

# HOW TO SEND A PROSPECT TO A SPECIFIC PRODUCT OR FREEBIE

## AKA “&u=” Technique

When you apply to Tom’s affiliate program (<https://www.Antion.com> click on “Affiliates” in the navigation buttons at the top right of the site), you will be issued a **BASIC AFFILIATE LINK** that looks something like this:

<http://www.kickstartcart.com/app/?af=xxxxxxx> where **xxxxxxx** would be your **Affiliate ID Number**.

This basic link when clicked would take someone to Tom’s catalog and track them to you.

Hardly anyone buys from simply sending them to a catalog. There’re too many choices and too many choices confuses people so they don’t buy anything.

**Smart affiliates that make the most money send people to specific offers and specific Freebies.**

**How do you do that with Tom’s affiliate software**

**<http://www.KickStartCart.com> ?**

The “&u=” technique is how you do it. You are going to create a custom link to send people to a specific webpage or website.

Let’s say you wanted to send someone directly to my pro speaking mentor program. You would start out with your basic affiliate link

<http://www.kickstartcart.com/app/?af=xxxxxxx>

Then you would put &u= at the end of it like this

<http://www.kickstartcart.com/app/?af=xxxxxxx&u=>

Then you would put the page you want the person to go to. In this case it would be the sales page for my pro speaker mentor program

<https://www.Antion.com/prospeaking>

So, your final link would be:

<http://www.kickstartcart.com/app/?af=xxxxxxx&u=https://www.Antion.com/prospeaking>

Of course, your link would have your affiliate ID where the you see all those “x”s.

As soon as someone clicked on this link, they would be tracked to you. Maybe they don’t buy the speaker mentor program, but they buy something else. You still get the commission because that person is tracked to you.

This link is far too long to email and looks rather unsightly on a web page so if you were going to email it, you would use a link shortening service like bit.ly. If you were putting it on a webpage you would put it under text something like, “[Click Here to Check out Tom’s fantastic professional speaker mentor program.](#)”

## **YOU CAN EVEN USE THIS SAME TECHNIQUE TO SEND SOMEONE TO ONE OF MY FREEBIES OR OPT IN FORMS**

Let’s say you really enjoy my podcast “ScrewTheCommute” at <https://www.ScrewTheCommute.com> It’s the same thing.

### **Basic Link Plus &u= Plus destination link**

In this case:

<http://www.kickstartcart.com/app/?af=xxxxxxx&u=https://www.ScrewTheCommute.com>

Even though the podcast is free, if people buy anything from me after hearing about it on the podcast or seeing it on the podcast site, you still get the commission.

If you send them to an opt in page or any other page under my control, you still get paid.

## **SOME SITES AND PRODUCTS REQUIRE A SEPARATE SIGNUP**

<https://www.AmazingPublicSpeaking.com> has its own affiliate program. Sign up for it below:

<http://www.amazingpublicspeaking.com/public/departments8.cfm>

My School <https://www.IMTCVA.org> requires a personal referral with you telling me who you referred and what you said to them. We keep track of those manually. You must tell us prior to them signing up for the school