

## ABOUT A DECADE AGO, A COUPLE OF COLLEGE KIDS NAMED JERRY YANG AND DAVID FILO BUILT A WEB SITE TO POST THEIR GOLF SCORES AND FAVORITE WEB SITES. PRETTY SOON, THEIR WEB SITE BECAME YAHOO. TENS OF THOUSANDS OF WOULD-BE DOT-COM MILLIONAIRES TRIED TO FOLLOW IN THEIR FOOTSTEPS, BUT MOST STUMBLLED.

The affiliate marketing frenzy picks up where the dot-com craze ended by providing a solid business model for doing business on the Internet, but success remains elusive. Only about 5 percent of affiliates make any real money, and only about 2 percent make enough money to change their lives.

We'd like to introduce you to five members of the upper crust.

If you're looking for billionaires, look somewhere else. But if you're looking for people who've found success on the Internet, then look no further. You'll quickly see that the trick here is not a trick at all. Anyone can do this. Anyone, that is, with the patience, vision, wits and guts to make it work.

### ROSALIND GARDNER

AGE 43

SITE [Sage-Hearts.com](http://Sage-Hearts.com)

INDUSTRY Dating



Money is good. But is it enough? Perhaps the best place to start the story of Rosalind Gardner is to note that the title of her book is *The Super Affiliate's Handbook*:

*How I Made \$436,797 Last Year Selling Other People's Stuff Online.*

Catchy, huh?

Her story gets more intriguing when you realize most of her income now comes from helping people find true love. More on that later.

First, let's go back to 1996 when Gardner was still earning a perfectly respectable income of about \$75,000 (Canadian) as an air traffic controller in Calgary, a job she had been performing with few complaints for two decades. But the nights are long in Alberta, and Gardner soon found herself with a new hobby—creating a Web site about gardens and gardening.

Gardner, who “was married for eight months a long time ago,” then noticed something that changed her life: a banner ad for a dating service. (“I was prowling,” she confessed.) But instead of finding true love, she found opportunity.

She now runs about 10 active dating domains, makes \$30,000 (U.S.) to \$50,000 a month and spends most of her time traveling or hiking in the Canadian Rockies.

“I discovered who I am by running my own business,” she said with a lot of pride. “I never knew how unhappy I was working for somebody else. I’m basically an entrepreneur and that’s the only way I’ll ever be happy.”

Gardner said her affiliate work was an all-consuming passion when she first started, leaving time only for a quick sandwich and sleep. “I would go to work, come home and work on my sites. I’d ram-a-sammy and go to bed,” she said. “But now, it really is up to me. As far as the dating service and affiliate marketing go, I check my stats at the end of the

month, and confirm that the checks are what they’re supposed to be.”

She estimates that now she only spends a few hours a month on the business, although it took a long time to get to that point. Asked why so many affiliates haven’t found success, she said she thinks affiliates need to work harder when they’re just getting started.

“I think the reason so few affiliates are making money is because the rest of them just aren’t doing it [right],” she explained. “They get to a point where they get frustrated and they give up. Perseverance and persistence are the hallmarks of entrepreneurs.”

She has more advice for those thinking about jumping into the business.

“If you’re serious about it, treat it like a business. Definitely take the opportunity. Don’t be afraid of it—just do it. Even if all you generate is \$500 or \$1,000 a month, it can make a serious difference in your life.”

It certainly made a difference in hers. Now she can’t imagine working in her old job: “I would have been miserable until I retired.”

### WENDY SHEPHERD

AGE 35

SITE [TipzTime.com](http://TipzTime.com)

INDUSTRY Retail Merchandise

Wendy Shepherd is a lot like most stay-at-home moms. Married for 16 years to a drug store manager, she home-schools her three boys, ages 9, 8 and 4. That alone keeps her busy from sun-up to story time.

Then she turns into Wendy Shepherd, Super Affiliate.