

An interview with Allan Gardyne, Affiliate Marketer

Jon Andersen

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INTRODUCTION

A few months ago, when I launched Is-A-Success.com by selling an interview with the massively successful affiliate marketer [Phil Wiley](#), I saw some very successful marketers buying the product.

One of them was Allan Gardyne and after he bought it he sent me an email where he congratulated me on the “fantastic coup managing to interview Phil.” He also told me he thought the offer was “too irresistible to miss” so clearly I wanted to learn more about such a smart man! :o)

I knew of Allan before you see, because I use two of his websites for research all the time. I had a small problem with one of them though (completely my own fault!) but it resulted in us exchanging a few emails and eventually I asked him if he could answer a few questions I had.

He agreed, and what follows are his answers to the questions I put to him – my “are you a success questions”...

Enjoy,
Jon Andersen from Is-a-success.com

Regards
Dr Mani
www.ezinemarketingcenter.com

> What do YOU consider to be the definition of success?

My ideas on success have changed markedly in the 11 years I've been marketing online. For me, success now means having the freedom to do the things I want to do.

I've been thinking about this lately because my wife, Joanna, and I have booked a month-long vacation at Port Douglas in the tropical far north of Queensland. This will be the longest vacation we've had since I started my online business, so it's quite a big milestone for us.

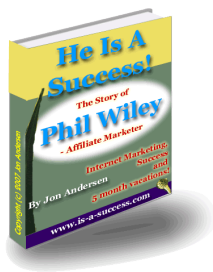
Tip:

Plan your days around those activities that make you money and you will suddenly feel more productive.

When you're just starting out, it's easy to get trapped into doing all sorts of different time-consuming things to generate revenue. After a while, you realize the importance of creating a business which does not involve lots of time-consuming, fiddly maintenance.

> By your definition of success, what does it take to achieve it?

Hard work, guts and determination mainly. The ability to hang in there and never give up no matter how many setbacks you have. That's much more important than intelligence. Promoting products and services which pay residual commissions helps, too.



Read about Phil Wiley's success [here](#).

There is a word that describes this paragraph perfectly: [Persistence!](#)

> So do you attribute your longevity online and your success to the same things as Phil Wiley?

Never giving up has certainly played a huge part.

> What would you say was the one thing that makes you different from someone who started when you did, but never made it as far as you have?

Apart from never giving up, one thing that has helped me is that I have the sort of mind that allows me to look at the big picture. Ever since I started online, I've subscribed to a lot of newsletters and mailing lists and read everything I can get my hands on.

>Including Phil's?

Yeah, including his!

As I was saying, with the help of all this info buzzing around in my head, I often seem to be able to recognize trends in their early stages, and capitalize on them.

I saw huge potential in affiliate programs and so I started AssociatePrograms.com.

To some extent, I was able to ride the wave. I also started the first directory of pay-per-click search engines - PayPerClickSearchEngines.com - and the first directory of lifetime commission programs - LifetimeCommissions.com.

Another of our sites, KeywordWorkshop.com, is the first website with in-depth reviews of all the main keyword research tools.

There's a pattern there. I don't just copy what other people are doing. As the Internet expands and the number of people using it continues to grow, new opportunities are popping up all the time. You need to keep a watch out for them.

A GREAT Tip!

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One way to spot new opportunities is to see what questions people are asking on forums and in email discussion lists.

> What sort of attitude do you feel it takes to become successful? Does attitude or mindset matter at all?

Mindset is HUGELY important. You have to believe in yourself. I'm sure I handicapped myself in the early years because my goals were too modest.

'What motivates you today is unlikely to motivate you tomorrow, so be prepared to change.'

> What motivates you?

This has changed greatly over the years. For the first two years, when my online business was only part-time, I was motivated by a powerful desire to escape from a job I'd grown to hate. Next, I was motivated by money – well, not really by money but by the things I could buy with it. At one stage, when I was running the business from hospital, I was motivated by fear. I was scared the business would collapse without me. I was pleasantly surprised to discover that it was much more secure than I thought - it continued more or less running on automatic and continued

generating good revenue even when I wasn't doing much at all for quite a long time.

These days, I'm motivated by a desire for freedom to do what I want when I want, so I'm working hard on delegating stuff to other people and stepping back into a consulting role, or working just on the things that interest me.

> What has your success enabled you to do?

Where do I start? Joanna and I now have physical things - such as properties in two countries - and other investments. We look back and marvel at the way our life has changed over the past 10 years or so. As I write this, I'm living in the sort of place, in sub-tropical Rainbow Bay, Queensland, Australia, that many people visit for only a couple of weeks or so a year. There's a vacation mood here and people often chat with strangers. It's fun watching people's faces when they ask us, "How long are you here for?" and then see their jaws drop when we say, "We live here."

*There is that
word again,
FREEDOM...*

We have the freedom to work where we want to, so we follow the sun, spending summers in New Zealand and winters in Queensland, Australia. I love being able to do that. We can stay with friends or relatives and run the business from there, too.

To celebrate one of my birthdays, Joanna and I went paragliding high above a lake in New Zealand. When I was wage slave, I would have considered such experiences too expensive.

We've been able to help out some needy friends with "loans" – it's really nice being able to do things like that.

But there's one thing that's much more important to us than any of that. Joanna's parents are nearly 90 and not very active any more. We love being able to take them out to really nice restaurants in New Zealand and Australia (they live in New Zealand and for years have spent the winters with us in Australia). Dining out seems to be one of the few real pleasures they have left in life and it's lovely being able to do this for them. Of course, we love fine dining, too, so doing this is not a sacrifice!

> Have you made any sacrifices on the way to achieving your level of success?

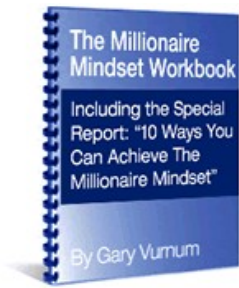
TIP:

Figure out a way to play to your interests because you'll end up spending hours doing it!

Keep the end in mind.

Yes. Too many. I went sort of crazy in the early years. I guess you could say that building my business became an obsession. I worked just about every available hour from dawn to midnight or later, seven days a week, for several years. I even used to work on Christmas Day.

That's the trouble with the Internet - it's almost infinitely challenging. You can work as hard as you want to and there are always endless opportunities - websites you can build, products you can promote, money you can make. You have to learn when to work and when to play. Some people, of course, have the opposite problem and aren't self-disciplined enough to turn off the TV.



23 questions to put you on the road to success!

[Click Here](#)

I worked like mad at the expense of friendships and my marriage. For years, my wife saw very little of me. I was stupid. I can be very tunnel visioned, which can be a strength when you're trying to get things done, but it can also be a terrible handicap.

My health suffered, too. First I had heart problems and then I got a life-threatening illness - aplastic anemia - and ended up in hospital in 2003 having a bone marrow transplant. I'd totally ignored my health for years so I shouldn't have been surprised.

Fortunately for me, Joanna stayed with me through thick and thin. We're leading a saner life now.

> Who else would you consider successful and why?

Millions of people. I had a vacation in Fiji once and marveled at the way the local people smiled and laughed and obviously enjoyed life. To my way of thinking, those Fijians know something about living that most Westerners don't.

One hugely successful person comes to mind - Richard Branson. I admire the way he built a massive business from nothing, attracts outrageous free publicity, and does interesting things.

Richard Bransons Auto-biography is on Amazon and is called "Losing my Virginity"

> What has been the most important thing you have learned since you started with your online business? Something that you wish you had known when you started?

I can't stop at just one thing. Here are four important things I've learned...

1. Don't go crazy. Don't go overboard. Take days off. Take vacations to recharge your batteries. Most of my best ideas have come when I've been AWAY from my computer, relaxing.

2. Plan your business before you start. Now, when I spot a business opportunity, before diving in I stop and ask myself: "How much work is this going to take?" "How much ongoing maintenance will be required?" "Who's going to do this maintenance?" Don't just look at the money potential. Look at how much ongoing work is going to be involved. Look for opportunities where you can get leverage, for example by promoting products that pay residual revenue or lifetime commissions - the sort of programs that are reviewed at LifetimeCommissions.com.

This way it is easier to turn away opportunities because they don't fit with your plan.

3. When you start something new, don't give up too early. In the early years, I abandoned several projects too early. If I'd persisted and learned more, they could have been very lucrative. If you keep leaping from one opportunity to another without testing things thoroughly, you'll never achieve good results.

4. Look after your body. Joanna and I now eat very healthily – almost 100% organic food - and exercise nearly every day.

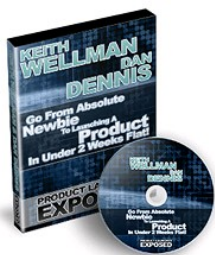
Tip:

Do what you do with LEVERAGE in mind. If you can replicate it, re-use it or create a recurring income from it - GREAT!!

> If today was your first day in internet marketing, what would you do? I'm assuming the goal is to achieve a lifestyle dream?

For someone just starting out, I still believe that being an affiliate and promoting other people's products is a perfect introduction to Internet marketing because you learn so many skills along the way.

However, assuming I have the knowledge I have now, I'd create my own products and aim to have thousands of affiliates promoting them for me. That's a very powerful way to get leverage and has the advantage that you pay only on results - when a sale is made. As quickly as possible, I'd want to get to the stage where I had an affiliate manager running the affiliate program for me.



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I suppose I've taken a sort of perverse pride in earning a good living purely by promoting other people's products, for about a decade. However, I know there's heaps of potential in creating your own products. That's what Jay and I are doing now.

>What advice would you give to someone beginning today?

You can learn by doing it on your own, but having someone there that can help you will speed up your progress.

In most industries, there's a training period, an apprenticeship. I think it makes sense to see Internet marketing the same way. Start with a small, simple project and serve your apprenticeship. Building an affiliate website in a small niche is still an excellent way of serving your apprenticeship. While you build and market this site, you'll gradually learn all sorts of useful skills, such as search engine optimization, how to publish a newsletter, how to attract visitors to a business, how to increase conversion rates, how to advertise effectively, and so on.

*If you don't know much about affiliate marketing this is a great place to start
--->*

My free Affiliate Program Tutorial -

<http://www.associateprograms.com/articles/188/1/Affiliate-Program-Tutorial> -

is designed to help marketers serve their apprenticeship in online marketing. I wrote it for our bookkeeper when he started asking questions about what we were doing to generate our revenue.

> What advice would you give to someone who's been trying to achieve success with internet marketing for a while but who feel they haven't made it yet?

Go right back to the basics and start again. Do something simple and make a success of it. When you have, you'll be ready to move on and aim higher.

Allan Gardyne Website Resources

<http://www.AssociatePrograms.com>

<http://www.PayPerClickSearchEngines.com>

<http://www.LifetimeCommissions.com>

<http://www.KeywordWorkshop.com>

Free Affiliate tutorial program:

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