

Found My Affiliate Manager

By Holly Lisle

I had a remarkable number of qualified applicants for the position, and I'm delighted to be able to introduce my choice to you: Craig Campbell.

Affiliates will be able to e-mail him directly with questions about getting ads set up, improving conversion rates, coming up with original sales promotions to introduce folks to the good stuff we have in the shop, and more. And he'll be setting up training courses to help them make more money as affiliates.

My objective with the **affiliate program** has always been to be able to help my readers and other writers make money to further their own goals: to be able to afford to do things like being able to work from home, spending more time with their kids, or just having some extra financial padding during the lean months.

My heart was in the right place, but I had (until recently) no idea how to go about this. When I finally figured out what made a good affiliate program and a good affiliate manager, one of the most important things I learned was that I didn't have the time to do the job right.

Enter Craig. I'll let him tell you about himself.

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First off, I just want to say that I'm very

excited to have the opportunity to work with Holly. She has great products available and I'm looking forward to the release of many more. I'm especially impressed with her desire to give back to the writing community.

I have been a software developer for almost nine years, so I have a very strong technical background. Aside from programming, I am also a writer. I've had a few smaller pieces published and I'm currently writing my first fantasy fiction novel.

My job is to help you become a successful affiliate. Holly has a great vision for the program and I'm very happy to be a part of it. We will be giving you new tools to use and making improvements to existing ones. There will also be plenty of new promotions, contests, and other incentives. I have several ideas to make things even more fun, but more on that another time.

My goal is to get you excited about being a **HollyShop affiliate** and to motivate you to get out there and make sales and recruit even more affiliates! My vision is for us to work together as a team and to push each other to success. I'm also here to answer your questions about anything from advertising on your web site to ways to generate more sales.

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It's now a good affiliate program. It's about to get a lot better.

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