



top affiliate challenge

www.topaffiliatechallenge.com

**A Real-Time Competitive
Affiliate Marketing Reality Series**



Executive Summary:

Top Affiliate Challenge is a new type of web-based reality info-tainment program that will pit three teams against each other in a 21-episode real-time affiliate marketing competition. Auditions for seats on the show will begin in March and the show will be filmed in Lincoln, NE and air with a 24-hour delay on the internet in July 2008.

Throughout the show, viewers will learn new, cutting edge strategies that top marketers use to move affiliate products on the web. The show's 12 contestants will work their hearts out while striking a fine balance between their own self interests, the welfare of their team, and the size of their affiliate income bank accounts, all the while knowing there can only be one winner.

My name is Thor Schrock and I was the second runner up on Joel Comm's pioneering web reality show, the Next Internet Millionaire. I have witnessed firsthand the detail and planning required to successfully film, edit, and upload a complex production. I saw all of the great ideas that TNIM employed, and I also saw the opportunities they missed.

Top Affiliate Challenge will be filmed, produced and edited in Lincoln, NE in the image of TNIM, with a few important modifications. Contestants on Top Affiliate Challenge will be filmed selling real products to real customers online in real-time. To encourage viewership, contestants will be allowed ask fans to vote for them with their wallets by buying the products they are marketing. Just as in real life, contestants will be allowed to use any resources they have – whether built on the show or before hand – to gain an advantage over the other teams.

Secondly, Top Affiliate Challenge will air in 15 to 20 minute episodes on a daily basis. Shorter episode lengths will better match the distribution medium while the high frequency of episode releases will help keep the show's continuity. (TNIM featured 45 minute episodes released weekly for 13 weeks)

Please feel free to contact me personally if you have any additional questions.