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# Michael Grinder and Associates Affiliate Handbook

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# Welcome!

We've tried very hard to incorporate massive benefits for you to make the MGA Affiliate Program the best way for you to earn BIG money with little effort.

Being an "Affiliate" is a great way to make easy money—telling your friends, acquaintances and clients about the practical, positive, functional and valuable products you have found valuable in your own life. The MGA Affiliate Program is great, just think of it this way—you get paid to talk about what you love. It's about leveraging work done by other people... work that you appreciate and believe in—and best of all you profit...

## Benefits of the Michael Grinder and Associates Affiliate Program

- **Passive Income**
- Generate ongoing stream of income without any work, overhead or cost of new sales. It's an additional stream of income that otherwise wouldn't have been made.
- Set up and done in a very short period of time.
- Deepen your client relationships by offering products and services that add value to their life.
- Save time and effort in product research and development.
- No initial capital outlay. Enough said.
- Expand scope of services you offer and the perception your clients' have of your role.
- Clients will see you as being connected to valuable resources in multiple areas.
- Seek out your opinion and assistance in other areas that will create opportunity, and increase your value.
- Generate referrals because the more you give and help your clients' succeed the more they want to give back and sing your praises.
- Copy, graphics, audios, and other marketing tools provided.
- Affiliate recruitment potential.

As you know, your success is critical to our own. Therefore, we offer you sales and marketing tools to make it easy for you to sell MGA copyrighted products. For a selection of templates, text ads, links, logos and media, make sure you login to Affiliate Central and click on each program's menu options. Use them often to suit your every need.

## Answers to some questions

**How much money will you make?** As much as you want! There is no limit to how much money you can earn. We give you the products and marketing materials and you find the people—you just talk about MGA copyrighted products—tell your friends, clients, and colleagues what's working for you. Give them your special links and now, we're creating a viral affiliate plan.

**How do I do it?** The hardest part is already done, you've done the quick-step sign up at <http://www.michaelgrinder.com/our-affiliate-program/> In your inbox retrieve your welcome letter and unique URL that you place on your website. Save it in a SAFE place. You may even want to print it out. We'll walk you through the rest...it's so easy.

**How can I keep track?** Every time your clients' click on the link, your personal code is entered into our system (tracks ISP) and you earn commission even if they come back to buy days or later.

**Caveat:** If the user clears his cookies, changes computers, wipes his hard disk, etc., between when he clicks and when he buys, then we will not have a way to associate you with the sale. Or if, sales comes through phone, fax, mail or email it will not be tracked in the affiliate program.

**What support will I get?** We can work together while you create the affiliate relationship your prefer.

**Any requirements?** Nope, not really. You might want to go to Affiliate Central to use the prepared marketing materials, plus go over the products available so you know how best to talk about them! As you know, it's a lot easier to sell what you've experienced and believe in.

**Caveat:** You must comply with CAN spam laws and every person on your list must have given you the authority to mail them. Don't promote MGA products using bulk email methods (spam) or via websites with offensive content.

Please note: Affiliates will only be paid on new contacts that are not already in Michael Grinder and Associates' database and/or linked to another Affiliate already. Affiliates will not be permitted to register for courses under their own referral ID in order to receive commissions on themselves. Affiliate payments apply to work copyrighted by MGA. Other products offered for sale on the MGA site do not receive affiliate credit.

We do not tolerate any unethical or illegal behavior by our affiliates, including but not limited to, sending unsolicited emails to individuals or bulk email lists. We may reject your application if we determine (in our sole discretion) that your site is unsuitable for our Affiliate Program for any reason, including but not limited to, inclusion of content that is, in our opinion, unlawful, harmful, threatening, defamatory, obscene, harassing, or racially, ethnically, or otherwise objectionable. Complete Affiliate Policy detailed in our Affiliate Marketing Center.

**How Do I (you) Get Paid?** You'll get a check mailed directly to you once your earnings hit the minimum pay out amount of \$50 or you can opt to be paid with paypal.com. It's all automated! The MGA shopping cart system does all the work and keeps track of the details. Once you become an affiliate, you can log-in to your affiliate account anytime and check your stats. It couldn't be easier!

**Must sell minimum?** No.

**Do you accept Affiliates outside of the U.S?** Yes.

## Marketing Affiliate Tips

The best way to make any affiliate program successful for you is for YOU to actually use the product/s. It always comes across more sincerely when you can share your own experiences.

**Where Do I Put Those Affiliate Links?** It really is up to you how big and where you want to promote your passive income revenue source. Just decide how and where you want to incorporate MGA links into your website.

**A word of from experience:** Instead of simply having one page of links on your site, to make more money, we suggest having multiple areas on your site linking back to MGA product/s. You never know at which page a visitor will enter into your site. Just make sure the text of that page is complimentary to the product/s.

Another good place to put affiliate text links is on a "Thank You" page in your shopping cart. It's easier to get someone to buy when they're already in the shopping mode and have their payment information out.

It's generally not a great idea to lump many different affiliate links from different programs together. It's confusing for the visitor. When they're confused, they leave. The more people that see your links click and buy, the more referral fees you earn.

**Endorsed Text Links:** Banner ads are out these days. They scream at your visitor that you're "selling" something. Then a psychological phenomenon called, "sales resistance" kicks in. So what to do? Endorsed text links work well. They explain that you highly recommend MGA product/s. Because you've earned the trust of your visitors with the other great content on your website, they'll be more likely to click through to MGA product/s.

**Prospecting Standards.** Personalize your letters. You can get spam rejects or complaints unless you personalize them. And remember, never send email to anyone who has not given you express permission to do so. Ever. If we find you are engaging in any type of SPAM that is associated with Michael Grinder and Associates you will automatically be expelled from the program and will not be allowed to participate in any future affiliate programs from Michael Grinder & Associates.

**Use the law of multiple exposures.** One, two or three letters lets the receiver leisurely consider the offer. The second letter might close the deal, but the third may do even better... However, know that the person receiving the letter may be slightly less excited to receive it then you were to send it. Don't swamp them with emails and then again make sure you contact them enough. You know your list of contacts best to know the right amount of material to send them. For maximum exposure for you (and your potential referral fees), I'd recommend that in every instance where it is appropriate in your site, have a link with a recommendation to my product(s). In these samples, it is the personal recommendation alone that triples your sales.

**Sample letter for your customer database:**

Thank you for purchasing (insert your product here). We appreciate your business. First, I want to thank you so much for your business. It's really appreciated. Second, I want to tell you briefly about something that's changed my life. I don't do this very often, but BLAH, BLAH, BLAH. I can't believe BLAH, BLAH, BLAH but this product is just that good... Check out (INSERT YOUR AFFILIATE LINK) for more information.

**Emphasize your personal experience with MGA products.** How have they helped you? Be as specific as possible. By sharing your experience you are building trust necessary before purchase. Remember sell the benefits of the product, not features. Tell them how MGA's work has improve your life and business. Solve your client's problems. Be as specific as possible and stay away from your wants! Expect a 2.5-10% response on your affiliate letters. You'll start to build momentum and gain even greater responses in time.

**E-zine Promotion Strategy One.** If you have a newsletter or e-zine you have a very powerful tool to promote yourself and MGA products. Because you have a personal relationship with your subscribers, they are more likely to listen to what you have to say. You might want to create an ad announcing MGA products with your affiliate link back to the product page.

**E-zine Promotion Strategy Two.** Trading spaces. You could even trade ads with another complimentary e-zine. Simply find an e-zine you respect and even get. Contact the publisher and see if they're interested in swapping ads. It's a win-win because both parties get maximum exposure and it doesn't really cost a penny.

**Autoresponder messages.** An autoresponder automatically sends your message in response to an email requesting it. They're a great way to stay in touch or distribute your information, with the requestee's permission. These are another place you could add your short recommendation about my product/s.

**Mailings.** If you ship your own products to your customers, consider adding an inexpensive insert about MGA products to the package. This is an extremely effective way to put your personal recommendation in front of people who already are buying from you. It could be part of a "Thank You" note for purchasing.

**Don't get frustrated by the no's...** Its just part of the process to get to the yes's. It's like anything else; you may get rejected before you find the one of your dreams! Even if they say no, I always end with something special... "It's great to meet you, you never know when we might cross paths in the future." The more friends you make along the way, the better your chances of success. This is a relationship building business. Be authentic and offer a friendly voice and open relationship.

### **In closing**

Best to you as you embark on your MGA Affiliate Program. Again, welcome aboard. We are excited that you joined us in a mutually beneficial and long-term sales relationship!

Please contact us at [affiliates@michaelgrinder.com](mailto:affiliates@michaelgrinder.com) if you have any questions about our affiliate program. We look forward working with you.

Regards,  
Michael Grinder and Associates  
[www.michaelgrinder.com](http://www.michaelgrinder.com)