

**NOTE:** This **technical sales manual** for online affiliate program subscribers includes snippets of Perl code throughout the copy (e.g., `\!$currentaffiliatename\`). These snippets are replaced by user's individual affiliate information when the web page is viewed.

## **Welcome \!\$currentaffiliatename\**

**Thanks for joining our affiliate program.**

- Your affiliate id is `\!$currentaffiliateid\`.
- Your Password has been sent to `\!$currentaffiliateemail\`.
- In the future, you can login to your affiliate panel here:  
[\!\\$stats\\_url\](#)

Please add this url to your bookmarks! You'll need your affiliate ID and password to login.

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Use the links below to access the resource you desire:

- [Learn About Our Sites](#)
  - [Promotional Materials](#)
  - [Commissions](#)
  - [Sales & Statistics](#)
  - [Promotional Policy & Support](#)
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## **LEARN ABOUT OUR SITES**

**EmailMarketingMadeEasy.com**

[EmailMarketingMadeEasy.com](http://EmailMarketingMadeEasy.com) provides online and offline businesses with all the tools they need to get up and running with Email Marketing. Use your affiliate resources to point your visitors to the following products:

- [\*\*Email Marketing Made Easy: How To Get Your Customers To Give You More Of Their Money\*\*](#)  
This 200+ page **eBook** is an easy to understand, conversational guide that even a beginner can use to enter and master the world of Email Marketing.
- [\*\*Email Marketing JumpStart e-Training\*\*](#)  
This eight week, in-depth, hands-on **training** prepares people to manage their own successful Email Marketing campaigns.
- [\*\*Email Marketing Introductory Coaching Session\*\*](#)  
For those who want one-on-one **coaching** with Email Marketing specialist, Joan Pasay, to create their custom e-marketing strategy, get their email marketing campaign going, and keep their customers coming back and spending more money.
- [\*\*Mini Email Marketing JumpStart e-Course\*\*](#)  
This six-part **e-course** is FREE. But before you decide not to promote it, realize this little gem is undoubtedly **one of the best ways to get your visitors to buy something that will earn you commissions**. When your visitors start getting this free e-course in their Inbox every other day, they quickly see how easy Email Marketing is. But they also see they need more help than the course provides, and are repeatedly exposed to prompts in the lessons to buy an eBook, or sign up for JumpStart e-Training or an Introductory Coaching Session. Now that's smart selling!
- [\*\*Email Marketing Club Newsletter\*\*](#)  
This weekly **email newsletter** is also FREE. But again, it is **another great way to earn commissions**. How? As with the free e-course above, your visitors will be exposed to great content, along with repeated prompts to buy one of our products and/or services, which earns you money!
- [\*\*Email Marketing Made Easy Blog\*\*](#)  
We're constantly posting great fresh content to our Email Marketing **blog**. Yes, it too is FREE. But again, we've learned it's the free stuff that drives people to buy, which means **another great way to earn commissions**.

[NOTE: Since the blog is not hosted at EmailMarketingMadeEasy.com, all blog-related affiliate resources point to a page at our domain that creates the affiliate cookie, then redirects the visitor to the blog.]

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## PROMOTIONAL MATERIALS

### RAW LINKS

Raw Links are the most basic way to link your visitors to our sites while passing along your affiliate id. For example, you could copy/paste a Raw Link into an email message. When visitors clicked the link to go to a specific page on one of our sites, your affiliate id would be passed along.

[Click here](#) for Raw Links you can copy/paste into emails. (your affiliate id is already added to the links).

**NOTE: For links you'd copy/paste into a webpage, see the Creatives area below.**

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### CREATIVES

Creatives are resources like text links, articles, or other elements we've created for you to use in your web pages, emails, blogs, or whatever else you have going online. To get our Creatives working for you, choose from the sites below.

- [\!\\$creative\\_category\\_desc\ \[\!\\$creative\\_category\\_creatives\\]](#)
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### BANNERS & BUTTONS

To get our banner and button images loading on your site, choose from the sites below.

- [\!\\$banner\\_category\\_desc\ \[\!\\$banner\\_category\\_banners\\]](#)

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## COMMISSIONS

### YOUR COMMISSION

When a visitor comes to one of our sites through affiliate links, banners or Creatives on your site, you will be rewarded `\!$CTRL{'currency'}\!\$lv1_perclick_comm\`. (multiple clickthroughs from the same visitor will count as only one)

When a visitor comes to one of our sites through affiliate links, banners or Creatives on your site and buys products/services that pay commissions, you will be rewarded  $\$lv1\_persale\_comm\%$  of the total order amount. When a visitor comes to one of our sites through affiliate links, banners or Creatives on your site and buys products/services that pay commissions, you will be rewarded  $\$CTRL\{currency\}\$lv1\_fixed\_comm\$ .

## **SUB-AFFILIATE COMMISSION**

If visitors come to one of our sites through affiliate links, banners or Creatives on your site and join our affiliate program, they will become your sub-affiliates!

When your sub-affiliates refer visitors to one of our sites through their affiliate links, banners or Creatives, you will be rewarded  $\$CTRL\{currency\}\$lv2\_perclick\_comm\$ .

When your sub-affiliates refer visitors to one of our sites through their affiliate links, banners or Creatives, and those visitors buy products/services that pay commissions, you will be rewarded  $\$lv2\_persale\_comm\%$  of the total order amount. When your sub-affiliates refer visitors to one of our sites through their affiliate links, banners or Creatives, and those visitors buy products/services that pay commissions, you'll be rewarded  $\$CTRL\{currency\}\$lv2\_fixed\_comm\$ .

## **WHEN AND HOW YOU GET PAID**

1. All affiliates are paid through **PayPal**.
2. Affiliate commissions are paid on a **quarterly basis**.
3. To accommodate our 30 Day Money Back Guarantees, quarterly payouts cover the following months:
  - Q1: Sales from Nov, Dec, Jan (Paid on Mar 1)
  - Q2: Sales from Feb, Mar, Apr (Paid on Jun 1)
  - Q3: Sales from May, Jun, Jul (Paid on Sep 1)
  - Q4: Sales from Aug, Sep, Oct (Paid on Dec 1)
4. Affiliates are paid on commissions totalling **\$25.00 USD or more**.

NOTE: All our sites use US dollars as currency.

## **COMMISSION MODELS**

Our affiliate program offers affiliates their choice of two commission models. You can choose from the following options:

- fixed — one time commission for the first order from a member; in case order (member) was a trial order, the commission will be assigned after the first successful rebill for that member.
- percent — commissions calculated on all transactions: first and rebill transactions based on the % of the transaction amount.

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## SALES AND STATISTICS

To view a record of your sales and other statistics at any time (including commissions owed), select [Reports](#) from the Main Menu.

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## PROMOTION POLICY AND SUPPORT

### PROMOTING OUR PRODUCTS AND SERVICES

You can promote our products and services through your web sites, search engines, email or direct mail. Please keep in mind, however, that we have a strict **ZERO TOLERANCE** spam policy. Any complaints received on your affiliate account may result in removal and forfeiture of any commissions earned at the time of removal.

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### SUPPORT

If you need help with something, or would like to see something added to our affiliate program, select [Email the Administrator](#) from the Main Menu. We want to see you succeed as our partner, and will work toward helping you do just that!

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**You have web presence!**

A replicated website has been created for you, and is encoded with your affiliate ID and Affiliate Link! Click here to access your website:

[\!\\$replicated\\_site\](#)

You may advertise your website according to the policies and restrictions (if any) noted in our affiliate agreement.

## Manual Copywriting

Client: Email Marketing Made Easy

Grant Pasay *Copywriter*

*Good. Fast. Affordable.*

[www.grantpasay.com](http://www.grantpasay.com) | [copy@grantpasay.com](mailto:copy@grantpasay.com)