

**SA RESTAURANTS MENU**  
**AFFILIATES INFORMATION DOC**

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**ALL INFORMATION**

**<http://www.south-africa-restaurants-menu.info/affprog.html>**



**TABLE OF CONTENTS**

**INTRODUCTION..... 3**  
**AFFILIATE MARKETING RESOURCES..... 11**  
GOOGLE ADWORDS TOOLS ..... 11  
GREG HESLIN: GOOGLE ADWORDS 1-2-3 ..... 11  
KEYWORD GENERATION TOOLS ..... 11  
JEFF ALDERSON: ADWORD ANALYZER ..... 11  
END ..... 12

## **INTRODUCTION**

This **Affiliates Information Document** is meant for those interested in joining the **South Africa Restaurants Menu Affiliate Program**, run through **ClickBank**.

The content of this document basically details the steps to take for anyone interested in promoting the **South Africa Restaurants Menu Membership** website. It also briefly discusses **Affiliate Marketing** to those who are new to it.

As the last section of this document we list **useful Affiliate Marketing Resources** which may be of help to both new and veteran affiliate marketers.

All the information discussed in this document is also on the Affiliates Program Web Page of the Restaurants Information Website:

<http://www.south-africa-restaurants-menu.info/affprog.html>

The **South Africa Restaurants Menu main website** itself is located here:

<http://www.south-africa-restaurants-menu.com>

**Dear Potential Affiliate,**

**From: South Africa Restaurants Menu.**

**Become Our Partner - We help You All The Way!**

Thank you for being interested in promoting the **South Africa Restaurants Menu Membership Website.**

We believe this is one of the **best Membership programs** to promote through **Affiliate Marketing.**

Please read ALL the information in this **Information Document** – it will not only help you understand how **our Affiliate Program** works **BUT** how an Affiliate Program works **in GENERAL.**

### **YOU HAVE YOUR OWN PROMOTION WEB PAGE AND REFERRER CODE**

We provide you with your own product promotion page with a **UNIQUE REFERRER** code. Therefore, we allow you to promote our Membership website using a **ONE-PAGE** website with a **Unique Referrer** code. **It is actually not that important for our affiliates to promote this membership website using a website (we explain below).**

### **WHAT IS THE UNIQUE REFERRER CODE?**

We assign each affiliate who joins our affiliate program a **unique referrer code** which a **potential Member (i.e. a Restaurant)** that wants to be listed on our website must quote before the restaurant can be listed on our website. **This is to make sure that affiliates get properly compensated for their efforts.**

### **HOW?**

The **UNIQUE referrer code** is used as the **page name** of the **ONE-Page website** that we create for the Affiliate. On that ONE-Page website there are affiliate links that are **coded** with the **Affiliate's ClickBank Nickname (ID)**, which **track affiliate sales**. Once a **purchase has been made through an affiliate's link**, **ClickBank credits the affiliate** with the **relevant commission (we explain below how ClickBank works) EVERY MONTH (FOR AS LONG AS THE RESTAURANT CONTINUES TO BE A MEMBER).**

A typical Affiliate One-page promotion URL will look like this:

<http://www.south-africa-restaurants-menu.info/pr-za1.html>

**PR-ZA1** is the **UNIQUE web page name** and at the same time the Affiliate's **UNIQUE Referrer Code.**

## ONE-MONTH TRIAL PERIOD FOR POTENTIAL MEMBERS

Every restaurant that gets listed on our website will be given a **ONE-MONTH TRIAL PERIOD** to **“test drive”** the **service/membership**. This is where the **UNIQUE** referrer code becomes important. When a **potential Member (i.e. a restaurant)** contacts us with relevant information for his/her restaurant to be listed, one piece of information we will receive is the **Referrer Code** of the affiliate. The **potential member (restaurant)** will see this code on the **One-Page website** of the Affiliate **AND** on the **Promotion Material** of that particular affiliate.

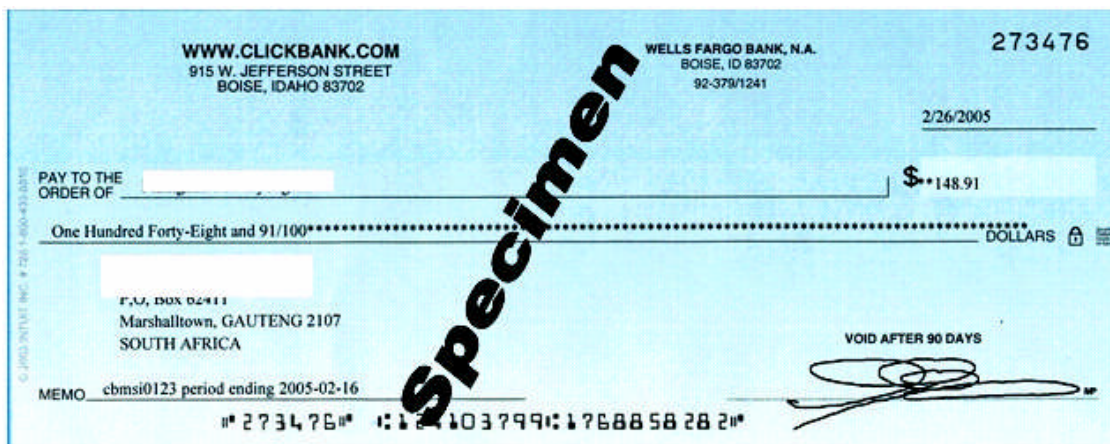
When the **ONE-MONTH “Trial Period”** is **about to end** we will send the **Restaurant Owner (or Manager)** a **REMINDER EMAIL**. On that email will be a link to the **ONE-Page website** of the **REFERRING AFFILIATE**. If the restaurant manager decides to **purchase membership**, that affiliate will be **credited** for that sale (by **ClickBank**).

## WHAT/WHO IS CLICKBANK?

**ClickBank** is the **biggest Info-Products Affiliate Network (Manager)** on the **Internet**, based in the **Boise, Idaho, USA**. **ClickBank** promotes **info-products and services** using **hundred thousands** of **registered affiliates** from all over the world.

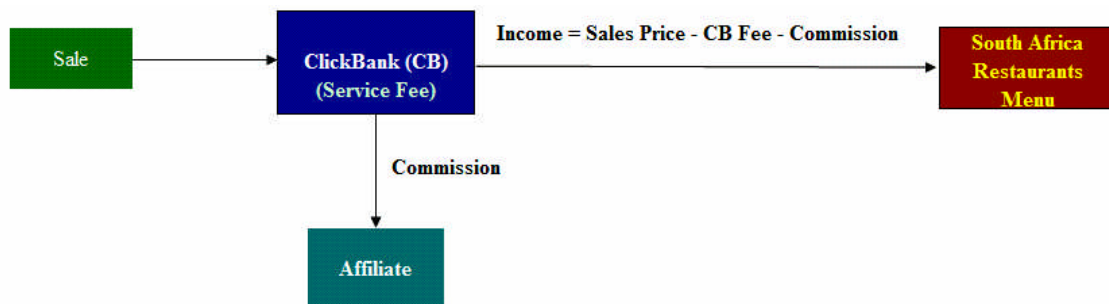
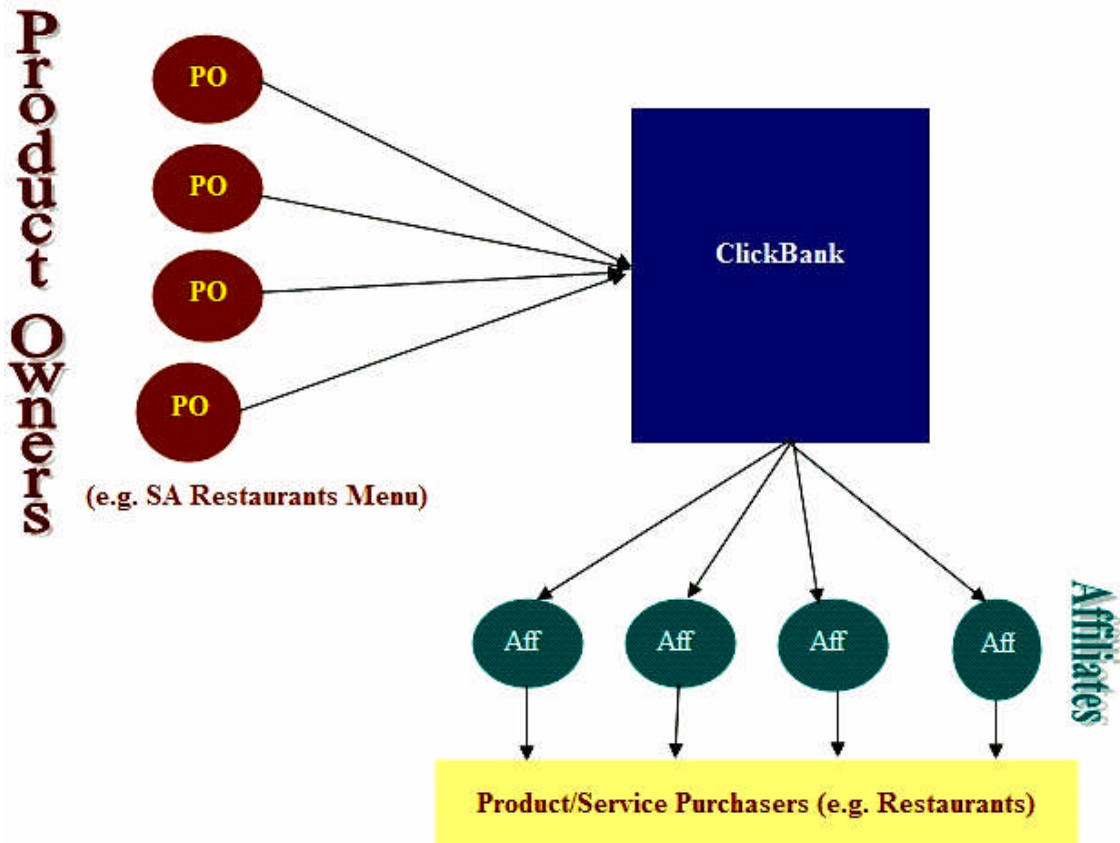
**ClickBank mails cheques twice a month** to affiliates **ALL OVER THE WORLD!**

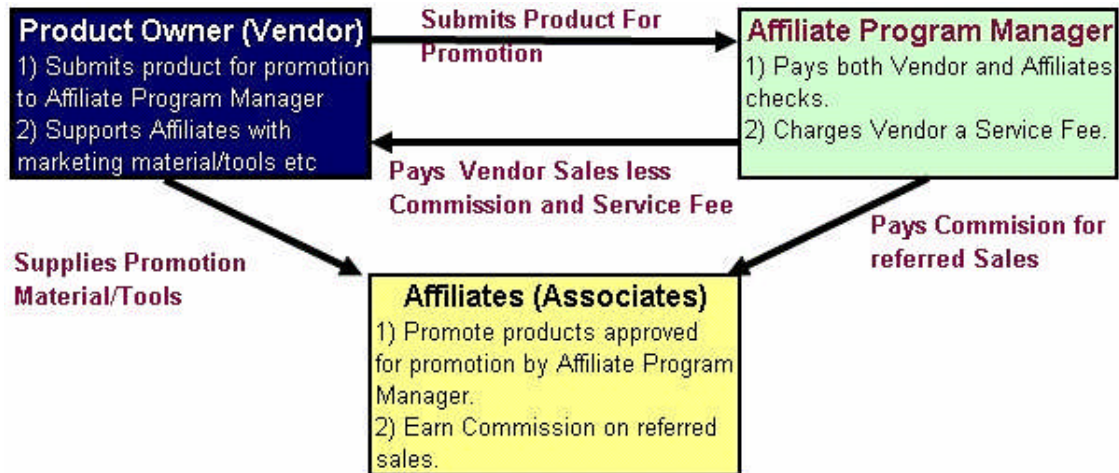
Here is an image of a cheque (dated **26 February 2005**) for **\$148.91** we received from **ClickBank**:



Below is a **diagrammatical representation** on the **Affiliate Product Marketing** process

**PLEASE NOTE: PO = Product Owner (= SA Restaurants Menu in our case)**  
**ClickBank = Affiliate Program Manager or Network** **Aff = Affiliate** **Purchasers = Restaurants (in our case)**





## WHAT ARE THE BENEFITS OF LISTING A RESTAURANT ON YOUR WEBSITE?

We **differentiate** ourselves from **websites offering related/similar service** in the sense that our **main objective** is to **deliver the menu of the member restaurant** in **three ways**:

1. **Listing the Menu Items** on a **web page** on our website.
2. Providing the Menu as a **Downloadable PDF Document**
3. **Delivering the Menu** via **Email Autoresponders 24 hours a day!**
4. Providing every member with a **UNIQUE web page 100% dedicated to the member restaurant (very important for restaurants without a website!)**.

## HOW DO I BECOME YOUR AFFILIATE?

To promote our service you must be a **registered affiliate** of **ClickBank**. To register is **FREE**. Every time a **visitor** to an info-products service website (with your **affiliate link**) **makes a purchase**, ClickBank **credits you** with an **Affiliate Commission** (in our case **20%** on the **purchase price**). Once your commissions reach a certain **pre-selected** level, **e.g. US\$100**, ClickBank mails you a **cheque** to the **postal address** or **residential address** you provided **during the registration process**. ClickBank sends out cheques **TWICE a month**, on the **1st** and **15th** of the month (**provided you have reached your pre-selected level e.g. US\$100**). **If you haven't reached your pre-selected level at the end of the half-month period, your previous period balance is carried over to the next period.**

Here is ClickBank's website Address:

<http://www.clickbank.com>

On joining ClickBank you choose a **unique Username** called a **NICKNAME (must be 5 to 10 characters long)**. Your nickname could be **any combination of letters and/or numerals, e.g. johnsmith**.

The **owners of Info-Products/Services** also have **nicknames**, called **VENDOR NAME, e.g. pfmpower (in our case)**.

**Info-Products from ClickBank have a standard Affiliate Link.**

**Click Bank Link Format:**

**http://YOURNICKNAME.VENDORNAME.hop.clickbank.net**

So in our example, Affiliate **John Smith's** affiliate link for promoting our service would look like this:

**John Smith ClickBank Affiliate Link :**

**http://johnsmith.pfmpower.hop.clickbank.net**

**In short this is what you must do to be able to promote our product:**

Register for **FREE** at **ClickBank** and get an **Affiliate Nickname (e.g. johnsmith)**. Please note that a **nickname can be anything, even your dog's name!**

(Remember you can also use **numerals** in you nickname, for example you birthday. Here is an example: **john730610**. **You are restricted to use from 5 up to 10 characters**)

**Most common names will be difficult to use as Nicknames as they are most probably already allocated.**

Registration is a **two-step** process - After filling your **personal details** plus chosen **Nickname**, ClickBank sends a **Verification Code** to the **e-mail address** you supplied when registering. A browser window opens asking you to enter the code sent to your email address. Therefore, **YOU MUST USE A COMPUTER WHERE YOU CAN ALSO EASILY ACCESS YOUR EMAIL ACCOUNT OTHERWISE YOU WON'T BE ABLE TO COMPLETE THE REGISTRATION!**

The verification code becomes your **PASSWORD**.

**Later** you **can change** the password to something that makes sense to you. You do so by **sending an email** to **ClickBank** requesting them to **replace the default password** with **your chosen one**.

Click Here To See **The Image Of The Signup Form**

<http://www.smart-information-products.com/rc-clickbank-signup-form.html>

**PLEASE NOTE:** On the **Registration Form**, **PAYEE** can be **anyone** you choose to receive the **cheques, yourself (e.g. John Smith), Your Wife (e.g. Mary Smith), Your Daughter (e.g. Lindsay Smith), Your Son (e.g. John Smith Junior), Your Company (e.g. John Smith & Associates CC), Charity Organisation etc.**

You can **change** the **PAYEE** details **anytime** you want.

Click Here To **Register At ClickBank**

<http://www.smart-information-products.com/rc-clickbank-signup.html>

**N.B. Please Read The Rest Of This Page Before You Register.**

You can then **replace johnsmith** in the links above with **your Clickbank Nickname** and you are ready to promote our product!

**ANYONE** with a ClickBank affiliate Nickname can promote our product **without necessarily contacting us.**

## **BUT...WAIT!**

We ask you to **contact us** so that we can **setup a promotion page** that will **tilt things in your favour!** We will insert your **ClickBank Nickname** in links on your own promotion web page and also **add the Referral Code.**

**Please send us the following info:**

- **Your Names**
- **Your ClickBank Nickname**
- **Your Country**
- **State/Province (if any)**
- **City/Town**
- **Are you a student? (Tell us the name of the Institution)**

**Tell us whether you have any experience promoting Affiliate Programs (This will help us know what additional help to give you)**

We will **set up a web page** you can use to start promoting our service. That page will have your **UNIQUE ClickBank promotion URL.** The **Cloaked Link (with your ClickBank Nickname)** will point the purchaser to the **South Africa Restaurants Menu**

Sales Page. Assuming the purchase is completed, ClickBank will then credit your affiliate account with the commission (EVERY MONTH!).

**Send these details to this email address:**

**[readme-menu@usa.net](mailto:readme-menu@usa.net)**

**(Please send this information on the body of your email - do not send it as an attachment. We delete emails with attachments without reading them!)**

We will also send you a Username and Password to the Affiliates **Private Login Area**, where you will be able to **download Promotion Material, Popular Keyword Lists (for those who want to promote using the internet), Internet Marketing Related Information/Advice** etc.

*(**PLEASE NOTE:** We are aware that there are those already experienced in Affiliate Marketing who own websites and may want to use Pay Per Click Search Engines like Google Adwords to advertise our service. We don't think that's a very cost effective way to promote our service, especially during the early stages of promoting this product. Maybe once you have referred TWENTY (20) restaurants you can then start thinking of advertising on the internet.)*

Please **register at ClickBank first and contact us** – we will then email you your **Login Details** to the **Private Affiliates website**. There we have **promotion material** you can use to promote our service. We **explain in detail the best way to promote this service**. We also **list all restaurants that have already joined or signed up for the TRIAL PERIOD** so that you don't waste your time promoting to them. This is a **crucial piece of information** as it will help you market in an effective manner.

Remember – **anyone from anywhere in the world** is welcome to promote our service as long as one remembers that **this service is aimed at restaurants operating in South Africa**. We have no doubt that there are people from outside of South Africa who may have contact details of restaurants in South Africa and may be interested to promote our service. **They are welcome!**

**Download Potential Affiliate Commission Earnings Spreadsheet (Click Once):**  
**<http://www.south-africa-restaurants-menu.info/rc-affiliates-potential-income.html>**

We thank you for your time and look forward to welcoming you as one of our affiliates.

Kind Regards,

**South Africa Restaurants Menu Team**  
**[readme-menu@usa.net](mailto:readme-menu@usa.net)**  
**<http://www.south-africa-restaurants-menu.com>**  
**P.O. Box 62411, Marshalltown, 2107**

## **AFFILIATE MARKETING RESOURCES**

Below are some useful **Internet Marketing Resources** that may come in handy for those who are starting out in **Affiliate Product Marketing**.

### **GOOGLE ADWORDS TOOLS**

**GREG HESLIN: GOOGLE ADWORDS 1-2-3**

**(HIGHLY RECOMMENDED)**

**Greg Heslin** has over **30 years** experience in **Marketing**.



His **highly popular ebook**, **Google AdWords 1-2-3**, is aimed at both **Newbies** and **Veterans** of **Affiliate Products Marketing** using **Google's Pay-Per-Click Search Engine**, **Google AdWords**.

If you want to learn how to use Google's Adwords **the right way (and avoid losing your shirt!)** from someone who has **both the expertise and experience**, then **GET THIS EBOOK!**

<http://www.information-products-masters.com/alc-googleadwords123.html>

### **KEYWORD GENERATION TOOLS**

**JEFF ALDERSON: ADWORD ANALYZER**

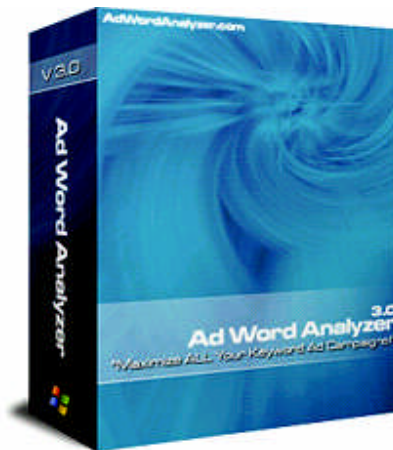
**(HIGHLY RECOMMENDED)**

**Jeff Alderson** is no doubt one of the top **Software Developers** on the Internet.

One of the risks you run when marketing a product, online or offline, is to target the **WRONG** audience!

**Jeff Alderson's** keyword tool, **Adword Analyzer**, helps you target the right audience by targeting the right keywords.

This tool generates **popular keywords** from **one keyword** or **phrase** that you type into a form. It **ranks** the keywords **by popularity** and also **returns the number of campaigns** that are currently **running in Google Adwords** for that particular keyword (**this is a priceless piece of information!**).



<http://www.information-products-masters.com/rc-adwordanalyzer.html>

**END**