



**THE FICTION4ALL
GOLD HANDBOOK
2023 EDITION**

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INTRODUCTION

As I write this, we are into the last few months of 2023. It's round about now people start thinking about the future and what they can do that is new, something that can change their lives for the better. This year has been "tough" for many – sky-rocketing energy bills, increasing food prices, rising interest rates and, well the financial woes just seem to keep getting worse.

Many people are turning to discover new ways of making money to make ends meet, and in ways they never dreamed of before now. And let's face it, the alternative is to just give up and for most people that brings its own set of problems, especially if they have rent to find, or a mortgage, or other bills to pay, such as food! If you are one of those people or if you are simply curious about making money online, then I urge you to read on.

First off I need to make it clear. Whilst Fiction4All GOLD is a money-making opportunity, it is not a "get rich quick" scheme and is not going to make you "easy money" unless you are able to use the tools we provide and put in the time required to bring people to our site. If your view is you can sign up for GOLD and then leave the work to us, and you will make money, then let me assure you, it won't happen. If you are serious about making money you will need to find a few hours several days a week to begin with but the effort you put in now will bring its rewards in the near future.

I think what is contained within these pages, can help you achieve your dreams if that is what you want to achieve, but it is not going to happen if you are not prepared to put in some effort. What is in this document cannot do this as if by magic, but it can help you forge an income for yourself, if you are prepared to put in some work from the comfort of your computer at home, or on your mobile phone, iPad or whatever device you have available to you.

First though a brief history.

GOLD is a form of affiliate program and affiliate programs go way back before the Internet was ever conceived. The Internet did not invent affiliate programs, but it sure changed things around. From my own personal experience of the early days of the internet, the schemes then were essentially based on you buying a product (often at a highly inflated price) and then using whatever marketing tools you could find to try and encourage others to fall into the same trap you had fallen into, on the basis if someone did actually buy the product then you earned commission from it. Of course, everyone was using the same tools and thus advertising to the same relatively small pool of people, which was why most of these schemes hit a wall within a few days. There were no real controls in those days and you were wholly reliant on the organisation you were dealing with to be honest about what money you were making. Many of these schemes were incredibly short-lived – so the author of the product (often some kind of magic self-help guide) quickly made a barrow load of money and then disappeared before anyone who had promoted his product got paid for their efforts. And in the cyclical nature of such

schemes people moved onto the next magical product that claimed it could turn their lives around, get them the house of their dreams, the indoor swimming pool or luxury ocean-going yacht – whatever the product “inventor” could dream up as hype to make money for themselves.

Sadly those schemes are still around and people still fall for all the hype. If you are new to affiliate programs and marketing I advise extreme caution before spending any money on some product that promises to change your life around – the only people I know who have done that are the “inventors” of the various products – and their income streams are usually very short-lived.

Fortunately, the Fiction4All GOLD program is FREE to get stuck into and, if you are a savvy advertiser you can use modern tools for free too!

THE HISTORY OF FICTION4ALL

Fiction4All was established in February 2005. It seems a long time ago now, but the reason for setting up Fiction4All is as fresh in my mind today as it was back then. At the turn of the century I decided to do what a lot of wannabe writers do – they write a story. That took a year or more of my life and then I started the daunting process of looking for an agent – without success. Undeterred I then decided to send my precious script off to a number of well-established publishers here in the UK, where I am based, and you guessed it – before long the rejection letters from some started to arrive. Then of course there were the organisations that never bothered sending any form of reply. By chance, and an ill-wind I spotted an advert in a newspaper for a publisher seeking authors and I jumped at the opportunity. At the time I had never heard of vanity press so it was inevitable I would fall for it. They wanted just over £2000 to get my book published in print (the internet was not a major player in those days) and they promised the earth – book signings, advertisements and so on. So I paid them the £2000 and waited. And waited. To cut a long story short, my book, which was a private investigator story that the publisher's review panel had lauded (yes I know it was a con now, but at the time it felt great to get a positive response), sold exactly 4 copies in the first year and then they decided to kill it off! That was the final straw for me – they took £2000 for effectively nothing. There were no book signing or red-carpet events. Actually, there was nothing behind their sales-pitch to me.

So, some head scratching later, and a chance contact with another author who had been similarly treated, and I decided to try and do something about it. The big publishers were apparently seldom interested in new, aspiring authors, and the only alternative option seemed to be the trap I, and countless others, had fallen into. Outfits that charge authors to get published are called vanity publishers for a reason – they prey on people's vanity!

Fiction4All was established with a view to making it relatively easy for authors to see their work on sale without it costing them a fortune to do so. Actually, the ethos of Fiction4All was to make it free for an author to get their book published – the advent of the digital age made this easier than some might believe possible. So, going the route of selling online, the model I started with was if a book sold well online then it was worth creating a print edition, even though at the time things were not as straightforward as they are today.

Over the years Fiction4All acquired a number of mostly up-and-coming authors who have been extremely patient and kind as we set about making an impression in an incredibly competitive market. This process was accelerated when in 2020 Fiction4All added to its General Fiction portfolio by acquiring Double Dragon Books and some of its former authors as well as the Double Dragon Books domain.

Excluding the fact we have separated the “adult” fiction stream of what we publish into a separate entity, we now have about 150 authors who we have published as General Fiction authors. In the past year we have expanded our portfolio to encompass six

imprints in the General Fiction genres.

Although Fiction4All has had an affiliate program of sorts in place for a number of years, this has just been revamped and will continue to be developed further as we move into 2024, to provide more and more opportunities for people to jump on-board, use their talents and make money from the books we publish.

So, the rest of this document describes what we offer, and what you need to do to become part of it all.

THE GOLD PROGRAM

The first thing to say about the program is there is nothing you have to buy, no monthly subscription fees or any requirements for you to meet any sales targets or anything else. As with our free publishing program, any costs you incur for things like advertising are entirely up to you and many people will never spend a penny (or cent) on advertising as social media is where most people head to. Okay, we may not want or get to buy blue ticks on Twitter but there are still plenty of opportunities out there which are totally free.

The next thing to say is most of the books that appear on the Fiction4All website are part of the GOLD program. So you can take a look round our site at <https://fiction4all.com> and decide what you think you can earn money from and in this day and age that almost certainly depends on who you connect with using Social Media.

Every digital book sale that has been opted into GOLD by the author or publisher will earn a registered GOLD affiliate 10% of the sale price if the price is \$2.99 or higher. We pay our authors the same 10% if the price is under \$2.99 but the books priced that cheaply are few and far between. But the GOLD program goes further than that. GOLD affiliates will also earn 10% of the net proceeds for any printed book sales. Being upfront about this – the net proceeds for printed books are a lot less than for digital books as we have to factor in things like the actual print costs and postage costs! And where authors or publishers have not opted into GOLD, GOLD affiliates can still earn 2% of digital (eBook) sales when customers buy those books. The only difference is, GOLD affiliates cannot advertise books not opted into GOLD, so such books are deemed to be additional sales for the GOLD affiliate.

GETTING STARTED

To be part of GOLD you will need to join us as a member, if you haven't already done so, as that is the way commission/royalties are accrued. For digital sales these are accrued within an hour of the book being sold. The routine to do this is run automatically as a batch process on an hourly basis and picks up all sales since the last time it was run. You can receive commission emails if you want them, and online reports show you what you are earning and when you are due to be paid.

These are the same kinds of reports we provide for our authors so you can be sure they work – not many authors are going to hang around for years on end if they don't get paid when they expect to be!

In our latest revamp of the GOLD program we have provided some substantial enhancements. The most significant of these came from the comments of one author who said in an off-the-cuff remark that they were not keen to include their member id in the unique links needed to credit them with any visitor sales resulting from their efforts. That has prompted us to provide what we call a GOLD handle – a separate code, linked invisibly to your member account, and which is unique to each member. It means you could join us as member “iwantmoney” and then set up a handle of “scififorme” – so your links would promote “scififorme” and keep your member id secret. Of course, these are just examples.

Any visitor you bring to Fiction4All who also joins as a member, is yours for life, so whenever they buy our books, the system will remember that they joined through you and you will still be credited with the commission.

Put very simply, the more you advertise what we are offering, the more you stand to earn from the GOLD program, both short term, and hopefully in the longer term too.

The other factor in all of this is our authors. It's probably not a coincidence that authors find their inspiration grows when they see sales, so with more and more sales, we will surely see more and more books published in the near future, either those we publish ourselves or those who choose to self-publish, which will mean you, as an affiliate, will have more to advertise and make money from. Not only that, it is likely we will attract more and more authors to Fiction4All when they hear about sales increasing.

Before I move onto the nuts and bolts of the program, here is a little taster of just what this program can achieve for everyone. There are now about 8,000,000,000 people on this planet and roughly 2,000,000,000 have English in one or other dialect as a language they can read or speak. Many people these days are on Social Media either on places such as Facebook, X (formerly Twitter), Instagram or any one of many diverse platforms. All you, as an affiliate, need to do is reach out to those people, bring them to Fiction4All and watch your earnings grow. Who knows, you could become a Facebook Influencer if you aren't one already.

2024 is going to be a tremendous year, and Fiction4All fully intends to be a significant part of what happens. As has always been my policy, I am open to ideas to make things work better for my authors and now for any GOLD affiliate using the site. Things may take time to implement but I am always ready to listen. So if you as an affiliate need something we haven't thought of, just drop me an email.

If you are not one of our authors, or anthology contributors, then you can ignore the next, short section and move on to the NUTS AND BOLTS section.

AUTHORS AND ANTHOLOGY CONTRIBUTORS

Yes, friends (I think of all of you as friends), the affiliate program is for you too. Actually we have created some special opportunities for you.

All of you are members, and are registered as authors – I just distinguish between Authors and Anthology Contributors because MOST Anthology Contributors have not also written their own book to be published by Fiction4All.

On the Fiction4All website, you can all have a Writer's page, whether you have a book published by us or are an anthology writer. If you are an anthology writer you only need to have had one story accepted into one of our anthologies even if that anthology has not yet been published.

You can find out the name of your writer's page by logging into the publishing hub at <https://publishing4all.com> and then going to your usual suite (Exclusive Authors, Self Publishing Authors, or Anthology Writers). Then take the AUTHORS tab and against your profile you will see the option to create a Writers page on Fiction4All. Click on the link and then use the options to configure your page the way you want it to be. Your writers page by default includes your own biography and books you have either had published by Fiction4All or anthologies where you have had a contribution included. BUT, you can also add a Blog page, a page for Links and even upload any Videos if you want to – as I said, the page is yours so you can use it in whatever way you want to.

Then, when you advertise yourself, use the writers page you have created to bring visitors to Fiction4All. It has been pre-coded to include your member/affiliate id in the page as hidden code, so everyone you bring to the page who may go on to shop on the main Fiction4All website is yours – and you can make money from that.

As an author, you already make 70% royalty from your own book sales if they are priced \$2.99 or more, and 35% if priced under \$2.99 (just like Kindle). Using the GOLD scheme, this comes to 10% as the affiliate and 60% as the author (10% affiliate and 25% author if priced under \$2.99).

If you are an anthology contributor, you are already aware that you will earn a small commission from the sale of each anthology you contribute to, based on your contribution, from a pot of money that is made available against each sale. Now, you can do better with the affiliate program. Advertise those books and you will receive 10% of the sale price of the anthology, just as you would receive 10% for any other book on site. You will then get smaller royalties from the available pot of money as this is reduced to allow for the affiliate sale. So, you can see, if you advertise the anthologies you can make a lot more money than if you just leave it up to others to advertise.

For all authors and anthology contributors, it really can pay you to advertise your books on Social Media if you are on these platforms anyway. Just advertise your writers page on

Fiction4All – it is that straightforward!

NUTS AND BOLTS

As with all affiliate programs, you get started by opening an account – we call it a member id. You can do that on Fiction4All (<https://fiction4all.com>).

You create your own member id and password and provide your email address. The system will then send you an email with a link in it that you use to activate your account. Once activated, use the same link as above to log in.

When you first log in there are two things you need to do. First go to the Member area using the tab at the top of the page and then select the YOUR ACCOUNT tab and fill in your payment preference information. You need a PayPal account to do this and then you can choose between the payment cycles of Weekly, Monthly or Quarterly. Payments made weekly are calculated based on your account balance at midnight on a Sunday (UK time) and then the payment is made on the Monday. Monthly and Quarterly options are calculated as at the end of the month as appropriate and then paid usually by 28th day of the following month, and often sooner.

You can also use the YOUR ACCOUNT tab to opt into or out of sales related emails, and to decide whether or not you want to receive our occasional newsletters for GOLD affiliates.

The next thing to do is to set your unique GOLD handle. This can then be used in the way you link to us, so you are recognised as an affiliate, without using your member id in those links. To set it, take the SET YOUR UNIQUE AFFILIATE HANDLE button in the member area. This is a one-time option for you to create the handle of your choice – if someone else has already grabbed it then you will be asked to set another one. The handle can have no spaces in it and once set cannot be changed.

The TRANSACTIONS option lets you see online what you are earning, when you are paid, or due to be paid, and the amounts involved.

If you want to use any book covers in your adverts you are welcome to do so.

All we ask now is you do not send spam or use any activities to promote hate, religious or other intolerance, or use any of our banners or covers to promote or advertise anything other than the proper links to the Fiction4All GOLD program. We will deal robustly with any complaints we receive, including the option to terminate any affiliate's account without remitting any accrued commission, So please, be careful, act responsibly and make money!