



# Affiliate Program Manual

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Working together to benefit,  
support & educate artists.

This manual is designed to give you an overview of how our Affiliate Program works. Participating in an affiliate program allows you to earn passive income by sharing things you believe in that will benefit the people in your social network. If you are connected with artists looking for tools and useful information to help build their creative business, we have some great things to offer!

**If you aren't signed up yet, go here . . .**

<https://jb155.infusionsoft.com/app/form/art-affiliate-program>

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## Welcome to the Art Licensing Info Affiliate / Resource Partner Program!

Affiliate marketing can be mutually beneficial for both Art Licensing Info and your business by giving you the opportunity to earn extra money each month by spreading the word and promoting the ALI products and services to the people who you communicate with daily. We are honored that you have chosen to join our Affiliate Program, and help us to supply educational materials, including eBooks, Audio, and Online Classes, to artists in need.

We thank you for your support, and look forward to sending commission checks to you each month.

Melissa and John



Once you have signed up as an affiliate, you will receive a welcome email with your username and password. Keep them in a safe place! They will also have the link to login to your affiliate account.

We will send out periodic emails with news about new products to promote, new resources to use, etc. Be sure to look for them – they are designed to help you make referrals that hopefully turn into commissions!

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## Affiliate Training Videos

In addition to this manual, we have videos that walk you through how to update your information, check your clicks and commissions and build links and get images to use to promote the many products on your website, blog or social media.

Links to our training videos: Basics - <https://youtu.be/KKe2K1NY9aQ>  
Commissions - <https://youtu.be/GFickrKhlxw>  
How to Create Links - <https://youtu.be/44dCvjl2eT8>

## How you earn money

Speaking of commission, you probably want to understand how you earn affiliate commissions and when to expect payments, right?

**You earn 40% for sales of selected eBooks and Audio products, and 25% for sales of selected Online Classes, offered through the Affiliate Program.**

If you go into the Affiliate Resource Center and click on My Commission Structure on the left navigation, you will see a list of all the products, their normal sale price and the commission rate set for that product.

The Affiliate Program is a single tiered program – there are no sub-affiliates so you will always see “Not Set” under Level 2.

## Watch your email to know when you've earned money



When someone makes a purchase after clicking your affiliate link, the system will automatically send you an email telling you what was sold, the price paid and how much commission you have earned. You are paid the designated commission based on the actual purchase price, which might vary if there are discounts or special offers.

## How and when we pay affiliate commissions

First sentence should read, “We pay affiliates, through PayPal only, by the 7th of each month for sales of the previous month, for all commissions due of \$25 or more.

At the end of the year we will pay whatever is due (even if it's less than \$5) so everyone starts with a \$0 balance for the new year.

In January, we will fill out 1099 forms for all affiliates who earn more than \$600 in the year. We will contact you for a W-9 if you fall into that category. We report payments of over \$600 to the IRS so make sure you report the income!

## Your Affiliate Resource Center

When you login to the Affiliate Resource Center (or Affiliate Center – same thing, different words) you will come to the Main Dashboard.

This is where you go to update your information, get links and images to help you promote the products and see how your clicks and commissions are doing. These steps are explained in this video: Basics - <https://youtu.be/KKe2K1NY9aQ>

**Referral Partner Home**

**Home**

- Welcome
- My Profile
- My Programs
- My Commission Structure

**Resources**

- Link Generator
- E-mail Templates
- Banners
- Resource Pages

**Reports**

- My Ledger
- Commissions Generated

**art LICENSING info**  
create art. create a strategy. create income. by idmologic

**Welcome to the Referral Partner Resource Center!**

This is where you'll find all the tools you will need to successfully promote our products. You can use the Tracking Tools links on the left menu to check your stats and view your commissions.

The Marketing Tools give you ad copy, buttons, banners and other promotional materials so you don't have to do any thinking. Just copy and paste... and start watching the commissions pile up.

If you have questions about our Referral Partner Program or if you run into a snag, please don't hesitate to contact us.

The system works with cookies – not chocolate chip unfortunately, but cookie links that will go on the computer of the person who clicks an affiliate link.

**Our cookies never expire but there are a few things to know:**

1. If a person 'clears their cookies' on their computer, the link to your referral will be lost. Unfortunately there is nothing we can do about that.
2. If a person clicks a link on one computer but then goes and makes a purchase from another without clicking your link again, there is no way to give you credit for the sale.
3. "Last cookie wins" applies. If a person clicks your link, then clicks another affiliate partner's link and then makes a sale, the last person's link is credited with the sale. For that reason it is a good idea to remind people more than once about things you find helpful, etc. and always use the links from the Affiliate Center.

We don't tell you all of that to bum you out, just so you know how it works.

One great thing is that we have decided not to put an expiration date on our cookies! Some programs only keep them for 30 or 60 days and if the person hasn't made a purchase, you won't get credit. Our cookies last (without preservatives!) so if someone has clicked your link, never cleared their cookies and decides to buy something a year later, you will be paid a commission!

## **The importance of disclosing your affiliate relationship with these products...**

It is important to disclose that you have established an affiliate link as there are strict new guidelines that went into effect in March 2013. Disclosures can no longer just be at the bottom of a blog or on an FAQ page, they need to be CLOSE to the link and make it obvious that there is something to be gained if they click the link and make a purchase. It's all about transparency... and avoiding a potential fine of \$11,000.

**Here is a great blog post from the Social Media Examiner that explains the issues in plain language:**

[Are You Disclosing? What You Need to Know about FTC Rules and Social Media](#)

And if you want to download the official document from the FTC, you can do that here:

<http://www.ftc.gov/os/2013/03/130312dotcomdisclosures.pdf>

## Products you can promote...

We have a variety of products to help artists of all kinds with their business, including eBooks, online classes, software, and audio. When you visit the Affiliate Resource Center, you will see the products and commissions available to you. On your Home page, on the left navigation, locate the header titled "My Commission Structure." When you click on that link, you will see something similar to the following page:

The screenshot shows the 'Referral Partner Structure' page. The left navigation menu includes: Home, Welcome, My Profile, My Programs, My Commission Structure (highlighted), Resources (Link Generator, E-mail Templates, Banners, Resource Pages), and Reports (My Ledger, Commissions Generated, Link Tracking Stats, Products Sold, Subscription Revenue).

**My Commission Structure**  
 Your commission structure shows you what commissions you will receive for selling products or subscription plans. The Product and Subscription Plan Commission sections show you the specific commissions that you will be paid for certain products and/or subscription plans. The Default Commissions section will show you the commissions you will get paid for any product and/or subscription plan listed in the Products/Subscription Plans section above.  
 The Levels represent the commission you will be paid based on whether you make the sale, or one of your sub-referral partners makes the sale. (Level 1 = You make the sale, Level 2 = Your sub-affiliate makes the sale.)  
 Pay-If-Unused represents the additional commission you will potentially receive. The actual commissions paid out to you or any sub-referral partners will be subtracted from this figure and any remaining commissions will be paid to you.  
 Pay Type specifies at what point you earn your commission. "On Payment" means that you will earn your commissions as the client pays for the order. "Up Front" means that you earn the entire commission as soon as the order is placed, regardless of whether the client makes any payments.

**Default Commissions**  
 Default commissions will be paid for products and subscriptions plans that do not have an override specified below.

Product	Price	Program	Level 1	Global Override	Pay Type	Cycles
Default	N/A	Art Referral Commission Program			OnPayment	N/A

**Product Commissions**

Product	Price	Program	Level 1	Global Override	Pay Type	Cycles
AUDIO: "Brand Yourself for Success in Art Licensing"	\$57.00	Art Referral Commission Program	Sale 40.0%		OnPayment	N/A

Listed here are each of the programs from which you can earn money by creating links on your social media, the price of the product on ALI, and the commission percentage you will earn if someone buys that product from your link. As we continue to add new products to ALI, we will alert you to any new links that become available.

## How to create your affiliate links...

Currently we have two types of links – url links you can use with text and image or banner links. For example, a URL link to the eBook, How to Understand Art Licensing Contracts, might look like this:

### URL links

URL links are best to be used with “Anchor Text” – where you highlight text and then use the URL as the link, instead of showing the URL itself. For example, a URL link to the eBook, How to Understand Art Licensing Contracts might look like this >

<https://jb155.infusionsoft.com/go/X-PS-MB3/affiliatename/>

Not the most attractive link and it doesn't make sense to anyone but the affiliate system software. So you would use this type of link with the text of a blog post or eMail or eNewsletter like this:

*“I found the eBook, [How to Understand Art Licensing Contracts](#) [affiliate link] really helped me to understand the implications of different parts of a contract and made me more confident when negotiating a deal.”*

Notice the added [affiliate link] right in the sentence so it is crystal clear to anyone reading the text that if they clicked the link, it's an affiliate link.

### How find URL links

- Login to the Affiliate Resource Center
- Click on **Link Generator** in the navigation on the left, under Resources



This will take you to a page with a list of all the products, the skus, links to the web pages and your tracking links on the right.

You can copy the tracking link from this table for the product you want to link to, or you can scroll to the bottom and use the pull down menus to generate the link. Since we don't have any "ads" at this point, the link will be the same if you generate it with the "Generate Link" button at the bottom or simply copy and paste from the tracking link column of the table.

### My Sales Websites

Name	Code	Website	My Tracking Link
ALI - eBooks	ALI-eBooks	<a href="http://artlicensinginfo.com/eb">http://artlicensinginfo.com/eb</a>	<a href="https://jb155.isrefer.com/go/ALI-eBooks/JohnMavrakis/">https://jb155.isrefer.com/go/ALI-eBooks/JohnMavrakis/</a>
ALI - Online Classes	ALI-OnlineClasses	<a href="http://artlicensinginfo.com/on">http://artlicensinginfo.com/on</a>	<a href="https://jb155.isrefer.com/go/ALI-OnlineClasses/JohnMavrakis/">https://jb155.isrefer.com/go/ALI-OnlineClasses/JohnMavrakis/</a>
Art Licensing Academy	ALA-Fall15	<a href="http://artlicensinginfo.com/ar">http://artlicensinginfo.com/ar</a>	<a href="https://jb155.isrefer.com/go/ALA-Fall15/JohnMavrakis/">https://jb155.isrefer.com/go/ALA-Fall15/JohnMavrakis/</a>
ArtLicensingInfo.com website	ALI-Website	<a href="http://artlicensinginfo.com/">http://artlicensinginfo.com/</a>	<a href="https://jb155.isrefer.com/go/ALI-Website/JohnMavrakis/">https://jb155.isrefer.com/go/ALI-Website/JohnMavrakis/</a>

### Generate Link

Who is driving the traffic:

Where are you driving traffic to:

Which ad are you using to drive the traffic:

## Banner (or image) links

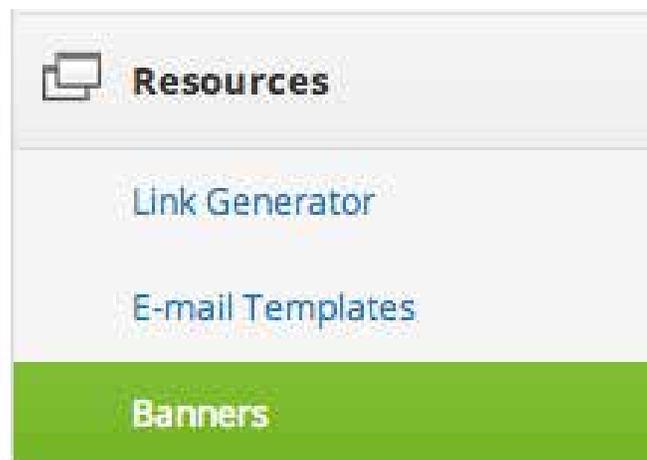
We have created banners for each of the online classes and a general banner for the remainder of affiliate products. Here are a few examples...



To generate code to match these images with the correct affiliate code, we suggest you think about the process as a buffet. You need to go in, make choices that go together to create the result you are looking for.

## How to generate code for banner links...

- Login to the Affiliate Resource Center
- Click on **Banners** in the navigation on the left, under Resources



Options

Who is driving the traffic:

Where are you driving traffic to:

Which ad are you using to drive the traffic:

Templates

ALI - Main Website link	No description	<input type="button" value="Generate Banner"/>
Art Licensing Academy	Art Licensing Academy	<input type="button" value="Generate Banner"/>
Marketing 101 for Artists - February 2016	Marketing 101 for Artists logo for February 2016 session	<input type="button" value="Generate Banner"/>

Now you will see Options with pull down menus and Templates that give the name of the banner (or image) and "Generate Banner" buttons.

If you are logged into your Affiliate Resource Center , your name should be the only choice for the top menu of "Who is driving the traffic"

The second pull down menu is the only one you need to worry about – “Where are you driving traffic to:” this will give you all of the products that are currently in the affiliate program.

## Options

Who is driving the traffic:

Where are you driving traffic to:

Which ad are you using to drive the traffic:

- ALI - eBooks
- ALI - Online Classes
- Art Licensing Academy
- ArtLicensingInfo.com website
- Audio - Beginner Basics Teleseminar
- Audio - Brand Yourself for Success in Art Licensing with Paul Brent
- eBook - Art Licensing Contract eBook and Template Combo**
- eBook - Art Licensing Trade Show Success Secrets
- eBook - Basic Repeat Borders & Patterns and Half Drop Repeats Combo
- eBook - Basic Repeat Borders and Patterns
- eBook - Half-Drop Repeat Patterns
- eBook - How to Be a Press Friendly Artist
- eBook - How to Find An Art Licensing Agent
- eBook - How to Find, Interact and Work With Manufacturers Who License Art
- eBook - How to Get Started in Art Licensing
- eBook - How to Understand Art Licensing Contracts
- eBook - The Artist's Short License Agreement Template Package
- eBook - The Goal Wheel for Artists
- eBook - Time Management for Artists
- Industry Icon Interview - Premium - Paul Brent 2015

ALI - Main Website link	No description
Art Licensing Academy	Art Licensing Academy
Marketing 101 for Artists - February 2016	Marketing 101 for Artists logo for February 2016 session

Choose whichever product you want to link to an image.

Don't worry about the third pull-down menu, "Which ad are you using to drive the traffic:" as we don't have any ads at this time.

**Now you need to find the template that matches the product you selected in the "Where are you driving traffic to:"** menu. There should be a Template that corresponds to each – if you find there isn't, please email us and let us know so we can fix it right away. [info@artlicensinginfo.com](mailto:info@artlicensinginfo.com)

When you find the corresponding Template (which means image), click on the Generate Banner link. IT IS CRUCIAL that you match the product in the pull down and the template or your image won't link to the correct product.

After you click **Generate Banner**, a pop-up window will give you the code to use on your web page or blog that will create a banner (or image) link with your affiliate code embedded so when someone clicks the link, you are given credit.

In addition to the code, it will show you what the image will look like.



Copy the code in the box and paste it on your blog or web page to create an image that when clicked, will have your affiliate tracking info on it.

We recommend that you test every link you create (be it a banner or url) before assuming it is correct. Put it on your blog and click it to be sure you go to the web page that matches the product in the picture (or the linked text). If it doesn't, you might have made a mistake and not picked the template that matches the product in the pull down menu.

## Terms

You are not allowed to spam anyone with unwanted emails while promoting any of the products in the Art Affiliate Program. If we discover that you are sending out spam, your participation in the program will be cancelled. It is very important that our affiliates act in a professional manner and only promote our products with integrity.

## Tips for Success as an Affiliate

Successful affiliates don't look at promotion as a once-and-done activity. Putting a link on a website and assuming that will generate great leads and commissions rarely works. Yes – add our links to your blog sidebar and to resource pages, but it is important to share on a regular basis.

When you hear artists discussing the areas in which they struggle in their business, think about whether we have a product that might help them overcome it.

Use our products and services so you can speak about how they helped you – personal experience and endorsements work much better than just an image on a sidebar.

Mention the products when appropriate on your blog, in emails, on social media.

Test your links to make sure they are working. Nothing is more frustrating to a consumer than wanting more information only to be lead to a broken link and dead end.

Be patient – it takes time to build up referrals and for people to decide if they want to purchase a product. We do a lot to help them get to know us and establish credibility through great products. Keep promoting and the commissions will follow!

## Contact Us

If you need help or find something in the system that isn't working, please email us at [info@artlicensinginfo.com](mailto:info@artlicensinginfo.com)

## Where to Login to your Affiliate Resource Center

We recommend you bookmark this page so you can easily find and login to check your results and create new links:

<http://bit.ly/ArtAffiliateLogin>

Thank you for believing in our products and services. Our goal is to help artists learn the tools they need to build the business of their dreams – and that includes our affiliates. We love nothing more than to send out commissions each month and share the wealth – without your help our reach wouldn't be as far and we love to compensate those who help us reach the artists who want our information.

Create art. Create a strategy. Create income.  
-John and Melissa