

Affiliate Handbook

By Lorraine Pirihi

Hi and welcome to The Office Organiser Affiliate Handbook. The purpose of this handbook is to explain to you how our affiliate program works and teach you some tricks of the trade so you can start earning commissions today.

Firstly, what is an affiliate program?

An affiliate program is simply a way for you to be rewarded every time you refer someone to our website – and they go on to buy one of our products or invest in our services. It doesn't even have to be straight away, it could be in a year's time, and you will still be rewarded.

Do you know people who are business owners, managers or entrepreneurs? You've been to our website so you know that there are excellent resources there which will help them.

You probably would have told them about The Office Organiser's group of websites anyway – so why not get rewarded for doing something you would have done anyway?

How do we know it was you who referred a buyer? I'll go into this in more detail later in this handbook but here's the short version...

We provide you with a special link to **The Office Organiser's** websites which is unique to you. Every affiliate has a different link.

The main site you will send people to is www.office-organiser.com.au. You can also send people directly to www.theproductivitycoachingclub.com, or www.resultsguaranteedcoaching.com. You will be provided with a unique link for each site.

Insert this link in an email or on your website (I'll give you lots of ideas later on). When someone clicks on this link, our software tracks them. As soon as they buy one of our products, our software records that it was your link that sent them to our website and then you get rewarded.

As long as they use the same computer (which most people do) they could buy something in a year's time and our software will still know it was you who originally referred them.

What you have to do as an affiliate?

First, let me explain how people tend to buy from The Office Organiser's websites. Usually people find out about our website through a friend or an associate, through the search engines, from an article I have written, or they have heard me speak at a conference or business event.

Sometimes people buy something straight away, however most people don't. There are so many useful free resources on each of the **The Office Organiser's** websites that people usually sign up to receive them.

Once they have signed up, they start receiving "The Organised Times" newsletter. I provide great free content in this fortnightly newsletter so people get to know that they can trust me and see the quality of the products we sell. People keep coming back to the site because of "The Organised Times" and eventually a percentage of them make a purchase.

So the best thing an affiliate can do is to get someone to click on your affiliate link so they can download one of the freebies from **The Office Organiser's** websites.

Your job is to provide the referral to the site and we take it from there. Your enthusiastic recommendation is usually all it takes.

Sound good so far? If you're ready to be rewarded every time you refer someone to www.office-organiser.com.au, www.theproductivitycoachingclub.com, and www.resultsguaranteedcoaching.com, then read on to get started.

“How To Get Started”

Step 1. Sign up as an affiliate on The Office Organiser website

If you haven't already done this the link is:

<http://www.1shoppingcart.com/SYS/?m=67225&c=s>

Click to join the affiliate program, fill out the simple form on-line and then you'll immediately receive a welcome email with your affiliate link. It looks something like this:

<http://www.office-organiser.com.au/cmd.php?af=XXXXX>

(the XXXXX would be replaced by your personal number)

Later on I'll explain in detail how to use this link to earn affiliate commissions

Step 2. Sign up for PayPal

This is how your affiliate commissions are paid. It's free and easy to do. Make sure you 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 use a different email, include those details in the "my account" section of the "Affiliate Resource Centre".

PayPal is one of the best and most secure ways to make payments on the web. A balance builds up in your PayPal account which you can use to make other on-line purchases or you can transfer that balance into your own bank account with just a couple of clicks.

<http://www.paypal.com>

Step 3. Place your affiliate link in your email and web site

(I'll give you step by step tips on how to make the most of your affiliate link in the next section of this handbook).

When you join our affiliate program we will immediately send you a welcome email which contains your affiliate link.

If you lose this link, don't worry, you can get it again (plus lots of other resources to help you promote The Office Organiser websites), by visiting the Affiliate Resource Centre.

Here's the link to the Affiliate Resource Centre

<http://www.1shoppingcart.com/SYS/?m=67225&c=l>

This will take you to the login page of your affiliate account.

Once you have logged in, you'll see a number of links under The Office Organiser logo. Click on the one that says "Get Links".

As well as finding your link, you'll find lots of useful examples there of how to use your link. To make it easier for you, every example already has your unique affiliate link imbedded so you just have to copy and paste.

...If you can cut and paste, you can easily be an affiliate!

Step 4, Get paid

This is the important part!

All your sales and commissions are recorded and you can check at anytime to know exactly how much you have earned.

Simply login to the Affiliate Resource Centre Click on the link below (it's a good idea to bookmark this page as I am sure you will be checking back quite often to see how much you have earned):

<http://www.1shoppingcart.com/SYS/?m=67225&c=l>

Click on the "Reports" link below **The Office Organiser** logo and all the details are there. We will send you an email every time you earn a commission so you will have a good idea anyway.

When your affiliate commission reaches \$50, you will be paid your commission through PayPal. Payments are made around the beginning of each month and you will be notified by email.

Commissions are not paid on phone-in orders or cheques sent by mail. It's simply not possible to track these sales like online sales. Commissions are also not paid on personal sales – products you buy yourself.

8 Proven Affiliate Promotion Strategies

Now you're ready to promote **The Office Organiser's** websites. Below are 8 tried and tested ways to do this. I recommend you apply them step-by-step.

1. Announce The Office Organiser's websites to your list of contacts

Most people have an email list of several people they know and do business with. Some have extensive email and e-newsletter lists. The first thing you want to do is introduce **The Office Organiser's** websites to your list of contacts.

Make it personal. You don't want to come across as SPAM. Since your contacts know you and trust you – simply be yourself and write as though you were speaking to them in person.

We have created some sample emails that you can send out. You can find them in the Affiliate Resource Centre. Use them exactly as they are written though I suggest that you edit them so that you can add your personal touch.

Here is an example email that you could send:

Dear Janet,

I've recently discovered a website that I really like and that I think you'd benefit from as well. It's called The Office Organiser and is run by Lorraine Pirihi. Lorraine is Australia's No. 1 Productivity Coach. She helps business owners, managers and entrepreneurs get organized, focused and on track so they can accelerate their success in both their business and personal lives.

The site contains a huge amount of free information and also sells some great products. I have downloaded most of the free resources available on the site. I'm impressed with how beneficial I personally found her tips and solutions to everyday challenges and how practical they are to implement...and many are for free!

I recommend you check out the site and make sure you download some of the free resources there. This link will take you there:

<http://www.youraffiliatelink>

Cheers

Douglas

If you want to write your own message (which is a great idea), here are 3 valuable tips:

- ❑ **Be Aware of Your Target Reader's Needs:** Understand benefits (most important!) and features of the products that will appeal to them.
- ❑ **Share Your Experience:** Give concrete examples of how the product or service (whether purchased or one of our freebies) has worked for you. Don't just say you love it...illustrate the benefits it has provided to you. I.e. *"Just one simple idea Lorraine mentioned in her newsletter saves me an hour a day."*
- ❑ **Provide Information, Not Necessarily A Sales Pitch:** They'll get a sales pitch when they get to our website. Keep the tone informational and friendly...gain the trust of your reader first. Your job is to recommend the visitor to our site. We'll close the sale.

2. Personal Sharing and Referrals

Often the way people share The Office Organiser's websites is during an in-person meeting or telephone conversation. The topic of productivity, and success comes up and you mention the site and the great resources there. The natural response from your friend, client or colleague is to ask for more information. You give them the address to any or all of **The Office Organiser** websites and they check it out. **What's missing is that you didn't use an affiliate link** and you'll receive no credit for that referral. So instead, you can say something like this:

"Let me send you a link to the site by email so that you don't lose it." Then you can send them an email with your affiliate link.

Remember, this is something you would do anyway to help your friend, client or colleague be more productive and reach their full potential. I'd just like to reward you for taking the time and energy to do that.

3. Promoting through your eZine or newsletter

If you send out a regular eZine , email or post a newsletter, you can promote The Office Organiser websites at the bottom of every newsletter. This really works.

Simply put a heading at the bottom of your newsletter called "**Services I use and recommend**". Then you can out a short blurb with your affiliate link. Here is an example to cut and paste, simply put your affiliate link in.

"Less time in your business, more time for your life: Many people ask me how I achieve so much. I get great support and ideas from <http://your affiliate link>"

Or

"Create success in your business: Many people ask me how I have learnt to be so productive while still having a life. I get great support and ideas from <http://your affiliate link>"

4. Put your affiliate link in your email signature

Whenever you send an email you should include a signature. This is the blurb that goes out automatically at the bottom of every email with your name, title and contact details. Each email program does it slightly differently so look up "create signature" in your email program.

Your signature doesn't only have to have your contact details. This is a great place to insert a blurb about your business (a one line statement about what you do). You can also add a few lines of "Services I recommend" just like you did when you included your affiliate link to the bottom of your newsletter in step 3.

5. Promoting with The Office Organiser's Articles

Did you know that articles from The Office Organiser's website can be used as content on your website or newsletter? If you use my articles in any way, include my resource box at the bottom of the article like this:

"Copyright 2006 By Lorraine Pirihi of The Office Organiser . Lorraine Pirihi is Australia's No. 1 Productivity Coach. She's also a dynamic presenter and a leading business coach. Her business The Office Organiser specialises in showing small business owners and managers, how to get organised at work so they can have a life! Lorraine is also a dynamic speaker and has produced many products including "How to Survive and Thrive at Work!"

To subscribe to her free ezine visit www.office-organiser.com.au

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If the article is placed on a website, just link **The Office Organiser's** url to your affiliate link. If you use a text link in your newsletter, simply replace www.office-organiser.com.au with your affiliate link.

6. Writing your own article for your newsletter or on your website

Write articles about organising your business, productivity and life balance. You can include a subtle recommendation for any of the **The Office Organiser** websites within the article or in your signature line.

Article Writing Tips:

Provide "real" information and tips in your articles. Make sure it doesn't sound like a sales pitch. Any recommendations you make should be added value to your article. The recommendation should not be its main purpose.

Some marketers say to never put your recommendation or what you are selling in the body of your article. They say it belongs in your byline. But let's be serious. People will read your article, but they don't always read the byline. They are just grateful to get good information. As long as you write a highly informative article, your recommendation certainly has a place within the article itself.

When writing your articles, always keep your target reader and their desires in mind.

Getting Your Articles Published:

Of course, you should publish your articles on your website and in your newsletter. You can also find other web publishers to run your articles as well. Many will not mind the inclusion of an affiliate link, as long as your article contains good, solid content.

Where to Send Your Articles for Publishing & Consideration

We have compiled a list of places that accept Ezine article submissions. Be sure to read all the submission guidelines before sending your articles.

www.ClickforContent.com

www.GoArticles.com

www.EzineArticles.com

www.MakingProfit.com

www.IdeaMarketers.com

www.ArticleCentral.com

www.BusinessClique.com

www.Amazines.com

Make your articles available from your website. Include a note on your articles which states they are available for reprint as long as your byline and links remain intact.

Offer your articles to members of your networking groups or people you know that have newsletters targeting your market.

7. Specific Product Campaigns

The Office Organiser is always coming out with new products. We'll let you know when we create a new product so you can promote it to your contacts.

The product where you will make the best money is The Productivity Coaching Club because you receive a commission every month that a person you refers becomes a member.

If you want to direct someone to a specific page other than The Office Organiser's home page you can choose a different affiliate link. First log into your Affiliate Resource Centre page:

<http://www.1shoppingcart.com/SYS/?m=67225&c=l>

And then click on "Affiliate Programs" underneath **The Office Organiser's** logo.

Click on this link and a menu will open up showing you all the affiliate programs for The Office Organiser. Essentially these programs provide you with a link that will take your referral to specific product pages on **The Office Organiser's** websites.

Choose one and then click the link below it that says "Click here for your affiliate links, Banners and other Available Media Types" A new page will open up with the specific affiliate link that will take people to the sales page for that product.

These links work identically to your default link. No matter what people buy on the site, you will still receive credit. The advantage of a direct link is that people will go right to a specific web page and bypass the home page.

8. Promoting on Your Web Site or Blog

Another way to promote The Office Organiser is on your web site or blog. You can do this in 2 ways: with a banner ad or with a text link. You can obtain a banner link from the Affiliate Resource Centre (under "Get Links") and insert it anywhere on your web site.

The problem with banner ads is people have "banner blindness" so they don't work as well as a text link. However it can't hurt to insert one there. The best place to put one is at the top or bottom of a page where you have used one of my articles.

The best way to promote The Office Organiser on your web site or blog is with a link in a paragraph that encourages people to click the link and visit our site.

“Making Your Affiliate Program Succeed”

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

- 1. Share The Office Organiser 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 basis** through personal sharing, newsletters, discussion groups, articles and through your web site and blog.
- 3. Make sure you download all our freebies and even invest in The Office Organiser’s products yourself.** That way you can speak with personal experience when you endorse them.
- 4. Don’t SPAM.** It will only hurt you and us. Anyway, it won’t work.
- 5. Always test your links** to ensure they work.
- 6. Don’t get discouraged if your response rate is small at first.** People will only buy when they are ready and it can take time for them to feel comfortable about buying on-line. Even if they order a year after you have referred them, you will still get paid.
- 7. Keep on trying and your efforts will eventually be rewarded.** Try different methods until you find which referral method works best for you and your contacts. Then you can start earning commissions on a consistent basis.

Good luck and I look forward to a long and profitable relationship.

Lorraine Pirihi

Australia’s No. 1 Productivity Coach