

# Affiliate Handbook

by Laura Cardone



- More zeroes to your bottom line *and* ... more time for yourself
- Purpose to everything you do *and* ... more ideal customers
- Grow your business *and* ... nurture your soul



[www.profitwithpurpose.com](http://www.profitwithpurpose.com)

|  |    |
|--|----|
| Affiliate Handbook .....   | 1  |
| <b>The Purpose of this Guide</b> .....                               | 2  |
| Why an Affiliate Program? .....                                      | 2  |
| <b>Getting Started</b> .....   | 4  |
| 1. Sign Up as an Affiliate on the Profits with Purpose Site.....     | 4  |
| 2. Choose How You Want to be Paid.....                               | 5  |
| 3. Place Your Unique Affiliate Link in Your Email and Web Site ..... | 5  |
| 4. Earning Commissions .....   | 6  |
| 5. How to Check Your Affiliate Balance .....                         | 6  |
| - Example of Earning Potential .....                                 | 7  |
| <b>Setting Up Your Affiliate Program</b> .....                       | 7  |
| 1. Using Your Affiliate Link.....                                    | 7  |
| 2. Simplifying Your Affiliate Link.....                              | 8  |
| 3. How Affiliate Sales Happen .....                                  | 9  |
| <b>8 Proven Affiliate Promotion Strategies</b> .....                 | 10 |
| 1. Get the Word Out to Your List .....                               | 10 |
| - <b>SAMPLE</b> Announcement <b>EMAIL</b> .....                      | 11 |
| 2. Personal Referrals .....  | 13 |
| - <b>SAMPLE PERSONAL REFERRAL</b> Note .....                         | 13 |
| 3. Promoting via Your eZine or on Your Website .....                 | 13 |
| - <b>SAMPLE EZINE WEBSITE BLURBS</b> .....                           | 14 |
| 4. Promoting With Articles and E-casts .....                         | 14 |
| 5. Discussion Groups .....   | 15 |
| 6. Specific Product Campaigns .....                                  | 15 |
| 7. Promoting on Your Web Site and Blog .....                         | 17 |
| 8. Host a TeleClass.....   | 18 |
| <b>Tips for Successful Affiliate Programs</b> .....                  | 19 |
| <b>QUICK START CHECKLIST</b> .....                                   | 20 |

## ***The Purpose of this Guide***

**This guide gives you the tools you need to be a successful Profits with Purpose Affiliate.** It's filled with ideas, templates and strategies to help you earn commissions as you help others in your network create a rich and rewarding life and business. Earning extra income is easy if you use a few simple tools and strategies.

**ESTIMATED TIME TO READ:** [15 to 17 Minutes](#)

### ***Why an Affiliate Program?***

**I am so grateful for all of the people who want to help others.** When we find something we like, we love to tell others about it.

Basically, an affiliate program rewards you for sharing and helping others.

**Most of us tell our friends and colleagues about products and services we really**

**like.** We feel good about giving referrals because we are helping people in our network solve a problem, overcome an obstacle or expand their potential. The people we help appreciate it, because we all know the value of a good referral! Of course, the solution provider is also grateful because you are helping him or her too. If this case, that would be me, Laura Cardone! So, thank you again for your interest in our affiliate program!

**When we pass along referrals for products and services we believe in, we are feeding the web of life.** We spread joy and prosperity and everybody wins! Like you, I love to help other people. So, I decided to create a program to thank those who refer my products and services, with a commission for the referrals that result in a sale!

**The Profits with Purpose affiliate program rewards you with a commission for passing along information about my products and services.** You help others in your network grow their business and nurture their soul as you do the same!

**In addition to helping those in your network, as an affiliate you also receive:**

- **Unlimited earning potential.** There's no cap on earnings and unlike other affiliate programs, you continue to earn commissions from your referrals as long as they are paying subscribers... even after the first year. Many affiliates generate a lot of extra income in commissions by simply forwarding helpful information to others in their network.
- **It's easy** to get started and there's not cost for you to join.
- **You're notified automatically via email** every time one of your referrals makes a purchase on any product included in the affiliate program.
- **An affiliate program expands your offerings** to your customers and can help you grow your business!
- **Everything is handled automatically** once you're in the affiliate system
- **All of the back-end stuff**, like the ordering, credit card processing, fulfillment and customer service are taken care of by Profits with Purpose.
- **A free *Affiliate Handbook* takes you through the simple set up process** and you get examples and strategies to help you earn extra income. This is a resource you can also use to market your own products and services.
- **All of the back-end stuff**, like the ordering, credit card processing, fulfillment and customer service are taken care of by *Profits with Purpose*.
- **It's very easy to set up and get paid.** Once you're in the affiliate system everything is handled automatically.

**So, being a *Profits with Purpose* Affiliate can help your business grow and be successful.** You can earn extra money every

month without a lot of effort and you can also add value to your services. You may find that affiliate marketing can be an important part of your overall business and marketing strategy.

**This Handbook will help you get results.** I'll explain exactly what you need to do to effectively share *Profits with Purpose* products and services with your friends, colleagues and customers who are passionate about creating a successful business AND a rich and rewarding personal life.

**Just proceed step-by-step and you'll see results quickly!**

## Getting Started

- 1. Sign Up as an Affiliate on the Profits with Purpose Site**  
If you haven't done this already, the link is:  
<http://www.profitwithpurpose.com/affiliate.htm>

The online form looks like this:

**Affiliate Signup Form**

|                  |  |
|------------------|--|
| Name :           | <input type="text"/>                       |
| Email :          | <input type="text"/>                       |
| Company :        | <input type="text"/>                       |
| Phone :          | <input type="text"/>                       |
| Website URL :    | <input type="text"/>                       |
| Tax ID / SSN :   | <input type="text"/>                       |
| Address1 :       | <input type="text"/>                       |
| Address2 :       | <input type="text"/>                       |
| City/Town :      | <input type="text"/>                       |
| State/Province : | <input type="text"/>                       |
| Zip/Postcode :   | <input type="text"/>                       |
| Country :        | <input type="text" value="United States"/> |

We can pay your commissions using your PayPal account

PayPal Email:

I have read and understand the terms of service

[Terms Of Service](#)

**(Must be checked)**

We will email your username and password to you.  
Please make sure your email address is correct.  
Indicates a **Required** Field

**IMPORTANT:** Use the same email address for your PayPal account you used to sign up for the affiliate program, so the payment goes to the right place! After you click submit, you'll receive the information you need to get started helping others and earning affiliate commissions! :)

**After you complete the online form**, you'll immediately get a welcome email with your Profits with Purpose Affiliate Link.

It will look like this:

<http://www.1shoppingcart.com/app/?af=XXXXX>

(the XXXXX will be your personal affiliate number)

**You'll see the details later about how to use this link** to earn affiliate commissions.

## 2. Choose How You Want to be Paid

**You can choose to have a check mailed to you, or have your commission deposited to your bank account via PayPal.** This is how your affiliate commissions are paid.

If you choose to have a check mailed to you, please *double check* the mailing address you enter on the affiliate sign up form. This is the address that will be used to send your affiliate check to you.

**PayPal can be faster and more secure than sending checks in the mail.** It's also free and easy to do.

PayPal is one of the best and most secure ways to make payments on the web. A balance builds up in your PayPal account which you can use to make other online purchases *or you can transfer that balance into your checking account with just a few clicks.*

**IMPORTANT:** Use the same email address for your PayPal account you used to sign up for the affiliate program, so the payment goes to the right place!

While you're there, please spend a few minutes reviewing the PayPal online security guidelines. It will help you safeguard your private information on their site and with other online transactions you may do.

Go to [www.paypal.com](http://www.paypal.com) to sign up.

## 3. Place Your Unique Affiliate Link in Your Email and Web Site

**I'll go into detail about how to promote *Profits with Purpose*** through our affiliate program later in this handbook.

**When you put your affiliate link in your email or on your web site** and someone clicks on it, it brings them to the home page of Profits with Purpose.

**Then they get a cookie placed in their browser.** When the person who clicked on your affiliate link buys something, like *The Business Owner's Guide to the Universe*, the shopping cart software recognizes that cookie and gives you credit for that sale.

#### **4. Earning Commissions**

**The commission I pay on most sales is 30%.** This applies to the *The Business Owner's Guide to the Universe*. As an affiliate you'll get updates as I add other products and services to the affiliate program.

**To get credit for every sale, the person who clicked on your affiliate link must buy something from the same computer** they used when they clicked on your affiliate link. If they buy something from a different computer, there is no cookie to recognize, and no credit can be given. This is usually not a problem because most people use the same computer for their online ordering. But, I wanted you to know how it worked because there is a rare chance that it could happen.

**We can't pay commissions on phone-in orders or checks sent by mail.** It's just not possible to track these like online sales. Also, commissions are also not paid on personal sales - products you buy yourself.

**When your affiliate commission reaches \$40 or more, you are paid your commission.** Payments go out the 21<sup>st</sup> of every month. *Your first payment* will be processed 30 days after you reach \$40 or more in commissions. Your Payout report will be emailed to you.

#### **5. How to Check Your Affiliate Balance**

**All your sales and commissions are recorded.** Go into your affiliate control panel at this link...

<http://www.profitwithpurpose.com/affiliate.htm>

**to see the commissions you've earned.** Just click on the "Existing Affiliates Click Here to Sign In or Retrieve Your Password" it's in the upper right hand corner of the Affiliates page on our web site.

**HINT:** If you can't remember your password, simply enter in your email address and click on "send password" in the area provided. You'll get your username and password by email. Then store that information in a secure location.

## Example of Earning Potential

As an Affiliate, **You receive a 30% commission on every sale you refer** for *The Business Owners Guide to the Universe*.

**HERE'S AN EXAMPLE:** *The Business Owners Guide to the Universe* System sells for \$197 for an annual subscription or \$21 per month, if subscribers choose to pay month-to-month. At a 30% commission, **you would be paid \$59 for each annual subscriber**, as long as your referral remains a subscriber. So if you referred an average of **10 new annual subscribers each week**, your monthly commission would be \$2,360 or an additional **\$30,680** in additional income each year, less any refunds for cancellations.

**If your referrals choose to subscribe month-to-month**, you receive 30% of the total monthly subscriptions that are referred by you. So it's a steady income stream as long as your referrals continue to subscribe.

**Because *The Business Owners Guide to the Universe* is value-rich, affordable and designed to fit into busy lifestyles**, our subscribers stay with us for a long time! Which means your potential for ongoing income is also high!

## Setting Up Your Affiliate Program

### 1. Using Your Affiliate Link

**Make sure you have the right affiliate link.** Visit the *Affiliate Resource Center* now and look around and get familiar with the simple layout. Just click on the link below:

<https://www.mcssl.com/SYS/?m=57090&c=l>

This takes you to the login page of your affiliate account.

**Profits with Purpose Inc.**

**Affiliate Login**

---

User Name:

Password:

Save Your Password

---

Lost your password? We'll email your password to you.

Email Address:

---

*\*This website uses cookies and Javascript, and won't function correctly unless you have them enabled in your browser.*

**\*\* Please use the same email address you used when you signed up for the affiliate program. \*\***

Once you are logged into your account, you'll see some links under the *Profits with Purpose* Logo.

**Click on the one that says "Get Links"** and right below you'll see your affiliate link that looks like this:

**<http://www.1shoppingcart.com/app/?af=XXXXXX>**

**Under that you'll see a banner ad and below that a box for the code for the banner ad.** This code can be placed into a web site and the banner will show up. When you click on the banner, it will work just like the text link and take you to the Profits with Purpose Home Page.

I'll be giving you specific strategies for using your links and banner ads later in this handbook. First, let's review your text link.

## **2. Simplifying Your Affiliate Link**

**One of the problems with affiliate text links is that they can be long and unwieldy.**

If you alter or shorten your affiliate link, you'll get better results.

**You do this by going to a site that will do this for you automatically.**

One of the easiest tools is at <http://www.tinyurl.com>. Just go to the site, copy your affiliate link into the form where it says "Enter a long URL to make tiny:" and then press the "Make TinyURL!" button.

In a couple of seconds a new page will open with your new Tiny URL.

**Just copy it and use it as your new affiliate link.** It will work identically to your original affiliate link. Of course, make sure to test it first and then save it to the hard drive on your computer.

### **3. How Affiliate Sales Happen**

**Your primary goal as an affiliate** is to have as many qualified people as possible click on your affiliate link to visit the Profits with Purpose site.

**First, let me explain how people tend to buy from Profits with Purpose.** Usually people learn about the site through a friend, or from an article on the web or from a search engine.

When they visit, some people sign up for the Biweekly E-casts or use the Free Personal Success Statement tool, and others purchase something on their first visit.

**The online *Business Owners Guide to the Universe* subscription was designed as a complete lifestyle and business success kit at a very affordable price** because I wanted to help as many small business owners as possible, regardless of where they were in their business life cycle. So our subscribers are business start-ups and seasoned business owners and independent professionals. For that reason, we tend to have a higher than average sales conversion rate. People really recognize the value of the information and tools they are getting on an ongoing basis. It's also why our cancellation rate is so low.

**Purchases can also happen on a subsequent visit.** People come back to the site to find a resource, read an article or listen to an E-cast. Marketing is all about building good relationships so people get to know you. The free content and tools and resources on the site are designed to create a valued relationship with our visitors. So there are

many opportunities for them to make a purchase if they so desire on other visits.

**Often the best thing an affiliate can do** is to get someone to click on your affiliate link in anticipation of getting them to sign up for the free E-casts.

**Once they are a subscriber, they are very likely to purchase something from the *Profits with Purpose* site.** And no matter how long they have been in the system, your affiliate cookie will give you credit for the sale.

Your recommendation is often all that's required. About 70% of my business is generated by referrals. As an affiliate, you get to share in the income that those referrals generate.

So, let's review the basics of how to promote *Profits with Purpose* as an affiliate.

## **8 Proven Affiliate Promotion Strategies**

**After completing the short set up steps outlined above, you're ready to promote the *Profits with Purpose* site.**

Below are some specific ways to do this. I recommend following the instructions and using as many as you can. The more you do the better results you'll get.

### **1. Get the Word Out to Your List**

**You probably have an email list of several people you know.** As email is now an important part of how we communicate with one another, most people have extensive email lists. So the first thing you'll do is introduce *Profits with Purpose* to your list of contacts.

**However, you'll want to do it personally.** Please no SPAMMING. It's not always the quantity of your list, but the fit and personal connection that determines the commissions you earn. In other words, other business owners and independent professionals who want a successful business and a fulfilling personal life will be far more likely

to buy. Also, because they know you, they will pay attention to your message.

**You simply want to send a message that tells them about *The Business Owners Guide to the Universe*** and encourage them to sign up. It's always good to mention products you've personally used if you like.

**Below is a sample email announcement.** Use it as is, or edit it to reflect your personal style. Then send it to the appropriate people on your list, but always personalize it by using their name, rather than sending it as a mass email. It's takes a bit more time, but you'll get far much better results.

\*\* For More Help and Examples, go to the [Affiliate Resources Page](#) \*\*

**- Sample Announcement Email**

Dear Chris,

I've discovered a web site that I really like and think you'll find useful as well. It's *Profits with Purpose*, a site for Business Owners and Independent Professionals like you and me, who want to grow their business AND nurture their soul. It's all about creating a successful business, meaningful work AND a balanced and fulfilling life.

The site has a lot of free information and also sells some great products. I purchased [xxx], which has been the best program I've ever found for life and business success that's truly aligned with what is uniquely important to you.

It addresses all of the essential ingredients for a fulfilling life and successful business that the other tools miss. It's a great resource designed for busy professionals and it's very affordable. It helps you align with your unique definition of success, and overcome the obstacles that can limit potential and keep you stuck in habits and beliefs that no longer support your dreams and goals. You can be, do or create whatever you desire!

You may want to check out Laura's web site and *The Business Owners Guide to the Universe*. For less than the price of a new book each month, you can get a complete online success system that is fun, effective and can inspire you to reach beyond what you may think is possible.

Here's the website link [INSERT YOUR AFFILIATE LINK]

All the best!

Julie

**Also note:** if you use html email you can put in the actual link to the *Profits with Purpose* site: [www.profitwithpurpose.com](http://www.profitwithpurpose.com) and link it to your affiliate link. It will work like your affiliate link and give you credit but it will look like a regular web site link, which looks a little better.

To do that, just *right* click the link, select "Edit Hyperlink" and enter [www.profitwithpurpose.com](http://www.profitwithpurpose.com) in the "Text to Display" field in the pop up window and then enter your affiliate link in the "Address" field.

**This initial email will usually get a good response.** Of course, the more people on your list that want a rich and rewarding life and business, the more people will visit the site and sign up.

## 2. Personal Referrals

**You can share information about *Profits with Purpose* during in-person meetings or telephone conversations.** When the topic of life balance or growing your business without making so many personal sacrifices comes up from a business owner or independent professional, that's a perfect time to give them the *Profits with Purpose* web site address and recommend they check it out.

**Simply tell them you'll send them a link via email.** When you're at your computer, just send them a quick note.

### - Sample Personal Referral Note

"Here's the link to Profits with Purpose we talked about. Check it out when you get a chance; I think you'll find it to be a great resource. The *Business Owner's Guide to the Universe* is especially good and there are a lot of free tools and information on the site too. Make sure to sign up for their free E-casts". Then [INSERT YOUR AFFILIATE LINK HERE TO PROFITS WITH PURPOSE].

**Remember, this is something you would do anyway to help your friend or colleague.** I'd just like to thank you for taking the time and energy to do that!

**The great thing about the personal referral and email approach** to using the affiliate program is that everyone can do it and you're probably doing it already. The only difference is adding your affiliate link to the process and receiving financial appreciation in the process of something you would naturally do.

## 3. Promoting via Your eZine or on Your Website

**If you send out a regular email newsletter,** you can promote *Profits with Purpose* at the bottom of every newsletter. *This works really well!*

**Just put a short blurb at the bottom of every electronic newsletter you send** with your affiliate link (don't forget to use the tinyurl for better results).

You can also **place this text on your website in a high-traffic area** or within a relate article of complimentary product or service.

Here are some examples.

## - Sample Ezine Blurbs

**A GREAT RESOURCE:** I've discovered a great resource for small business owners and independent professionals who want to grow their business AND nurture their soul! Find out more at: [INSERT YOUR AFFILIATE LINK HERE TO PROFITS WITH PURPOSE]

**A UNIQUE APPROACH TO PERSONAL AND PROFESSIONAL SUCCESS:** One of the best gifts you can give yourself is to learn how to apply the principles of conscious creation for more joy and prosperity in every area of your life. If you're a business owner or independent professional who's ready to grow your business AND nurture your soul, see: [INSERT YOUR AFFILIATE LINK HERE TO PROFITS WITH PURPOSE]

**FEED YOUR SPIRIT AND YOUR BOTTOM LINE:** One of the best resources on the web for creating the life and business you really want is [INSERT YOUR AFFILIATE LINK HERE TO PROFITS WITH PURPOSE]. Check out "The Business Owners Guide to the Universe".

**It's very simple.** Each example has a headline followed by a few simple sentences to tell your readers how they can benefit by checking out the *Profits with Purpose* web site. This does work!

**You may also want to list other services and products as well.** Find other reputable sites and services that will help you and your subscribers. It's a great way help others and receive some extra income.

### 4. Promoting With Articles and E-casts

**This is a great way to get free content for your website and newsletter, and earn affiliate income from *Profits with Purpose*.** You can use my past articles, E-casts, and *Daily Discovery Series* editions as content on your web site or in your ezine.

→ You can find articles and E-casts at:  
<http://profitwithpurpose.com/articles.htm>

→ You can find past *Daily Discovery Series* editions at:  
<http://profitwithpurpose.com/subscribers/>

**HINT:** To connect your affiliate link with the Profits with Purpose url, just *right* click the link, select "Edit Hyperlink" and enter [www.profitwithpurpose.com](http://www.profitwithpurpose.com) in the "Text to Display" field in the pop up window and then enter your affiliate link in the "Address" field.

**NOTE:** If you use text email for your eZine, then use your TinyURL affiliate link instead.

**If you use my articles, E-casts, or *Daily Discovery* Editions in this way, include an attribution** at the bottom of the article like this: "© 2007 by Laura Cardone of Profits with Purpose, Inc. You can visit Laura's web site at [www.profitwithpurpose.com](http://www.profitwithpurpose.com) for additional resources for creating a rich and rewarding life and business. *Feed your spirit AND your bottom line!*"

**Then Connect your Affiliate Link to the Profits with Purpose URL.** (See the Hint sidebar box to see how.)

**Using a relevant article or resource on your site is more effective than doing a *promotions page*.** Provide valuable information so visitors benefit. This builds a relationship of trust and if they like what they read and want to know more, they'll click on the link to my web site where they can purchase *The Business Owners Guide to the Universe* or subscribe to the free E-casts.

## 5. Discussion Groups

**If you use discussion groups or regularly post to blogs, you know these can be powerful communities.** Of course, blatant advertising to these groups will not work. However, as a member of these communities, it's perfectly accepted and expected that you'll share valuable information and links.

**For example, if a business owner or independent professional posts a question looking for help with life balance issues, growing their business while nurturing their soul,** you can answer the question and then recommend *Profits with Purpose* as a resource that could help them with something like:

"A great resource on the web for this is [Put in your affiliate link as a TinyURL]

**Be aware that some discussion groups do not allow affiliate links or TinyURL links.** In this case, you don't want to use this method on those sites. It's always best to honor the established protocol and respect their guidelines.

## 6. Specific Product Campaigns

***Profits with Purpose* is always introducing new services and resources.** If you like a

HINT: If you want to direct someone to a specific page other than the *Profits with Purpose* home page, you can choose a different Program Link from your *Affiliate Resource Page*.

specific product, it's an opportunity to share it with people on your list.

**To direct someone to a different page** (like a specific product page) Log into your Affiliate Resource Center page:

<http://www.profitwithpurpose.com/affiliate.htm>

Your login is on the upper right side of the page. After you log in, click on the "Links" link on the upper navigation bar.

Go to **"Choose a Program" and next to that, "Default Affiliate Program."** Click on that and a menu will pop up showing you other affiliate programs. These are links to specific product pages on the *Profits with Purpose* website and they work just like your default link.

**You get credit for what people buy** on the site regardless of the affiliate link you use, as long as it's your affiliate link. The only difference is a direct link guides people to a specific web page, rather than the home page.

**Here's an example of a specific product campaign email for the *Business Owners Guide to the Universe* Subscription.**

Notice that the email is short and enthusiastic. You really don't need to go into a lot of detail. Just share what you think will help them. It's your recommendation that makes the difference.

Dear Tom,

I'm sending this email to let you know about a great online product I came across. It's called the *Business Owners Guide to the Universe* from Profits with Purpose. It's an online system to help you grow your business *and* nurture your soul.

Like you, I've been struggling with the ever-growing lists of "to dos" and feeling a lot more like a human *doing* than a human *being*. The Business Owner's Guide to the Universe really helped me get clear about what's uniquely important to me, so I can create both the business and the lifestyle I really want.

You get a map, online tutorials and ongoing support via email and Podcasts to help you clear obstacles and really connect profits with purpose.

You may want to check it out:

[INSERT YOUR AFFILIATE LINK HERE TO PROFITS WITH PURPOSE]

Best Wishes,

Kathy

## 7. Promoting on Your Web Site and Blog

**Another way to earn extra affiliate income from *Profits with Purpose* is on your web site.** You can do with a text link or a banner ad. The banner link is in the Affiliate Resource Center (under Get Links). You can put it anywhere on your web site or Blog.

**The text link is more effective as the click-through rate on banners tends to be very low.** But, it's an option that can work if combined with another strategy. Consider, placing it at the top or bottom of a page with a *Profits with Purpose* article or resource. Just include the attribution as described under "4. Promoting With Articles and E-casts" and with your affiliate link.

**You may also want to create a separate "Recommendations or Partners Page" with several affiliate products you really like.** You can place a review based on the examples I've included in this handbook. Just put the link or banner on a page with other products.

**Placing your affiliate link on your site to *Profits with Purpose* is most effective when paired with regular communication to your contacts (friends, customers, subscribers to ezines and print**

newsletters etc.) A link in an email or ezine gets faster results and can also guide readers to your website as well. So, do promote affiliate programs on your site, but know the sales aren't as immediate as Ezine links.

**A good place on your Blog to add your *Profits with Purpose* Affiliate Link is on the side bar.** Most authors recommend other Blogs and websites on their Blog (it's sometime called a Blogroll), but that's basically just a list of other website links the author likes.

## 8. Host a TeleClass

**If you have a large email list, a great way to promote Profits with Purpose is through a special TeleClass.** If you can get 25 or more people to dial in, I'd be happy to do one for you. It's a Win-Win for everybody, the participants, you and me.

**Here's how it works.** I do my standard class on *Feeding Your Spirit and Your Bottom Line* (for business owners and Independent Professionals). I talk about how to create a compass and healthy boundary, that is your *Unique Definition of Success*. Then we talk a little bit about clearing obstacles that keep you from experiencing more joy and prosperity in every area of your life.

**HINT:**

A very important part of getting good results with a Teleclass is to collect the names and emails of those who attend so you can follow up with them!

**At the end of the call we'll announce that they will receive a link where they can find out more about Profits with Purpose** and get a bonus for attending the call. Then right after the TeleClass you'll send a follow-up email thanking them for being on the call with your affiliate link leading them to the sign up form. They get some very useful information; it not just a sales pitch.

**First contact me [icardone@profitwithpurpose.com](mailto:icardone@profitwithpurpose.com) to set up a phone appointment with me.** We'll talk about creating an email and promoting the TeleClass. This is a very effective way to help your customers or subscribers and earn a little extra income.

## Tips for Successful Affiliate Programs

**1. Do what comes naturally to you!** Most people love to help others and referrals are a great way to do this. Just keep it natural. When you spread the word based on your genuine enthusiasm, your sincerity comes through. We only struggle with marketing when we try things that don't resonate with us because some "expert" said it's the only way to do it.

**2. Use the *Profits with Purpose* products and services.** Then you benefit in many ways in addition to your affiliate commission. Also, you can speak from personal experience.

**3. Be consistent in spreading the word.** Use different channels regularly for the best results. Here are some examples we've talked about: a recommendation in your ezine, a text link or banner ad on your web site and Blog, discussion groups, using *Profits with Purpose* articles and E-casts, personal email referrals, and hosting a teleclass.

**4. Please No Spamming.** This will hurt you because you could get banned by the email service providers. Also it doesn't work. Use your own list, and contact people whom you already have relationships with (customers, friends, colleagues, suppliers, partners etc.)

**5. Use testimonials.** Ask for feedback and success stories about your products and those you refer (like *Profits with Purpose* ☺ ). Then with their permission, post them on your web site or refer to them in your email messages.

**6. Don't forget to test your links.** Always check your links before using them. Be certain your links go to the appropriate page.

**7. Be persistent.** Sometimes it just takes a little faith and persistence. So, don't be disappointed if response rates aren't where you want them to be initially. Just see what works best and be consistent for best results.


**8. Feed your spirit and your bottom line.** Let your unique light shine through as you share what you're passionate about! You have many unique talents, gifts, ideas and resources. So, choose what works best for you. Let us know how we can help you with!

### **Quick Start Checklist**

- ❑ **SIGN UP** Go to <http://profitwithpurpose.com/affiliate.htm> and click on [Click Here to Sign Up](#).
- ❑ **Save Your Affiliate Link** on your computer. You'll get a personalized link via email when you complete the *Affiliate Sign Up Form*.
- ❑ **Use Your Affiliate Link.** You can start helping others and earning commission within minutes of receiving your affiliate link. Just send an email about *Profits with Purpose* affiliate products to people in your network who may benefit from the information. See [8 Proven Affiliate Promotion](#) Strategies for ideas and sample text to get started fast.
- ❑ **Review this handbook** for complete program details, ideas and strategies.
- ❑ **Share what works.** Tell us what's working or let us know if you have questions. Send an email to [affiliates@profitwithpurpose.com](mailto:affiliates@profitwithpurpose.com).

**Thank you for sharing our message of ever-expanding potential and personal empowerment.** It is my sincere desire that you connect with what is most meaningful and fulfilling to you in every area of your life. May you be guided by a deep inner knowing that you can truly be, do or create whatever you desire. You are only limited by your concept of what's possible. So align with BIG dreams that make your heart sing!

*Enjoy your journey!*



Laura Cardone  
President, Profits with Purpose, Inc.

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Feel free to circulate this Affiliate Handbook to anyone you think may benefit from it. If you choose to use this handbook as a template for creating your own affiliate program, please customize it to reflect your unique style.