

Welcome to the Empowered Soul Affiliate Program!

The purpose of this manual is to give you the tools you need to become a successful Empowered Soul Affiliate. Earning affiliate commissions is easy, once you know some of the tricks of the trade, which I'll be sharing with you in this manual.

How does your Affiliate Program work?

1. Sign up as an affiliate.

You can do this at www.EmpoweredSoul.com/affiliate-program/ or by visiting the following link:

<https://www.mcssl.com/SYS/?m=105802&c=s>

You'll fill out a simple form online and then you'll immediately receive a welcome email with your Empowered Soul Affiliate Link. The link will look like this:

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

(the XXXXX will be replaced by your personal number)

I'll explain in detail how to use this link most effectively to earn affiliate commissions a little later in this manual.

2. Sign up for PayPal, if you don't yet have an account.

You will receive all your commissions through PayPal. It's a free and easy service that allows you to transfer your balance right into your bank account,

or use the money to make other online purchases. Make sure to use the same email address for your PayPal account as you used when signing up as an affiliate so the payment goes to the right place.

If you don't already have a PayPal account, you can get one at <http://www.paypal.com>.

3. Place your affiliate link in your email and/or web site.

Here's how the affiliate link works:

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 Empowered Soul. And then they get "tagged" by having a cookie placed on their browser. When the person who clicked on the link buys something from Empowered Soul, the shopping cart software recognizes that cookie (with your affiliate number) and gives you credit for that sale.

In order to get credit for a sale, the person who clicked on your affiliate link must buy something from the same computer they used when they clicked on the link. If they buy something from a different computer, there will be no cookie to recognize and no credit will be given. This is usually not a problem, since most people use the same computer for all their online ordering. Commissions are not paid on checks sent by mail. The affiliate program is designed to track online orders only. However, I very rarely receive payment by check. I strongly encourage all clients to place their orders through my website. Commissions are also not paid on personal sales - products you buy yourself.

4. Earning Commissions

The commission I pay on sales varies between my different products and services, ranging from 15% - 40%. When your affiliate commission reaches \$30, you are paid your commission through PayPal. Payments go out around the 3rd of every month and you will be notified by email.

5. Check your affiliate balance

You can check your balance on your affiliate commissions by visiting your affiliate control panel at this link:

<https://www.mcssl.com/SYS/?m=105802&c=l>

Just log in with your username and password and click on the "Programs" link below the Empowered Soul logo.

6. Using your affiliate link

The most important thing in your promotion plan is to make sure you have the right affiliate link. Visit the Affiliate Resource Center now and look around.

When you log in to your affiliate account, you should see your username and password. These get placed there automatically. However if your username and password are not there, simply put in your email address directly below and click on "send password" and you'll get your username and password immediately by email.

Once you are into your account, you'll see a number of links right below the Empowered Soul banner.

Click on the one that says "Links & Tools" and right below you'll see your

affiliate link that looks like this:

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

Below that you'll see a text link. This code can be placed into a web site and the text will show up. When you click on the text, it will work just like your default link above and take you to the Empowered Soul Home Page.

At the top of the page, you'll also see a link that says Banners. This is where you can find a banner ad to place on your website.

Let's talk about altering your text link.

7. Altering Your Affiliate Link

One of the problems with affiliate text links is that they are unwieldy. Many people recognize them as affiliate links and are reluctant to click on them. But if you alter or disguise 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 best and easiest is <http://www.tinyurl.com>. All you do is 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 link. Of course, make sure to test it first.

8. Understand How Affiliate Sales Happen

Your primary goal as an affiliate is to have as many qualified people as possible click on your affiliate link and visit the Empowered Soul site. First, let me explain how people tend to buy from Empowered Soul. Usually people find out about the site through a friend, an article on the web or from a search engine. They come to the site and check it out. A certain percentage sign up for a free class or download, and subscribe to my mailing list. Most purchases happen as a result of revisiting the site later on.

So I've found that the best thing an affiliate can do is to get someone to click on your affiliate link in anticipation of receiving one of the free resources I offer.

Once they are "in the system" they are likely to order something from Empowered Soul. No matter how long they have been in the system, your affiliate cookie will still work and give you credit for the sale. Another way of looking at this: Your goal is to provide the referral to the site and I take it from there. You don't need to do any "selling". Your enthusiastic recommendation is usually all it takes. About 80% of my business is generated by referrals. By being an affiliate, you simply get to share in the income that those referrals generate. Now you're ready to promote Empowered Soul. Below are some specific ways to do this.

9. Announce to Your List

Most people have an email list of several people they know and/or do business with. Some have extensive email and newsletter lists. The first thing you can do is to introduce Empowered Soul to your list of contacts. This is a personal message from you, recommending my services. You can also mention services you've received.

10. Personal Sharing and Referrals

Often the way people share Empowered Soul is during an in-person or telephone conversation. The topic of spiritual development comes up and you mention the site and the services and products you've received.

The natural response from your friend is to ask for more information. You give them the web site address to Empowered Soul and they check it out.

What's missing is that you did not use an affiliate link and you'll get no credit for that referral. So instead, you can say something like this:

In person: "Let me send you a link to the site by email so that you don't lose it." Then jot down their email address. When you get home, send them a quick note, containing your affiliate link to take them to the Empowered Soul site.

By phone you can do the same thing. You can often send them the link while they're on the phone with you, and your friend can click through right while you're on the line. You can even lead them to where to sign up for a free offers and show them around the site.

11. Promoting Through Your Newsletter

If you send out a regular email newsletter, you can promote Empowered Soul at the bottom of every newsletter. This really works!

12. Promoting on Your Web Site and Blog

Another way to promote Empowered Soul is on your web site. You can do this two ways: with a banner ad or with a text link. You have the banner link from the Affiliate Resource Center (under Get Links) and you could put that

anywhere on your web site.

Some of my affiliates have blogs and on one side have links to various sites they recommend (mine included). Of course, these are affiliate links. They will usually be disguised when the blog is formatted. I think this will be a growing strategy for listing affiliate links.

13. Discussion Groups

If you're involved in discussion groups or regularly post to blogs, you know what powerful communities these can become. Blatant advertising to these groups definitely doesn't work. But if you're a member of the community, there's nothing wrong with sharing valuable links. In fact, they are usually welcomed.

Making the Empowered Soul Affiliate Program Succeed

The keys to making your Affiliate program work are very simple:

1. Share Empowered Soul based on your own natural enthusiasm, your own desire to share something and make a difference.
2. Get the word out through various channels on a consistent bases, personal sharing, email newsletter, web site, discussion groups and blogs.
3. Make sure you use Empowered Soul services yourself so that you can speak with personal experience when you endorse them.
4. No SPAMMING. This will hurt both you and Empowered Soul. And besides, it won't work. Use your own list, or people with whom you already have relationships.

5. Always test your links before you use them.

6. Don't get discouraged if your response rate is small at first. It can take awhile before people feel comfortable about ordering something online.

7. Persist! Like any marketing, your efforts will eventually pay off. You'll discover the methods that work for you to earn affiliate commissions on a consistent basis.

Good luck with the Empowered Soul affiliate program!

Blessings,
Andrea Hess