



## Affiliate Programs Will Account for 20% (\$53 Billion) of E-Commerce Sales by 2005 – up from \$10.5 Billion in 2001.

Base on U.S. sales only. Forrester.com

### Your Performance-Based Partnership Marketing Channel Requires Constant Attention And Nurturing...

The LinkProfits team is totally focused on providing an intensive, hands-on, personalized approach to managing its select clients' affiliate programs.

Put your partnership channel initiatives in our capable hands... it's the best way to ensure every aspect of your program is completely optimized.

LinkProfits was founded by direct marketing industry veteran, Jim Gribble.

Beginning in 1979, Jim worked as a profit center manager at several leading consumer direct marketing organizations. Over his career, he has been responsible for generating one billion dollars in direct marketing sales – and many millions in profit.



In 1999, Jim's excitement about affiliate marketing led to the launch of LinkProfits. In addition to helping numerous e-merchants realize the full potential of their partnership program initiatives, Jim has many published articles and is a frequent speaker at industry symposiums.

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### We Offer You Services that are Effective & Affordable...

- **Total Affiliate Program Management**

We're your complete, turnkey solution, or hire us to expertly manage any of the following services:

- **Program Set Up and Initial Launch**

We recommend the best solution provider based on your needs/resources, then provide complete program implementation services.

- **Offer Development & Refinement**

Increasing conversions requires optimization of promotions, offers, even the 'marketability' of your site. We scrutinize your customer 'experience', then recommend actions aimed at converting surfers into buyers.

- **Creative Services**

In addition to creating effective rich media and interactive banner links, our emphasis is on providing highly effective content-driven promotions.

- **Sourcing New, Productive Partners**

Instead of relying on 'ads' in affiliate networks and program directories (these usually attract large numbers of weak affiliates), we devote extensive time and effort actively searching for, identifying, and recruiting affiliates who will have the potential to become active, productive partners.

- **Affiliate Program Development**

Our relationship-marketing program is hands-on, personal and nurturing – maximizing the performance and satisfaction of valued affiliates. We take great care in providing partners with extensive marketing support – as if they were an internal sales force!

- **Consulting Services**

We'll be happy to review any and all aspects of your affiliate program and provide you with expert recommendations.

posted September 26, 2002 09:03 AM [ABestWeb.com](#) in response to an open inquiry about our services:

"I've known Jim Gribble (LinkProfits) for years, and he's a talented and reputable guy...I would rank him in the upper echelon of folks in this business, with regards to his knowledge and ethics. I expect to see more companies with existing programs migrate to his services in the near future."

Shawn Collins, [scollins@clubmom-inc.com](mailto:scollins@clubmom-inc.com)  
Director of Affiliate Marketing, ClubMom, Inc.  
Author of [Successful Affiliate Marketing for Merchants](#)

## What you get when you hire LinkProfits:

### ✓ Increased Sales and Profits

The bottom line results of your affiliate program will clearly reflect whether or not it's been fully optimized and constantly nurtured. Our goal is simple...we want to be judged by the continuous increase in sales and profits that we generate for our clients...period.

### ✓ Better Promotions → More Productive Affiliates

We intensely focus on providing affiliate partners with sales promotions that GET RESULTS. This ability is due in no small part to our history steeped in traditional direct response marketing strategies. Everything we do is constantly measured and refined.

### ✓ Key Relationships with Top Affiliate Sites

The most important function of any successful partnership program is developing productive relationships with top affiliates. In many markets, we have a significant number of relationships in place!

### ✓ Improved Affiliate Support

Our policy is to respond to every inquiry the same day it's received – seven days a week! At LinkProfits, we know that satisfied partners are more productive.

### ✓ A Worry-Free, Hassle-Free Profit Center

We offer our clients the services of our experts, so they can escape the hassle and expense of hiring, training, and dealing with turnover. **And we encourage you not to entrust this critical function to an already overburdened staff – it will not get the attention it requires.** LinkProfits is your comprehensive, yet affordable, turnkey solution.

**"Please feel free to contact me directly. I'll be happy to provide you with a free initial consultation. We'll discuss your partnership program needs, as well as your opportunities. If you'd like, I'll gladly provide you with a written proposal designed to address your specific situation."**

You may also fill out our simple RFP form at: [www.linkprofits.com](http://www.linkprofits.com)

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