

Focus Guide: Affiliate Marketing for New Entrepreneurs



By Connie Ragen Green
**"Build An Online Empire By
Recommending What You Love"**

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Introduction

I got started as an affiliate marketer soon after coming online at the end of 2005. With no products of my own and a dream of becoming a successful online entrepreneur, I soon realized that this business model made sense for so many reasons.

First, let's define exactly what I mean here. Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others, and earn a piece of the profit for each sale that you make.

I saw affiliate marketing as a way to learn the online marketing business, to partner with the top authorities in the industry, and to start earning income while I was still learning the ins and outs of the business. It's my goal to teach you about this business as well, in hopes that you will be encouraged by the possibilities for your own business.

Here are some articles I have written on the topics you will want to know more about, related to affiliate marketing for new entrepreneurs.

Affiliate Marketing Tips: Recommending What You Love

When I made the decision to leave my teaching job and part-time real estate business to come online back in 2005, I had no idea how I was going to earn a living. Looking back I realize that I took a leap of faith and believed in myself and my ability to figure everything out in due time. But it was affiliate marketing that made my dreams turn into reality.

I have always described affiliate marketing as recommending what you love in exchange for a commission on whatever is sold. I even wrote a bestselling book on this topic, entitled *Huge Profits with Affiliate Marketing: How to Build an Online Empire by Recommending What You Love* where I explain exactly how to do this successfully. But I'm getting way ahead of myself and the points I wish to make here.

Think back to the last time someone asked you for a recommendation for a restaurant, movie, or anything else. More than likely you shared a story about whatever it was, along with some details that made the story more personal. The example I like to use is one in where I was walking one of my dogs and ran into my next door neighbors, Michael and Valerie. They wanted to go out for pizza and asked me if I could recommend a good place locally.

I proceeded to tell them a story about a place in the downtown section of our city. I told them to park in the lot in the back, to enter through the back door, and to ask for Joey once they were inside. If you ask Joey for a table near the front of this pizzeria you'll be able to see other patrons coming in through the front door as well as the city lights once the sun goes down. Then I reminded them to ask for the garlic rolls slightly warmed up because they are so scrumptious. Valerie is a vegetarian, so I told them to look at those selections on the menu to get a half and half pizza. I also shared that asking the waiter to have the pizza prepared a little well done would make it even more mouth-watering and added that if they wanted to take whatever was left of their pizza home with them this restaurant would put it in a box that could go directly into the oven when they got home.

By this time Valerie and Michael are ready to go, their eyes wide and their mouths watering. I have recommended something that met their criteria (good pizza, close to home) and I have personalized it by sharing details about parking, where to sit, and the ambiance once they are there. I went above and beyond by providing bonus information about the warm garlic rolls, having the pizza extra well done, and the convenience of the box they could put in the oven if they took any of it home with them.

All of what I have shared with you here is crucial to successful affiliate marketing. Also, another point that might be the most important of them all is that the only reason I am able to recommend this restaurant in this way is that I have actually eaten there and had these experiences firsthand. My recommendation to you is to only tell others about products and services you have purchased, used, and benefited from personally.

What Should You Recommend?

Knowing which products and courses to promote as an affiliate marketer needs careful consideration. When I was just getting started I was taught to choose the most popular products and those that paid the highest commissions. But that did not feel right to me, so I abandoned that advice in favor of the strategy I still use today. I only recommend the products and services I have used and benefited from. I refer to this as "recommending what you love" and it has served me well over the past decade.

When I work closely with new online entrepreneurs and I share this method of affiliate marketing, they ask me where to find these products and services. The answer is that exactly what you need is already stored securely on your hard drive or in your cloud storage. Go through your purchases and downloads to see what you have that you are using and getting real value from and that will be the start of your inventory.

These days I am inundated with emails from people who would like for me to recommend their products to my community. But seldom are these ones that I would

share. I prefer to find valuable products, services, and courses organically, and to then go through them and implement what they have to offer. Then I can make a knowledgeable decision as to whether or not I will recommend them.

Also, remember that I make purchases almost every single day. But this does not mean that I will share them with others. I am at a different level in my business than most of the people on my list, so it would not be in their best interest if they were to make similar purchases. Instead, I'm always looking for simple and straightforward products that will help the people in my community to move forward in a logical way.

If you are on the product creation side of this equation, think about the target audience you are serving. Then look for the people who also serve the same or a similar market and approach them about promoting your products to their list. Many times I shake my head in disbelief when product creators approach me with something that my list and community would never be interested in hearing about from me. I often joke that most of my people could stand to drop a few pounds and love animals, but that doesn't mean they would want to purchase products on weight loss or dog training from me. It isn't how they think of me and not what they signed up for when they opted in to my list.

Choose the products and services that make the most sense for your market. Make sure you have purchased, used, and benefited from them first before recommending them to others. This advice will serve you well over time and just makes good sense for all affiliate marketers.

Why the Affiliate Leaderboard is So Important

The first time my name appeared on an affiliate leaderboard I didn't even realize it until someone alerted me. The leaderboard is the list of top affiliates in any give affiliate contest. Usually the product creator will post the top five or ten affiliates, but sometimes they will list as many as twenty names if it is a big launch and many affiliates have come aboard to promote. In my case it was for Alex Mandossian's now legendary Teleseminar Secrets program, and I came in at number twelve in a sea of more than three hundred affiliates.

Now this was back in December of 2007, so I had only been an online entrepreneur for less than two years. Also, my list had just six hundred fifty-one names on it at that time, so the fact that I had placed at all on an affiliate leaderboard was big news. This quickly got the attention of Alex Mandossian, who then scheduled a call with me. When I told him precisely how many (or how few) people were on my list at that time he was dumbfounded. Alex then challenged me to double my list over the next thirty days, which I did by coming up with some creative marketing strategies.

These days I promote products in a variety of ways, making it possible for me to appear on not only one affiliate leaderboard, but on multiple boards simultaneously. This has increased my income dramatically, as well as getting my name out to others who are creating products, services, and courses that might be a good fit for me to recommend to my community.

If you are just starting out, choose a few products to promote. Find out who is hosting an affiliate contest and work hard in order to get on their affiliate leaderboard, or at least get a mention as someone who has made a few sales. Over time this will increase your credibility as an affiliate marketer and an online entrepreneur. People will also begin to contact you after seeing that you can make enough sales to rank on the leaderboard, and this may lead to valuable relationships over time as it has for me.

And once you have your own products, begin hosting your own affiliate contests. I did this when I first launched my Really Simple Podcasting training course and it was very helpful in attracting bigger name affiliates and generating buzz for my new course. I most certainly would not have made nearly as many sales if I hadn't done this, and seeing your name on someone's affiliate leaderboard is excellent motivation.

Only recommend what you have purchased, used, and benefited from in your own life or business. Even if the commission is less than what you typically earn, stay true to yourself by not allowing that to be a factor in your decision to promote. And connect with others on the leaderboard to see if they might want to promote your products as well. This is first and foremost a people business, and affiliate marketing allows you to do this in a way where everyone wins.

Refunds in Affiliate Marketing - What Now?

You may be wondering what happens when someone asks for a refund for a product you have recommended and promoted. There are actually two answers to this question. The first one is that the platforms we all use to sell and track our sales have built in systems for handling refunds. Whether someone paid for a product with PayPal or using a credit card through a merchant account, the transaction can be reversed and everyone made whole again. That's the legal term for this event, but it certainly does not tell the entire story.

First of all, you never, ever want to recommend a product or service from someone you are not familiar with. This is just good business sense, especially because we are doing business on the internet in a global environment. Also, if you have not purchased a product and used it yourself it doesn't make sense that you ask others to do so. The only exception I make to this rule is if someone I have done business with online releases a

new product, and then I am very likely to recommend this to my community because the vendor has already established their credibility and has a track record.

Another way I work to avoid refunds is to offer a generous bonus to those who make their purchase through my affiliate link. This way people are far more likely to consume the product they purchased and to make use of my bonus as well. I make every effort to offer bonuses that make sense for the product I am recommending so that everyone benefits.

And if all else fails, I stand behind from I recommend and promote. I offer what I refer to as my "Green Seal of Approval", meaning that I will give someone a refund if for any reason the product creator will not. This has only happened once since I became an online entrepreneur. No one I know has ever recommended that person's products again, and that is how it should be. It's kind of the way we filter out the people who come online and do not serve others. The online world is a small one, and no one is able to stay in business for long if they engage in practices that are not fair.

I hope this article has been helpful to you in understanding more of the affiliate marketing business model. I continue to earn about forty percent of my income as an affiliate marketer and love connecting with people who create the products and services that we can all benefit from. Over the years these relationships become even deeper, and some of these people are the ones I count as my close friends on the internet. Do not allow the fear of refunds keep you from becoming someone who is willing to recommend and promote products and services to others.

Affiliate Contests: Secrets of a Super Affiliate

Affiliate contests make our online businesses more fun, but they also make good business sense. An affiliate contest is one in which the product creator (vendor) offers prizes for those who make the most sales during a specific period of time. I first became aware of these as a new affiliate more than a decade ago, and this is what quickly catapulted me to "super affiliate" status. A super affiliate is someone who can help a product creator with their product launch, enabling them to make more sales and get more attention than they could on their own. Allow me to go into more details on this.

I learned from the very beginning the importance of only sharing recommendations for the products and services I used and benefited from. I gained a reputation as someone who cared more about the quality of the products I was promoting than the amount of commission or prizes. When I did begin to participate in affiliate contests it was only for the ones that I would have recommended anyway. This led to my increased credibility and visibility among my peers and the internet marketing community.

The first major affiliate contest I won was from Armand Morin back in 2010. He was offering a three thousand dollar program and I was a part of his group mastermind, so it made sense for me to recommend his program to my community of followers. After a couple of weeks of hard work, it was announced that I was the grand prize winner. I was speaking at his event in Minneapolis when the announcement was made, so it was even more exciting. My prizes included a laptop computer, a Bose home entertainment center, some smaller electronics, and the prize I had most wanted to win. This was a complete website and sale page copywriting makeover, something I desperately needed at that time.

After that I began to win affiliate contests regularly, and during a two year period I won fourteen iPads. I've also won Amazon gift cards and my favorite, cold cash! Again, I do not look for these contests, I simply join in the fun if the person and the product meets my standards of excellence.

I would encourage you to find the products and services you are using and benefitting from and then to keep your eyes open for any contests that may arise. It doesn't hurt to ask the product creators and vendors if they have an affiliate contest coming up in the near future. This might even make them more likely to host one based on your suggestion.

I created a training on this called Affiliate Contest Secrets. I update it regularly and include the exact emails and strategies that now have me in the top ten on multiple affiliate contest leaderboards simultaneously. If affiliate marketing is an area of interest to you, then I would encourage you to pursue it through the contests that are available. This will boost your confidence and connect you with others who also take this business model seriously.

Promoting Affiliate Products: What's Your Plan?

Promoting affiliate products requires a strategy and a plan. Posting a link on Twitter or Facebook is not a plan, and this method is also not very effective. There are many reasons for this, but the primary one is that trying to sell any product to the people who follow you on Twitter or have friended you on Facebook is like trying to sell something to people attending a sporting event. Most of them are not interested in what you are promoting and have their mind on something else entirely.

Think about your own behavior on social media. Are you ever thinking about making a purchase while you are there? No, you are thinking about connecting with the people you know and sharing stories and experiences.

Instead, promoting affiliate products requires you to get in front of the people who are most likely to be interested in what you are promoting. This can be accomplished in a variety of ways that I will share with you here.

- Build a list of people who are interested in your topic
- Blog about your topic and discuss affiliate products within your posts
- Write reviews of the products you wish to promote on your blog
- Add a "resources" page to your blog and include these products
- Start a Facebook and/or LinkedIn group on your topic
- Submit articles on your topic to sites like Medium and LinkedIn Pulse
- Host your own webinars and teleseminars on your topic
- Create short videos on your topic and add them to your YouTube channel
- Start a podcast on your topic
- Write a book on your topic

As you can see, the process of promoting affiliate products to others requires that you connect with people who are most likely to be interested in the topic of these products. This just makes sense when you think about it.

My best advice to you on this is to start writing, talking, and sharing as much information as you possibly can on your topic. Also, learn as much as possible and implement what you are learning as you go along. Once you have had some success with the products you wish to promote, you build credibility as an authority on your topic.

My early experiences with promoting affiliate products were centered around my experience in using and benefiting from the products. That's when I promised myself that I would only recommend what I used personally and loved, and I have maintained that as my standard for more than a decade now.

When I see others promoting affiliate products that make no sense for their niche or that I do not believe they have purchased and used, I know that they have almost no chance of success on a long term basis, if at all. Instead, make sure to follow the steps I have outlined above and connect with people who will value your thoughts and opinions on a variety of affiliate products. As you begin to create your own products you will most likely feel the same way when people want to be your affiliate. This is my experience now, and I have found that people who are not on my list, have never purchased my products, and who promote products in many niches and on many topics seldom have any lasting success.

As you can see, by creating a plan and a strategy for promoting affiliate products you are much more likely to make sales, develop a relationship with the product creators, and build your business successfully over time.

Your Own Affiliate Program: Are You Ready?

At some point in time as an online entrepreneur you will realize that it is finally time for you to have your own affiliate program. I waited much too long to do this, as I wasn't sure how to make this leap in my business. Once I did my income increased exponentially, along with my credibility and visibility. I had become known as a "super affiliate" for my promotions of other people's products and now it was time for me to shine in a different way.

My trepidation with starting my own affiliate program began with my preconceived ideas of how my own products would sell. I thought that it was much better for only me to share these products with those who would most benefit from them and that is was important for me to personally share the story of how each product came about. But it turns out that your affiliates will have their own take on your products. And when they share their thoughts with their communities it is highly likely that many will decide to purchase your product.

So once I decided to give up the psychological ownership of my products and share them with my affiliates, everything turned around for me. My sales went through the roof, new people found out about me, and I began to build relationships with my affiliates that I never imagined could have been a part of my business.

The platform I use for my affiliate program is called [Nanacast](#). Yes, you need some technology skills to set it up, but once I had someone do this for me I was able to make almost all of my changes myself. I am able to create coupons, make changes to my product listings, and even to personalize the amount of commission any of my affiliates receives. And it is all tracked through the Nanacast software, making sure that every affiliate is properly credited for their sales. I am also an affiliate for others who use this same system so I know what it's like to be on both sides of this shopping cart.

Even if you only have one product right now I would encourage you to create your own affiliate program. That way you will get used to the process and be ready when someone wants to become your affiliate. I have a simple site I set up for this called Affiliate Links and Tools and you can set up something similar.

Reach out to me and others who have affiliate programs to ask your questions and to get started right away. I found that once I had set up my own affiliate program I had even more confidence in creating new products that my affiliates could recommend. You can do the same thing and grow your online business more quickly than you ever thought possible.

The Role of an Affiliate Manager

Today I'd like to discuss the role of an affiliate manager in your online business. First of all, what is the role of an affiliate manager? This is someone who manages all of your products, services, and courses so that your affiliates have exactly what they need when it's time to launch something new, as well as to make sure your products are being promoted by others every single day.

So what makes a great affiliate manager? This would be a person who gets along with everyone they meet and truly tries to help them whenever possible. They take networking to the next level by forming relationships based on integrity and mutual respect. This person takes the initiative in reaching out to all affiliates to let them know exactly what is coming up, as well as which products can still be promoted.

When a "super affiliate" knows that you are there to help them make as much money as possible promoting a product, they are much more likely to promote your product than one from someone that doesn't have anyone available to them to help with anything they need. It all comes down to relationships. You don't have to know lots of super affiliates right away. But you should be able to establish relationships with them over time and keep that relationship going, even when there isn't something new to promote.

A great affiliate manager will already have some knowledge of your specific industry, can quickly and effectively come up with creative ideas and manage promotional materials, and already has products of their own. This is the ideal, and it's important to keep your standards high.

When I was brand new to online marketing I started promoting and recommending the products and services that I had most benefitted from. This was a confusing process to me in that I wasn't sure how all of the moving parts fit together. It was affiliate managers who reached out to me and helped me to put the pieces in place that resulted in sales through my affiliate link.

I'm not sure why everyone doesn't have an affiliate manager. Perhaps online entrepreneurs prefer to wear all of the hats in their businesses, but the truth is that having someone on your team dedicated to making everything run like a well-oiled machine is an asset.

If you believe that you would make an excellent affiliate manager, reach out to those you have already been an affiliate for and see if they could use your services. And if you are a product creator and vendor, consider bringing someone aboard who could serve you in this capacity. I speak from personal experience when I say that having someone in between the affiliate and the product creator is beneficial in so many ways. This person can serve as a sounding board and liaison as your business grows exponentially.

How To Share Affiliate Links

You can always tell when someone is new to affiliate marketing. They will post a link on their Facebook page, without much explanation and not thinking about the fact that most of their "friends" on Facebook will not even know what they are talking about. One person even shared with me that her real life friends emailed and texted her to let her know that her Facebook page had been hacked and that someone had added a link that made no sense at all. Sharing affiliate links requires much more thought than this.

This is an excellent example of "message to market" going all wrong. If you just post links on your social media pages you are not reaching the target audience for the product you wish to promote. Resist the urge and do something that is more effective and less obtrusive. So, what is the proper strategy for sharing affiliate links to achieve the desired results you are hoping for?

The answer you may have already heard is to build a list of people who will be interested in you and your topic. This cannot be achieved overnight, but if you are willing to work on this a little bit each day your list will grow. These people will get to know you and come to think of you as their trusted advisor in your niche. This is a coveted spot to aspire to as you build your online business. Here are some effective ways to make this happen.

- Start writing - spend time every single day writing something, starting with posts to your blog. The idea here is to share information, tips, and recommendations with your readers, allowing them to see that you truly care about your topic and are willing to give them what they want and need.
- Short Reports - turn your blog posts into short reports. Every time I write ten articles on a single topic I turn them into a short report. I refer to these as "Focus Guides" and get them into as many hands as possible. Giving away a short report on social media makes sense because you are offering something of great value to the people who may be interested in your topic.
- Host teleseminars. Allowing others to hear your voice will make a world of difference to how quickly you build your list. And these calls can be turned into podcasts on iTunes very easily. I use a teleseminar service that creates gorgeous web pages for me by using a "fill in the blanks" template. You can also promote and recommend right on the teleseminar page.

I hope this information is helpful to you when it comes to sharing affiliate links. You may have been led to believe that affiliate marketing was easy and only required the posting of a link somewhere on the internet, but the fact is that this is a business like any other and requires some work and commitment in order to bring successful results.

Affiliate Marketing and Social Media

Social media and affiliate marketing might seem to go together like peanut butter and chocolate - but do they really? Let's explore the myths and the facts around promoting affiliate products on social media sites.

First of all, think about why you joined social media in the first place. Most likely it was to connect with your friends and family and to share photos, videos, and updates. You may have gone along this road for several years before you had the idea to get involved with affiliate marketing on some level. So you posted a link to the latest product or course or service and kept your fingers crossed that someone, anyone would click on your link and buy what you were promoting.

It probably didn't turn out this way at all. Maybe friends and family members thought your social media profile had been hacked, or maybe they were offended that you would post such a thing. No matter what the outcome, you should not have been surprised.

So now let's discuss the most effective way to use affiliate marketing and social media in unison. I like to think of this as starting a conversation around a topic of interest to many and then drilling down to a more focused discussion about something much more specific. Let's use dogs as an example.

I own several little dogs (actually, they own me!) and I like to share photos of them on my Facebook page from time to time. It seems that most of my friends love small dogs because they are cute and sometimes act silly. So let's say that I'd like to recommend a product on how to prepare natural, healthy food for your dog through my affiliate link.

Even though the majority of my Facebook friends are willing to "like" or even "love" my post about how my Yorkie is snoring once again, very few will be interested in cooking healthy meals for their dogs. But I believe that out of my almost five thousand friends there will be a small percentage who are interested, so I'm willing to go for it.

I start the conversation with a photo of my dog sleeping in her basket and make a comment about her snoring. As people begin to comment I gently turn the conversation towards the food I have been preparing for her. If even one person asks me a question about this or shares their own experience in this area, then I will add my link to the product and share why it is a worthwhile one to check out.

What is even more effective is if you create a Facebook page on your general topic and then make recommendations there over time. I would recommend making it breed specific and addressing the common concerns of owners of this breed. Then people who like that page would be good prospects for what you will promote. Does this make sense?

Social media and affiliate marketing can indeed be a good match when you approach it in a logical way where everyone benefits.

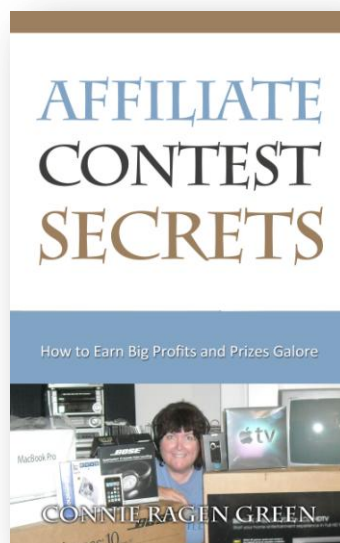
Summary/Conclusion

As you can see, affiliate marketing is an excellent choice as a business model for new online entrepreneurs. I have been teaching this topic for almost a decade now, based on my experiences and insight as a "super affiliate". It is my hope that should you choose to pursue this model further you would consider learning with me as your guide. My Really Simple Affiliate Marketing training course continues to be the foremost program on the topic of affiliate marketing. I teach it live twice a year and you have access to all webinars and other materials for two full years after you come aboard.



Click on the image above or go directly to [Really Simple Affiliate Marketing](#) to learn more.

If you're not quite ready for my intensive training then you may want to pick up my Affiliate Contest Secrets training. This course is updated regularly and includes the exact email campaigns I use to create a lucrative business with affiliate marketing.



Click on the image above or go directly to [Affiliate Contest Secrets](#) for more details and to get started right away.

And finally, if you are a reader and action taker you will want to pick up my bestselling book on affiliate marketing, [*Huge Profits with a Tiny List: Build Your Online Empire by Recommending What You Love.*](#)



To Your Success!

Connie Ragen Green

Resources

My [Online Marketing Incubator Mentoring program](#) is at:

(<http://TheOnlineMarketingIncubator.com>) - Work with me personally, as well as with my current students and mentees. These programs include the opportunity to speak and present at one of my live events, as well as an invitation to be a part of one of the Retreats I host several times a year in Santa Barbara, California.

Hosting: <http://ConnieLoves.me/A2Hosting> - easy to navigate, c-panel hosting for everything you need to set up technically for your online business at a fair price.

Autoresponder service - <http://ConnieLoves.me/Aweber> - the most popular and easy to use system for staying connected to your subscribers at a fair price.

Membership Site Plugin - I have this installed on more than forty of my sites and I know the creators personally, as I was in a Mastermind with them for several years while they were creating and perfecting Wishlist Member - <http://ConnieLoves.me/Wishlist>

Affiliate Program and Shopping Cart - <http://ConnieLoves.me/Nanacast>

How to Market for Small Business (<http://HowtoMarketforSmallBusiness.com>) - a training course I teach and present along with small business and offline marketing expert Ron Tester, this is an excellent way to start earning income quickly while honing your skills as an online marketer.

My "Really Simple" series of online training courses continue to be one of the best investments you will make into your business. Email me to discuss the course that would best suit your needs at this time.

Subscribe at no charge to my two award winning podcasts on iTunes. Details at: <http://PodcastShowNotes.com> or check them out individually at:

Online Marketing Interview Series - <http://itunes.apple.com/us/podcast//id494678649>

Online Marketing Tips - <http://itunes.apple.com/us/podcast//id591740909>

Trainings I recommend for learning how to get started right away with selling physical products on Amazon and other e-commerce sites are from two people I continue to learn from personally:

Jessica Larrew runs her Amazon business from home with the help of her husband and young son - <http://ConnieLoves.me/SellingFamily>

Jim Cockrum has been selling physical products and teaching others how to do it for over ten years now, longer than anyone else teaching this business model - <http://ConnieLoves.me/PAC>

My very best recommendations for PLR (Private Label Rights) content:

Alice Seba and Melody Spier: <http://ConnieLoves.me/freePLR>

Alice Seba: <http://ConnieLoves.me/AliceDIY>

Ronnie Nijmeh: <http://ConnieLoves.me/SelfHelpPLR>

Nicole Dean and Melissa Ingold: <http://CoachingStickyGlue.com>

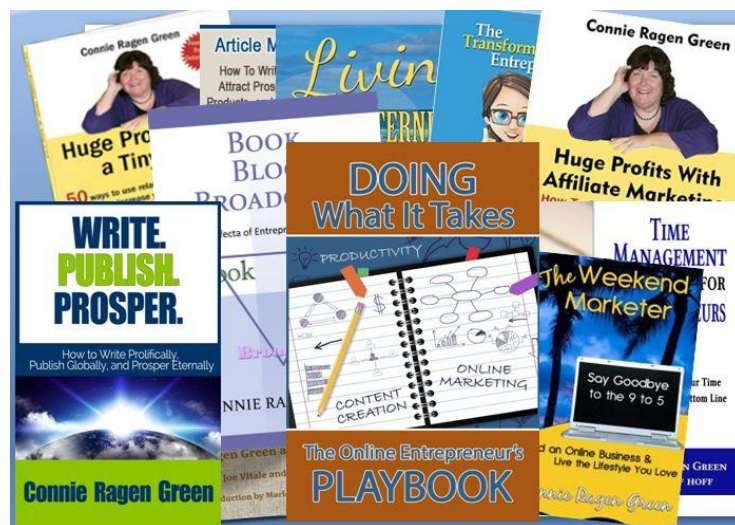
Sue Fleckenstein - <http://connieloves.me/SuePLR>

Visit my two main blogs to see what else I am up to at any given time. They're at:

<http://HugeProfitsTinyList.com> and <http://ConnieRagenGreen.com>

Listen to my most recent audio training at: <http://AskConnieAnything.com>

My [books on entrepreneurship and more](http://ConnieRagenGreenBooks.com) are at: <http://ConnieRagenGreenBooks.com> - check out my most recent titles to see which is best for your goals.



Affiliate Disclaimer: Many of my recommendations are provided through an affiliate link. This means that I personally use each product, course, or training I recommend and that it has received my "Green Seal of Approval". At no time will you ever pay more, and many times I have negotiated a special pricing so that you receive additional benefits through my link at no additional cost.

About the Author

Connie Ragen Green is a bestselling author, international speaker, and online marketing strategist who is dedicating her life to serving others as they build and grow successful and lucrative online businesses. Her background includes working as a classroom teacher for twenty years, while simultaneously working in real estate. In 2006 she left it all behind to come online, and the rest is history.

She makes her home in two cities in southern California; Santa Clarita in the desert and Santa Barbara at the beach. In addition to her writing and work online, Connie consults and strategizes with several major corporations and some non-profits, as well as volunteering with groups such as the international service organization Rotary, the Boys & Girls Clubs, the Benevolent Protective Order of Elks, the women's business organization Zonta, and several other charitable groups.

As the 2016 recipient of the Merrill Hoffman Award, presented to Connie by the Santa Barbara Rotary Club, being honored with this award has strengthened her resolve to serve others around the world in any way she is able to by using her gifts, talents, and experiences in a positive and sincere manner.

Please pick up one or more of my books as a way to get started on the path to online entrepreneurship. If you're not sure where to begin, simply hit "reply" to any of my email messages and I will respond to your questions promptly.

