

# Who Thrived

In our premiere issue we noted only about one in 50 affiliates finds real success. We profiled five affiliates who had beaten the odds. Now, two years later, we look at what's happened to each of them over the last 24 months and what they're up to now.

## Rosalind Gardner



**WHEN WE FIRST MET:** Gardner had just finished writing her book, *The Super Affiliate Handbook: How I Made \$436,797 in One Year Selling Other People's Stuff Online*, and she was running Sage-Heart.com, an online dating service. She was making about \$30,000 to \$50,000 a month and had the business running to the point that she only needed to spend a few hours per month to keep it going.

**WHAT'S HAPPENING NOW:** In addition to being a columnist (Affiliate's Corner), Gardner has been very busy with many projects. She's working on more books - one is about how to make money selling books online. In the future she'd like to write books that have nothing to do with Internet marketing. But for now, she's very in demand in the affiliate community. Gardner is consulting on a regular basis, speaking at high-profile conferences and seminars including Affiliate Summit and Affiliate Bootcamp, and building several affiliate sites.

Of course, Sage-Heart.com is still her bread-and-butter site, but she claims that NetProfitsToday.com, the site where she offers affiliate advice and a newsletter and sells her Super Affiliate Handbook, is taking up more of her time. She has what she calls a "virtual assistant," but he only puts in an hour or so of work each day. Gardner recently started a forum on NetProfitsToday.com - something she had consciously avoided in the past, due to the huge amount of time forums require for monitoring, removing spam comments and just generally keeping things rolling.

The good news is that Gardner gets to unwind a little more. These days she works like a fiend for a stretch then heads off to China or Mexico for several weeks of rest and relaxation.

## Wendy Shepherd

**WHEN WE FIRST MET:** Shepherd was a mom to three boys by day and a super-affiliate at night, working five to eight hours running her flagship site, TipzTime.com, plus a half dozen other retail merchandise sites. She was making about \$40,000 a year and sending out her popular opt-in newsletter to more than 30,000 people.



**WHAT'S HAPPENING NOW:** Shepherd's load certainly hasn't lightened over the last two years. She's still super busy home-schooling her boys, running two main sites (TipzTime.com and ChartJungle.com) along with about a dozen others and working into the wee hours of the morning. However, she has tripled her revenues of two years ago; she's working on a top-secret unique site that will be launched later this year; and she's thinking about hiring someone to help out with the Web development end of her growing business.

In addition, her husband stepped down from his managerial role at his job and is now working only about 30 hours instead of 50 or more. That means there's a little more family time, which is more important than money or business, according to Shepherd, who admits that she never has time to be bored. Shepherd has been asked to speak at industry conferences and seminars, but declined - mostly because, she says, she "just can't travel right now." Meanwhile, she's also contemplating writing a couple of books in the near future. She wants to help and encourage others.

## Zac Johnson



**WHEN WE FIRST MET:** Johnson started his first Internet business at the age of 14 in 1997 selling website banners for \$1. By 2004 Johnson was signing up people for free stuff

like catalogs, coupons and samples on his site MoneyReignNetwork.com. He was also working with PostMasterDirect.com to push newsletter subscriptions by collecting names, addresses and email addresses through a double opt-in system. His income was in the low six figures.

**WHAT'S HAPPENING NOW:** Johnson's MoneyReignNetwork.com site was recently redesigned and expanded to include more than a half dozen websites focused on games, celebrities, entertainment and community. He's out of the email and newsletter business and more into building traffic through viral marketing. About a year ago he tried his hand at launching an ad network, but closed it quickly. A few of his new sites have cracked Alexa's top 10,000 ranking. Johnson, who spends a "ridiculous amount of time working," says 2006 will "easily be his best income year to date" as he prepares to add a couple of new sites to his growing stable.

## Elisabeth Archambault

**WHEN WE FIRST MET:** After quitting her part-time job as a technical writing instructor, Archambault opened her flagship site (BuckWorks.com), a virtual mall that sold everything from auto parts to prom dresses.



Her revenue was going up and down, depending on the month, but she claimed in a bad month she might make \$3,000 and then make something in the low five figures in a good month.

**WHAT'S HAPPENING NOW:** Archambault continues to operate BuckWorks.com, but now it's just one of nearly a dozen active sites she runs. She has expanded into areas beyond consumer shopping, and another site, which she won't name, has become her money maker. Archambault also owns over 1,200 domain names along with a huge file of "great ideas." In November she traveled to four cities and was able to conduct much of her online affiliate business. Her goal is to set up her business so she can completely run it from anywhere. Meanwhile, she's doing more affiliate consulting work, which accounts for 20 to 30 percent of her business. She's been so busy that she has turned down requests to speak at various industry conferences.

## Ulrich Roth

**WHEN WE FIRST MET:**

Living in the Canary Islands, Ulrich was running Last-Minute-Reisen-Weltweit.de, a travel service offering vacation packages, flights, rental cars, cruises and vacation homes. A native of Germany, he focused on the German travel market and was earning \$150,000 per year, with monthly revenues ranging from \$10,000 to over \$20,000 at peak season.



**WHAT'S HAPPENING NOW:** Last-Minute-Reisen-Weltweit.de is still up and running and lists Roth as the contact. There is also a photo of Roth on the site's landing page. However, he did not respond to attempts to reach him via telephone and email. The site continues to cater to German travelers and offers various last-minute travel packages to such exotic destinations as Ibiza, Mallorca, Turkey, Spain and Portugal.