

## Learn More About The AMP TABLE©

**Profit planning is the single most important yet least used** determinant of an affiliate marketer's eventual success. The logical question, of course, is... **“Then why is it so seldom used?”**

Actually, there are two very simple reasons. First, most affiliate marketer's have only a fuzzy (or very limited) understanding of **the synergetic effect that the 7 Profit Variables** have on their bottom line and ROI (Return On Investment). And, secondly, until now, there has never been an easy way to **organize, analyze and visualize just how these variables, individually and collectively, either contribute to, or detract from an affiliate marketers net profit and ROI.** Now comes the...

### **Affiliate Marketer's Profit Planning Table™ (The AMP Table)**

**This POWERFUL affiliate marketing tool** has been created by **the Internet Home Business Institute™ (IHBI)** to eliminate both reasons (as outlined above) for not using the incredible power of profit planning. Best of all, this invaluable new wealth building tool is provided **FREE at this web site for the exclusive use of affiliate marketers.** Now, all affiliate marketers can use the **7 Profit Variables** to accurately predict the profit potential of any affiliate product they may want to promote. Use this table to compare affiliate products so that you are able to choose the one with the greatest profit potential. Use it to screen out products that do not meet your ROI requirements. Use it to find the break-even point; the point beyond which you will loose money on every sale generated by your PPC advertising. And, use it to evaluate wild profit claims and other dubious schemes!

When you are through using the AMP TABLE you can download a copy and retain it on your computer for further use. You may use the table as often and as much as you like. It is online solely to benefit you and other affiliate marketers. **Don't forget to tell your fellow affiliate marketers about its availability!**

#### **VERY IMPORTANT!**

Your success or failure as an affiliate marketing entrepreneur will rest on your ability to understand how the **7 Profit Variables** combine in a variety of ways to contribute to, or detract from your annual net profit and ROI. Remember, the more able you are to understand and effectively utilize the AMP Table the more successful your marketing and sales strategies will ultimately become.

**Never sign up for an affiliate program** before you have consulted the AMP TABLE and are satisfied that the product you are considering will meet your profit and ROI goal. The better your research and the more astute your judgment, the more realistic will be the numbers you assign to the **7 Profit Variables** and the more effective your profit planning will become.

Detailed Information on **Profit Variables 1-7 as well as Outcome data I through IV and A through J** can be found by clicking on their number, numeral or letter at the far right and far left of the table.

To Your Success,  
The Internet Home Business Institute™