

Affiliate Resources Guide

Welcome to the Hay House Affiliate Program! Together, we can help people improve the quality of their lives.



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Key Affiliate Terms

Offer: An offer represents the terms of an affiliate program and includes commissions based on a set percentage of sales (Revenue Share). Affiliates run traffic to offers and are able to access creatives associated with that offer.

Campaign: the unique relationship between an offer and an affiliate. A campaign is a more detailed version of an offer and is also the affiliate's intention of promotion of an offer.

Conversion: An event that occurs when a visitor clicks through a link and makes a purchase. Affiliates earn commissions when conversions occur.

Creatives: The materials used to convey an advertising message with your affiliate link embedded. Hay House provides the following types of creatives:

- **Link** creative: Your direct affiliate link to any one of Hay House's 8 websites. These are also used to create deep links to any Hay House products, sponsored events, or pages within our approved websites.
- **Text** creative: Also called text links, these are words or calls-to-action premade by Hay House available for your use.
- **Image** creative: Any banner creative in varying sizes
- **Deep link:** A link creative created by the affiliate that leads to a page within a website other than the homepage. (More info on deep links and how to create them is contained within this document under Accessing Your Affiliate Links & Creatives).

Key Affiliate Terms (cont.)

Event: Not to be confused with a live physical event like a Hay House conference, an “event” in affiliate terms is an action that occurs after an initial conversion. It is a type of conversion, but the difference between the two is that a conversion is the first purchase that a visitor makes after clicking an affiliate link, while an event is a purchase that occurs after the initial first click.

Impression: How many times one of our pre-made affiliate creatives (with your affiliate link embedded) is displayed or viewed on your website

Last click (last cookie) attribution: An *attribution model* is the rule, or set of rules, that determines how credit for sales and conversions is assigned to affiliates. *Last click* or *last cookie* attribution assigns 100% credit to the affiliate link that was clicked immediately preceding a sale or conversion.

Publisher: an affiliate

Return Days: the number of days that an affiliate’s cookie remains in a visitor’s browser. In our offers, the affiliate’s cookie remains active for 30 Return Days.

Vertical: A niche group used to categorize items related to the same topic

Navigating the Affiliate Portal

Dashboard Tab

When you log in to the affiliate portal, the first screen you see is the dashboard. It is a centralized location where key overview information is displayed including:

Campaign Summary widget: displays the performance of all of your actively running campaigns

Performance widget: shows revenue earned

Bills widget: displays each month's commission payments and status

Documents widget: where you will find important Hay House affiliate program documents for your reference

Navigation Bar: the left sidebar containing the tabs to navigate through the various areas of your affiliate portal

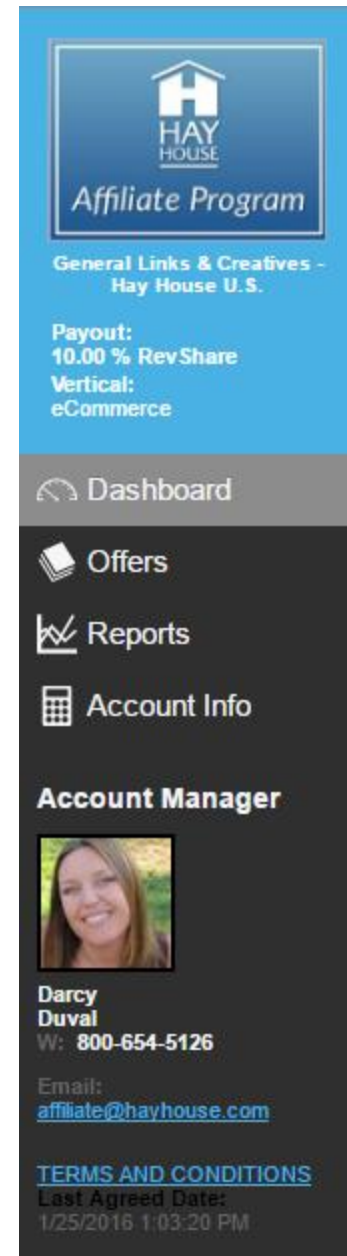
Navigating the Affiliate Portal

Navigation Bar

Located on the left-hand side of the screen within your dashboard, the **navigation bar** includes different tabs that you can select in order to access a variety of information.

This navigation bar includes the four tabs: **Dashboard**, **Offers**, **Reports**, and **Account Info**.

Here you will also see your account manager's information as well as your most recent Terms and Conditions approval date and time.



The screenshot shows a vertical navigation bar on the right side of a dashboard. At the top is a blue header with the Hay House logo and the text "Affiliate Program". Below this, it says "General Links & Creatives - Hay House U.S.". The main navigation bar is dark grey and contains four items: "Dashboard" (with a home icon), "Offers" (with a document icon), "Reports" (with a line graph icon), and "Account Info" (with a calculator icon). Below the navigation bar is the "Account Manager" section, which includes a profile picture of Darcy Duval, her name, phone number (800-654-5126), and email address (affiliate@hayhouse.com). At the bottom, there is a link for "TERMS AND CONDITIONS" and the "Last Agreed Date" (1/25/2016 1:03:20 PM).

HAY HOUSE
Affiliate Program

General Links & Creatives -
Hay House U.S.

Payout:
10.00 % RevShare
Vertical:
eCommerce


Dashboard

Offers

Reports

Account Info

Account Manager



Darcy Duval
W: 800-654-5126

Email:
affiliate@hayhouse.com

TERMS AND CONDITIONS
Last Agreed Date:
1/25/2016 1:03:20 PM

Navigating the Affiliate Portal

Offers Tab

The **Offers tab** displays all offers available.

The **Search tool** at the top allows you to filter the offers to allow you to search more effectively.

Each offer listed will contain your affiliate links and creatives you need to promote the items pertaining to that specific offer. Click on any offer link to open the offer card and gain access to them.

The screenshot displays the Hay House, Inc. Affiliate Portal interface. The top navigation bar is dark blue with the Hay House logo and the text "Hay House, Inc.". Below this, the "Offers" tab is selected, highlighted in a darker blue. The main content area is white and features a search bar with the placeholder text "Search Here For Offers ...". To the right of the search bar are several filter options: "All Price Formats" (dropdown), "Payout: Min" and "Max" (input fields), and "Category: Not Selected" (dropdown). Below the search bar are four more filter options: "All Storefronts and Verticals" (dropdown), "All Statuses" (dropdown), "All Media Types" (dropdown), and "All Countries" (dropdown). The "Offers" section is a table with a header row containing "Name". Below the header, there are five offer entries, each with a blue eye icon and a link: "General Links & Creatives - Hay House U.S.", "Hay House Radio", "HealYourLife.com", "Live Lectures & Events - Hay House U.S.", and "Online Courses - Hay House U.S.". On the left side of the interface, there is a sidebar with a dark blue header "Featured Offer". Below the header is a featured offer card for the "Affiliate Program" with the Hay House logo. The card includes the text "General Links & Creatives - Hay House U.S.", "Payout: 10.00 % RevShare", and "Vertical: eCommerce". Below the featured offer card are three navigation links: "Dashboard", "Offers", and "Reports". At the bottom of the sidebar is an "Account Manager" section featuring a profile picture of Darcy Duval and her contact information: "Darcy Duval" and "W: 800-654-5126".

Navigating Affiliate Portal

Reports Tab

What do affiliate links track?

Your affiliate links track the following actions:

Impressions, Clicks, Conversions, Events and **Revenue**

Impression: How many times one of your affiliate links is displayed or viewed

Click: An instance when a particular link is clicked on

Conversion: A sale following the click of an affiliate link

Event: Another word for conversion

Revenue: Your revenue (also known as sales) is tracked via our affiliate tracking software and is based on "last cookie" attribution. The cookie is attached to the visitor who made a purchase through an affiliate link on your website, social media post, newsletter, email promotion, or advertisement.

How do I check my Reports?

While some basic reports are displayed in the dashboard, the bulk of the reporting is available in the Reports tab. There you can find 5 primary reports:

Daily Summary: your overall performance on a daily basis

Campaign Summary: this is a more detailed version of the campaign summary displayed in the dashboard

***Sub Affiliate Summary:** a report that groups your Sub Affiliate stats. We are not currently set up to allow this function, so please disregard this report.

Conversion report: a detailed report of your conversions. If you are interested in knowing what products, events, or courses were sold through your link, please feel free to send us an email and we can let you know.

Click report: a detailed report of all unique clicks tracked

Navigating the Affiliate Portal

Account Info tab

The **Account Info** tab is where you can modify various personal information fields including:

- Your company's mailing information (if applicable) and basic payment information. ****Please feel free to disregard this payment area. You will be required to fill in your payment and tax information in greater detail further down the page.***
- Vertical categories that apply to your website or brand
- Media types that you run

The screenshot displays the 'Account Info' tab in the Hay House, Inc. Affiliate Portal. The interface is organized into several sections:

- Change Password:** Fields for 'New Password' and 'Confirm Password' with a 'Save' button.
- Change Language:** A dropdown menu for 'Language' and a 'Save' button.
- Change Timezone:** A dropdown menu for 'Timezone' (set to 'Pacific Standard Ti') and a 'Save' button.
- Company Information:** Fields for 'Address Line 1', 'Address Line 2', 'City', 'State', 'Zip / Postal Code', 'Country', and 'Website'.
- Payment Information:** Fields for 'Tax Class', 'Tax ID', and 'Payment To'.
- Contact Information:** Fields for 'Contact Type', 'First Name' (Darcy), 'Last Name' (Duvall), 'Email' (dduvall@hayhouse.com), 'Job Title', 'Work Phone' (800-654-5126), 'Cell Phone', 'Fax', 'M.', and 'M Service'.
- Newsletter:** A 'Subscribe' checkbox (checked) and a 'Save' button.
- Vertical Categories:** A list of categories with checkboxes and 'Current' indicators. 'Personal Blogs' is checked and highlighted.
- Media Types:** A list of media types with checkboxes and 'Current' indicators. 'Banner' is checked and highlighted.
- Price Formats:** A list of price formats with checkboxes and 'Current' indicators. 'RevShare' is checked and highlighted.

On the left side, there is a sidebar with a 'Featured Offer' for the 'Affiliate Program' showing a '10.00 % RevShare' and 'eCommerce' vertical. Below this is a navigation menu with 'Account Info' selected. The 'Account Manager' section shows a profile for Darcy Duvall with contact information and a 'Last Agreed Date' of 10/5/2014 1:45:21 PM.

Price formats – Hay House uses the RevShare model since we share a portion of the revenue that you bring in through your sales.

Navigating the Affiliate Portal

Account Info tab – Getting Paid – US Offers

Hay House issues commission payments to payable affiliates each month at the beginning of the month with a month in hand. For example, any commissions earned on sales made during the month of June would be paid out in August. July's commissions would be paid in September, August's in October, and so on.

To ensure that we are able to issue you any commission payments, please add your payment preference, banking details, and tax information to your affiliate portal. To do this, login and complete the following steps:

- Click the Account Info tab on the left hand side of your screen.
- Scroll all the way down to the Payment Details Entry area at the bottom.
- Enter your address and contact details as they appear on your bank records.
- Click the Next button at bottom to move to the next screen
- Screen 2 will ask you to select your payment method from the dropdown and enter in your banking details or PayPal address.*
- Click the Next button to move to the third screen and enter in your tax information.
- Click the Next button again until you see the message that lets you know you're all set.

*You have the option to choose between 4 payment methods. Hay House covers the associated fees for 2 of these - PayPal and ACH. Please note that these 2 methods also have a \$100 payment threshold, which means that you will *not* receive any commissions earned until you have generated at least \$100 in commissions.

The screenshot displays the Hay House Affiliate Program interface. On the left sidebar, the 'Account Info' tab is highlighted with a red circle. The main content area shows a 'Payment Information' section, also circled in red, with a 'Payment Details Entry' button. Below this, a navigation bar includes 'Address', 'Payment Method', 'Tax Forms', and 'Done'. The 'Payment Method' dropdown is set to 'PayPal', while 'Tax Forms' and 'Done' are marked with red 'X's. A red arrow points to the 'Next' button at the bottom right of the form.

Account Manager
Darcy Duval
W: 800-654-5126
Email: DDuval@HayHouse.com

Payment Information
Payment Details Entry

Address | **Payment Method** | Tax Forms | Done

PayPal | X | X

Enter your address :

Please enter your contact details as they appear on your bank records.

Email Address: darcylee13@gmail.com
Phone Number:
First Name: Darcy
Middle Name:
Last Name: Lee
Company: Darcy Lee
Address: 2776 Loker Ave W
Address 2:
City: Carlsbad
State: CA
Zip: 92010
Country: United States

Edit

Next

Links and Creatives

Eligible Websites

Hay House currently has 9 websites that participate in the affiliate program. This means that you can promote applicable items found within these sites using your affiliate links. Eligible websites include:

www.hayhouse.com

www.angeltherapy.com

www.drnorthrup.com

www.drwaynedyer.com

www.greggbraden.com

www.hayhouseradio.com

www.healyourlife.com

www.louisehay.com

www.hayhouseu.com

Additionally, unless otherwise noted, Hay House's online courses available through the Hay House University web landing pages are also eligible for commission.

Links and Creatives

Commissionable vs. Non-Commissionable Items

In general, all Hay House products, online courses, and events sponsored by Hay House U.S. and found on one of our eligible Hay House U.S. managed websites are commissionable.

Hay House pays out a RevShare for referred sales on the following commissionable items:

• **Products: 10%** • **Live Events: 20%** • **Online Courses: 50%**

Non-commissionable items include:

Hay Foundation Donations
iTunes or iPhone applications
Non-Hay House sponsored author events
Hay House events sponsored by foreign offices (UK, AU, IN, SA)
Audible.com downloads
Haylo Health multivitamins and supplements
Dr. Brian Weiss products, events, and online courses
Gift Cards/e-Gift Cards

If you are ever unsure as to whether an item you see on any of our websites is commissionable or non-commissionable through the affiliate program or have any questions on the amount a commissionable item pays out, please feel free to reach out to us at affiliate@hayhouse.com.

Links and Creatives

Accessing Your Affiliate Links & Creatives

A large selection of pre-made creatives is available for your use in your affiliate portal. **Each has your unique affiliate tracking code embedded.** These creative types include link creatives, text links, and image creatives.

Follow the steps below to learn how to browse through our database and access pre-made affiliate links and creatives. If you don't see what you're looking for, keep reading for instructions on how to create your own affiliate deep links (applies to U.S. offers only).

- Click the Offers tab on the left-hand side of your screen
- Click the offer you are interested in. (If this is your first time clicking on the offer link, a pop-up will appear prompting you to select the way in which you will be promoting most. Please list any additional promotional methods you intend on using in the Notes section.)
- Select the Creatives tab from the offer card to view the available links and creatives.
- Click on the "All Creative Types" dropdown to filter the list by creative types. All of our banners and links have specific numbers assigned which you can see to the left of the Name column.
- Preview any creative by rolling over or clicking the eye icon to the left of each. (Note that previews are not available for Link creatives.)

General Links & Creatives - Hay House U.S. - RevShare

Sub ID Instructions
Please note that the s1 parameter should only be used to pass NON-UNIQUE Subaffiliate IDs. If you are using UNIQUE Click IDs each time someone clicks on the link, please use another Sub ID field (s2-s5) as instructed by your Account Manager. If you are using HitPath specifically, you can send unique Sub IDs and affiliate Sub IDs using the following method: &s1=xxagentidxx&s2=jjhijj (For DT use &s1=%LINK&s2=%SUBID).

Name	Unique Link	Get Code	Download Zip	Send Email	Type
16 - HayHouse.com - Main Link	http://hhafftrk.com/?a=4700&c=16&p=r&s1=	Get Link		Send Email	Link
17 - Dr. Northrup - General - 300x250	http://hhafftrk.com/?a=4700&c=17&p=r&s1=	Get Code	Download Zip	Send Email	Image
18 - Dr. Northrup - General - 728x90	http://hhafftrk.com/?a=4700&c=18&p=r&s1=	Get Code	Download Zip	Send Email	Image
19 - Dr. Northrup - Body Wisdom - 125x125	http://hhafftrk.com/?a=4700&c=19&p=r&s1=	Get Code	Download Zip	Send Email	Image
20 - Dr. Northrup - Book Store - 160x800	http://hhafftrk.com/?a=4700&c=20&p=r&s1=	Get Code	Download Zip	Send Email	Image
21 - Dr. Northrup - Book Store - 300x250	http://hhafftrk.com/?a=4700&c=21&p=r&s1=	Get Code	Download Zip	Send Email	Image
22 - Dr. Northrup - Book Store - 468x80	http://hhafftrk.com/?a=4700&c=22&p=r&s1=	Get Code	Download Zip	Send Email	Image
23 - HH General - 130x130	http://hhafftrk.com/?a=4700&c=23&p=r&s1=	Get Code	Download Zip	Send Email	Image
24 - HH Going Green - 160x800	http://hhafftrk.com/?a=4700&c=24&p=r&s1=	Get Code	Download Zip	Send Email	Image
25 - HH General - 120x90	http://hhafftrk.com/?a=4700&c=25&p=r&s1=	Get Code	Download Zip	Send Email	Image

Page 1 of 5 Rows Per Page: 30 Displaying Creatives 1 - 30 of 123

Links and Creatives

Accessing your Affiliate Links & Creatives (cont.)

There are a variety of ways to access your creatives and you're welcome to select whichever works best for your promotions:

- To get your direct affiliate link (no image) to use in your newsletters, websites, or email promotions, highlight and copy your Unique Link directly from your screen in the offer card.
- Get the html code for the creative of your choice to insert into your website or newsletter by clicking on Get Code.
- You may also click the Send Email link if you would prefer to receive any of your affiliate links and creatives via email.
- Click Download Zip to download the file. If you are downloading an image creative, you will need to copy out your affiliate link for that image from the Unique Link column within the offer card.

***When not using html files, insert the image into your website, blog, or newsletter and hyper-link the image with your affiliate link to make sure that your images track.**

The screenshot displays the 'Hay House Main Offer - RevShare' interface. A table lists various creatives, with the following columns: Name, Unique Link, Get Code, Download Zip, Send Email, and Image. The row for '17 - Northrup - General - 300x250' is highlighted in yellow. Red callout boxes provide instructions: 'Preview the creative by rolling over the eye icon' points to the eye icon in the first column; 'Hyperlink the image with your Unique Link (if not using HTML)' points to the Unique Link column; 'contains the HTML to insert image with your affiliate link embedded into your promotions' points to the Get Code column; 'Download the image (*remember to hyperlink it with your Unique Link once you insert it into your promotion)' points to the Download Zip column; and 'Email yourself your link & the image' points to the Send Email column. A preview of the creative is shown in a pop-up window, featuring a woman and the text: 'The time to listen to your body's wisdom is now! Visit www.DrNorthrup.com to learn how! Women's health and wellness expert Health Wisdom News • Daily Inspiration Discounts on products • Special Events'.

Name	Unique Link	Get Code	Download Zip	Send Email	Image	Type
16 - HayHouse.com - Main Link	http://hhafftrk.com/?a=3626&oc=16&p=r&s1=			Send Email		Link
17 - Northrup - General - 300x250	http://hhafftrk.com/?a=3626&oc=17&p=r&s1=	Get Code	Download Zip	Send Email	Image	Image
18 - Northrup - General - 300x250	http://hhafftrk.com/?a=3626&oc=18&p=r&s1=	Get Code	Download Zip	Send Email	Image	Image
19 - Northrup - General - 300x250	http://hhafftrk.com/?a=3626&oc=19&p=r&s1=	Get Code	Download Zip	Send Email	Image	Image
20 - Northrup - General - 300x250	http://hhafftrk.com/?a=3626&oc=20&p=r&s1=	Get Code	Download Zip	Send Email	Image	Image
21 - Northrup - General - 300x250	http://hhafftrk.com/?a=3626&oc=21&p=r&s1=	Get Code	Download Zip	Send Email	Image	Image
22 - Northrup - General - 300x250	http://hhafftrk.com/?a=3626&oc=22&p=r&s1=	Get Code	Download Zip	Send Email	Image	Image
23 - Northrup - General - 300x250	http://hhafftrk.com/?a=3626&oc=23&p=r&s1=	Get Code	Download Zip	Send Email	Image	Image
24 - Northrup - General - 300x250	http://hhafftrk.com/?a=3626&oc=24&p=r&s1=	Get Code	Download Zip	Send Email	Image	Image
25 - Northrup - General - 300x250	http://hhafftrk.com/?a=3626&oc=25&p=r&s1=	Get Code	Download Zip	Send Email	Image	Image
26 - Northrup - General - 300x250	http://hhafftrk.com/?a=3626&oc=26&p=r&s1=	Get Code	Download Zip	Send Email	Image	Image

Links and Creatives

Creating Your Own Links: Deep Links *(Applies to U.S. offers only)*

Sometimes, you may want to promote a particular item that you don't see listed among our creatives. Since there are currently 11 websites (listed on pg. 11 of this document) that are a part of the Hay House U.S. Affiliate Program and so many different products and pages within each, it's impossible for us to have a pre-made affiliate link available to each one. For this reason, we have given our affiliates the ability to create their own affiliate deep links to any Hay House U.S. sponsored products, events, and online courses. Below are the steps:

- 1) Click on the Offers tab at the left side of your screen and decide which offer your link belongs in.
- 2) Open that offer by clicking on the offer link.
- 3) Click the Creatives tab.
- 4) Click the Add Creative button.

The screenshot displays the Hay House Affiliate Program dashboard. On the left sidebar, the 'Offers' tab is highlighted with a red circle and labeled '1'. The main content area shows a list of offers under the 'Offers' tab. The offer 'General Links & Creatives - Hay House U.S.' is selected, indicated by a red arrow and labeled '2'. Below this, the 'Creatives' tab is selected, labeled '3'. The 'Add Creative' button is circled in red and labeled '4'. The 'Add Creative' button is located above a table of existing creatives. The table has columns for Name, Unique Link, Get Code, Download Zip, Send Email, and Type. The table contains 12 rows of creatives, each with a unique link and associated actions.

Name	Unique Link	Get Code	Download Zip	Send Email	Type
16 - HayHouse.com - Main Link	http://hhafftrk.com/?a=4700&c=16&p=r&s1=	Get Link		Send Email	Link
17 - Dr. Northrup - General - 300x250	http://hhafftrk.com/?a=4700&c=17&p=r&s1=	Get Code	Download Zip	Send Email	Image
18 - Dr. Northrup - General - 728x90	http://hhafftrk.com/?a=4700&c=18&p=r&s1=	Get Code	Download Zip	Send Email	Image
19 - Dr. Northrup - Body Wisdom - 126x125	http://hhafftrk.com/?a=4700&c=19&p=r&s1=	Get Code	Download Zip	Send Email	Image
20 - Dr. Northrup - Book Store - 160x600	http://hhafftrk.com/?a=4700&c=20&p=r&s1=	Get Code	Download Zip	Send Email	Image
21 - Dr. Northrup - Book Store - 300x250	http://hhafftrk.com/?a=4700&c=21&p=r&s1=	Get Code	Download Zip	Send Email	Image
22 - Dr. Northrup - Book Store - 468x60	http://hhafftrk.com/?a=4700&c=22&p=r&s1=	Get Code	Download Zip	Send Email	Image
23 - HH General - 130x130	http://hhafftrk.com/?a=4700&c=23&p=r&s1=	Get Code	Download Zip	Send Email	Image
24 - HH Going Green - 160x600	http://hhafftrk.com/?a=4700&c=24&p=r&s1=	Get Code	Download Zip	Send Email	Image
25 - HH General - 120x90	http://hhafftrk.com/?a=4700&c=25&p=r&s1=	Get Code	Download Zip	Send Email	Image

Links and Creatives

Creating Your Own Links: Deep Links (cont.)

- 5) In the Add Creative box that now appears, enter in the information:
 - a. Name your link whatever you like, as this will only be visible by you.
 - b. Enter in the link URL of the page where you want to direct the visitors who click your link.
 - c. Add a description of your link in the Description box (optional).
- 6) Click Next.
- 7) Click Finish.

And you're all set! Your newly created link can be found on the last page of your creatives.

Please note: Deep links do not come with ready-made images. However, if you would like to promote with an image, you are welcome to do so. Just locate the image you would like to associate with the item you are promoting, save it to your computer, and then insert it into your promotion making sure to hyperlink it with your affiliate link. ****Disclaimer: The only images that may be used in affiliate promotions are those advertising specific products, events, or online courses and that are found on HayHouse.com or HayHouseU. Stand-alone author images may not be used in any affiliate promotions without prior written consent.***



The screenshot shows a web form titled "Add Creative" with a subtitle "Step 1 of 2: Enter Creative Details". The form contains three input fields: "Name:", "Link:", and "Description:". Each field is highlighted with a red box and labeled with a letter: "a." for Name, "b." for Link, and "c." for Description. At the bottom right of the form, there are two buttons: "< Previous" and "Next >".

Affiliate Marketing Tips

Getting Started

HEAL – Heal, Empower, Affirm, Lead

Just as Hay House's mission is to **HEAL** individuals and the world around us, as our valued affiliate, your promotional efforts are thought of as an extension of that purpose, helping to spread our message out into the world.

Whether your intention is to promote a little bit, a lot, or somewhere in between, the effort you put into your promotions will have a direct effect on what you get back. And while it is important to note that there are no guarantees of monetary riches in the world of affiliate marketing, beginning with the following points will start you out on the right path.

- Educate yourself about affiliate marketing basics (and beyond)
- Do your homework and get to know the products, events, and online courses you plan on promoting
- Create a structured plan and develop your strategy
- Build your audience and your relationship with them
- Experiment and try different things to learn what works best for you and your audience

Just as businesses take time to grow and prosper, so does the "business" of the affiliate marketer, whether that "business" is a blog, website, social media presence, newsletter, email list, or other platform.

Marketing is an exciting, dynamic industry where the trends and strategies are known to fluctuate. Yet, there are marketing basics that remain tried and true pillars to any successful campaign.

Affiliate Marketing Tips

Tips & Best Practices

Build Trust

The first step in affiliate marketing is building trust. Just as you're more likely to try a product or service recommended by a friend, your audience will be more inclined to take your advice if they have confidence in your message. And, if you're not speaking about it, people aren't necessarily going to buy it. So, be sure to give them a reason to do so.

Example – You have a blog that focuses on healthy living and are a big fan of fermented foods, kefir, and kombucha due to the positive effect they've had on your family's overall health.

Why not write a post featuring one of your favorite recipes from Hay House author Donna Schwenk's book *Cultured Food for Life*, uploading pictures of the food and steps you take while making the recipe yourself? Make sure to hyperlink each of the images with your affiliate deep link to the book product details page found on HayHouse.com. And don't forget to hyperlink the book's title with your affiliate link within your post, too.

What does your audience like?

You know your audience best, so make sure you're recommending what appeals to them. But, don't be afraid to get creative along with your written recommendation. Banners are great eye-catching creatives that can provide interesting visuals and also help drive your sales when placed appropriately on a dedicated web page or email blast.

Example – Your audience loves anything having to do with the angelic realm. You could include an affiliate banner across the top of your website advertising Doreen Virtue and Radleigh Valentine's *Certified Angel Card Reader Online Video Course*.

Another idea is to insert a Hay House Radio banner into the sidebar of your site with a blurb underneath it that lets your audience know about Doreen Virtue's Hay House Radio show *Angel Therapy* along with the day and time it airs. And again, be sure your images and links are hyperlinked with your affiliate link to her Host page found on HayHouseRadio.com.

Affiliate Marketing Tips

Tips & Best Practices (cont.)

Promote Honestly – Disclosure is the law

The FTC (Federal Trade Commission) now requires by law that you must disclose the use of affiliate links. To clarify, disclosures are your way of telling a reader, a follower, or a fan about your relationship with the advertiser you are promoting. In this case, it's Hay House. The following are some acceptable ways to let your audience know that you use affiliate links:

- Include a blurb in the sidebar of your blog
- Create a dedicated disclosure page on your website
- Add a small sentence at the bottom of your email promotions
- Hashtag “#Ad” or “#Sponsored” at the end of your social media posts

A complete listing of the guidelines released by the FTC on disclosure can be found [here](#) and an additional FAQ they have created to help clarify these guidelines can be found [here](#). **Please be sure to review these documents in full to ensure that you are in compliance and following the guidelines correctly.*

Hay House Affiliate Program

Thank you for your participation in the Hay House Affiliate Program.

If you have any questions, please feel free to send an email to affiliate@hayhouse.com.

We look forward to a rewarding partnership with you!

