

# The Master Guide Affiliate Marketing Handbook

## The Master Guide

The Steps to Business Mastery | Brought to you by Gold Leaf LTD.



The "Master Guide" is a rich resource full of specific how-to-build suggestions, articles, insights, and success stories that will contribute to your education, belief level, and ultimate success in building a top-shelf organization. If you're looking for a wide variety of tools you can directly apply to your business, this is your resource. Filled with wisdom for "newbies" as well as seasoned veterans, this Manual is a great contribution to our noble profession.

**Do more. Be more. Have more. Achieve more.**  
*Together!*

# Table of Contents



Introduction	2
I. Getting Started with the Affiliate Program	4
II. Setting Up Your Affiliate Program	6
III. Eight Proven Affiliate Promotion Strategies	9
IV. Making Your Master Guide Affiliate Program Succeed	12
Earnings Disclaimer	13



# The Master Guide Affiliate Marketing Handbook

by Lou Ellen Goodwin and Kangen

## Introduction

**The purpose of this workbook is to give you the tools you need to become a successful Master Guide Affiliate.**

Being an affiliate and earning affiliate commission is not difficult if you know some of the tricks of the trade. I'll be sharing ideas you can implement easily that will earn you commissions as soon as possible.

### Why an Affiliate Program?

**Almost every week someone tells me, "I've referred so many people to your web site."** In fact, I know that the majority of my business comes from the referrals of satisfied clients and customers.

**Something I know is that people love to make a contribution.** If they find something they like, they love to tell others about it. In my opinion this is one of the most positive things about human nature. In fact, that is exactly how many have built their entire Enagic Business!

**But wouldn't it be nice to be rewarded for this behavior?** What if you shared something you were enthusiastic about and a certain percentage of those people checked it out and ultimately purchased it, and you got rewarded financially for doing something you'd do anyway?

Well, in a nutshell, that's what an affiliate program is. **It rewards you for sharing.**

**Here are some of the many benefits of being a Master Guide Affiliate:**



**A whole new stream of income** - For many, affiliate commissions are like "found money."

- ✓ **A big return for your efforts** - You don't have to come up with training and training ideas for everyone on your Team. This allows you to spend your time more constructively.
  
- ✓ **No back-end stuff to deal with** - Ordering, fulfillment and customer service are all handled by the Master Guide team – that's me!
  
- ✓ **Very easy to set up and get paid** - Once you're in the affiliate system everything is handled automatically.
  
- ✓ **Expands the training you can offer your Team** - It provides **immediate** training that you wouldn't have developed yourself and that your Team will appreciate knowing about. Because the Master Guide truly is an "Enagic Success Reference Library" of more than 3,000 pages...every single new Team Member can plug into the areas they need most!
  
- ✓ **Increases your value in the eye of your Team** - When you can offer more, you're seen as a more complete solution leader.
  
- ✓ **Our products can help your Team succeed** - And if they have more success, you'll also have more success...that is the beauty of the Enagic Compensation plan. We each have a vested interest in the success of our Team.

**In short, being an Master Guide Affiliate can help your business grow and be successful.** You can earn extra money every month without a lot of effort and you can also add the value of a well-trained Team.

**KNOWLEDGE = P-O-W-E-R!**

**I've created this Affiliate Handbook to make it easier for you to get results from being an affiliate.** I'll explain exactly what you need to do to effectively share Master Guide with your team.



## I. Getting Started with the Affiliate Program

### 1. Sign up as an Affiliate on the Master Guide Site

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

<http://www.MasterGuideSystem.com/123Affiliate>

You'll fill out a simple form online and then you'll immediately receive a welcome email with your Master Guide Affiliate Link. It looks something like this:

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

(the XXXXX would be replaced by your personal number)

Later on in the handbook I'll explain in detail how to use this link most effectively to earn affiliate commissions.

### 2. Sign up for PayPal

Because we use PayPal to pay your affiliate commissions. It's free and easy to do. Make sure to use the same email address for your PayPal account as you used when signing up as an affiliate so the payment goes to the right place.

Commissions are a one-level payout to meet PayPal's terms of service and enable paying of affiliates via PayPal.

**PayPal is one of the best and most secure ways to make payments on the web. PayPal is owned by eBay and functions as a secure, online Merchant Account.**

A balance builds up in your PayPal account which you can use to make other online purchases or you can transfer that balance into your checking account with just a couple clicks. **Don't forget to sign-up for the FREE PayPal Debit card...it is a great way to get your commissions immediately!** Of course, this debit card is like any other...you can use it anywhere Master Card is accepted.

<http://www.paypal.com>

### **3. Place your Affiliate Link in your emails and on your personal web site or blog if you have one.**

**I'll go into more detail below about how to promote Master Guide Marketing** through our affiliate program below, but here I'll explain how the affiliate link works.

**When you put your affiliate link in your email or on your web site** and someone clicks on it, it brings them to the home page of the Master Guide.

**And then they get "tagged" by having a cookie placed on their browser.** This cookie lasts for **365 days**. When the person who clicked on the link buys the Master Guide, the shopping cart software recognizes that cookie (with your affiliate number) and gives you credit for that sale.

### **4. Earning Commissions**

**The commission you will earn is 33% or \$41.91 USD per sale.**

**In order to get credit for every sale, the person who clicked on your affiliate link must buy from the same computer** they used when they clicked on the link. If they buy from a different computer or after they have cleared their cookies, there will be no cookie to recognize and no credit will be given. This is usually not a problem. Most people use the same computer for all their online ordering. This is also an excellent reminder to continue sending out your Master Guide Affiliate link often.

**Commissions are not paid on phone-in orders or checks sent by mail.**

It's simply not possible to track these sales like online sales. Commissions are also not paid on products you buy yourself.

**You are paid your commission through PayPal.** Payments go out around the 20th of every month and you will be notified by email.

### **5. To Check Your Affiliate Balance**

**All your sales and commissions get recorded and if you go into your affiliate control panel at your 1 Shopping Cart...you will see how many sales were made** and how much in commissions you've earned. Just log in with your username and password and click on the "Reports" link.



## II. Setting Up Your Affiliate Program

### 1. Using Your Affiliate Link

**The most important thing in your promotion plan is to make sure you have the right affiliate link.** Let's visit the Affiliate Resource Center now and look around. Just click on the link below:

<http://www.1shoppingcart.com/SYS/?m=164443&c=1>

**This will take you to the login page of your affiliate account.** You should see your username and password. These usually get placed there automatically. However, if your username and password are not there, simply put in your email address directly below and click on "send password" and you'll get your username and password immediately by email.

**Once you are into your account, you'll see a number of links.** Click on the one that says "Get Links" and right below you'll see your affiliate link that looks like this:

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

### 2. Altering Your Affiliate Link

**One of the problems with affiliate text links is that they are unwieldy.**

Many people recognize them as affiliate links and are reluctant to click on them. But if you alter or disguise your affiliate link, you'll get better results.

**You do this by going to a site that will do this for you automatically.**

One of the best and easiest is <http://www.tinyurl.com>

All you do is go to the site, copy your affiliate link into the form where it says "Enter a long URL to make tiny:" and then press the "Make TinyURL!" button.

**In a couple of seconds a new page will open with your new Tiny URL.**

Just copy it and use it as your new affiliate link. It will work identically to your original link. Of course, make sure to test it first.

### 3. Understand How Affiliate Sales Happen

**Your primary job as an affiliate** is to have as many qualified and trained team members as possible click on your affiliate link and visit the Master Guide site.

**First, let me explain how people tend to buy from the Master Guide.** Usually people find out about the site through a friend or trainer. They come to the site and check it out. A high percentage purchase on their first visit because the value is so obvious.

**But some purchases also happen as a result of revisiting the site later on.** It's quite often the relationship of trust that is built with the person who is doing the referring and recommending. Those various promotions that motivate someone to make a purchase.

**Another way of looking at this: Your job is to provide the referral to the site and we take it from there.** You don't need to do any hard selling. Your enthusiastic recommendation is usually all it takes. By being an affiliate, you simply get to share in the income that those referrals generate.

**Don't use hype.** Use truthful facts and benefits about the Master Guide. This can be very brief...just direct them to your Master Guide Affiliate Link.

Teach your Team about the Master Guide. Tell them how the training will benefit them and help them build their Enagic business.



It's very simple...



### III. Eight Proven Affiliate Promotion Strategies

**Now you're ready to promote your Master Guide site.** Below are eight specific ways to do this. I recommend following the instructions to the letter and using as many as you can. **The more promotion you do, the better results you'll get.**

#### 1. Announce to Your List

**Most people have an email list of all the people on their Team.** The first thing you should do is to introduce Master Guide to your list of contacts.

**However you want to do it very personally.** You don't want it to come across as SPAM. Since they know you and hopefully like and trust you, they will pay attention to your message.

**You simply want to send a message that tells them about the training available with The Master Guide.** This initial email will usually get an excellent response.

Keep in mind that as great as all of our organized Team Training meetings are, not every team member can attend. Think about the folks who are hundreds or thousands of miles away from those meetings. And...they can be very expensive for people just getting started. For less than the cost of a hotel room for one night...they can have 3,000+ pages of training that they can plug into immediately.

Your Team Advantage: Master Guide Training

Or, think about the people who just buy the Enagic Ionizer...with no intention of starting a business. They just want the benefits of the water! Their results are so amazing that they tell and friend...and receive an Enagic commission. Now, they are rethinking creating some extra income. That person may be five or ten levels away from anyone who is actively building the business and they have no idea where to start!

Your Team Advantage: Master Guide Training

## 2. Personal Sharing and Referrals

**Often the way people share Master Guide is during an in-person meeting or telephone conversation.** The topic of marketing comes up and you mention the Master Guide. The natural response from your friend is to ask for more information. You give them the web site address to [The Master Guide](#) and they check it out.

**What's missing is that you did not use an affiliate link and you'll get no credit for that referral.**

**=> IMPORTANT! So instead, you can say something like this:**

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

"Here's the special link to Master Guide. Check it out. I think you'll find it really useful. The training is excellent and it is corporate approved. I use mine almost every day... it is truly an Enagic Success Reference Library."

<http://tinyurl.com/yg6900z>

**By phone you can do the same thing.** You can often send them the link while they're on the phone with you, and your friend can click through right while you're on the line.

**Of course, the more you know the Master Guide,** the better. The site is pretty well self explanatory...all your Team needs is your personal opinion.

**Remember, this is something you would do anyway to help your friend become a better marketer.** I'd just like to reward you for taking the time and energy to do that!

**The great thing about the personal referral and email approach** to using the affiliate program is that everyone can do it. You're probably doing it already. The only difference is adding your affiliate link to the process.

## 3. Promoting Through Your eMails

**If you send out a regular emails or email newsletters, you can promote Master Guide at the bottom of every newsletter.** This really works. I know because in my I promote several online products and services I really like. These are services I use and feel confident in recommending.

OUR EMAIL LIST SERVICE: Many people ask me how I manage this email list. I use a great service called AWeber. Find out more about them at <http://www.aweber.com/?202048>

OUR SHOPPING CART: I also get lots of emails asking about how we do online transactions. I use an excellent shopping cart system called 1shoppingcart. Give it a test drive at this link: <http://tinyurl.com/yzf3gdx>

**By the way, these are all working affiliate links.** Feel free to check them out! These are great services and products. Below I'll show you how to use similar blurbs and links on your web site.

**All you need to do is write a similar blurb for Master Guide,** followed by your affiliate link. There are some excellent testimonials on the main website...good ideas for creating a story! <http://www.MasterGuideSystem.com>

**Get the idea?** Each one has a headline and then a few simple benefit oriented sentences that urge the reader to check out the site. This really does work. I earn affiliate commissions every month from my affiliate listings!

**Just write an email that is short, to the point and enthusiastic.** You don't need to go into a lot of detail. And it doesn't have to be hype. If you're excited about the product, share your excitement and you'll likely get a very good response. It's your endorsement that makes a difference and gets people to take action.



**Just spread the word!**



## IV. Making Your Master Guide Affiliate Program Succeed

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

1. Share the Master Guide 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, personal sharing, ezine, web site, discussion groups and teleclasses.
3. Make sure you use Master Guide yourself so that you can speak with personal experience when you endorse it.
4. No SPAMMING. This will hurt both you and Master Guide. And besides, it won't work. Use your own list, people whom you already have relationships with.
5. Always test your links before you use them. Make sure they go to the page they're supposed to and test them periodically.
6. Gather testimonials from your team (or use the ones on the Master Guide website until you have your own) you've referred them to, and use testimonials (with their permission) in your promotions.
7. Don't get discouraged if your response rate is small at first. It can take awhile before people feel comfortable about ordering.
8. Persist! Like any marketing, your efforts will eventually pay off. You'll discover the methods that work for you to earn affiliate commissions on a consistent basis.



**Good luck with our affiliate program!**

**Lou Ellen & Kangen**



**Please Read First!**

## **EARNINGS DISCLAIMER**

Every effort has been made to accurately represent this product and its potential. Even though this industry is one of the few where one can write their own check in terms of earnings, there is no guarantee that you will earn any money using the techniques and ideas in these materials. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our product, ideas and techniques. We do not purport this as a “get rich scheme.”

Any claims made of actual earnings or examples of actual results can be verified upon request. Your level of success in attaining the results claimed in our materials depends on the time you devote to the program, ideas and techniques mentioned, your finances, knowledge and various skills. Since these factors differ according to individuals, we cannot guarantee your success or income level. Nor are we responsible for any of your actions.

Materials in our product and our website may contain information that includes or is based upon forward-looking statements within the meaning of the securities litigation reform act of 1995. Forward-looking statements give our expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. They use words such as “anticipate,” “estimate,” “expect,” “project,” “intend,” “plan,” “believe,” and other words and terms of similar meaning in connection with a description of potential earnings or financial performance.

Any and all forward looking statements here or on any of our sales material are intended to express our opinion of earnings potential. Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to ours or anybody else's. In fact no guarantees are made that you will achieve any results from our ideas and techniques in our material.