**Affiliate Training: How to Effectively Use
the Affiliate Promo Copy & Images**

(Also available as a video training, please use both for best results)

Introduction:

By forming collaborative relationships, we support each other in changing the world. If you are new to promoting content as an affiliate, welcome, and thank you so much for being willing to learn these valuable skills. They will serve you well for the life of your business.

You have the opportunity to earn 20% commissions by sharing our course promo materials with your audience during the promo period. We create the materials in such a way that it's very easy for you to copy and paste them into your emails, newsletters, and social media.

We've written the copy from the perspective of you talking about our work. You are welcome to adjust the marketing copy so it fits your voice, but please don't make sweeping changes to the copy without letting us review it.

Definitions:

Your unique link: Your unique link is **already embedded** in your marketing copy to make it as easy as possible for you to share. When someone uses one of your links, our affiliate program tracks it all the way through from a click to a sale.

Your unique coupon code: By providing a unique coupon code, we've ensured you'll get credit for a sale when someone uses your coupon code even if they don't use your unique link. Your unique coupon code is already included in your marketing copy in the Promo Swipe Copy word doc attached to the email you received. If someone uses your coupon code without using your link, you'll still get credit for the sale and paid a commission. If another affiliate's link is used along with your coupon code or vice-versa, the commission will be split between you.

Affiliate account: You'll find a login link for accessing your affiliate account and tracking your sales in the same email as the promo materials. It's not necessary to access your account as we'll be tracking everything on our end and automatically paying affiliate commissions. However, it can be fun and informative to see how your unique link is performing.

Promo Swipe Copy: Your promotional copy is available with several options for different applications in a word doc attached to the email you received.

Promo Images: Promo images bring visual interest and beauty that plain text alone can't achieve. Your promo images are located on the [Affiliate Images page](). Be sure to embed your unique link into the images you use wherever that is possible (ie, email newsletter). Below you'll find individual instructions for each of the different ways you can share the promo materials. You'll want to download

the images you want to use and save them to your computer (ie, in a folder on your desktop for easy retrieval).

4 Ways to Share Promo Materials

#1. Sending a solo/dedicated email to your list *(fully demonstrated in the training video)* This is the very best method of promoting the course as it allows for the most thorough course description and has no other links or distractions.

a. If you are using an email list platform like MailChimp, Constant Contact, or AWeber, you'll want to copy and paste the marketing copy from the Promo Swipe Copy doc into your email and change the [first name] designation to whatever your platform's format is for merging the recipient's name into the email. Be sure to add your signature at the bottom and take out the "your signature" placeholder. Change all the red text to black (except the linked text).

b. You can add one or more of the promo images to the email, such as a banner at the top, an image partway through the text, or a smaller image in a sidebar or after the text. This makes the email more interesting and attractive. Be sure to embed your unique link in the image as people often click on images and when they do, it should take them right to the webpage. The longer banner images show up very tiny on phones, so keep that in mind and use them sparingly.

Important: Be sure to send yourself a test email and test the links to make sure they all work properly and match your unique link before sending to your list.

#2 Sending an "email blurb" as part of your regular newsletter to your list

Include a short piece of promo swipe copy and an image with your link embedded in the image as part of your regular email to your list. See the Promo Swipe Copy doc for two options.

#3 Posting on Social Media

Social media: Social media is an easy way to get started. You can post on your Facebook timeline, in your group or in other groups, on your business page, or wherever else you can come up with. Look for places to post that are **focused on the feminine** to get the most interest in your posts.

Facebook *(demonstrated in the training video)*

a. Add one of the Facebook promo-copy options from the Promo Swipe Copy doc, including your unique link, to the post's text box. Facebook will often pop an image into the preview box when you add a link, and you may choose to use that image instead of one of those created for you to use. What Facebook brings in to those previews varies… sometimes there's a selection of images and sometimes just text. If you choose to use one of the images Facebook provides, please **choose only one** and uncheck the rest.

b. If you want to use one of the images from the promo images selection, download it to your computer and save it (ie, on your desktop) and then upload it into the post.

c. You will have much greater reach and people will be able to share it if you **make it a public post. This has the potential to spread YOUR affiliate link far and wide.**

To make the post public, use the drop-down menu in the upper right of the post box before you post (you can also change it after you post). The more people share and comment, the more exposure the post will get.

d. Be sure to test out the post once it's posted to make sure the link works.

I don't recommend shortening your unique link for social media with services like bitly.com or https://tinyurl.com/, as shortened links can create errors on Facebook.

Instagram

Instagram is a little trickier as you cannot put a link in your post. However, you can still use Instagram if that's your preferred social media using the following instructions.

a. You can either put your link in your profile temporarily, or even better, use https://linktr.ee/ or a similar free service that allows you to provide multiple links in your Instagram profile and put the link there. Be sure to make a note to yourself to remove the link at the end of the promo period.

b. Post to Instagram: Download one of the square Instagram images to your computer and **email it to yourself** along with the promo-text and hashtags from the Promo Swipe Copy doc.

c. Open your email on your phone and select/copy all the text, coupon code, and hashtags. Tap to download the photo you attached and then tap on it again. Tap the square with the up-arrow in the lower left and choose "save image," which will save it to your photo stream and make it available on Instagram.

d. Open Instagram on your phone and choose the + option for a new post. The photo you just saved should appear at the top or just below. Under "write a caption," double tap to paste the copied promo-text and hashtags. You are ready to share!

Pinterest

Pinterest is a wonderful way to share about the course and allows you to have a link embedded in the image.

a. Use one of the 600x900 Pinterest images and the promo-text that was created just for Pinterest, which is just the right length, from the Promo Swipe Copy doc. Be sure to put your unique link in the Pin before you post it.

#4 Sending individual emails

You can send individual emails to women you feel would be a good fit for the course.

a. Give some thought to who you know that might be a really good fit for our programs. See the "Who this is for" section in your promo materials email.

b. Start a new email in your email platform. Copy and paste the marketing copy and coupon code Promo Swipe Copy doc. Be sure to add your signature at the bottom and take out the "your signature" placeholder.

c. Say hello to your friend and introduce the reason you've chosen to reach out to her before pasting in the promo copy. Let her know that you've had an amazing

experience with our work, that you felt she would be a really good fit for our work, and/or that you highly recommend our work. Speak from your heart.

d. Be sure to include (better yet, embed) your unique link in the email. To embed, highlight the text underlined in red in the swipe copy and use your email program's "insert link" function.

e. Once you've written one email, you can copy/paste the entire email before sending it and then customize it for the next woman you write to in order to save some time. Be sure to double check you've updated the name in the greeting and adjusted your words to speak directly to this person.

f. Great job! You are awesome. What a wonderful way to connect with women and offer them something valuable.

I hope you have found this training helpful. I highly recommend watching the training video as a companion to this document.

If you still have questions or need more assistance after watching the training video and thoroughly reading this PDF, email us at for additional support.