prospects. Where did those prospects come from?

Hani:

At the time, I used a lot of promotions; I offered free content online. The content was based on humor and dating and various things that young people would be interested in. I put together some special reports, I approached forums, I promoted via search engines, as well as putting P.S.s on my e-mails and things like that. Over the course of a year I've compiled a large mailing list, and that was my contact list at the time. It was a very generic audience, with a young age group.

It wasn't targeted to a particular category, but it was a young audience so I knew they would be interested in my music.

Whenever I put out a new track, I would contact them and tell them about it. I'd try to make the e-mail fairly appealing; I used a graphical comical approach, and made the e-mail similar to the track. I built up a bit of a persona, so I had people listen to my music, and that lead to being number one on the charts, which lead to being picked up by an offline company.

That was the experience with that particular avenue, as far as the music. As far as Making Clicks, I started to put together tools for online marketers like myself, search engine optimization, search engine submission tools, and other online marketing toys. I offered them for free and had no real objective of making real money from that medium. It was more of a side project while I was doing my day job and I really enjoyed putting together those tools.

Terry:

Fantastic. Did you have any hurdles that were a bit tricky for you to overcome?

Hani:

I think, at the time, because it was more of an enjoyable project, I didn't care that much when things came up. I didn't take anything as a hurdle, because it was just a fun project. But, as things progressed, after the past 24... or 12 months in particular, I've been experiencing the real hurdles of online marketing and having an online business I guess. As you know, over the past 24 months, I've focused my energy on my online business, instead of using it as an entertainment medium. Instead of just focusing on my music, I focus on my website, on my mailing list with Making Clicks, with I've got 3,000 or 4,000 people... it's not a huge mailing list, but it's a start.

When I started working and looking at it as an income generator, I started realizing the trickiness that comes along with it. I think one aspect that I think about all the time is having multiple income streams. Many people probably approach it in a different way than I have. Most people do it one at a time so they don't spread themselves too thin. I guess one of the hurdles that we all face is the pull between building multiple income streams but actually doing it in a good way that we're building one income stream at a time and not spreading ourselves too thin with all of these opportunities and all of these exciting ventures.

Like yourself, I get bombarded with things everyday. Sometimes they look good and grab my attention, but I have to stop myself and see if it's going to be worth it, or if it's going to be a throwaway.

Terry:

Now, you just touched on something that I find very interesting. I think it's a very unique approach that you have to your marketing... and that's where you have your three programs each month and test them to see how they go. Can you explain how you go about doing that?

Hani:

Yea. I know that I'm going to get these temptations, and I'm going to get these programs that are in pre-launch, so to speak, I'm going to get these things that are produced by various influential affiliate people online, and I need to be aware of what's happening and what people are using. So, I usually take about two or three new opportunities or programs a month, but I treat them as potential programs.

When I join, I think that I have room now to try to build my next income stream, the last income stream is bringing me in my planned goal, and now I'm ready to focus on my next product and focus on a single project. Before I do that, I need to test two or three to see which is going to be the most optimal and is going to give me the most passion to work with. As we talked about before, we build multiple income streams one at a time, and to pick one income stream out of all the options out there is quite difficult, so I like to take three, potentially, bounce it across my contacts... so you, Terry, get e-mails that say, "What do you think of this? What do you think of that?" And I just get a feel if people are interested in this product or not.

Very quickly, within a week or two, you can see if a product is going to be attractive to your contacts and to your wide audience. Really, I just like to test the waters with the two or three options for that month. Once I find one that I'm excited about and that my contacts are excited about, then I'm ready to take it to the next level.

Terry:

So you can potentially develop about 12 income streams a year then, realistically.

Hani:

That would be lovely. I think I'm averaging one in every one and a half months.

Terry:

Right. But that's reasonable too because it takes time to look at the program, develop your own marketing, and that type of thing.

Hani:

Yea. I think so. I try to stop myself from being pressured, because we get all this excitement online because it's a very fast-paced medium. Offline business moves at 1/10 of the speed that online does at the moment. It's incredible. There is a lot of negative as well. A big negative compared to offline is that people have the opportunity to jump between programs a lot more rapidly.

To give you an example, say I'm setting up an offline business. I might do my research and look at various things. When I commit to it and start doing the business, my opportunity to jump ship to another business is very difficult compared to online. That's what I'm finding with online businesses – unless you have a solid program that can retain people and you can develop a whole plan for retention, people are going to jump ship again and again and again.

I've had one famous network marketer tell me that network is all about jumping on the latest train and making money off of that opportunity and then the next one. I think that it's not a sustainable approach for me.

Terry:

I've kind of defined affiliates as type one and type two. Type one is when you purchase the product, use it, then promote it. That sounds more like what you're doing. Type two is when someone goes out there and promotes the latest programs and develops an income stream here, and when that one's worn out, he/she just jumps to another one. So, when you go out and find three potential affiliate programs, do you go out and buy the product or try the product or how do you go about it?

Hani:

I would like to say I do that every time, but realistically sometimes I get too excited and get caught up in the hype and I e-mail my whole list about it, just to find out later that it's not as good of a product as I expected. Luckily, I'm starting to learn and realizing that waiting and

sleeping on it is more beneficial. For example, I waited a long time before I promoted Madison Dynamics because I wanted to find a great way to promote it. I looked at what other people were doing and how to leverage what I know to make a better offering to promote this product.

So I used the conference rooms, I built a website with Madison Dynamics tools, and I put together a bundle and introduction to utilize their own tools. So, my promotion page for Madison Dynamics uses their own products to promote it. I made it very clear that it was built with Madison Dynamics tools, and told that that it's what they get when they join this program. Taking that time and actually looking at how I could approach it, looking to see if there was a leverage there, and seeing if I could do something that other people aren't doing make a big difference to me. If you do everything that everyone else is doing is a losing battle in my opinion.

Terry:

So instead of being a photocopy of everyone else, you've taken offline principles and applied them to your online affiliate businesses.

Hani:

Can you expand on offline business principles? Is that something you speak of from experience?

Terry:

Yea, I believe that online and offline businesses aren't that much different in the business philosophy side of it. If you start up a business offline, you're looking at a two-year period until you make a profit in most cases. You expect a large learning curve; you're going to go through a lot of difficulties and hurdles. It's really a learning process. There are also expenses as well, so it's a big risk on the offline side.

If people can take that philosophy, get rid of the get-rich-quick idea in the back of your mind, and bring that philosophy online, they can say, "I want to develop a business and I know it's going to take me a couple of years of trying things here and there to learn as I go." One of the most disappointing things online are the get-rich-quick schemes where people say, "I made \$13,000 in my first three weeks in this business." Although there is some truth to it... I like that example because last year I was working in a company promoting as an affiliate, and we got a guy that signed up with us and in his first three weeks, he made \$13,000. That's an absolute fact.

Nobody takes the time to look behind the curtain and see how he actually did it. The whole story is, he actually owns a multi-million dollar direct mail company that he's built up over the past ten years, so he has multiple hundreds of thousands of contacts. His first campaign was to send out a sales letter to the people who are interested in business opportunities and entrepreneurs and that type of thing...

Hani:

An offline sales letter.

Terry:

Yea, an offline sales letter using snail mail. Suddenly, he got the response. The other thing is I don't know how much it cost, but I know there's a huge cost in doing it. So, maybe he spent \$15,000 to make the \$13,000, but it's those kind of details that people are missing. They miss the point when they see that someone made \$13,000 in one week. People think, "Oh, \$13,000 in his pocket... that's something I can do." I think that's the line between where people get all excited and... it's natural, we're all human. You get online and you read the copy and you think, "Wow, this is great. I have to do this before anyone else does."

Hani:

I guess another fact that comes into it is, once you do it once, you build up and up so you don't really have to start from scratch every time. If someone this starting out today and they know very little about Internet marketing, they're going to have to learn a lot, and spend the first three months sucking in information and learning by doing and actively promoting, talking to people, and networking. Once they do that and have broken through making their first \$500 or \$1,000 dollars, it really... it's like a barrier that they break through. I found that out for myself; once I broke through that first barrier, I really had that understanding of how it all fits together. That understanding comes from doing, instead of coming from reading about it. Really doing it yourself is a real barrier to break through.

I don't know if you've had the same experience, Terry.

Terry:

Yea, I did. For me it was making that very first sale. My very first product was a book that I had written about online marketing. That was selling for \$47, and to me, selling something online for \$47 was a

huge amount of money. It took about two or three months until I sold my first copy. That was my barrier... to see that it actually did work. Then after that, more sales kept piling in. I think we all have our individual barrier that, once you get through that, it's a lot easier to take the next step.

Hani:

Yea.

Terry:

So, you've been working online as an affiliate for how long? A couple of years?

Hani:

I've dabbled with being an affiliate for the last six years. I've tried different things and haven't really taken it seriously until about 12 months ago. That's when I really jumped in and said, "Okay, I can see an opportunity here to build something exciting for myself as an online dweller as well as to build a good income in this and work with other people to show them what I'm doing and learn from it as well." It really came together initially when you introduced me to Wealthy Secrets.

You sent a couple of e-mails, and the second one grabbed me. I still remember the e-mail that grabbed me. I had read the eBook first, from Carlos Garcia, and you said that you could get on the website for a dollar. I thought that it sounded fair, so I did it. That propelled me into thinking that there is a viral element that can work, a recurring income opportunity that can work in Wealthy Secrets, and maybe I can put the two together and put a team around it and get people who have the same thinking. As it turned out, there were a lot of people thinking the same thing.

My first stage is to develop a network in my e-mail. My tool was e-mail and my one-page website to offer my plan. That's something that I use very often – a one-page strategy to say, "This is who I am, this is what I want to do, and I want to get you on board." Then, I'll make that e-mail contact. A lot of it was hard work because of the e-mail factor, but it paid off.

Terry:

You do a lot of very unique things online where I think you've come up with concepts that other people would find very interesting... I know I do. Let's go back to the Wealthy Secrets newsletter that you

promoted. You came up with a really unique system of getting them on. You've sent them the e-mail, but can you walk us through the whole process? You sent them an e-mail, but they did something kind of unique with your whole system.

Hani:

You're talking about Residual Network?

Terry:

Yea; I thought that was really unique. Can you just walk us through what you did there?

Hani:

Sure. I have to make it sound like something complicated that other people can't do. So, I'd like to explain it in two phases. The first phase is without any technology, any programming skills, without a website... I was able to put together a recurring income stream with Wealthy Secrets within five weeks. I was able to get about 90 people to join my team and obviously get them to get people on their teams in about five weeks. That was just using e-mail, and networking. So, joining safe lists, talking to people from safe lists, looking at what opportunities they have and seeing if they want to have more opportunities, is pretty much what I did for five weeks.

I joined through your link, Terry, and I looked at Wealthy Secrets. I read up what it is, played with the tools, looked at the compensation plan, and saw that it's recurring payments, and it's very viral. It's very simple to understand as well. I put together a one page letter to explain my strategy on my website. Then, I started contacting people. This is the simple strategic way; you don't really need anything fancy. All you're doing is building a relationship with people. You can say, "Hey, how are you doing? This is what I'm doing.... This is who I am.... We both want to do the same thing, so let's join forces."

It's based on a very common sales strategy, which is to not battle your customers, but to get them on your side. Understand what they want to do, and agree with them. Understand what their objectives are and get on their side. So, that's the first part. Once I realized that it does work, and the network works and is very viral, I looked at building a down line club. I contacted Carlos, who runs Wealthy Secrets, and I said, "Look, I have this many people, and I'd like to expand it more." So, we work together and he recommended a software package that looks good, so we grabbed a down line club software package and I

was thinking about how to make it better and make it more user friendly.

From there... I have some development background, and I designed some features in it that are a little bit different than what you normally see. The basic concept was that people would join for free, and join Residual Network as a free partner, and we'd give them training, support, and mentoring. Those are various tools that would help them promote online. They didn't have to upgrade for that; they simply had to join for free and learn what we're doing. If they trusted us and saw results, then they could upgrade by joining Wealthy Secrets.

Terry:

And how did that go for you? As far as converting them into Wealthy Secrets subscribers?

Hani:

We had around 9.6% conversion rate, so about 1 person out of 10 upgraded to become a Wealthy Secrets member. I was very pleased with that. With that said, I busted my chops to get it working because I really interacted with everyone and I made sure the leaders were being taken care of. I put everything I can into it. I took feedback and put it into the system to see what people wanted.

Really, the basis of it comes back to e-mail and building relationships. This is a side marketing tip that I've been telling people and I've been doing myself... when I converse with you, Terry, say you sent me a newsletter article, and I've never chatted with you online before. I read something in your newsletter and it grabbed me and I wanted to ask you a question about it. I reply to the newsletter and say, "Hey Terry. I really like your newsletter. Where are you from? Can you tell me more about what you're doing here?"

If you respond, and we build up that relationship, then I'll keep the e-mails that you send me in a folder of my marketing contacts. I actually call that folder "Marketing Contacts."

Terry:

So you don't blast out mail to everybody and say, "Hey everybody, come and join me." You really build relationships on a very individual one-on-one basis.

Hani:

Yea. That's right. I really found that that can set you apart from everyone else, and I push that really hard with Residual Network. We started out with 100 members, and within six months we had 20,000 members because of that personal element. Forget about bluffing the ads, spam, buying leads or spending for advertising. What about just looking at your inbox, see what's coming in, seeing if you can contact these people and see what they're doing. Learn from them and show them what you're doing. Build that relationship. Before long you'll have 100 people in your inner circle or your marketing contacts. Within six months, if you keep at it, you'll have 300 or 400 people. The 500 I have in my marketing contacts, are worth 100 times more than my 6,000 people that I have in my Making Clicks mailing list.

Terry:

Right. Because you have individual contact with them.

Hani:

Right. I know who they are and they know who I am. Next time something comes up where I think they'll be interested, I'll go to my inbox folder, click on the e-mail that they sent me, and I'll reply to it and say, "How are you doing? What are you doing? Here's what I'm doing now." People appreciate it. They say, "Thanks for keeping me updated on what you're doing." I'm generally interested in what they're doing too. It goes back to building the relationship, which is what people do offline.

Terry:

Exactly. When you're looking at an affiliate program online, in addition to the relationships, which I completely agree with you that it's the most important thing you can do, how important is it to you that you have a residual income from it?

Hani:

It's definitely important; that's part of my criteria. One criteria that I will look at and consider as my three for the month are it would have to have a recurring income stream, so maybe it's a monthly subscription, or when people use up their phone balance they have to pay more to make more calls. So, I very much focus on recurring income stream. The reason for that is I want to take a holiday, and take off a month here and a month there, and I want to make sure that even on my holidays that I still see my income coming through my online business.

Terry:

Right. So you leverage your time, it's not directly related to being paid on an hourly basis type of experience like offline.

Hani:

Definitely. Something that Rich Dad, Poor Dad teaches you is the art of leverage. It really never struck me until I started doing online viral marketing. I read all of these books, Richard Kiyosaki... he's repeating the concept of leverage in all of his books and it seems like a very tangible thing when you read about it. When you look at online marketing and viral marketing, that's exactly what you're doing. Instead of setting up an office, hiring people, and leveraging their skills to build up your business, you are bringing people together and leveraging their skills, and they're all getting paid by commission.

Terry:

And then you actually see the tangible results in your bank account.

Hani:

The return on investments online is amazing and mind-blowing compared to setting up a shop down the road. It's amazing that you can spend \$100 and see \$1,000 in two months coming into your account. That's very impressive, knowing that most offline businesses go broke after 12 months.

Terry:

Exactly. You just mentioned a good point. If you had \$100, right now, if it was your first time online experience and you just came online. You had \$100 do to something online but you don't know what. How would you use that \$100 dollars?

Hani:

Okay, I probably have three recommendations. It's probably because of the products that I'm looking at this month. One of them would be to look at diversifying your spending across a number of high yield investment programs.

Terry:

Can you give us some examples?

Hani:

Sure. High yield investment programs have been around for a while and they have a bad reputation because they go broke and go out of business. There's a strategy that you can implement that helps you

diversify enough that the loss you will get will be offset in a very positive way by your gains. It's like buying shares, but much riskier and more profitable shares. The risk and return is often correlated. And you can see one of my online marketing partners put together a portfolio of high yield investment programs.

Terry:

Oh, where could we go to find that?

Hani:

It's www.mintmachine.com.

Terry:

That's your website there?

Hani:

That's my website with one of my partners managing it. What he does on a daily basis is he looks at a new high yield investment program, contacts one of the administrators, and says, "This is what I'm doing. I'm looking to spend \$100 with someone. Can you tell me what you do and what your background is?" If they respond positively, he will consider adding them to the portfolio. He has between 10 and 20 programs at any given time. He has a recommended top three to get people started. Basically, to give you an example, he's had some programs collapse during the experience, while some pay \$30 on a daily basis.

Terry:

How would we separate that from a get-rich-quick-scheme? By the sounds of it, it's based on real business, but you could make a lot of money quickly.

Hani:

You could, theoretically. I think it all comes down to strategy. If you have a strategy that you're spreading all of your risk through multiple programs, you could actually make a reasonable income out of it. The thing with Mint Machine is, it's only about two months old now, and we've basically put in our own personal funds. I put in a couple thousand dollars and he put in about the same. We tell people to watch us invest our money and see how we go. There's a lot of talk about high yield investment programs, and a lot of people want to know the positive and negative about them. We wanted to do a live experiment to see the facts and to see if it works or it doesn't. It seems to be fairly positive at the moment.

Terry:

So you really put your money where your mouth is on this one.

Hani:

Yea. I think you get to the stage when you realize that you have to reinvest your money. If you make any profits, you reinvest it in something whether you purchase a subscription to a new program or marketing tools or investment funds like what I've done with these high yield investment programs. You're really keeping your money moving and keeping it leveraged just like you would if you were to go online and buy shares. It's the same thing to me; it's all leveraging your profits and trying to grow them.

Terry:

So, this is kind of a personal question, but what kind of an income do you make from working online? Just from your online businesses, your multiple streams. Not your exact income, but the range...

Hani:

Basically, from each income stream I aim to have \$1,000 recurring income per month. That's my target. When I reach that target, I tend to look for my next income stream. The reason I start looking for my next income stream is to make sure I'm reducing my risk and I can sleep at night. It's great to have \$3,000 coming in from one program. If that program collapses and that was your only program, you're back to square one.

Terry:

And looking for job ads in the newspaper.

Hani:

Exactly. No one wants to be in that position or spot where they have to give up all together when they put all their energy into one program. Diversifying between multiple programs but building them one at a time is key. There is a formula that Mark Joyner mentions in his writing, which I found very interesting. Are you familiar with his Double Comfort Zone?

Terry:

Yup.

Hani:

Basically, what Mark is suggesting, is quitting your day job because you're making money online. You have to have a live-on income met online. He says to figure out what is the amount of money you need to receive every month from your online business to live comfortably. Say, you need \$3,000 or \$2,000 a month to live comfortably. Mark says to double that amount, so it's \$4,000, before you can start considering quitting your day job.

Terry:

So once you reach a level of making \$4,000 a month, you probably want to sustain that for two or three months to make sure that it's going to stay. Then, you can think about branching out.

Hani:

Yup. And I think that's a fantastic idea because you have that security, and if one of your programs does fall on it's butt, you may lose \$1,000 or that \$4,000, or you might even lose \$2,000, but you're still making your minimum required amount to live comfortably. That's what people want to do at the end of the day.

Terry:

If you're going out and looking for an affiliate program, is it easier to work with a program that has a lower-priced item where you're going to make more sales but less commission per item, or is it better to have a program or product that's a higher-priced item where you make more commission on each item but you make less sales?

Hani:

To be honest with you, I don't think there's a huge difference. But there are three things that I primarily look for in a program before I even consider it. The first one is recurring income, which is something that will pay me regularly for a single sale. The second thing I look for is having a viral program, so I can leverage my team's energy and they can leverage mine as well, so we can build a business. Me going out and trying to build a network by myself is really a waste of time, let's be realistic. From my experience, building my Making Clicks mailing list took me three or four years to get 6,000 members. But having a residual network and a viral element it took six months to build 20,000 members.

Terry:

Which is fantastic.

Hani:

The viral element is key to me, and I look for programs that have a strong viral element and programs that make it easy for people to join and easy to replicate success. Also, I look for something that's easy to navigate and use, and something that I can intuitively play with. If I have trouble understanding the program, then everyone else will too. I also look for... I actually have four criteria. I look for a program that I feel passionate about. Often you see a program that everyone is saying how good it is, I'm not going to give examples, but it's a flavor of the month usually. Unless you're really passionate about it, you're not going to stick to it.

Terry:

That's a very important point there.

Hani:

We all come to the stage in the program where we say, "I'm happy to make \$1,000 this month with this, but it looks like I'm going to make \$300 or \$200 or break even." That happens. It's realistic. The thing that's going to help you stick with it and break that barrier is if you really enjoy it, passionate about the program, and believe in it. If you don't believe it and are only doing it because it's the flavor of the month, you're going to drop it. Believe me; you will not stick it out until you start making money with it.

Once you want to join a program you have to see if you like the product, like the look of the site, and see if you support it. The things that make you attracted to a program or not can make the difference in success.

The last thing that is critical that I touched on before is value add. Basically, can you add value to this program? It sounds like the Japanese principle of taking a radio and putting a clock on it to make it a clock radio. It's very much that principle. "Can I throw an e-mail series on it? Can I build a website on it? Can I put another product on it or bundle two products together? Can I give away an eBook with this program to make it more worthwhile?"

Terry:

So it really personalizes the program, that already has thousands of people out there promoting, so that you have a unique program all of your own.

Hani:

Yes, definitely. I've considered writing an eBook on this particular topic, because it's something that affiliate marketers are actually doing, but they might not say it. I'll give you an example. Stone Evans, who runs Plug-In Websites will basically build you a website that promotes a few programs, and you can offer that same option to your down line. So other people can have this website built for them and basically it's a borrowed system.

He's built a structure so you can join him and he'll help you get people to join you. That's his value that he's done. He's done that for a few years now, and when Madison Dynamics came out he said to all his people, "Look, I like this program, I'm going to add it to our list of programs on all of our sites. Would you like to join?" You already have people under you and they already have people under them, so obviously you'll join. You pretty much have an obligation to join because you're part of this value add system that he's built.

The reason he's made so much money with Madison Dynamics is because he's a clever marketer. He added value to an existing product and built a marketing tool for it that all of his members can use. He built something that added value and got him a long-term customer base.

Terry:

You pretty much work in the same way, where you've taken, for example, the Residual Network and you click that into Wealthy Secrets, or you can put that into any program. So, you're a hybrid; you're an affiliate Webmaster as well. So, why are you more of an affiliate than anything else like an affiliate owner or a having a sales business online? Why do you choose that side of it?

Hani:

I've made a very conscious choice at an earlier stage in my online marketing not to set up a sales business online... I've made a very serious decision to do that. The reason for that is that I knew if I set up a sales business online or an affiliate program of my own, it's just like running a business offline, so I may as well do my day job if I were going to do that, in my mind anyway. I do want to be able to be able to retire early if I want to, to take a day off if I want to, but I know from my previous experience from a previous consultant that you have obligations. As soon as you're charging people for stuff, you're committed to those things like handling their money and their refunds.

I'm not saying it's a bad thing; I'm just saying for me personally, I prefer to partner with people and to work with them building their income streams as opposed to running a tight service. Even though I can do that, it's not something I plan to do. It's just a personal choice. I find affiliate programs to be fantastic. I can build something, let it run, educate people on how to run it, and help them build their own income and just let it go.

Terry:

That's just super. If you have one last thing to say to everyone... let's use an example. If I just came online right now and I said, "I don't know where to turn. I've seen a million things and everything seems so exciting, I just want to make some money. What should I do?"

Hani:

Drop me an e-mail. Seriously, drop me an e-mail and I'm happy to be in touch with everyone and give you an example of what I'm talking about.

Terry:

Where can we contact you?

Hani:

The best way is hanibanna@makingclicks.com.

Terry:

Super. You've been listening to Hani Banna from www.makingclicks.com and myself, Terry Telford from www.thebusinessprofessional.com. Thanks for your time.

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