

**Special Report:  
How to Make Money Referring People to Turbulence Training**



**How to Turn Your Turbulence Training  
Success Story Into an Internet Income ...  
Without Spending a Penny!**

## **Special Report: How to Make Money Referring People to Turbulence Training**

### **How You Can Join the Millions of People Making Money on the Internet**

Over half the sales of Turbulence Training happen because of affiliates. In fact, without people like you telling others about my Turbulence Training programs, my business would be only a fraction of what it is now.

And for that, I say a big, “Thank You” to everyone who has ever mentioned Turbulence Training to another person.

So if you’ve been telling everyone you meet about Turbulence Training, I have a way you might be able to make a few bucks (or more) per month recommending the program to other people on the Internet.

#### **First, what’s an affiliate?**

An affiliate is someone who uses an “affiliate link” to send website traffic to a site that sells a product. If a sale is made upon that visit, or within 60 days of that initial visit, the affiliate receives a commission (a pre-determined portion of the sale price).

Sound too simple and good to be true?

Well, it’s not! Sure, there are a few instructions you need to follow, and a little work you have to do, but as I’ll show you, anyone can become a consistent affiliate for Turbulence Training. In fact, there’s one superstar “everyday type of gal” affiliate who bought herself a brand new SUV with all the affiliate money she made last year.

And no, she’s not another world famous trainer. She’s just a regular workout enthusiast who talks about her workouts, nutrition plan, and her meals on her blog. That’s it. It really is that simple.

#### **What is a blog?**

A blog is just a special kind of website. Technically, blog is short for “weblog”, which refers to a specific type of website where a person posts to the site on a relatively consistent basis, and the posts are arranged in chronological sequence. I’m sure you’ve come across several different blogs during your website surfing.

For our purposes, your blog acts as your own website. And it allows you to post whatever you want. Again, for our purposes of being a Turbulence Training affiliate, it would be best to post your workouts, your motivational stories, your nutrition, your fitness struggles and triumphs, and anything else you think would be related to the whole niche of fat loss, fitness, and workouts.

Plus, you can always use one of my Turbulence Training affiliate articles. These are proven to convert into sales, since many of my articles have been used in my newsletters.

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But I'll talk more about content creation later on...

Here's what my blog looks like (<http://www.TurbulenceTraining.blogspot.com>)



Literally, your blog will function like any other website. Each post is a “new page”. And Google loves blogs, because you are adding new content/pages on a regular basis, causing Google to stop by frequently to check in and see what’s new. And Google will really love your blog if you use Google’s blogging platform, [www.Blogger.com](http://www.Blogger.com).

Getting “liked” by Google is one of the key’s to success at being a Turbulence Training affiliate. By “liked by Google”, I mean that you’ll show up at the top of the search rankings when people type in topics related to fat loss, fitness, and workouts. That’s one of the easiest ways for people to find you & your posts, and click on your affiliate links.

More about writing posts later on...

### What’s the best thing about a blog?

Your blog allows you to make money without spending a cent! All you have to do is promote other people’s products as an “affiliate”.

An affiliate uses their “affiliate link” (see below for more details on how to set yours up) to send website traffic to a vendor’s sales page (i.e. [www.Turbulencetraining.com](http://www.Turbulencetraining.com)). If the visitor purchases immediately, or anytime within 60 days of that first visit through an affiliate link, the affiliate automatically is credited with a commission.

In the case of TurbulenceTraining.com, there are 2 sales packages, and the affiliate commission for both is set at 75% of the sale price (after Clickbank, the e-commerce provider, takes their cut off the top).

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First, there is the \$39.95 Basic Turbulence Training e-book package. **The affiliate commission on the Basic package is \$26.** So every time you refer someone to [www.TurbulenceTraining.com](http://www.TurbulenceTraining.com) through your affiliate link and they buy the Basic Package, a cool \$26 goes into your Clickbank account (and every 2 weeks Clickbank will send you a check with your affiliate commissions).

But even better is the \$97 Deluxe Turbulence Training e-book package. **If you refer a visitor who purchases the Deluxe package, you'll make a \$66 commission.** Nice! Just one of those per week is over \$250 a month, or \$3K for the year. Notta too bad!

The rest of this report goes on to show you the technical stuff (all relatively simple, trust me) and the “how to” creative requirements needed for a good blog.

I highly recommend you check-out the following affiliate blogs as great examples for original content:

<http://www.Skwigg.com/blog> - This is the girl I mentioned making 5-figures per year writing about her TT workouts, her Gourmet Nutrition cooking adventures, and her Eat-Stop-Eat dieting plan. How cool is that? You can easily turn your workout journals into cold, hard cash simply by sharing your experiences with others.

<http://www.NoMoreFatDad.com> – Here's the perfect example of a Turbulence Training success story posting about his workouts, nutrition plans, and everything related to fitness, fat loss, and workouts. The owner of this blog is a TT success story, and he made \$132 on Easter Weekend thanks to him referring 2 Deluxe Packages.

You'll note that in these blogs, each of them contains a hint of the personal touch. Each author gives a little bit, but not too much, personal info (talking about family, pets, weather in their area, what they did on the weekend, etc.). This allows the reader to connect with the author and for a trusting relationship to evolve.

Why is that important?

### **Remember this rule:**

We buy from people we like and trust.

More on building trust and relationship later, when I talk about writing posts.

### **Why a blog?**

Simple, you can start one for ZERO dollars. There is no overhead. If you have a computer and Internet access, you are in business. You don't even have to pay money to be an affiliate for any products.

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All you do is create the content, share your story, develop relationships, and tell people about the Turbulence Training program that helped you get your incredible results.

That's all there is to it. It's an easy, no-cost way to get your message out on the Internet.

### **What to blog?**

The key is original content. So post your TT transformation stories. You should also post about your workouts (but see the details below about how to talk about your TT workouts without "giving away the farm").

Talk about your struggles and triumphs with specific exercises, certain workouts, or aspects of your nutrition. Be as personal as you want, without sharing "too much info" of course.

Basically, just "be yourself". By being a TT success story, you can be an inspiration to thousands of other people just like you who are looking for a leader to refer them to a trusted source of fat burning information.

Remember back to before you heard about Turbulence Training. Chances are, you were frustrated with your fat loss results, and wanted a change in your body. But you didn't know who to trust, right?

Yet through fate, you found Turbulence Training, and someone, somewhere, somehow, made you trust the Turbulence Training system. So now you can be that "someone" who shows dozens, if not hundreds (or more) men or women just like you that Turbulence Training is the best fast, fat loss system out there.

You'll be a real hero in the eyes of the people you influence. Take it from me, it's a great feeling to know that you've helped someone make an improvement in their body and overcome years of fat burning frustration.

So telling your story and being yourself is really just the easiest thing to do, because that allows the real you to come out. Trying to be someone else will come across as fake faster than someone can click the button on their mouse. And that's what they'll do, they'll click the "back" button and leave.

But if you be yourself, and are the interesting person I've come to know on the TT message board or through our emails, then I know you'll do a great job of attracting "your audience" on the web.

Remember this: There are over 1 billion people surfing the Internet these days. Don't you think you could find about 1000 people to be interested in what you have to say? And 1000 people listening to your recommendations could provide a nice little side income. Plus, imagine the difference you can make in their lives by referring them to the life-changing Turbulence Training program.

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You'll also want to post the odd TT article written by me, explaining the details of the workouts or providing additional motivation and inspiration to your readers. I have dozens of articles on all types of TT related workout topics. Here's where you get all the TT articles you can handle:

<http://www.turbulencetraining.com/affiliates/index.shtml>

Click the blue link on the left side titled, "Articles" or go straight to it with this link:

<http://www.turbulencetraining.com/affiliates/articles.shtml>

You can take any of the articles you find there and post them on your site, just make sure you list me as the author and include your affiliate link back to Turbulence Training at the end of the article (and throughout the article too).

### **How to Get People to Your Blog**

The first and easiest way to get people to your blog is to tell them. Now, I'm not recommending "spamming" anyone, but you can send a link to your blog by email to your close friends and family. That's a start. You can also mention it on your Facebook, MySpace, or any other social networking site you belong too.

Second, you should exchange links with other related blogs.

Third, if you participate in any Internet forums, you can post a link to your blog in your signature. Again, don't "spam" the forums, but whenever you have something valuable to post in a forum, make sure you have a link to your blog in your signature.

Your forum signature might look something like this...

Craig B.  
[www.ThisIsMyBlog.com](http://www.ThisIsMyBlog.com)

or this...

Craig B.  
[Visit my fat loss blog here](#)

Third, you simply need to post good quality content about your topic. In addition, your posts should contain words and phrases from the Keyword list you developed earlier. For example, using the correct keywords in your posts will help your posts on "fat loss for women" get found when folks go googling, "fat loss for women".

So again, if you haven't already, sit down and spend some time generating a big keyword list of at least 300, if not 2000 words and phrases. Then start writing about the top 5-10 keywords on your list that you think will be most popular.

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Here are some questions to ask when coming up with your keyword list:

- What terms would people use to search for the product you are promoting?
- What does the product do? What are the benefits and uses of it?
- Find out what keywords are being used by other sites for this niche.

When writing a post, focus on 2-3 keywords. Use a main keyword in the title of your post, as well as the first line of the post. Make sure to use the main keyword a couple more times in the post.

Here are some interesting topics for you to consider writing about:

- Summaries of your workouts
- Your daily nutrition intake
- Comparisons of your current lifestyle vs. your old lifestyle
- Tips on how to overcome the bad habits of your old lifestyle (as many of your readers will be going through the same things you went through)
- Tips and tricks on how to get through the day without blowing your nutrition
- Your favorite workouts
- Crazy things you see at your gym
- How you love getting the Turbulence Training workouts done so fast
- Your favorite bodyweight exercises
- A review of Turbulence Training
- Your before and after progress, along with updates on your measurements
- What someone will need to start a fat loss program
- What measurements a person should take
- Where to buy healthy food
- Your grocery list
- Recipes
- How your fitness has improved over time
- What you've learned about your body since you started Turbulence Training
- Your future fat loss and fitness goals
- What workout you plan to do next
- The value of social support
- Your top 10 exercises; fat loss foods; protein shake recipes; etc.
- Rants about cardio; machines; people at your gym; diets; etc.
- Motivational stories you've experienced or have been motivated by
- Reviews of my TT articles
- Interesting exercise articles you've read
- Your comments on current events related to fitness and fat loss
- Pictures of your meals (also known as "food porn" in the blog world)
- Your favorite fitness equipment
- Fitness equipment reviews

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**IMPORTANT NOTE: Regarding posting about your workouts.**

We want to keep things a bit of a secret...so please do not post the complete exercise, set, and repetition set-up for any Turbulence Training workout.

It is okay to post something like this.

“Today’s workout was Turbulence Training 2k4, Workout A. It had a big time emphasis on my legs, and those darn split squats were tougher than ever. I used 25 pound dumbbells, which is the most I’ve ever used for this exercise. Believe me, I felt it. Easily the hardest superset of the workout. My upper body also got a great workout from the decline pushups. Man, those are much tougher than regular pushups. Usually my triceps are sore the next day as well. We’ll see. Finished up with intervals. Total time: 48 minutes

(Then you can also include info about your nutrition – as much detail as you want – and motivation levels, personal stuff from the day, etc. Just as you would in your TT Transformation Journal if you keep one.)

The main point here is to share a lot about your results, but only generalities about the workouts. Thanks for your help on that issue! It will really benefit your affiliate efforts to create a “mystery” and an “aura” about the fat burning Turbulence Training workouts.

**Other content you can add to your blog:**

- 1) You’ll also find a Turbulence Training Review which you can use, or even re-write for your website.
- 2) Plus, there are e-book images you can add to your site, along with banners (if you are technically gifted and know how to place these on your site).
- 3) You can link to any of my Youtube videos directly on your blog. Here’s how to do that....(NOTE: This is a bit of an advanced tip)
  - a) Go to youtube and pull up my videos. Here’s the link to all my vids:
  - b) Copy the text inside the space titled: “Embed”. That is the computer code you’ll need to post on your site.
  - c) Go into the area in your blogging platform where you write your blog posts. Click on HTML and post the Embed text.
  - d) Post your affiliate link over or under the video, along with a quick explanation of the video.

Here’s a great example of how that is done:

<http://skwigg.tripod.com/blog/index.blog/1795896/the-bodyweight-1000/>

But I’m getting ahead of myself...we need to do the dirty work and get your blog set up.



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### The Technical Stuff

Let's go through this step-by-step, and we'll make it as painless as possible for you to set-up your blog, get your affiliate links, and start posting your content.

### How to blog?

I recommend getting a free blog from [www.blogger.com](http://www.blogger.com)

I use one for my blog at <http://www.TurbulenceTraining.blogspot.com> and I get about 750 people visiting the blog everyday, leading to it being the 334,187 most popular site on the Internet (according to Alexa.com).

But more importantly, each day about 2 people end up going from my blog to my website and buying (making me an average of about \$100), plus several more visitors end up signing up for my TT newsletter.

Not bad for the 10-20 minutes it takes for me to add each day's post.

And remember, this blog has not cost me a penny. I don't pay for website hosting or website design. Blogger does all of that for you.

In the future, I hope to add "how to" info on using other blog platforms, but most of them cost money. In the meantime, we'll stick with Blogger because it is free, and also because it is owned by Google, and therefore that probably helps your chances of getting found when someone goes "googling" for fat loss information.

### Blogger Signup Steps

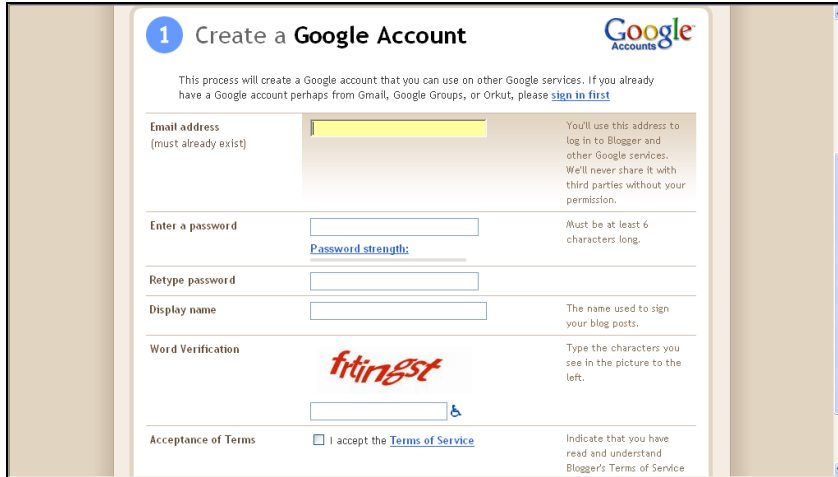
1) Go to [www.Blogger.com](http://www.Blogger.com)

Here's what you'll see. Click on the orange arrow to create your blog now.



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2) Create a Google account.



The screenshot shows the '1 Create a Google Account' page. It includes fields for 'Email address', 'Enter a password', 'Retype password', 'Display name', and 'Word Verification' (a CAPTCHA image showing the word 'firingst'). There is also a checkbox for 'Acceptance of Terms' and a 'sign in first' link for existing users.

3) Give your blog a title.

NOTE: You want to pick a title that has some type of fat loss related keyword in the title. For example, “FatLossandFatBurningWorkouts.blogspot.com”. That has “Fat loss” and “Fat Burning Workouts” in the title. Both are good keywords.

That’s about as long of a title as you’d ever want to make your blog. Something shorter would be better, but I just wanted to give you an idea of good keywords to put in your blog. Plus, you have to pick a name that has not already been chosen by someone else. And as blogs get more popular, that becomes more difficult everyday.

Be creative. You might even use your name, such as, “BobsFatLossWorkouts”.

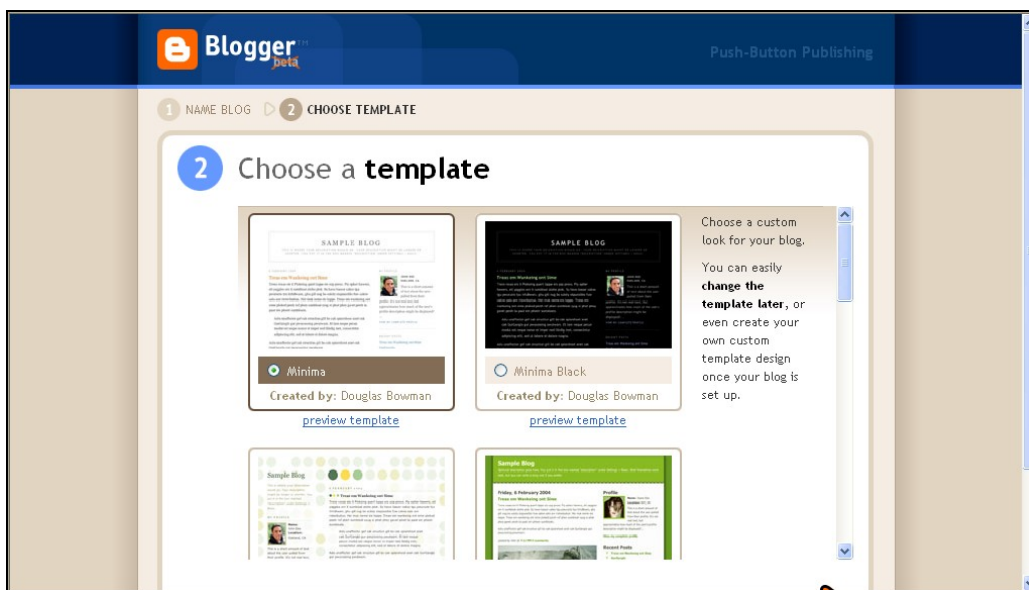
NOTE: Please do NOT use “Turbulence Training” in your blog title. That’s trademarked! Plus, it won’t help you much anyway.



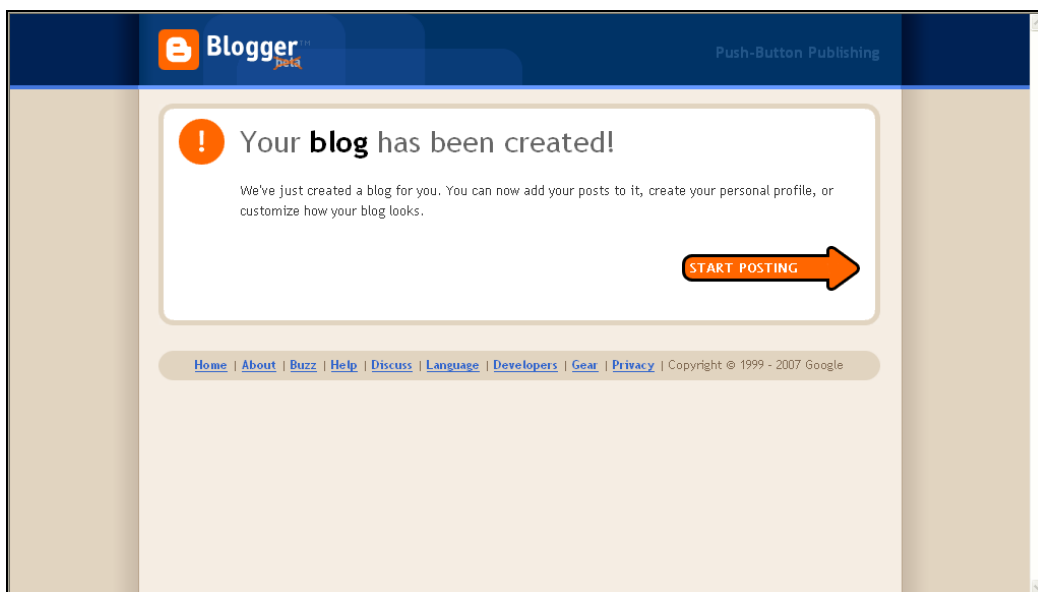
The screenshot shows the '2 Name your blog' page in the Blogger setup process. It includes fields for 'Blog title' (filled with 'Craig's Workouts') and 'Blog address (URL)' (filled with 'http://craigsworkouts.blogspot.com'). There is a 'Check Availability' link and an 'Advanced Setup' option. A large orange 'CONTINUE' button is at the bottom right.

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4) Choose a simple template. I prefer the white background template – easy to read.



5) Done! I told you it was easy.



6) Start writing/posting.

You can do this one of two ways. You can go into blogger and post using the screen below, or you can set-up your blog so that you can post directly from your email (that's how I do it).

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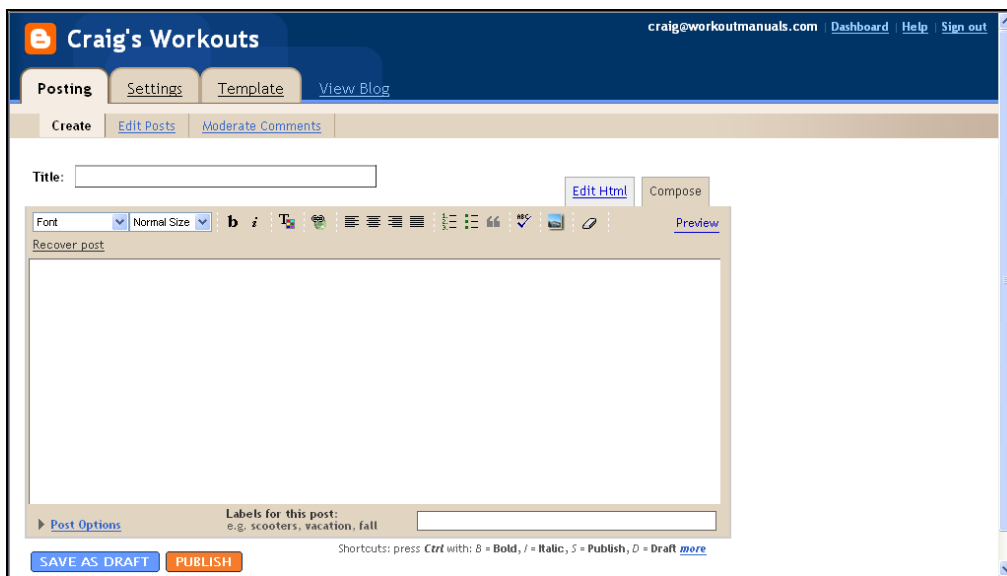
You'll need to make that change in the Settings area of your blogger account. Very simple to do (click on the tab that says "email" and create an email for your blog). This makes posting convenient from anywhere (I used to post from the subway with my Blackberry immediately after my workout).

As soon as you've set up your blog, write an introductory post welcoming your readers, introducing yourself, and describing the purpose of your blog.

After that, be sure to post consistently. At the very least, you should post 3 times per week. But most importantly, post whenever you have something relevant to add to your blog about your workouts, nutrition, fat loss, goal-setting motivation, or health.

Always post as an authority, because even though you didn't come up with Turbulence Training, you are an "expert" in the workouts compared to your readers. They will look to you as their "fat loss leader". If you have built a connection and relationship with your readers, they will act on your recommendations.

Here's the blogger posting screen. Very easy to use. Just like using Microsoft Word.



### 7) Setting up the details of your blog

Click on the "Settings" tab and you can make some important changes to your blog setup, from adding a description, to enabling/disabling comments, to allowing you to email your blog post (as I mentioned above).

NOTE: Include your top keywords in your description – i.e. "Fat loss blog for men and women who want fat burning workouts they can do at home and less than an hour"

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The screenshot shows the Blogger 'Settings' page with the 'Basic' tab selected. The 'Title' field contains 'Craig's Workouts'. The 'Description' field contains 'Craig's Workouts talk about Craig's workouts.' with a '500 Characters Max.' limit. Below these are three checkboxes: 'Add your Blog to our listings?' (set to 'Yes'), 'Show Quick Editing on your Blog?' (set to 'Yes'), and 'Show Email Post links?' (set to 'No'). Each checkbox has a brief explanation of its function.

### 8) Advanced Template Changes

As you see on my blog, I've "customized" it a little by playing around in the Template area. I don't recommend doing this unless you know your way around HTML.

So hold off on that for right now. In future editions of this report, I'll try and add relevant info so that you can get the most out of your blog (including adding e-book images to the side panel, as well as adding a newsletter form for those of you who purchase a database management system such as [www.aweber.com](http://www.aweber.com)).

But those are advanced topics for another day...please let me know what areas you would like to learn about in more detail. But first, and much more importantly, here's the info you need on...

### Becoming a TT Affiliate

At Turbulence Training, we sell our e-book packages through a site called, [www.Clickbank.com](http://www.Clickbank.com). And in order to be an affiliate, you'll have to sign-up at Clickbank.

**But don't worry, it's absolutely FREE for you to be an affiliate.**

Once you get started and get selling, Clickbank will send you a check up to twice per month with your affiliate earnings. (You can set-up your Clickbank account so checks are only sent when a specific earnings level is achieved).

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### **Here are the Clickbank Sign-up Instructions**

Clickbank is the 3rd party company that handles the processing of our credit card transactions as well as the affiliate program tracking. (All commission checks are mailed out directly from Clickbank). As mentioned, in order to promote the Turbulence Training e-book, you must first become a Clickbank affiliate.

If you're not yet signed up at Clickbank, then setting up your Clickbank account is the very first step. Simply click on this link and a new window will open up that takes you to the Clickbank.com signup form.

<https://login.clickbank.net/signup/>

Fill in your personal details and pick your own special Clickbank account name (also called a Clickbank “nickname”).

After you've set up your Clickbank account, then you're ready to start promoting the e-book through your special **affiliate hoplink**. When someone purchases after coming through your affiliate hoplink, you'll receive 75% commission on each sale.

### **Affiliate Hoplink Instructions**

Once you have signed up at Clickbank for an affiliate account, then you are ready to start promoting and marketing the e-book.

Marketing the Turbulence Training e-book is simple. All you do is put your affiliate link on your blog or in your emails to refer people to [www.TurbulenceTraining.com](http://www.TurbulenceTraining.com) where they can buy the Basic or Deluxe TT package.

Your affiliate link is called a "Clickbank Hoplink" and keeps track of the traffic you send to TurbulenceTraining.com and gives you credit for the e-book sales you generate.

It is very important to understand how to make your affiliate hoplink. Keep in mind, if you make your affiliate hoplink incorrectly, that is kind of like putting an ad in the yellow pages and using the wrong phone number!

(You are responsible to make sure your affiliate hoplink is coded correctly – but feel free to email me if you have any questions).

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**Here is how to correctly make your hoplink.**

The current standard Clickbank affiliate hoplink format is...

<http://xxxxxxx.vendor.hop.clickbank.net>

In our case: Turbulence is the vendor (product) name, so when we put that in, the affiliate hoplink now looks like this:

<http://xxxxxxx.turbulence.hop.clickbank.net>

So now, all you have to do is insert YOUR Clickbank affiliate nickname in the place where the x's are located.

For example, if your affiliate nickname is craigb (note: use YOUR nickname, this is just an example), then the affiliate hoplink would look like this:

<http://craigb.turbulence.hop.clickbank.net>

That's all there is to it. When someone clicks through YOUR hoplink, they are redirected to [www.TurbulenceTraining.com](http://www.TurbulenceTraining.com) and a "cookie" (a small tracking file) is dropped onto the computer of the visitor. This "marks" that visitor as coming from your referral.

Clickbank uses 60 day cookies, so that means if the people you send to TurbulenceTraining.com purchase that day or if they return and purchase any time within the next 60 days, you will get the commission for the sale.

**NOTE: Turbulence Training currently awards a 75% commission per sale, or approximately \$26.00 USD for the Basic TT Package and \$66 USD for the Deluxe Package.**

I have one last suggestion. If you are using hoplinks on a web page, it is best you use a "DISPLAY URL" of [www.TurbulenceTraining.com](http://www.TurbulenceTraining.com) rather than exposing the actual clickbank hoplink.

Tests have shown that when people realize they are "being sold something" on a commission basis (as opposed to simply getting a "recommendation" from an independent 3rd party), the conversion rates may drop, therefore it's best to "hide" your affiliate hoplink in your HTML code and use [www.TurbulenceTraining.com](http://www.TurbulenceTraining.com) as the display link.

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**Here's how you change your "ugly" affiliate hoplink into a better looking link.**

1) Copy your affiliate hoplink and paste it into the blog post you are creating...

<http://craigb.turbulence.hop.clickbank.net>

2) Simply type over the link while keeping it "live" by typing only between the first and last letter...

Delete everything between the "h" of "http" and the "t" of ".net"

[ht](#)

Then type in whatever you want it to say instead of showing your affiliate hoplink. For example, if I want it to say, [www.TurbulenceTraining.com](http://www.TurbulenceTraining.com), I'd type that.

[hwww.TurbulenceTraining.comt](#)

Then backspace over the "h" and delete the "t". Make sure the link always remains "live".

Alternatively, you might do something like this:

<http://craigb.turbulence.hop.clickbank.net>

->

[ht](#)

->

[hClick HERE for Turbulence Trainingt](#)

->

[Click HERE for Turbulence Training](#)

(Using the "Click HERE" type link works very well, because a lot of people still don't understand to click on a link unless they are explicitly told to do so.)

Finally, you can also post HTML code into your blog post to accomplish this as well.

For example, the HTML code would look like this:

```
<a href="http://craigb.turbulence.hop.clickbank.net"><b>Click HERE for Turbulence  
Training</b></a><br>
```

This might seem overwhelming, so just let us know if you have any questions.



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Some advanced internet marketers even use "link cloaking" for this reason (and other reasons). Link cloaking means you would buy your own domain name (for about \$10 per year from GoDaddy.com) and re-direct your affiliate link to your domain name.

For example, one TT affiliate bought the domain name, [www.BeyondCardioWorkouts.com](http://www.BeyondCardioWorkouts.com) to re-direct his Turbulence Training affiliate link through that domain name.

If you have any questions about making hoplinks, whatsoever, please CONTACT ME any time! We are happy to help explain this sometimes confusing language of "hoplinks", "clickbank nicknames", and other geeky Internet language.

### **Blog Wrap-up**

Okay, so that's it for now.

This is all you need to get started and working on your blog for the next couple of months. If I missed something, let me know and I'll update this report immediately.

If you have any suggestions for version 2.0 that will feature more advanced tips for blogging for Turbulence Training affiliates, please let me know as well.

I hope that helps you get started. Please send me a link to your blog as soon as you get it up and going, and also alert me to your Clickbank nickname so I can send you a congratulatory email when you start making sales.

Thank you so much for helping me spread the word about Turbulence Training.

Stay strong,

Craig Ballantyne, CSCS, MS  
Author, Turbulence Training  
Inventor, Online SuperProfits System

### **Affiliate Opportunities:**

[www.TurbulenceTraining.com](http://www.TurbulenceTraining.com) – Clickbank name "turbulence"  
[www.FitYummyMummy.com](http://www.FitYummyMummy.com) – Clickbank name "fitmummy"  
[www.OnlineSuperProfits.com](http://www.OnlineSuperProfits.com) – Email me for details.