

INE: Affiliating With Others to Expand Your Offerings and Bring In Extra Cash



INE INSTITUTE OF
NUTRITIONAL
ENDOCRINOLOGY

Affiliating With Others to Expand Your Offerings and Bring in Extra Cash

Dr. Ritamarie Loscalzo

www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

What is Affiliate Marketing?



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

Why Do Affiliate Marketing?



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

INE: Affiliating With Others to Expand Your Offerings and Bring In Extra Cash

Advantages of Affiliate Marketing

- ✓ No inventory
- ✓ No need for shopping cart or credit card processor
- ✓ Provide a wider range of support and products than you can on your own
- ✓ Easy extra cash



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

How to Do Affiliate Marketing



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

INE: Affiliating With Others to Expand Your Offerings and Bring In Extra Cash

The image is a screenshot of a website for 'VIBRANT LIVING' with 'Dr. Ritamarie'. At the top, there's a navigation bar with links for 'Home', 'View Cart', 'Members Login', 'Affiliate Login' (which is highlighted with a green arrow), 'Affiliate Sign Up', and 'Contact Us'. Below the navigation is a large banner featuring a woman's face on the left and the text 'VIBRANT LIVING with Dr. Ritamarie' in the center, with 'MS, DC, CH, DNCH' written below 'Dr. Ritamarie'. The banner also features a sun and the text 'ENERGY RECHARGE PROGRAMS TO GIVE YOU BACK YOUR PASSION AND PURPOSE!'. Below the banner are links for 'Events', 'Coaching', 'FREE Stuff', 'Support', 'Blog', and 'About'. On the right side of the page, there's a yellow box titled 'FREE E-COURSE' containing the text '7 Simple Strategies to Jumpstart Your Energy Practically Overnight'. It includes fields for 'First Name', 'Last Name', and 'Email'. Below that is a blue box with the text 'Get Energized NOW!' and the subtext 'P.S. Your name and email address will never be sold, rented or given away.'



Raw food world
BENEFITS PROGRAM

Membership has its privileges

- You get 15% off ALL products at The Raw Food World Store
- Exclusive member discounts on other select products
- Expert Interviews
- and More

[Learn more and sign up now!](#)

Information

[Become An Affiliate](#)
[Affiliate Login](#) 
[Affiliate Terms And Conditions](#)
[Shipping & Returns](#)
[Privacy Notice](#)
[Conditions Of Use](#)
[Contact Us](#)
[Site Map](#)

TV SHOW

[watch it NOW!](#)

conscious parenting
Natural Choices For Raising Healthy Children


FURRY

[Click here to weight it](#)
[10 pun](#)

Bestsellers

Keep Need
Sea...
CERTIFIED
(BLLC) CE
Chi...
Kale Chip
Chitella 1
Kelp Nood
...
Truly Raw
LARGE Nu

[www.DulseMarie.com](#) © Dr. Blasimae Lopatko, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

INE: Affiliating With Others to Expand Your Offerings and Bring In Extra Cash

The screenshot shows the homepage of The Tapping Solution Affiliate Center. At the top, there is a logo for 'The TAPPING Solution' with a green stylized 'T' icon. Below the logo is a sub-headline: 'The Bestselling Tapping Books'. The main title 'THE TAPPING SOLUTION AFFILIATE CENTER' is prominently displayed in large, bold, white letters. Below the title is a navigation bar with links: 'Home', 'Commission Structure', 'Tutorials', 'FAQ's', 'Affiliate Reviews', and 'Contact Us'. The main content area features a video player showing a man speaking, with the text '\$5.35/click in sales...' and 'MONDAY JUN 10, 2013 - BY ALEX ORTNER'. Below the video is a snippet of text: 'This past Thursday we sent out on a promotion that earned \$5.35/click in up front sales within 4 days (on 11,294 clicks), with an additional \$5.65/click in sales on future payments. That's a ...' followed by a 'Read More' link. There are social sharing buttons for Facebook, Twitter, and Google+. Below this, there is a section for the 'Book Launch Final Leader Board with Winners!' featuring a book cover for 'The Tapping Solution' and the text 'BOOK LAUNCH UPDATE'. The sidebar on the right is titled 'Not an AFFILIATE yet?' and contains a 'Click Here to Register Now' button. Another section in the sidebar is 'CLICK HERE to log into your AFFILIATE ACCOUNT to get your emails & links'. At the bottom, there is a section for 'Upcoming Promotions'.

Attracting Clients Online

INE: Affiliating With Others to Expand Your Offerings and Bring In Extra Cash

How to Promote

- ✓ E-mail
- ✓ Newsletter
- ✓ Website
- ✓ Blog
- ✓ Forums you are part of
- ✓ Word of mouth
- ✓ Articles
- ✓ Social networking

Be a Successful Affiliate Marketer by Learning the 'BASICS' ...



How to Choose Products and Programs to Promote

Affiliate Opportunities

- ✓ Other health coaches with similar audience but different deliverable
- ✓ People offering complementary services
 - Fitness
 - Stress management
 - Personal growth
 - Massage therapists
- ✓ Authors and natural food chefs with e-books and videos



INE: Affiliating With Others to Expand Your Offerings and Bring In Extra Cash

Resale Rights

- ✓ Find products that meets your standards
- ✓ Pay a flat price
- ✓ Sell as your own
- ✓ Some allow for customization
- ✓ Might take less time than creating your own



www.DrBitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)

Resources

- ✓ <http://www.clickbank.com/>
- ✓ <http://www.cj.com/what-is-affiliate-marketing>
- ✓ <http://www.cj.com/>
- ✓ <http://www.master-resale-rights.com/>
- ✓ <http://www.masterresalerights.com/>
- ✓ <http://master-resale-rights.com/how-it-works>
- ✓ <http://www.masterresalerights.com/>



www.DrRitamarie.com © Dr. Ritamarie Loscalzo, MS, DC, CCN, DACBN, Institute of Nutritional Endocrinology (INE)