



# 5 Pillar Orientation Guide

The **5 Pillar Program** pays a generous commission on...

- the first order by a customer who was referred by you.
- every subsequent order (for other products) by that customer... forever!
- sales generated by affiliates who were referred by you.

**Add to that...**

- a best-of-breed line of business-building solutions
  - a non-terminatable, transferable agreement
    - a limited number of affiliates
  - ongoing communication and education
    - proven marketing tools

**The result?**

The Best Affiliate Program on the Net...

One that goes way beyond income-generation.

The 5 Pillar Program builds equity for you, our **partner-in-sales**.

# 1. Introduction

There are three ways to make money in this world...

- **Get lucky and win a lottery** or inherit from a long-lost rich uncle.
- **Invest** the money that you already possess.
- **Earn it.** The 5 Pillar Affiliate Program will let you earn more than just a “living” from the comfort of...



... **your own home.**

The **Five Pillars**, combined with your motivation and energy, will help you build a profitable affiliate business. And what are these pillars?



The **are...**

- 1) best-of-breed line of products to help small business owners use the Net successfully
- 2) high first-purchase commission
- 3) lifetime commission on all purchases by customers originally referred by you (i.e., they are wearing your cookie)
- 4) lifetime commission based on the earnings of your entire team of affiliates
- 5) limited number of affiliates -- “too many affiliates spoil the program!” And, most importantly, the 5 Pillars are all set in solid rock.

That solid rock is our promise, in writing in the [5 Pillar Affiliate Agreement](#), that we will **never** unfairly terminate or modify the Agreement.

Quality is the other key reason why your 5 Pillar business will be successful. Many people join affiliate programs that sell grossly overpriced products, just to make a quick score -- of course, a quick demise is sure to follow.

This is definitely not the case with SiteSell products. You will be proud to recommend them to other people. The SiteSell brand OVERdelivers with outstanding value. For a reasonable and affordable price, SiteSell empowers small business owners to truly win on the Web.

As Andrew Carnegie, American industrialist and philanthropist, said...

**The surest foundation... is quality.**

All of this adds up to the first, and most important, pillar of our 5 Pillar Affiliate Program... **a best-of-breed line of business-building solutions** to help small businesses use the Net successfully. Your success is our long-term business.

This short document presents an overview of the structure of the 5 Pillar Program and its accounting procedures.

If you haven't done so yet, please stop reading and watch the 5 Pillar Program Video for the "big picture" before continuing...

<http://5pvideo.sitesell.com/>

Ready to begin? Let's go...

## 2. The 5 Pillar Affiliate Program

Here's the basic business model for the 5 Pillar Program (5PP)...

SiteSell products can help any person, in any country, who either has a business on the Web or is looking to start one. However, there's no way we alone could market to weavers in Chile, real estate agents in Omaha, or Webmasters from Germany.

An affiliate program gives us the power to reach into every niche of every corner of the globe. In short, it helps us build our business, with you, our partner in sales. **This is important, that we return something of value, immediately, and in the long term.**

The 5 Pillars allow you to build a true business...

- one that can't be terminated tomorrow
- one with ongoing income
- one that has true equity (i.e., it has value that can be sold).

The 5PP is designed to reward **ongoing**...

- **generation of Sales** -- ultimately, this is what it's all about.
- **referral of New Customers** -- new customers are the life-blood of any business.
- **Team Building** -- affiliates can become more than just "members who sell." They can become Team Builders who lead!

The key phrase here is "**ongoing activity.**" The 5 Pillar Program discourages the "short-term-burst-then-collect-residual-income" approach. The burst approach does achieve short-term success. But it's doomed to long-term failure as the affiliates become less and less active, sitting back and waiting to collect "passive income." The company dies because everyone sits back. The affiliates are left with nothing.

We prefer to make this clear up front in order to weed out the "get-rich-quick-and-easy" seekers. These people are doomed to a lifetime of disappointment, and we do **not** want to contribute to their unhappiness.

OK, let's see how the 5PP works, from A to Z...

## 2.1. Your Unique “Referral-Redirect” URL

You (the affiliate) refer customers to your own **unique Referral-Redirect URL (“RR URL”)**. This is a special “yours only” link. When a visitor clicks on that RR URL, a CGI-REDIRECT (a programmed code that redirects from one URL to another) sends her to the corresponding “real” SiteSell landing page (designed to close the sale for you).

When you applied to become a 5 Pillar Affiliate, there was a place on the registration form where you entered one word to determine your RR URL.

Let’s say the word you entered was “tutors.” You would send your visitors to the SBI! site using your RR URL...

*<http://buildit.sitesell.com/tutors.html>*

This RR URL redirects you to the SBI! home page. You will **NOT** actually see any “RR URL page,” since no such page exists. The RR URL is just a “nice interface” way to redirect visitors while we write your cookie onto them.

The CGI program also writes a **temporary cookie** for her at that time. Since this URL “belongs” to you, and only you, the cookie tags that visitor as “yours.” Even if she returns years later and orders another product, the commission goes to you.

Some affiliates receive, upon request and acceptance by us, their own **unique subdomain** (ex., tutors.sitesell.com). Since this is more work administratively, we reserve a subdomain for those with a proven track record...

- significant Web presence (Web site with 2,000+ visitors per day)
- large newsletter subscription list (10,000 or more) or number of blog followers.

The top-earning “Affiliate-of-the-Day” automatically receives the right to his or her own subdomain. And s/he becomes a member of the President’s Club.

If you don’t qualify for a subdomain or aren’t sure, start with your own regular RR URL -- it’s a heck of a lot better than those clumsy URLs that you see all the time...

*<http://www.something.com/somethingelse/cgi-bin/affiliates.pl?a844903k2>*

You can still earn your own subdomain later through performance as noted above. Contact our Support staff anytime you feel that you’ve truly earned your ownsubdomain.

If you wish to change your RR URL, you have two options...

- Use the [Modification Page](#) of the 5 Pillar Club. The original one you chose now becomes invalid, so be sure to update your RR URLs on your Web site, blogs, forums, etc.
- Create a [Name Park It!](#) domain (ex., any-name-available.com) and have it redirect to your RR URL. This way you keep your commission-earning cookie intact. And you have a shorter, easy-to-remember Web site address that is perfect for business cards, PowerPoint presentations, flyers or even word of mouth.

Your RR URL writes *your* cookie onto a visitor and re-redirects that visitor to a specific site or special offering. From that point on, if that person ever buys, you receive the commission.

The [SiteSell Promotion Center](#) contains all your RR URLs for the SiteSell product sites, special offers and tools. It's your main business hub.

For example...

To redirect your visitors to the Site Build It! site, create your RR URL like this...

`http://buildit.sitesell.com/YOUR_RR_WORD.html`

Or to do the same for the free Affiliate Masters Course e-book...

`http://aff-masters.sitesell.com/YOUR_RR_WORD.html`

If you are a subdomain affiliate, create your RR URL for the SBI! site like this...

`http://YOUR_RR_WORD.sitesell.com/buildit/`

And for the Affiliate Masters Course e-book, here's how you do it...

`http://YOUR_RR_WORD.sitesell.com/aff-masters/`

### **Fast Tip...**

Always test before putting up a Web page, or sending out an e-mail, with your RRURL. There's nothing worse than losing well-deserved traffic due to a typo.

## 2.2. The Cookie... Temporary to Permanent

A referred visitor receives a temporary cookie that ties her to you. Now there are two possibilities...

1) The customer with your temporary cookie does not purchase...

As long as the visitor with a temporary cookie **does not visit another affiliate's site and does not hit that affiliate's RR URL**, she keeps the temporary one that ties her to you.

But if she hits another affiliate's RR URL, the "new" affiliate's cookie **overwrites** yours. If she then buys a SiteSell product, the commission would go to the other affiliate. (And so would the permanent cookie.)

2) The customer with **your** temporary cookie buys a Site Build It!, for example... We pay you the commission. And your cookie becomes **permanent**. Think of it as a "non-overwritable" cookie. A visit to another affiliate will never overwrite this kind of cookie.

**A permanent cookie never expires** -- so that customer is bound to you (within technical limits). [Click here for more important details about cookies.](#)

All current browsers are **cookie-enabled** by default. The user must actually turn cookies off if she does **not** want to accept them, and almost no one does that. So don't worry about losing sales due to people turning cookies off.

How do we know this does not happen? Two ways...

1) Statistics from formal studies about how people browse.

2) Our own sales statistics -- over 95% of our sales occur due to affiliates already -- and most of the other 5% happens because of our own marketing efforts.

Even if a customer of yours destroys her cookie, we've got that covered...

Let's say that your customer formats her hard disk, or has a computer crash, or otherwise expunges your cookie, and then later returns to make a purchase. Our state-of-the-art database identifies that customer (during a subsequent purchase) through a unique cascading series of identification steps.

Here's how...

The database seeks matches for "identifiers" like the last 7 digits of phone number, then last 7 digits of credit card, physical address, etc., etc.). In virtually all cases, the customer will be identified as yours -- about the only "leakage" are customers who go

into a Witness Protection Program!

And, we have one more extra precaution -- when we do identify these customers, the program **rewrites the cookie in your name!**

## 2.3. The Commission Structure

The 5PP sets commission rates on a product by product basis. To see the most up to date commission structure for all SiteSell products, review the payment schedules at...

<http://www.sitesell.com/affiliateagreement.html#COMPENSATION>

## 2.4. The First Purchase

The first purchase by a referred customer generates a **First-Purchase Sales Commission (FPSC)**. To encourage ongoing and new referral activity, we set this commission high. This encourages affiliates to attract and refer first-time customers.

New customers are the lifeblood of any company. So we set the First-Purchase Commission high. (A first-time customer is recognized because she has your temporary cookie.)

Then it's up to us to retain that customer by OVERdelivering on every front... product quality, customer support, etc.

For example, Site Build It! has a 25% FPSC. The commission paid to you for this sale will be **higher than our net profit margin** (after expenses for overhead, salaries, new product development, marketing, and customer support).

That's how badly we want that new customer! Of course, this high commission is great for you, the affiliate. It builds a solid income and business for you, now and in the long run.

**To view the First-Purchase commission chart, visit...**

<http://www.sitesell.com/affiliateagreement.html#FIRSTPURCHASE>

## 2.5. The Lifetime Customer

As mentioned above, a first purchase also converts your temporary cookie to a permanent one. So if that customer returns later, no matter when or how, the 5PP recognizes your permanent cookie (or database match).

This permanent cookie results in a **lifetime customer** for you. It empowers you to build a true ongoing business with great income potential.

In most affiliate programs, affiliates never see another penny for subsequent purchases by customers originally referred by them. With some programs a customer must actually purchase during the first visit in order to earn a commission!

But with your permanent cookie, it does not matter how or when the customer buys again. If she bookmarks our site and returns and buys later, or if she returns and buys due to our own marketing efforts, our permanent cookie recognizes that you introduced us to this customer.

But... without the proper checks and balances, **this could encourage a...**



... **“sit back and wait to get rich” attitude.** I’m not saying that you would do this. Neither would I. But some people would. It’s human nature.

And there’s a second problem...

We could not survive if we paid such high first-time commissions on every sale forever. Why not? Even a cyber-company such as ours has high costs. We devote a big percentage of gross sales towards product development, marketing, and customer support.

Bottom line?

To continue to pay the high First-Purchase rate on a lifetime basis is unrealistic. No serious company (that wants to last) pays its sales force in this manner. “Real world” companies don’t pay any kind of lifetime commission.

Ultimately, the combination of a high lifetime commission and inactive affiliates would kill our company, which would also make your investment of time and money worthless.

**So here’s how we turn...**



... a lemon into lemonade.

Let's say that someone wearing your cookie bought Site Build It!. She then buys Content 2.0 four months later.

This is not her first purchase – Site Build It! was. So you, the affiliate, receive a **Repeat-Purchase Sales Commission (RPSC)**.

The RPSC is derived from the FPSC (First-Purchase Sales Commission) according to your **TVI** (more on TVI in a second). Since we adjust the FPSC according to the TVI, we call it the **Pre-TVI RSC**.

OK. OK. I can hear you screaming...

*"What the heck is TVI?!"*

It's your **Total-Value-Index** for the month.

*"What the heck is the Total-Value-Index?!"*

Another good question...

**Total-Value-Index (TVI) is a measure of how much you helped us grow.**

Since the growth of a business is determined by new customers, the TVI measures First Purchase Dollar Sales. So your TVI = Total Dollar Sales generated by **First Purchase Sales** during a month (or since your last payment).

So why is this of interest? Simple... **the higher your TVI, the higher your RPSC.**

Hang in there -- I know it's complicated. The payment plan for repeat purchases (and later, for Team Commissions) is a bit complex. It has to be -- there is just no super-simple formula to pay everyone according to what they **deserve**. And actually...

If you're like me, you've probably seen several Multi Level Marketing propositions. Their payment programs make my head spin! **The TVI concept is a snap in comparison.**

Let's say that, in a given month, you have generated \$800 worth of sales from first-time customers. Here's the calculation...

**Your TVI = \$800** (we rounded to the nearest hundred for our example).

Hey, that wasn't so complicated after all!

According to the 5 Pillar Affiliate Agreement, the TVI of \$800 results in a Repeat Purchase Sales Commission (RPSC) that equals the full FPSC.

TVI is less than \$40		RPSC = 0% of Pre-TVI RSC
TVI is \$40 or more	but less than \$100	RPSC = 10% of Pre-TVI RSC
TVI is \$100 or more	but less than \$200	RPSC = 20% of Pre-TVI RSC
TVI is \$200 or more	but less than \$300	RPSC = 30% of Pre-TVI RSC
TVI is \$300 or more	but less than \$400	RPSC = 40% of Pre-TVI RSC
TVI is \$400 or more	but less than \$500	RPSC = 70% of Pre-TVI RSC
TVI is \$500 or more		RPSC = 100% of Pre-TVI RSC
<p>NOTE: All amounts are in Canadian dollars. To convert an amount into your currency, please see the following URL:  <a href="https://secure.sitesell.com/5pillarclub/5P_currcon.html">https://secure.sitesell.com/5pillarclub/5P_currcon.html</a></p>		

The RPCS Schedule is available at...

<http://www.sitesell.com/affiliateagreement.html#REPEATPURCHASE>

**As an active affiliate, it is easy for you to reach the highest payments.** The mid levels are set to encourage the lower-but-trying group. The lowest levels eliminate the “I wanna get rich but don't wanna work” people.

OK, back to our example...

Let's say that you had generated Repeat Sales that added up to a **total Pre-TVI RSC (Repeat Sales Commission) of \$1,400.**

As the Schedule outlines, a TVI of \$500 (i.e., First-Time Sales Dollars = \$500) or more generates the full 100% Repeat Sales Commission bonus (all amounts are in CAD). For our example case study, that's an additional \$1,400. Since the TVI was \$800, you earn the full amount.

However, let's say that another affiliate had not made a single sale. **His TVI would be 0.** So the Repeat Sales Commission payout would be 0% on any Repeat Sales Commissions that may have been generated.

In other words, Repeat Sales Commission rewards **active** partners-in-sales handsomely. **We seek long-term relationships** and love making payments for thousands, even 5-figure ones. Why? Because it means we are growing, too.

The TVI puts strong emphasis on **new customers**. First-time customers grow the business, both yours and ours. By factoring in this importance, **TVI yields a true measure of how valuable your PREselling efforts are to our growth.**

Bottom line?

A lifetime Repeat Purchase payout schedule that is scaled according to TVI is the best of all worlds...

- 1) It recognizes the lifetime value of the customer.
- 2) It addresses the passive nature of this lifetime commission if an affiliate become inactive.
- 3) It pays according to **ongoing valuable activity**. This encourages active sales efforts by serious affiliates.
- 4) It allows us to sell outstanding business-building solutions at fair prices. Pie-in-the-sky promises and outrageous commissions to affiliates can only result in...
  - **overpriced products that don't deliver = bitter customers**, and
  - **margins that don't allow the company to grow = unprofitable company**. But ultimately, you're the one who pays. Either way, your affiliate business dies.

**Scaled** Repeat Purchase Sales Commissions empower the serious, active affiliate to build up a large residual income. And the incremental thresholds are easy to attain.

For example, if your TVI for a month is \$500, and two Repeat-Purchase visitors follow your recommendations and each one purchases Site Build It!, then you would reach 100% for **that** month.

And here's the best part...

This steady income builds can see for substantial amount... a business that has real value... a business that you can sell for a substantial amount. **In short, you build equity.**

## 2.6. The Lifetime Affiliate

The 5PP also recognizes and remunerates the lifetime value of a visitor who becomes an affiliate. It empowers serious affiliates to earn much more than just a living wage.

*“What’s so great about a lifetime affiliate?”*

Super question!...

**The lifetime affiliate empowers you to build and coach your own Team.**

How does this all work? Let’s say that a visitor “wearing” your cookie becomes an affiliate. We enter this new affiliate into your Team.

*“So what?”*

You can earn a percentage of your **Total Team Earnings** (TTE -- the total of all commissions earned by all affiliates in your Team for the month).

We call this the **Commission on Total Team Earnings (CoTTE)**. It’s a powerful concept. **The CoTTE is as close as you’ll ever get to...**



**... cloning yourself.**

Here’s the CoTTE schedule...

TVI is less than \$40		CoTTE = 0% of TTE
TVI is \$40 or more	but less than \$100	CoTTE = 4% of TTE
TVI is \$100 or more	but less than \$200	CoTTE = 8% of TTE
TVI is \$200 or more	but less than \$300	CoTTE = 12% of TTE
TVI is \$300 or more	but less than \$400	CoTTE = 16% of TTE
TVI is \$400 or more	but less than \$500	CoTTE = 20% of TTE
TVI is \$500 or more		CoTTE = 25% of TTE

NOTE: All amounts are in Canadian dollars. To convert an amount into your currency, please see the following URL:

[https://secure.sitesell.com/5pillarclub/5P\\_currcon.html](https://secure.sitesell.com/5pillarclub/5P_currcon.html)

Calculation of the CoTTE works the same way as it does for Repeat-Purchase Sales Commission. **The higher your TVI, the more valuable you are, the more you earn.** So...

The percent of TTE increases according to your TVI for the month. The CoTTE commission schedule is available here...

<http://www.sitesell.com/affiliateagreement.html#TEAM>

OK, back to our example one last time! Remember your TVI? It was \$800. Suppose your Total Team Earnings (TTE) for that month was \$8,000. **In other words, the sum of all your affiliates' commissions was \$8,000.**

Based on your TVI of \$800, you earn the max, an additional 25% of the TTE...  
 $\$8,000 \times 25\% = \$2000 = \text{your CoTTE.}$

But, suppose your TVI was only equal to \$220. Your CoTTE would amount to...  
 $\$8,000 \times 12\% = \$960.$

**Dedication to your 5 Pillar business is exactly what the TTE concept is designed to reward!**

It's pure WIN-WIN, because it means that we are growing, too.

You do not earn any percentage of sales generated by your affiliates' affiliates (that is Multi-Level Marketing). The 5P Program is **not** MLM.

Payment of Team Commissions recognizes the lifetime value of an affiliate referred by you. So the payment structure rewards active achievers!

It also encourages Team building and coaching. How do you coach your team? Use the Export Team feature in the 5P Club. [Click here for more details.](#)

And check out the team-building strategies in the 5 Pillar Marketing Guide.

<http://5pmarketing.sitesell.com/articles/team-building.html>

Even a small percentage of your total team earnings can amount to a lot of money. **But if you dedicate yourself to our business, you can earn more than a small piece – you can earn up to 25%!**

And frankly, that's what we'd love you to do... dedicate a good percentage of your marketing efforts towards building a large income. Believe me, it will be our

pleasure to pay you a very large commission total every month.

Since this is the single, most powerful way to develop a substantial, regular income, use the Net to its full potential.

Coach your Team. It is your mini-community. You are the leader. Start your own newsletter. Encourage questions. Stimulate activity. The more you help to build your Team, the bigger your 5P business grows.

As the fourth great pillar, the Team concept has the power to build up income that significantly exceeds what is generated by your personal sales commissions. Your efforts will repay you many times over.

## 2.7. Limited Number of Affiliates

Here's what happens in the typical affiliate program. The first affiliate makes out like...



... **a bandit.** Heck, the first few hundred do well! But pretty soon, there are 60,000 active affiliates, all fighting over the same customers. A little competition is a good thing. Too much is not.

**We will support our affiliates by limiting the total number.** We want all 5PP affiliates to earn a lot of money.

So we reserve the right to refuse applications at any time, and to terminate the affiliate relationship with any affiliate with a calendar-year total FPSC in the lower quintile (i.e., in the lowest 20% bracket when compared against all other affiliates). The result, of course, is a smaller number of more highly paid and happy affiliates.

It's the difference between exploiting people for your own business needs, and developing WIN-WIN sales partnerships. **And that's the fifth and final pillar.** It provides rock-solid support for your business.

## 2.8. The Five Pillars... A Solid Income Base

Bottom line?...

The 5 Pillar Program starts with quality business-building solutions. Then it builds with a strong fair compensation program. And it closes with long-term protection for you. **It puts your best interests first!**

Add to that the lifetime TEAM commissions...

And then the final “plus-plus-plus”...

We won't allow your earnings to dwindle to nothing by 100,000 other affiliates “jumping on the bandwagon.”

**The 5PP rewards the motivated affiliate who wants to build a large, stable income, with no risk!**

There you have it -- the “5 Pillars” in a nutshell.

Now let's zoom into the Accounting section of the 5 Pillar Club where you can see, at-a-glance, the effectiveness of your PREselling efforts...

### 3. The Accounting Section

[Click here to enter the Accounting section](#) of the Club. This is where you can access...

- A) Grand Total Sales Commission Earned for the Month
- B) Your Current First-Purchase Commission Status
- C) Your Current Repeat-Purchase Commission Status
- D) Your Current Team Commission Status
- E) Accounting Archives

Here are the details...

#### A) Current Grand Total Sales Commission Earned for the Month

Everybody's favorite section... the grand total of all amounts...

FPSC AMOUNT OWING  
plus RPSC AMOUNT OWING  
plus CoTTE AMOUNT OWING  
equals GRAND TOTAL AMOUNT OWING

#### B) Your Current First-Purchase Commission Status (since previous payment)

This section covers purchases and deductions (technical ordering problems, refunds or credit-card bounce backs, etc.) by first-time-buying customers since your last affiliate payment. The following FPSC data is provided...

TOTAL FIRST-PURCHASE DOLLAR SALES minus FIRST-PURCHASE DEDUCTIONS (= refunds, credit card bounce-backs, etc.) equals NET FIRST-PURCHASE SALES

NET FIRST-PURCHASE SALES  
times FIRST-PURCHASE SALES COMMISSION PERCENTAGE  
equals FPSC AMOUNT OWING

The above data is also available for each product. Click on the text link ([Click to see the product-by-product breakdown for the sales and commissions figures above](#)) on that page.

This link takes you to a page that breaks down the total sales and commissions on a product-by-product basis. From there...

You can drill down even further, to get the date of order, first name of customer, last four digits of her phone number and last four digits of credit card. Yes, **you can drill as deeply into your accounting data as you want**, right down to each order!

This provides a way for you to “spot-check” our integrity. We don’t just tell you that you can trust us -- we provide you with a way to spot-check at any time. You can even audit our books ([see Affiliate Agreement for details](#)).

Why do we do all this? **We take our relationship with you seriously.**

In this section, you will also see visitor totals, with links to detailed breakdowns for first-time visitors, sales units, and Conversion Rates (CR -- unit sales divided by number of visitors). It even tells your average Conversion Rate, compared to the entire affiliate base.

Compare how you’re doing! If your CR is much below the CR of all affiliates, you know you could be doing something better.

### **C) Your Current Repeat-Purchase Commission Status** (since previous payment)

This section covers purchases and deductions (technical ordering problems, refunds or credit-card bounce backs, etc.) by repeat-buying customers (i.e., by your lifetime customers) since your last affiliate payment. The RPSC and visitor data provided is the same as described in the previous section. The TVI calculates the final RPSC owing to you.

### **D) Your Current Team Commission Status** (since your previous payment)

This section covers the total of all commissions earned by your entire Team of affiliates since your last affiliate payment (i.e., TTE). Your TVI determines what percent of the TTE that you earn for the month. You can view the

Click on the Your “[Click to see the Team Earnings breakdown and coaching section](#)” link to drill down to a page that lists useful Team statistics...

- the TTE (repeated for convenience)
- the total number of members in your Team
- the number with more than \$100 in Total Dollar Sales in previous month
- the number with over \$1,000 in Total Dollar Sales in previous month.

This page also lists all Team members. It provides, for each member of your team, the last name, first name, Total Commission earned, and an e-mail link (members *may opt-out* of being listed -- in that case, you’ll see “Opt-Out”).

And finally, there is also a **Team Export** function. It empowers you to contact all your Team members.

## E) Accounting Archives

Your password-protected 5 Pillar Club site also shows you a list of all payments ever paid to you, with percentile ranking -- each of these appears as a link. Clicking on any link sends you to the complete breakdown, including the number of visitors and Conversion Rates, for each period, as outlined above.

In addition, you can audit us at any time by clicking through each transaction in the archives and drilling all the way down to the last 4 digits of the customer's credit card. You have total confidence in our honesty.

## 3.1. Set Preferences

In the **Accounting** section, you can also customize how you would like us to work with you...

- **set the currency of your payment** -- do you want PayPal, or a check -- US \$ drawn on an American bank, or CAD \$ drawn on a Canadian bank?
- **set the reporting schedule** -- how frequently you'd like to receive the Five Pillar Affiliate Report. If its weekly schedule is too frequent, simply go the "Reporting Options" section of the Account home page and change the frequency to monthly.
- **set the affiliate payment level (\$100 or \$5)** -- do you want to receive a payment only when the amount owing exceeds \$100? Or, if the amount is less than \$100, do you still want to receive a payment (\$5 service fee)?
- **set purchase notification** --do you want to receive notification every time one of your visitors orders any product? This notice will show the...
  - date of purchase and what kind of purchase (First-time or Repeat)
  - first name of customer with last four digits of phone number and last four digits of credit card (if available)
  - product name and price, and commission earned for that sale.
  - set new affiliate notification -- do you want to receive notification every time you have a new affiliate in your Team? This notice discloses date, first name, and e-mail address.

The default setting for both notifications is **on**. You can turn either or both off at the 5P Club site. I suggest keeping both on. It's great feedback. And it really

starts off your new Team member well if you send a personal welcome, with a few of your best strategies and techniques.

Customize as you wish. I guess you, my partner-in-sales, can call this affiliate program... “**My 5 Pillars.**”

## **3.2. Track It!**

The 5 Pillar Club provides cumulative traffic stats reporting for the various landing pages...

[Conversion Rate for First-Time Visitors](#)

[First-Time Visitors, Special Offerings](#)

[First-Time Visitors, Business-Category-Specific Sites](#)

You can also use [Track It!](#) to monitor special campaigns, articles, ads, etc. and it will report your ROI (Return on Investment).

That’s it for the Accounting section of the Club. Before we wrap up your orientation, let’s highlight another important part of the 5 Pillar Program...

## 4. Affiliate Support

Whenever you have any questions or concerns or feedback (after you finish watching the 5 Pillar Program video and reading this guide, of course!), you have two support options...

1) Check out the 5 Pillar Program FAQs (Frequently Asked Questions) at...

[http://support.sitesell.com/faq/sb1\\_aff\\_1.html](http://support.sitesell.com/faq/sb1_aff_1.html)

- OR -

2) Contact our Customer Support staff using the form provided at...

<http://support.sitesell.com/contact-support.html>

Our Support team replies by e-mail within 4-6 hours during the day/early evening, 12 hours overnight. The same Support Staff person will stay with you until your question is resolved.

That's it for main Accounting part of the Club. There is one more important detail to cover before we finish...

3) Help and be helped in the Site Build It! Forums

The 5 Pillar Affiliate Forums are located within the Site Build It! Forums. 5P Affiliates have their own special area...

<http://forums.sitesell.com/>

Login using the same username and password that you would use to access the 5 Pillar Club. (You can also access the forums via the Navigation Bar).

Once you are in, you'll see the Site Build It! Forums. Feel free to visit each one, as time allows, and profit from the ever-growing wealth of information. Scroll down to help and be helped in **The 5 Pillar Affiliate forums**. Please note... If you do not own SBI!, you will only be able to post in the "The Five Pillar Forums."

Here are the main 5P forum sections...

**SiteSell Promotion Center**

<http://forums.sitesell.com/viewforum.php?f=43>

Go here to discuss anything related to the SiteSell Promotion Center. Maybe you need advice on using the tools or perhaps you've discovered a clever way of using something in the Center and you'd like to share it with others. This is the place!

### **Tips & Strategies**

<http://forums.sitesell.com/viewforum.php?f=44>

Would you like your PREselling article reviewed? Or perhaps you're putting together a promotion and you'd like some feedback. This is the place to come to discuss any kind of promotional strategy related to your 5P business.

### **Offline Strategies**

<http://forums.sitesell.com/viewforum.php?f=63>

Need some advice on using the Offline Marketing and Sales Kit? Looking for content suggestions for a flyer you're putting together? This is the place for all the offline promotion discussions.

Two quick tips...

- During your first visit, view the forum video. Get a quick overview of the various forums, guidelines, and how to get the most out of each visit. You can access the video by selecting the "See demo video" link located in the upper right-hand corner of the forum home page.
- SiteSell's 5 Pillar Affiliate Manager publishes a forum RSS feed that features useful hints and strategies to help you become a more effective 5 Pillar affiliate. Subscribe to this feed by copying and pasting the following link into your favorite RSS reader...

<http://rss.sitesell.com/5pmanager-posts.rss>

A community is a powerful thing. Wisdom adds up, making everyone smarter and more effective.

And that brings us to our final chapter...

## 5. The Wrap-Up

Congratulations! You've just completed your 5 Pillar Program Orientation of the structure and its Accounting procedure.

Now it's time to head over to the [Quick Start Guide](#) and the [SiteSell Promotion Center](#). Your buffet of RR URLs is waiting for you, starting with the Top 10 PREsellers. Decide how you can best use the tools to effectively target and "warm up" your audience.

You're on your way, my valued partner-in-sales. **You and I have a chance to change the way small business is done on the Net.** There are no comparable business-building solutions to Site Build It!, SBI! eLearning and SiteSell Services anywhere. In one sense, we are the only game in town.

But in another sense, we compete with every Tom, Dick, and Harry Web host in the world (the freebie hosts, the \$3.95/month hosts, the OVERpromising hypsters)... all the way up to the biggest companies online.

And, of course, there are companies that market standalone products, each of which is similar to one of SBI!'s modules. And some of them are excellent products. But they are not our competitors.

Their products are for Webmasters and super-savvy marketers. These people like to assemble a collection of their own expensive, complicated tools, pay for Web hosting, figure everything out on their own, and educate themselves by subscribing to tons of marketing e-zines.

For the same time and money, they could maintain ten SBI! sites (as some pros have discovered), but they prefer to assemble their own system. That's perfectly OK... but that type of customer is not our customer.

And the opposite type of people exist, too, in far greater numbers. They seek an easy 1-2-3 formula to riches. There are lots of companies promoting that false dream. That is not what we offer.

Yes, SBI! does work and it does cut down the tedious, the repetitive, the complicated - it reduces the sheer work by 90%. Small businesses succeed in droves - but they still have to work to succeed. See the Case Studies site to see what I mean... <http://case-studies.sitesell.com/>

So "the get-rich-quick" marketers are not our competitors. We don't want their customers, the GRQ addicts. We do not promote false hope.

Who do we want? Everyone else!

Bottom line? You have the field to yourself. Yet we have a heck of a lot of “background noise” to break through.

That is why this opportunity is so exciting!

Start by picking the “low-hanging fruit”...

- **Online**... promote to your existing traffic and readership. If you’re just getting started or have a site but no traffic, use Site Build It! if you want to succeed.
- **Offline**... show and explain SBI! to friends, colleagues, relatives, etc. I guarantee that at least some of them are looking for exactly this product. And I guarantee you that some of them don’t even know that they’re looking for it... until you tell them.

And persevere...

If you apply the effort and stick with it, **the only thing that separates you from SiteSell’s highest earning affiliates is... time.**

Our big earners have a slight advantage because they happened to start their businesses sooner, paid their dues earlier, and are now reaping the benefits of all that effort. They certainly didn’t have it any easier!

Everybody, no matter who they are or what they are doing, starts from scratch. In this race, you set the pace at which you are most comfortable, and focus on moving ahead. **That’s all you have to do -- move ahead, one step after another.**

Whether you build your business slowly or quickly, full time or part time, it doesn’t matter. As long as the foundation is solid, great results are certain.

Just do it.

Once you do something, whatever appeals to you most, “**doing**” becomes easier and easier... **and income becomes bigger and bigger.** It all boils down to taking that first step!

**5 Pillar Orientation Guide**

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