



Entrepreneurs Strike Power Chord with Real-Life Guitar Heroes

Imagine you have an online learning product – downloadable guitar instructions – that has been a roaring, money-making success for four years through an affiliate marketing network. Where should you look for your next online sales boost? Smart marketers are harnessing the power of one of the fastest-growing demographics in the United States – Spanish speakers – and the increasing acceptance of online shopping in the Spanish-speaking world.

Guitarra Jamorama launched about a year ago as the first Spanish-language extension of the popular Jamorama guitar learning system. Solid sales have followed. Like the original course, Guitarra Jamorama costs \$39.95 for 252 pages of instruction, 148 video lessons and 26 Jam Tracks, so even beginners can experience the fun of playing along with a band. It's all downloadable for instant guitar gratification.

"The Spanish market, from our point of view, is another frontier," says John Coursey, director of marketing for Jamorama. "There is less competition than we see in English. It was important to us to get in early and establish ourselves in that market."

Ben Edwards and a group of musician friends in Christchurch, New Zealand, developed the original Jamorama course right out of music school and brought it to market online. To connect with would-be guitar players, the Jamorama team made its products available via ClickBank back in 2004 and let it rip, selling more than 40,000 copies. Its success led to four add-on guitar courses and a piano course, Rocket Piano. A free six-lesson beginner's course boosts conversions, and an e-mail newsletter keeps users connected and increases sales of new products.

With 3.3 million pageviews per day, ClickBank is the largest online retailer for downloadable products, and one of the few to combine an affiliate network and a secure payment processing system. When course developers, software writers, music publishers or e-book authors list their products on the ClickBank system, they immediately become available to consumers through a network of 110,000 active affiliate marketers. These online sellers earn commissions as high as 75 percent, so they're motivated to connect your products with buyers. ClickBank handles all of the transaction tracking and payment details with state-of-the-art fraud protection, and sends payments to product vendors and affiliates either weekly or bi-weekly.

Jamorama hit the online guitar instruction market early and rode the wave, and alternative language versions will enable the company to keep expanding into more international markets. Through ClickBank, Jamorama works with affiliates all over the

world, including Europe, Israel, the United States and Australia. "We grew along with ClickBank," Coursey says. Affiliates range from online music stores and Web sites that offer guitar tablature to MySpace pages and Squidoo lenses about guitar playing, rock and roll and music instruction.

What should you know before creating a Spanish-language version of your product? First, it takes more effort than simply translating the work into Spanish. Jamorama's materials are written and recorded in a casual, conversational way, and the Spanish version aimed for a similar vibe. "It has to be sold colloquially and conversationally, or it won't go anywhere," Coursey says. Native speakers double-checked the translation to make sure it made sense in the idioms of different Latin cultures. One thing that didn't change in translation was the music itself – all the tunes in *Guitarra Jamorama* are the same as in the English-language version. During the past four years, classic rock hits in the style of musicians such as Eric Clapton and the Rolling Stones have proven to be popular worldwide.

Make sure you serve the Spanish-speaking customer at every step along the sales cycle, Coursey suggests. The free beginner's course is also offered in Spanish and helps Jamorama build a mailing list of Spanish-speaking prospects. To close the sale and serve customers, Jamorama developed a Spanish sales site and a members' area that connects to a Spanish-speaking support representative.

The Latin world hasn't embraced online commerce with credit card payments as quickly as the English-speaking world, but as broadband connectivity and credit card use increase in Central and South America, the market for e-commerce should increase exponentially. "Credit card use in Latin America is going to be radically different in two years," Coursey predicts. He advises vendors to think about where the next generation of consumers will be coming from – and get ready now.