Affiliate Resources Guide

Welcome to the Hay House Affiliate Program! Together, we can help people improve the quality of their lives.
This document contains key affiliate terms, instructions on accessing your affiliate links and creatives, and tips to get started promoting the Hay House brand.
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).
**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 *attrition 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.
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.
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

**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.
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.)
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 hyperlink the image with your affiliate link to make sure that your images track.*
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.
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.*
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.
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!