



What Is It?

Affiliate Classroom 2 is the next generation of online training from Lurn, Inc.

This comprehensive e-learning suite includes not only coursework – but the tools, community, support and added edge that entrepreneurs need to make it from “*I want to start my own online business*” to “*I own my own, profitable online business.*”

What Does it Look Like?

Here’s what Affiliate Classroom 2 will look like to students:

A screenshot of the Affiliate Classroom 2 user interface. The top navigation bar includes "AFFILIATE HOME", "SUPPORT", and "LOGOUT" in green, and "HOME", "MY PROFILE", "TRAINING", "TOOLS", and "COMMUNITY" in blue. Below the navigation bar, there are three main sections: "STATUS & Alerts" with a progress bar at 0% Milestone, "TRAINING PROGRAM" showing 0 Mini Course and 0 Advance Course completed, and "ALERT" showing 0 Private Messages and No Forum Access. A "RECENT UPDATES" section features a large "TV Sneak peek!" graphic. To the right, there are six "How To Video" thumbnails. At the bottom, there are two promotional banners: "INCREASING YOUR RATING" and "ARE YOU USING THIS TOOL?".

This is the main page that students will see when logged in. We’ll touch on each of the main tabs as we cover other areas of the application.

What Makes It Different from Everything Else Out There?

1. The Affiliate Resume / Affiliate Certification
2. An Insane Number of Courses
3. More Supportive Content Than You Can Shake a Stick at
4. Fully Integrated Tools
5. A Community Built for Serious Networking

1: Affiliate Certification

Since we started certifying Affiliate Managers in 2007, Affiliate Managers, Networks and everyone else in the industry has been asking us: **Can you certify Affiliates?**

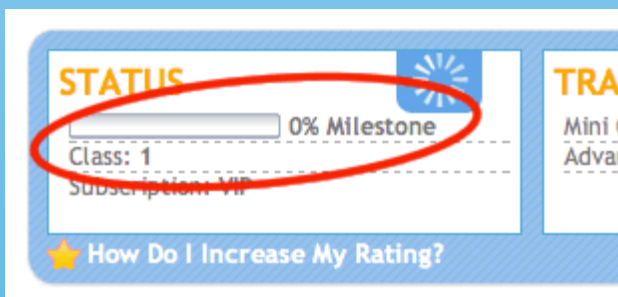
Well now we can say: **Yes!**

Affiliate Classroom students receive a “Class” ranking. This tells them, us, YOU and everyone else they are in touch with what level affiliate they are using a scale of 1 to 10 (10 being the cream of the crop Super Affiliates.)

We use a combination of testing and real-world action to certify affiliates and give them a class ranking. Here’s what the “formula” looks like:



As students complete coursework and meet milestones, they move their way up the rankings.



A Status Bar at the top of every page within AC2 reminds the students of their Class ranking and encourages them to increase it.

2: An Insane Number of Training Courses

AC2 is loaded with great training materials that show students exactly how to setup their website, generate traffic and drive buying customers to merchants/advertisers in return for top commissions.

Here are the first **62 COURSES** that we're launching with:

Is Affiliate Marketing Right for You?	Traffic Basics: Metrics & Stats
Affiliate Marketing: What It Is and How It Works	Free Traffic: Basic Models and Overview of Methods
Monetization: Earning Commissions, CPA, and Other	Free Traffic: Natural Search
Legal & Ethical Issues in the Affiliate Industry	Free Traffic: Blogs and RSS
Email Ethics and Spam Legislation	Free Traffic: Opt-in and Email
Getting Started: Infrastructure, Tools, and Budgeting	Paid Traffic: Paid Search (PPC)
Finding Products	Paid Traffic: Ezine Advertising
Merchants & Networks	SEO: Overview of Best Practices
Business Entities & Tax Considerations	SEO: Keyword Research - Basic Methods
Affiliate Business Models	SEO: On Page Factors
Paid Search (PPC) Affiliate Business Model	SEO: Off Page Factors
Natural Search (SEO) Affiliate Business Model	SEO: Link Building
Email (Opt-In) Affiliate Business Model	Content Marketing: Article Marketing
Content Affiliate Business Model	Blog Marketing: Overview of Best Practices
Comparison/Direct Sales Affiliate Business Model	Blog Directories
Community/Membership Affiliate Business Model	Web 2.0 Marketing: Overview of Best Practices
Blog Business Models	Social Bookmarking: Why and How
Niche Research & Selection	Viral Marketing: Video
Niche Research Tools: Free & Paid	Email: Autoresponders
Finding Products that Fit Your Niche	Email: Incentivized Lists and "Squeeze" Pages
Finding & Evaluating Merchants	Paid Search: Principles and Best Practices
Working with CPA Networks	Paid Search: Keywords, Bidding, and URLs
Working with ClickBank & Similar Networks	Paid Search: Campaigns and Quality Score Issues
Choosing a Domain Name	Paid Search: Landing Pages and Websites
Affiliate Websites: Building a Basic Website in HTML	Paid Search: Testing and Optimizing
FTP, CPanel, and File Management	Paid Search: Intro to AdWords
Website Content & Copywriting Basics	Paid Search: AdWords Campaign Setup
Copywriting - Articles & Blog Posts	Monetization: Choosing Affiliate Offers
SEO Basics	Monetization: Negotiating Commissions with
Traffic Basics: Types of Traffic	Managers/Merchants
Traffic Basics: Keywords & How They Affect Traffic	

Each month, we'll be adding more great courses! We already have close to 250 courses outlined!



TRAINING

- » Training Home
- » Private Tutoring
- » Articles
- » Bonus Content
- » Case Studies
- » Checklists
- » Downloadable
- » Guides
- » Interviews
- » Presentations
- » Tip Sheets
- » Glossary
- » Milestone Questions
- » Search Content

#3: More Supportive Content Than You Can Shake a Stick At

Not only is AC2 loaded with courses, we've also added a ton of great supportive materials.

Just take a look at the menu on the left – taken directly from the Training tab from AC2.

Students can find everything from articles and case studies on a wide variety of affiliate marketing tools and techniques – to printable tip sheets and audio and video presentations that help reinforce the lessons in each of the courses.

Students can search the entire database of content by keyword – and – they can view lists of related content with each piece with the convenient list of “See Also” materials.

#4: Fully Integrated Tools

As if coursework, training and a ton of supportive content weren't enough – we're also filling AC2 with a great suite of tools.

Students can put their training to work using our keyword tools, URL tracking tools, a traffic-tracking tool that is easy to implement and understand, and a Datalocker where they can keep track of passwords, links and other files.

PLUS – Paid students have access to a fully-functional, hosting-included website builder. So there are no excuses – students can become affiliates right away!



TOOLS

- » Google Match Type Tool
- » Key Phrase Multiplier
- » Long Tail Keyword Generator
- » AdWords Ad Writing Tool
- » Keyword List Cleaner
- » Geo Keyword Generator
- » PPC ROI Calculator
- » Typo Generator
- » Tiny URL
- » Page rank
- » Traffic Tracker
- » Datalocker
- » SBS

4: A Community Built for Serious Networking

The AC2 Community is more than just a forum... *of course we have a forum...*

But, we also have a way for students to build their professional, affiliate profiles. Along with their Class rankings, we track their:

- Websites
- Niches per site
- Promotional methods per site

We're working to help them build their resume – to use when applying for program and negotiating higher commission rates – AND when finding other affiliates to partner with.

Students can find one another and create profitable “friendships” with other affiliates in the same niche or using similar promotional methods.

They can communicate with each other in the forum – and one-on-one through the internal messaging system.

