



# Dancing in the Bazaar

*A perspective on the world of on-line marketing*



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## Welcome to my E-Book!

The fact you are reading this book tells me that you have been spending some time exploring the world of on-line marketing, and my goal is to give you some perspective on this fascinating, dynamic, often-intimidating, and totally exciting place. Before we start, you need to know that, because you have received my e-book, you are eligible for a free half hour consultation with me. [Click here](#) if you would like to book your time before we start.

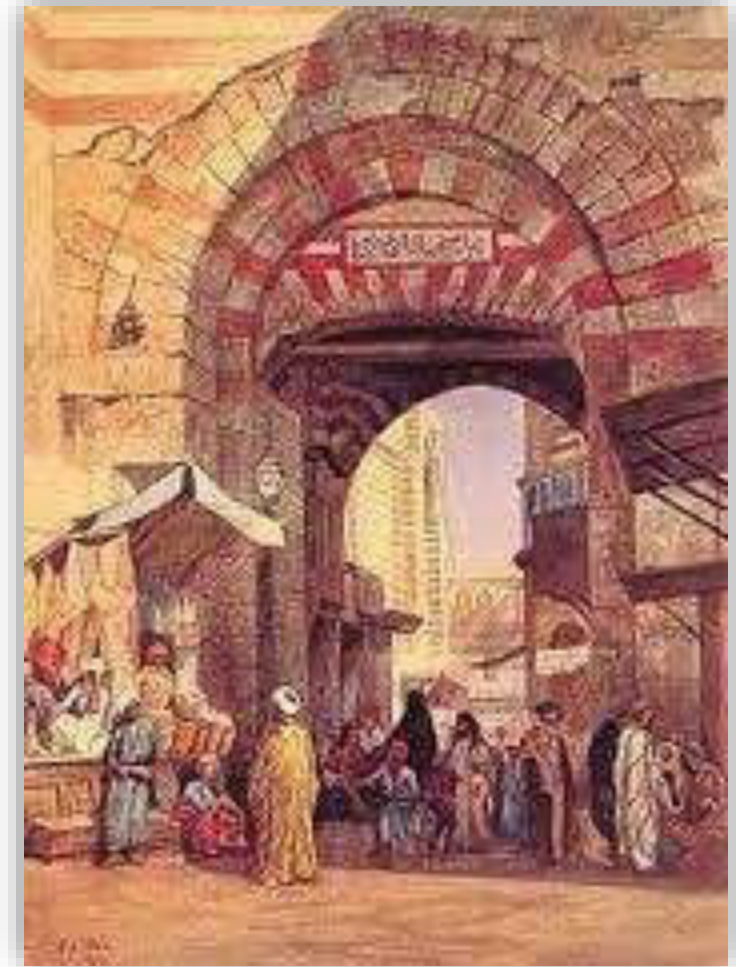
**....and now, let's join the dance....**



Before I got seriously interested in on-line marketing, I designed and accompanied custom tours to Turkey. One of the highlights of every tour was Istanbul's Grand Bazaar. This is an amazing place with thousands of people coming every day to transact business with one or more of the over seven thousand vendors in the bazaar.

My first experience of the Grand Bazaar was one of complete bemusement — all those lights, all that stuff for sale, all those people—so much confusion! But when I went back—and I have been back many times—the bazaar became much more familiar and manageable, and I began to get a feel for its design, and its logistics.

I quickly learned that the bazaar is incredibly well organized and that everyone working in the bazaar had important and clearly defined roles to play to achieve its one and only goal—transacting sales and moving merchandise.



I also learned that, in the Grand Bazaar, many high price items, carpets, leather goods, antiques, jewellery etc. were bought and sold every day.



## Bazaar Touts

For me, the most interesting role in the Grand Bazaar was that of the people whom I like to call the *Bazaar touts*. Bazaar touts would reach out to me try to find out what I was interested in, and if they thought I was a genuine buyer who was interested in purchasing a high price item, they would take me to a booth that sold that product. If they decided that I was just a gawker, they would leave me and go looking for another purchaser. All day, every day, in the Grand Bazaar, the next person walking in just might be their major customer of the day.



Once the tout had connected me with a vendor, he left me to look for more buyers. It was the vendor's role to sell me the products, and the tout had no role to play in the sale.





Bazaar Touts earn their living by making connections between buyers and vendors and, if a sale occurs as the result of that connection, they receive a commission from that vendor.

For all the things I am going to tell you about in this book, I want you to remember my experience in the Grand Bazaar—and, while the internet is a much grander bazaar, as you will see, the principles are exactly the same.

After completing my BA in Honours English at the University of British Columbia, and spending the better part of a year travelling all over Europe on my own, I received my MA at Carlton University in Ottawa. I wrote my master's thesis on Milton's *Paradise Lost*, and it was accepted with distinction—a real thrill at the time, I can assure you!

All my life, I have been teacher and for quite a few years I taught English at George Brown College in Toronto—a job I loved. I moved into administration at George Brown, and became Dean of Academic Studies. This was an intensely interesting job and I learned many important management and life skills.



After I left George Brown College, I formed a boutique travel business. We designed custom tours to Turkey, Jordan and Guatemala, recruited fellow travelers, and hosted and accompanied the tours. This business taught me another set of very important skills: web- site development, how to use the internet to market our tours, how the travel industry really works, and how to manage group dynamics in a very different context—even though the principles were the same. For more information on our travel business, please visit [www.aldpar-travel.com](http://www.aldpar-travel.com)

From the time I left George Brown College, I have always had one finger on my keyboard-entry to the on-line world and I have watched as the on-line market place has evolved and then exploded into the phenomenon it is today.





One of the most challenging things people find about looking for opportunities to generate income on the Internet is trying to figure out how to get started. With so many opportunities for starting out being offered, feeling intimidated by them is an entirely natural and normal response. So the first thing you need to realize is that trying to learn about everything on your own is going to be time consuming, frustrating and totally unnecessary. Believe me, I know! So I am here to help you navigate it easily.

Let's go back to the bazaar for a minute. Think of the person who has entered the bazaar and who is wandering up and down the aisles trying to decide what to buy and from whom...that's you!

Then think about those bazaar touts who, if you talk to them about what you might be interested in purchasing, will take you to a vendor who is selling it. This dynamic describes the role of Affiliate Marketers in the on-line world



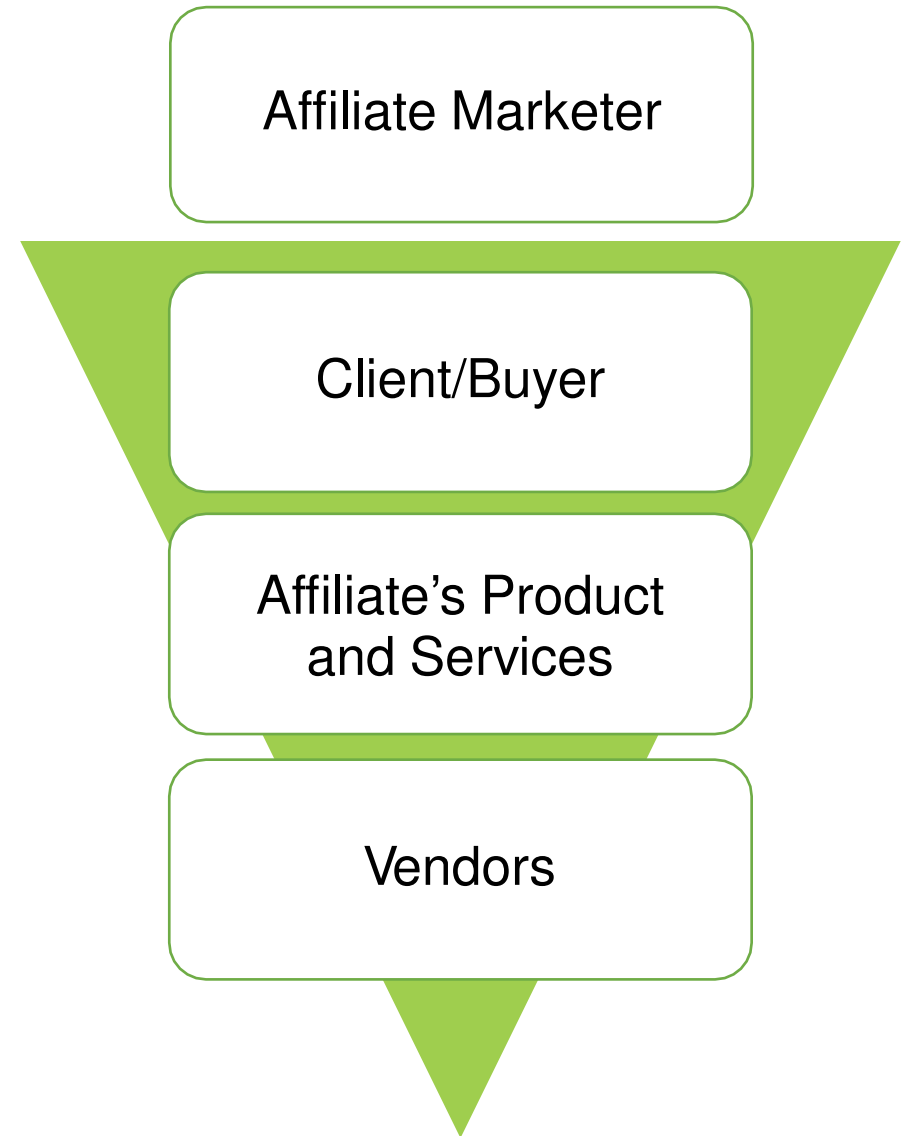
While its conceptual roots go back to the very first bazaar, the model of Affiliate Marketing was born in, and has evolved, with the internet.

**To generate income in the on-line bazaar, you are first going to become an affiliate marketer.**

The principle of affiliate marketing is dead simple: the Affiliate Marketer finds a product or service he or she wishes to promote and signs a licensing agreement with the vendor permitting him or her to do so.







Once this is in place, the marketer will drive traffic to the vendor's web site, and when any person sent by that marketer actually purchases the product or service, the affiliate is paid a commission for that sale.

What makes it all so simple— and why this model is the creation of the internet— is that these transactions are all so easy to track, and the commissions are so easy to pay. The affiliate's unique link to the vendor's web site is the key element in this transaction chain.



## Driving Traffic

Traffic is the life-blood of Affiliate Marketers and generating traffic and directing that traffic to their vendor's sites takes a whole lot of their energy. There are as many ways of generating traffic as there are Affiliate Marketers, but all of them will use some or all of these standard techniques for generating traffic:

-  Creating focused and strategic e mail campaigns
-  Creating a Web Site
-  Advertising on search engines like Google and Bing
-  Creating and posting and promoting a blog.
-  Developing social media campaigns using Facebook and Instagram, etc.
-  Creating and posting custom YouTube videos

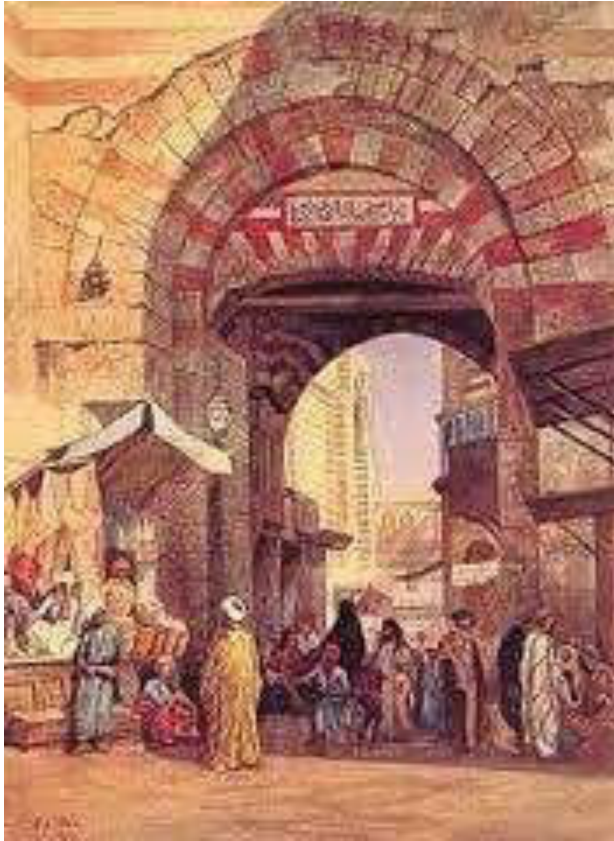




The logistics for each of these traffic-generation techniques are significant, and, for new-comers, they can be pretty intimidating. But, if you have confidence in your Affiliate Marketer, intimidation becomes opportunity. If you ask for help, he or she will work with you to create your custom marketing plan and then direct you to the resources that will help you implement it. As a result, you will quickly gain the confidence to start.

[Click here](#) to see an example of the kind of affiliate programme you need to be aware of.

### Transaction Waltz



When you walk into a bazaar anywhere in the world, you will immediately see that what makes them viable is that people are buying and selling. *No bazaar can have only purchasers because they will have nothing to buy, or just sellers because they will quickly go broke if nobody is buying from them.*

If we think about it, the only thing businesses, anywhere in the world actually do, is buy and sell products and services. There is no other reason for them to exist. Buying and selling are two sides of the same coin, and their totally interdependent relationship defines all economic systems from the Grand Bazaar to the on-line market. You also need to be aware that, when you enter the on-line market, *You are going to be buyer in the bazaar.*



## The Transaction Waltz

The image of ballroom dancing neatly and accurately captures the dynamic relationship between buying and selling. It also helps us to abstract and understand our different roles as buyers and sellers. Ballroom dancing defines specific roles for both parties in the transaction. This is the cardinal rule of the transaction waltz:

***The seller leads and the buyer follows.***

As any experienced ballroom dancer will tell you, the follower's role is not at all passive. I remember Ginger Rogers telling an interviewer (with a touch of sarcasm) about dancing with Fred Astaire:

As the buyer, your job is to be very aware of the skills of the leader. If he or she is a proficient dancer, you will be able to follow his or her lead easily and comfortably, and at the end of the dance, you will be able to make an informed decision to purchase, or not to purchase, the product or service.

So your purchase decision must also include an assessment of the quality of the sale.



*"I did everything he did but I was dancing backwards and wearing high heels!"*



- Does the seller fully understand the product or service?
- Was he or she able to precisely define your needs?
- Most importantly, was the seller able to demonstrate how the unique features of the product or service they were selling would answer your needs?

The metaphor of the Transaction Waltz will help you understand—and value— your role in any transaction dynamic. As an engaged follower, you will become a more skilled and better leader because you will learn from each transaction dance you are involved with.

The most important thing to remember about this metaphor, however, is that it shows you that successful purchasing and selling is a role play, and each role you play appropriately values you as an individual.

**And remember..... dancing is fun!**





If you have never had the experience of going to any bazaar in the world and buying something fairly substantial such as a carpet, a really good leather jacket or a significant antique, please put doing so on your bucket list.

Successful bazaar vendors are amongst the best closers in the world. What they are so good at—and this is something all of us need to learn—is their ability to qualify the buyer and time the transaction. They have two cardinal rules: first, there is no sense dancing with someone who does not want to buy, and, secondly, the dance cannot go on forever. So watch them appraise your intentions—which they will do quickly and politely. Good vendors totally get the role play, and if you are genuinely interested in purchasing, watching them establish your price range and then test your price tolerance is fascinating.

The transaction dynamics of on-line selling are exactly the same, as those in the bazaar, and one of the most important on-line purchase assessments you can make will be not only on the quality of the sale but also the quality of the close.

My experience of on-line sales is that many of the vendors are very poor closers. They mistake hype for passion, testimonials—all from instant millionaires—for quality, and introductory offer- savings for benefits.

With so many similar products services available and with them all in a fairly similar price range, the decision to move away from a poor closer and find a good one became easier and easier to make. I was actually applying the logic of the dance to inform my purchase decision, and doing the same thing will empower you.



Affiliate marketers are potential allies and coaches for you and seeing them as business partners rather than annoying carnival barkers will give you the confidence to enter the world of on-line marketing and to thrive in it!

From the outset of your on-line marketing experience, you and your Affiliate Marketer are modelling the behaviours you are going to expect from the leads you are going to generate.







By now, you know that the on-line market is a vast and dynamic market place, and, like Istanbul's Grand Bazaar millions of people are entering it every day. All of them have one common goal: to transact business in the bazaar, and, like those touts in Istanbul all you want to do is find them and direct them to your vendors. Also, like the grand bazaar, the on-line market does not function anonymously. Human interaction—if only by means of e-mail or Skype—is the oxygen that fuels that dynamism. Having spent some time reading this book, for example, you now have a pretty good idea about who I am and what I am interested in, and—for you—I have become a human being in the on-line world.

So, if you are interested in learning more about the product or service being promoted, or in understanding its benefits more precisely, plan to respond to an Affiliate Marketer's overtures and establish a relationship with him or her. Doing so will quickly boost your confidence, and as you gain experience, you will realize that this is exactly what you will want your leads to do with you.



## An Invitation

Thanks for taking the time to read my e-book, and I really hope you found it helpful. A few months ago, I felt just like you. Now, however, I am an increasingly knowledgeable and successful Affiliate Marketer. I would really like to work with you and I am inviting you to [sign up](#) for a free half-hour consultation with me.

This session will help you clarify your goals and I am confident I can show you how you can achieve them, and how you can benefit from my experience. I am looking forward to hearing from you..... and to working with you!

**Ron**

