

## The Super Affiliate Handbook

How I Made \$436,797 In One Year Selling Other People's Stuff Online

Rosalind Gardner



### At last, a real guide to Affiliate Marketing!

It's fitting that my first full product review should be Rosalind Gardner's Super Affiliate Handbook. It was the first ebook I ever purchased and made me realise the full potential of affiliate marketing. Anyway, that's the reason this is the first review.

Rosalind's ebook is a 235 page mammoth, by most ebook standards! The ebook covers internet marketing basics, how to find a niche, build a blog, add your content, monetize your site, market your site, manage your business, grow your business, problem and avoidance and bonus tips, scripts and wrap up!

She has certainly covered many of the essential aspects of affiliate marketing in some detail in an easy to read style. It starts from the assumption that the reader knows little or nothing about affiliate marketing, explaining in a logical way the various methods you can adopt to make money online. It could be argued that she has covered too much. In an attempt to cover everything you can sometimes miss chunks of important information. For example, you can explain what Pay Per Click is, but a different matter altogether to really understand it and make it work.

I like the way Rosalind covers some of those annoying tasks that most resources like this miss out but that can really hamper progress, For example, setting-up filters in your email software or using spreadsheets to organize your business. There are many really useful tips throughout the resource along these lines which makes it a resource you can keep referring back to for months and even years. She has covered some basic 'business building' strategies and tasks - from a daily task list to a yearly check list.

The Handbook also takes a critical look at various affiliate marketing services that clearly come from her personal experience. This is really valuable as she has clearly tested these products and services and her recommendations are valuable. For example, she covers how to assess a hosting service - she is not simply saying "use 'XYZ' hosting service as they are the best!" This level of detail is quite rare and valuable. I did intend putting a screenshot of the 'Contents Page' for you but there

are six pages of these! My favourite section is the final *Bonus Tips, Scripts and Wrap Up* Chapter.

**Rosalind Gardner's SUPER Affiliate Handbook**

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Hope you can see this OK! There are some very very useful snippets of information here. For example, "8 Ways To Make Your Site 'Google' Friendly" discusses ways to get dynamic web pages indexed easily and how to use Meta Tags or Meta Elements correctly to attract the search engines.

Also she provides actual html code snippets to help you create 'Dates', 'Bookmarks' and 'Pop Up on Entrance' windows among a number of others. Some of these scripts you could pay for separately elsewhere but they are free here as part of the book.

Finally, and again very useful, is a list of 44 Affiliate Networks with links, a short list of Contextual Advertising Networks and in Appendix B a list of Site Building Tutorials you can tap into.

**Summary**

So my overall assessment. I'd say this was most suited to beginners but also very useful for people already with a small affiliate business. I put myself in that category and still refer to the Super Affiliate Handbook on a regular basis –

particularly when I need to remind myself of the basics. It is also, compared to other affiliate marketing resources extremely good value. I hope you found this review useful.

**Vital Statistics**

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