

Affiliate Program Instruction Manual



Heart of Success Academy

Welcome to the Academy's Affiliate Program

Thank you for becoming a Heart of Success Academy Affiliate. The Affiliate Referral Program provides a simple way to create a steady source of passive income. Once you devote a small amount of effort to set up your affiliate links, your referral fees can start to flow in without requiring any further effort from you.

What You'll Find in This Instruction Manual

This manual is divided into Four Sections that give you a complete picture of how the program works. It tells you how you can integrate the program quickly and easily into the business activities you are already doing or are planning to do.

1. Program Overview
2. Getting Started
3. Eight Simple Success Tips
4. Final Words of Encouragement and Thanks

1. Program Overview

Read on to explore how the Heart of Success Academy's Affiliate Program can benefit you. As an Academy Member, you can earn 25% commissions by becoming an Academy Affiliate.

If just four of your friends, clients, or colleagues joins you as members, your annual membership is free. When even more join, your commission is pure profit!

All you have to do is tell others about our Academy. This is our way of thanking you for helping us to share the word, together building a thriving community of heart-centered professionals, and making the world a better place.

Free and Fast to Join

It's completely free to become a membership affiliate – no dues, no fees, nothing to buy. All you need is a Paypal Account where we can send your payments. You can easily earn a 25% commission on each new member generated by visitors who come to your site or respond to your email by clicking your affiliate link.

How can you prosper as an affiliate?

This *Affiliate Program Instruction Manual* takes you step-by-step through the process of promoting Heart of Success Academy Membership and earning commissions. It's surprisingly easy - no selling required. Simply invite others to visit our web site and become a part of our community. We take care of the rest.

This manual will show you how to get your links, and how to use the things you are already doing (or preparing to do) to build your business to promote Heart of Success Academy Membership. It takes the guesswork completely out of the equation.

We'll also make sure that you have great customer support when you set up your affiliate program. Support, guidance and this manual are all you'll need to begin – and we can provide all of that!

How will you know when new affiliate commissions come in?

When you register, you receive your own unique affiliate link. Then whenever people visit our web site using your special link – a small snippet of code (a cookie) is

placed on their computers – so our payment system can recognize them when they come back at a later time.

It doesn't matter if they purchase anything on their first visit or a year later – our system will recognize your affiliate code and credit you with your 25% commission. You will receive an email notification about every new member who has joined as a result of your kind recommendations. Once your total commission reaches \$20, you'll receive a commission check for the sales you've made.

Who can sign up to become an Academy Affiliate?

The Heart of Success Academy's Affiliate Program is open to all Academy members over 18 years of age living anywhere in the world. All you need is internet access and a Paypal account where you can receive your payments. Your affiliate payments will be sent to this Paypal account in US dollars each month.

When you register, you will immediately receive instructions on getting started and your affiliate link by email. Be sure to save this message in a place where you can retrieve it and refer to it at a later time if needed.

2. Getting Started

Please take a few minutes to study this Program Overview. We want you to get off to a good start and there are some basic things you need to know.

1. Watch for your Welcome Email. When you sign up for the Affiliate Program, you receive an email with three important items you need to remember:

1. Your User ID
2. Your password
3. Your affiliate number

You will need these to participate in the program. We suggest creating an Academy Affiliate file and putting a copy of your Welcome Email there, so you can find them later. You may also want to put them in your rolodex, for easy access.

If you didn't get the email, email affiliates@heartandsoulofsuccess.org and we will email your affiliate number and password to you. In the meantime, please look over this information carefully so you can get started right away!

2. You will use the link below to refer people from your site to ours. YOU MUST PUT YOUR AFFILIATE NUMBER WHERE YOU SEE THE XXXXX'S using your unique affiliate number in your Welcome Email.

YOUR AFFILIATE LINK IS <http://www.kickstartcart.com/app/?af=XXXXX>.

This is the link to use for your website, ezine and handouts. Don't worry about the link being long. On your website you can easily hide it behind a "Click Here" text link or a graphic link. Text links are just fine and you'll learn why in this Instruction Manual, which provides valuable tips and tools for setting up your affiliate links.

When you put your affiliate number in the link above, our system knows that it was you that referred someone to us. Our sophisticated tracking software will track how many visitors have linked from your site and how many of those have purchased something.

3. You can view your affiliate statistics any time by following the reports link below. To view how many people have traveled from your site to ours, or to see how many have ordered, you can go to the site below at anytime. Enter the password and user ID that were emailed to you and you will know immediately how well you're doing. If you forget either of these, look in your welcome email for assistance.

YOUR REPORTS LINK IS <https://www.mcssl.com/SYS/?m=162951&c=l>

Please don't get the "reports" link confused with your "affiliate" link. It would be very embarrassing to you and confusing to the person you are referring if you were to accidentally link from your site to a "reports" site. This "reports" link is only for your personal use to see how many visitors have clicked through and how many have ordered (so you can see how much you are earning in real-time).

- 4. It's easy to set up your links and start getting referrals.** To assure your success, this manual provides a wealth of essential information, along with tips that explain how everything works and the best ways that you can earn referral fees. Taking the time to read everything in its entirety will pay off in the extra referral fees you get by setting everything up *right* the first time. Once you do this, your fees can just come in over and over and over with no further effort from you. How does this sound?
- 5. Once your links are set up, your payments will be delivered to you each month in your Paypal Account,** which you provided when you registered for the Affiliate Program. All you have to do then is watch your email for notifications that members have joined and your account has been credited.

Thanks again for helping us to connect with more heart-centered professionals who are ready to get their messages out and create thriving businesses. This program is a win-win-win for all of us who want to contribute our unique gifts to make the world a better place.

2. Your Simple Success Tips

Effective affiliate relationships provide opportunities for all involved to prosper and grow. They are also forms of passive income which, once you set up your messages and links, continue to pay you back over and over and over again. If you appreciate the opportunities the Heart of Success Academy offers and want to help to share the word, you can provide a service to the many heart-centered professionals out there who need tools and support to get their messages out and create thriving businesses.

Opportunities like this are a win-win-win. Everyone involved, which includes you, budding heart-centered professionals, and the Academy benefit from your participation as we together offer our unique gifts and help to make the world a better place.

Nine Ways to Implement the Affiliate Program

This manual provides you with nine tips and samples of how you can link to the Academy's site. Please read through them carefully and pick out the suggestions that are most appropriate for your clients, customers and/or students. You can then tweak what we provide here to make it perfect for the needs of your business.

Here is an overview of the tips you will find in this section of the manual.

TIP # 1: Put the “Member Heart of Success Academy” logo on the main page of your website: This is one of the easiest ways to implement the Affiliate Program. Just download the “Member Heart of Success Academy” logo below from the “About Us” page of the website at <http://heartandsoulofsuccess.org> and add a caption. This is a wonderful way to demonstrate your professionalism and direct potential affiliated signups to the website.



TIP # 2: Make personal recommendations on your website: These are some other simple ways to implement the Affiliate Program on your website. All you have to do is use the samples provided below to craft a recommendation that speaks to your

clients, customers and/or students and add your affiliate link. No further effort is needed to benefit over and over from the program.

TIP # 3: Recommend the Academy in your newsletter or email: Just as you can recommend the Academy on your website, you can also include your recommendations in a newsletter or customer email.

TIP #4: Refer to the Academy on social networking sites: As a member, you can refer your customers, clients, and/or students to the Academy with messages and links that speak to your friends, fans, and followers.

TIP #5: Package a referral in an Insert with a product: If you provide home study courses or other products for heart-centered professionals, informing your students or customers of ways that they can follow up and build a thriving business is a valuable service.

TIP # 6: Add an Academy audio interview on your website: We are in the process of developing an audio interview that you can use on your website. If the Academy's support would benefit your visitors and it is a good complement for what you offer, an engaging audio can be an effective tool. Just add the audio to a page on your website and allow us to do the talking. Then you can provide a link for visitors to follow to find out more.

TIP # 7: Use video: If you enjoy using video, it can be an effective way to get your message out and endorse the Academy as an additional resource for your viewers.

TIP # 8: Refer to the Academy when speaking at live events: You may be able to find ways to refer to the Academy at speaking engagements and include your endorsement of the Academy in your handouts.

TIP #9: Learn what constitutes spam so you can be sure to avoid it.

You will want to study these tips, which you will find below, and the sample messages you can use or customize to suit your needs.

How To Use These Tips

Here are the steps to take to start receiving affiliate income:

1. Take a few minutes to read through the tips below.
2. Write a list of the quickest, easiest, and most appropriate ways that you can share your affiliate messages and links.
3. With the help of the examples we provide, craft the messages you want to use on your website, newsletter, social networking site, and so on.
4. Copy and paste your messages in the appropriate places.

5. Check to make sure your affiliate links are working.
6. Go on to other things and watch your affiliate payments grow!

Many businesses have several ongoing business activities where they can easily add affiliate recommendations and links to the Academy's Website. As you explore the tips below, remember that you can link to the Academy in a variety of ways. After all, the more people who see your links... the more people who click... the more people who join ... the more referral fees you receive. And the more you are participating in helping potential members to get their message out and thrive.

The Value of Your Endorsement

Your heartfelt endorsement is like the master key to our mutual success.

This is one of the most important points to remember with this (and any other) affiliate opportunity.

People tend to gloss over banner ads, so simple, heartfelt recommendations accompanied by text links will probably produce better results. This means more members in our community and more income for you. And they are so easy to produce. Your personal endorsement of the Heart of Success Academy shows your appreciation of what we offer, and since your visitors trust your opinion, they are more likely to click through and check us out.

Some ideas to keep in mind as you craft your messages:

1. **Make comments and pick headlines that match the type of visitor you get.**
With this in mind, you will probably want to customize the sample messages we provide below.
2. **Emphasize what the Academy's benefits have done for you.** Anytime you can add a phrase about how the Academy has helped you personally, be sure to do it. It will mean more referral fees for you!
3. **Keep in mind that it's generally not a great idea to lump many affiliate links** from different programs together if you use other affiliate links,. You probably won't have very good results because you will confuse your visitors and look like a jack of all trades.
4. **Use the sample messages we provide to save time crafting your messages.**
Just make sure to personalize them for your audience.

There's just one more thing we want to mention before we share the eight tips for becoming a profitable affiliate. This is one of the most direct ways you can profit.

HOST AN ACADEMY INTRODUCTORY TELECLASS

Do you have access to a group of heart-centered professionals who would like to attend a teleclass about getting their messages out and creating thriving businesses? If so, we would be happy to speak with you about the possibility of co-hosting a call with us. In the teleclass, we can provide your group with some valuable tips for building their businesses and direct the listeners to a page on your website where they can access your affiliate link and become members.

TIP # 1: Put the “Member Heart of Success Academy” logo on the main page of your website.

This simple tip can start yielding affiliate income right away with minimal effort on your part. Just download the “Member Heart of Success Academy” logo like the one below from the “About Us” page of the website at <http://heartandsoulofsuccess.com>.



Then just add your affiliate link to the image (so it is clickable) and add a caption that reads something like the following:

“Click on this logo to find out more about this wonderful organization.”

Simply telling your readers what you want them to do next is one of the most effective ways to market.

The addition of this logo provides three benefits in one. It 1.) highlights your professionalism as an Academy member, 2.) directs potential affiliate signups to the website, and 3.) provides opportunities for like-minded professionals to take their next steps in creating prosperous businesses. A clear win-win-win for all involved.

TIP # 2: Make personal recommendations on your website.

Adding affiliate messages and links to your website can also be quick and easy. As you do this, remember that your personal recommendations to join the Academy will mean more to those who know and trust you. Your “personal touch” will exponentially provide more clicks than just a link.

By adding these messages and links, you can feel great knowing that you are providing a valuable service by helping more heart-centered professionals to get their

messages out and succeed. These recommendations can also create continuous profits for you and potentially triple or quadruple your referral fees!

As an Academy member, you know how instrumental this academy can be for anyone wanting to create a thriving business. Since the value far outweighs the reasonable cost of membership, suggesting it to others is a win-win for everyone, so you can feel good about giving your heartfelt recommendation.

You can further increase the effectiveness of your recommendation by using it in more places. In every instance where it is appropriate in your website, have a recommendation and/or link to the Heart of Success Academy website. You could have a link on your main index page and several other relevant pages.

For optimal exposure, we recommend that you link to us on your main page, as suggested in Tip #1. Appropriate secondary pages are valuable too, especially if the Academy's membership is complementary to the text on the page.

Another good place to put affiliate text links is on a "Thank You" page in your shopping cart so you can offer this valuable opportunity for those who have already demonstrated an interest in bettering themselves.

Sample Messages

Here are some time-saving examples of the kinds of things you could say on your website, depending on the nature of the people that visit your site. You are, of course, encouraged to customize them for your audience.

Website Message:

"If you'd like to learn how you can get the tools and resources you need to create a thriving business and connect with like-minded business owners, we highly recommend checking out the Heart of Success Academy. Drs. Phillip and Jane Mountrose, who are successful heart-centered professionals themselves, and the Academy's team of experts provide a treasure chest of tools and solutions that you can implement quickly and easily to create the success and prosperous income you desire, and get your message out in a much larger way. A great opportunity that I highly recommend!"

Shorter Website Message

"If you'd like to learn how you can get the tools and resources you need to create a thriving business and connect with like-minded business owners, we highly recommend checking out the Heart of Success Academy. It's a great opportunity that may be just the thing you need to create the success and prosperous income you desire!"

TIP # 3: Recommend Membership in your newsletter and/or blog

If you have a newsletter, Ezine, blog, or a customer email/database list, it can be a very powerful way to promote Heart of Success Academy Membership. This can be an effective way to reach more people and create bigger referral fees.

You can also consider adding a recommendation and link to us on any autoresponders you may have. You can even use us in your signature line when you post to email discussion lists, forums and newsgroups. Just please-- NO SPAM. See Tip #9 for more information on what constitutes spam, so you can avoid it.

Sample messages for your customer database:

"Thank you for purchasing (insert your product here) not too long ago. We appreciate your business. I am emailing you for two reasons. The first is to thank you for your business and the second is to mention something that we thought would be of interest to you . . ." (at this point you put in the appropriate recommendation from above depending on the type of customer you have)

Or, if you have a guest list of a free service you offer on your website, you could say:

"Thank you for visiting our site and using our Free (insert your free service here). I am emailing you for two reasons. The first is to thank you for stopping by and the second is to mention something that we thought would be of interest to you . . ." (again, at this point you put in the appropriate recommendation from above depending on the type of visitor you have)

If you have an electronic newsletter or Electronic Magazine (Ezine):

You could say that you are emailing your readers separately from the regular ezine because you have found something on the net that is worth mentioning and wanted to bring it to their attention. (Then insert a recommendation like the one above) This approach will, by far, pull in the best response, because it is a personal note separate from the standard newsletter and it will demand attention and urgency.

If you use autoresponders:

For those of you who don't know, an autoresponder automatically sends your message in response to an email sent to it. For example: if a person would request information from you, they would automatically get the information emailed back to them. This happens behind the scenes so that you don't have to send out all of these emails personally.

Autoresponders can also be tied to a customer purchase. This is a great way to automatically follow up with your customers to thank them, give them extra service AND offer them additional products of your own plus affiliate products. This is commonly known as upselling.

If you use the extremely advanced yet inexpensive shopping system that we use, [Kickstart Cart](#), you have an unlimited number of very sophisticated and easy-to-use autoresponders ready whenever you need them. Autoresponders are great for allowing people to get your articles and all kinds of information from you without your direct input. You set it up once and they can access the information anytime.

As a note, the link above to Kickstart Cart is our affiliate link to a product that we use and feel good about. This is an example of how easily you can incorporate an affiliate program into the things you are already doing, create additional income, and help people to create businesses.

So how can autoresponders help you to create more passive income?

You can put your short recommendations in along with the information that is going out on the autoresponder. These could be free things like articles, newsletters, tip sheets, e-courses etc. You can create ongoing income, just by adding your personal Heart of Success Academy recommendation and link along with each automatic response.

All you have to do is take a minute to add the recommendation and link to your materials and it goes out automatically around the clock day in and day out, year in and year out with no other work on your part. This is the benefit of passive income. You can even earn referral fees while you are on vacation!

TIP # 4: Refer to the Academy on Social Networking Sites

Social networks like Twitter and Facebook provide great affiliate opportunities. The key here is, as you probably know, to provide good content, so you are helping people, then offering them opportunities to find out more. This can be a way to earn substantial referral fees while you provide a valuable resource for friends, followers, and fans who need assistance in creating thriving businesses.

For Twitter, you can use a simple message with a shortened url, like the following:

“Want support and success tools? You might want to check out the Heart of Success Academy. <http://bit.ly/1HdD1i>” Note: the actual URL you would use would have your unique affiliate link, which can be shortened in length to be more readable.

On facebook, you can provide a similar message with the addition of your personal recommendation, tailoring your message toward your specific audience.

TIP #5: Package a referral as an insert with a product

If you provide educational products like home-study courses or other complementary services for heart-centered professionals, a referral to the Heart of Success Academy may complement your services and help your graduates or customers to take the next steps in their professional development.

Many new heart-centered professionals don't realize that marketing and professional development are learned skills that can save them years of frustration in their attempts to create successful businesses. None of us wants our graduates to be the "best kept secrets" when they can experience tremendous success.

To recommend the Heart of Success Academy, you can print up an inexpensive insert to put in the package when you ship a product to your customers. This is an extremely effective way to put your personal recommendation in front of people who already are buying from you. It could be part of a "Thank You" note for purchasing that could say something like the following:

"Thanks so much for participating in our program. Since we are committed to you as one of our valued students, we recommend you visit a fantastic academy we discovered on the internet and joined ourselves. The Heart of Success Academy provides a treasure chest of enlightened success solutions that will help you to get your message out and create a thriving business..." You can also describe your personal experience and recommendation.

You don't have to use the exact message provided above, but something along these lines is a good way to lead in to your personal recommendation. And the best part is, this hardly costs anything. The customer has already purchased and probably paid the shipping, so it's a much better deal than doing a separate mailing that would raise the costs.

TIP # 6: Add an Academy audio interview on your site.

You can create a webpage on your site that provides an inspiring audio interview with the Academy's Co-Founders and Co-Directors, Dr. Phillip and Jane Mountrose. We are in the process of developing an audio for this purpose now that will be designed to provide valuable information for the listener along with the opportunity to take the next step and join our community. Please be sure to check back to download this audio in the near future.

An audio interview can get people really excited about creating a thriving business or taking their current business to the next level. The Mountroses will talk about how they got started, all the costly mistakes they made that others can avoid. They will also discuss how to benefit from their successes and the successes of other leading experts in the field, and more.

NOTE: If you decide to use the upcoming audio interview, make sure you still have other recommendations in appropriate places on your site. The interview page should be an "addition" to your written recommendations, NOT a replacement for the current links you can easily create.

Tip # 7: Use video.

The Heart of Success Academy's Co-Founders and Co-Directors, Dr. Phillip and Jane Mountrose are in the process of developing a short video that you can add to your

site along with your testimonial and link. Please be sure to check back in the near future.

You may also be capable of creating short video tips of your own for your customers, clients, and students that can include an endorsement of the Academy as an additional resource. Uploading them to many free video hosting sites like YouTube, Google Video and others is a way to get your message out while you earn money with your affiliate fees. Just make sure to drive the traffic to a page on your site that's easy to say and write. This would be the page where you would place an additional recommendation and your affiliate link.

Tip # 8: Refer to the Academy when speaking at a live event.

If you have occasion to speak in front of groups, you may find an appropriate time to mention the Heart of Success Academy as an enhancement to the services you provide. The most effective way is to tell the audience the benefits to them of visiting the Academy's site and write the link on a flipchart, overhead, whiteboard, or put it in a PowerPoint slide. Just be sure to encourage the audience to write it down, so they can return to it later.

An even more effective approach is to put your recommendation and link in your handout materials. This way there is no chance that the link will be copied down incorrectly.

Not only is this a "personal recommendation," it was actually done "in person" which makes an even greater impact than emailing it to them.

NOTE: Your affiliate link is normally far too long and cumbersome to write down or say from the stage. The best idea is to make an easily remembered page in your site to send the people to like <http://www.YourSite.com/success.htm> or something like that. When people visit that page, you would recommend the Academy and provide your long affiliate link.

Tip # 9: Learn what constitutes spam and be sure to avoid it.

This is a warning on spam and its consequences.

We hope that Tips 1-8 have provided you with some great ideas for ways that you can benefit from the Heart of Success Academy's Affiliate Program. We know that the kinds of people who become Academy members have a high degree of integrity, and we don't want you to accidentally become subject to accusations of spam.

Be aware that is against your Affiliate Agreement to advertise the Academy's web site via unsolicited email, which is spam. This is critical for all concerned. Like you, we are very serious about maintaining a high level of integrity in everything we do. Sometimes, heart-centered professionals become so excited about getting their messages out that they think that literally everyone will want to hear about what they are doing. This is not always the case.

If you send spam, you jeopardize your reputation and ours. Some people may think that affiliate "Spam" email originated from us, damaging our reputation and causing us many administrative problems. If you send unsolicited email, your account will be terminated, forfeiting all outstanding referral fees. Posting to "inappropriate" newsgroups also will not be tolerated. Your cooperation and understanding is appreciated.

It's good business to educate yourself on what constitutes spam so you can be sure to avoid it. At the same time, don't let it stop you from getting your message out and doing your good work with integrity.

FINAL WORDS OF ENCOURAGEMENT AND THANKS

Tips 1-8 are all excellent and proper (non-spam) ways to promote the Academy. As mentioned, you are encouraged to recommend the Academy on your website, in your autoresponders, in personal emails to your client base, your lead lists, people who contact you and you stay in touch with, a newsletter list, to friends, followers, and fans on social networking sites, even in appropriate email discussion lists, etc. This is not spamming.

The ideas we have provided for directing affiliate links to the Academy's website are suggestions that you can individualize for your website and your clientele to receive referral payments over and over. You are free to use our ideas and links in any way you deem appropriate in your business. Please also let us know if you have any suggestions for improving this information.

Implementing the tips in this Instruction Manual could create some valuable passive income in referral fees. We thank you for being a part of our affiliate program and look forward to a long, mutually profitable relationship with you.

Wishing you all the success you can imagine and even more,

Drs. Phillip and Jane Mountrose
Founding Directors

<http://heartandsoulofsuccess.org>

P.S.: Please email any questions or comments to affiliates@heartandsoulofsuccess.org. We would also appreciate your testimonials about your success with this Affiliate Program.