

Internet Business School Affiliate Training Guide



How do you get started?

1. Get signed up!
2. Once registered, go the 'Affiliate Homepage' and choose a *top affiliate product*
3. Highlight and copy the marketing copy AND your personal TRACKING LINK for that product [if you don't choose the right link you will not get paid commissions]
4. Put your personal TRACKING LINK into the marketing copy and TEST, TEST, TEST
5. Once you're satisfied the testing has worked choose an audience [email list, a section of your email list, your Facebook friends, google ads, Facebook ads, banner ads, affiliate deals with other list owners, affiliate marketing software etc.] and send your first promo
6. Check the dashboard for your clicks and sales results
7. Get paid on any sales [Note: sales payments are made every 30 days, with a 60-day delay to allow for refunds]
8. Modify, tweak and repeat

EACH OF THESE 8 STEPS IS GONE INTO MORE DETAIL BELOW

1. How do you get signed up?

- How do you sign up as an affiliate? [complete the form in the **Screenshot: SignUp Page**]
- o Click this link <https://internetbusinessschool.co.uk/affiliate-registration/>
- o Note: You do NOT need a TAX ID unless you are based in the US, also website is not mandatory information

- How do you sign up for PayPal?
- o Don't have a PayPal account?
- o Click this link to get started <http://www.paypal.com/>
- o PayPal is how we pay your commissions to you
- o Then you can link your PayPal account to your bank account – just go to PayPal for help <https://www.paypal.com/uk/selfhelp/home>

Don't have PayPal?

We can also pay on Invoice and BACS - email through support@internetbusinessschool.com

Screenshot: SignUp Page

2. How do you use the Affiliate Homepage and choose a *top affiliate product*?

For a layout image of the page refer to **Screenshot: Affiliate Homepage** below

- Choose which product you want to promote: Here are some tips on how to choose:
 - o Select one of the top performers with a ***Star*** against it [these are a good place to start since the products are low priced and often with high commissions up to 50%]
 - o Select a product you have already purchased, or used yourself [it makes sense, but you will come across more credible and therefore attract higher clicks if you have used it – imagine recommending a holiday location you have never been too!]
 - o Select a product which 'best fits' with what you know about the audience you plan to market this to
- Make use of the support training on the homepage
- Check the dashboard to check your statistics on recent and month by month results

Screenshot: Affiliate Homepage

The screenshot shows the 'Affiliate Dashboard' on the 'Internet Business' website. The dashboard is divided into several sections:

- Affiliate Products:** A table listing products and their commission rates, all at 50%.
- Affiliate Dashboard Summary:** A central box showing key metrics: 5 Clicks and £445.50. Below this, it lists 'Commissions Pending Payment' (GBP 148.50), 'Commissions Paid' (GBP 297.00), and 'Sales Referred' (1 accepted referral pending payment, 2 referrals paid).
- Monthly Summary:** A table showing earnings for October 2017 as GBP 445.50.
- Training & Support:** A section with two links to 'Training PDF' documents.

Affiliate Products	
Interpreneur	50% ★
Internet Marketing Profits	50% ★
Rapid Implementation Workshop	50%
Internet Marketing Strategies	50%

Affiliate Dashboard	
Clicks	5
£	445.50
Commissions Pending Payment	
• GBP 148.50	
Commissions Paid	
• GBP 297.00	
Sales Referred	
• Accepted referrals pending payment: 1	
• Referrals paid: 2	
Monthly Summary	
Month	Earnings
October 2017	GBP 445.50

Training & Support	
Training PDF	
Training PDF	

3. How do you highlight the marketing copy and your personal TRACKING LINK?

For a layout image of the page refer to **Screenshot: Affiliate Resources** below

- Go to the copy you want to use [to get you started there is a long version for use in emails and webpages and a short version for you to use on Facebook]
- Select and copy into a temp file like a word document
- Go to your personal TRACKING LINK and copy the text you see [don't click on it and then copy the text in the browser – this will be WRONG]
- Insert your TRACKING LINK into the copy where it says INSERT LINK HERE [make sure you copy into ALL THE PLACES since there will be more than one CLICK HERE link]

Screenshot: Affiliate Resources

Emails

Subject Header
Get your copy of Simon Coulson's Interpreneur FREE now - limited time

Hello [FIRST NAME]

I wanted to let you know about a brilliant new book, an absolute must-read for anyone wanting a really clear, 'real-world' guide to making serious money from the internet, called Interpreneur: The Secrets of my Journey to becoming an Internet Millionaire. There are a limited number of FREE copies available - and, if you're quick, you can get one by clicking the link below. To fill you in... this book has been written by my good friend...

Your Affiliate Link

This is your unique affiliate link for use in your marketing.



<https://internetbusinessschool.co.uk/book-welcome/?aff=10>

Commission Information

£19.95 per month Internet Marketing Profits
= £9.97 per month recurring

Twitter Resources

Get your copy of Simon Coulson's Interpreneur FREE now - limited time



[Download](#)

Facebook Resources

Get your copy of Simon Coulson's Interpreneur FREE now - limited time



[Download](#)

Instagram Resources

Get your copy of Simon Coulson's Interpreneur FREE now - limited time

Media Resources



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Help Links

LINK ONE
LINK TWO
LINK THREE

4. How do you TEST, TEST, TEST?

- Select and copy the entire marketing copy you have created along with your inserted personal TRACKING LINK
- Paste the whole text into a test: Ideas include:
 - o A test email to yourself
 - o A test post to just yourself on Facebook
 - o A Facebook private message to yourself
- Click on the link within the message or post that comes through
- Check you are being sent to the correct product or registration page that you originally chose [for example the Intrepreneur book offer]

- Register yourself, or buy the product [depending on which product you have chosen]
- Login into your affiliate account using this link <https://internetbusinessschool.co.uk/affiliate-login/>
- Check that the 'click' and 'sale' has been registered under the product dashboard or the affiliate homepage dashboard [both will display the stats]
 - o Note: If you have chosen a product with a free first month as part of the offer, you will not see any sales on your dashboard until month 2
- If you see the stats change, great – you've set it up correctly, if not then contact support and the Affiliate Manager will help you.
- When you claim a refund on your purchase send an email to support@internetbusinessschool.com with the subject AFFILIATE REFUND we can easily action this for you

5. How do you choose your first affiliate promotion product and audience?

- QUICK START: The Interpreneur book is probably your easiest product to start with:
 - It's a FREE Book, just pay shipping
 - It's a 50% commission MONTHLY on the up-sell
- Decide on your audience. Ideas include:
 - o A personal, or business email list
 - o A personal or business email list of a contact you know and who trusts you [you might choose to do the work, and share your commissions with them]
 - o A social media audience – say Facebook, Twitter or LinkedIn, although this is one area to be careful. They watch for repeated posted of 'affiliated links' and can ban these, so it is best to create 'your own URL' and forward this to your affiliate link, or perhaps create a shortened link [see the 'special section' below on how to set both these up]
 - o Facebook ads or Google Adwords [these are paid so take into account your budget and experience]
 - o A list you can purchase from a list provider for a fee [take care there since many lists have been sold again and again, plus for you this list is cold often leading to lower than promised or expected results.]
- Choose a product based on any of these criteria [it is not about choosing one that fits all, but just one that gives a best fit for you]:
 - o Which product 'best fits' the audience you wish to target?
 - o Which product gives you the best % commission?
 - o Which product is star rated so it has the best conversion funnel [to maximise your traffic from a click to an opt-in to Simon's funnel]
 - o Which product do you know and have used so you can talk about it in the copy and make your copy 'stand out' from the crowd?
- Click on the product from the 'Affiliate Dashboard' and go the 'Affiliate Resources' page for that product
- Select and copy the marketing copy you want to use and copy your personal TRACKING LINK
- Insert your personal TRACKING LINK into the copy [in say a word document you use to put all the text together] wherever it says <INSERT LINK>

- Choose any images from the affiliate resources page to suit the promotion e.g. a picture of Simon you might add to an email or a Facebook post
- Put everything together and SEND A TEST [yes, always send a test as a part of doing any new affiliate promotion]
- Make sure the links that come through on the test take you to the page you're expecting
- SEND, or schedule for an optimum time [you can use CRM software like MailChimp to help you for emails and tools like Hootsuite to help you for social media]
 - o Choosing an optimum time times depends on the audience, so often affiliate marketing is about testing one vs. another and seeing which works best
 - o Generally, Tuesday and Thursday at 10am works well, Wednesday at 10am for bogs and longer pieces. We also suggest Friday at 8pm – but don't check your stats till Monday as you will need to include the weekend for open rates. Sunday's can also work well for a business owner list
 - o For social media, it's slightly different: Thursday and Friday are good days for offers. But it does depend on your target market's behaviour
 - o Remember also to check what it looks like on a mobile phone as it will be different to a desktop

SPECIAL SECTION

- Software to create your own links
 - o Bit.ly - <https://bitly.com>
 - o Google - <https://goo.gl>
- Create your own URL by buying something cheap [a few ££] from a domain site e.g. [\[https://www.123-reg.co.uk\]](https://www.123-reg.co.uk) and then forwarding the domain you buy to your personal TRACKING LINK
- Software to schedule when you send your promotions on social media
 - o Hootsuite - www.hootsuite.com
- Software to schedule when you send your emails
 - o Mailchimp - <https://mailchimp.com>

6. How do you check the dashboard for your results?

- Check the dashboard on the actual product you were promoting
- Check the dashboard on the 'Affiliate Homepage' – all dashboards display the same results which are a summary across ALL products which you're promoting

SPECIAL SECTION

- How do you improve your results?
 - o Split test [that means try different text to the same audience] and measure the difference.
 - o In emails try changing the subject header or delivery time
 - o In Facebook try changing the image you're using or try adding a video
- § There are no videos to promote affiliate products yet, however you could create your own simple video on a phone camera – it does not need to be professional, just make sure people can hear any audio

7. How do you get paid?

- When you register as an affiliate you would have entered a PayPal email address – Your commissions can be paid on PayPal or by BACS transfer

- The Internet Business School pays out every 30 days [which are delayed 60-days to allow for funds – this has to clear before commissions are paid]

- When a commission is ready for payment, you need to send an invoice to

Internet Business School LLP, Darling Buds Farm, Tuesnoad Lane, Bethersden, Kent TN26 3EQ

Remember to include your VAT number (if you are not VAT registered make your invoice for the net amount NOT including VAT (divide commissions by 1.2 as commissions are calculated on gross sales price including VAT))

8. How do you modify, tweak, repeat

- Modify

o Expect to make mistakes and don't be afraid of them – this is part of marketing. Learning what doesn't work is the path to learning what does

o Use the dashboard and link tracking tools to tell you where and when people are clicking

o 'Split test' by sending some of your audience one copy and some another, or alternating the copy [without spamming people with too much] see what people respond to most

o Just because sales were good last month doesn't mean this will continue – audiences and lists become tired of the same promotions [like you would]. Keep changing where you promote and what you promote

- Tweak

o Based on your stats and analysis of your promotions change your next promotions to 'follow the trends' of what's popular

o Tweak your copy, images or where you promote to get the best results next time

- Repeat

o Send out the same promotions to the same audience [typically you can do this 2-3 times since people often miss just one send out/post]

o Send out the same promotion to a new list or audience

o Repeat what's working [after any tweaks] at a different time, or at the same time after you've given people long enough to forget the last time [give that a month or two]

Answers to the most common questions

How do I get paid?

- Remember to send in your invoice
- Remember payments are made monthly in arrears with a 60-day delay to allow time for refunds.
- Still need help? Send an email to support@internetbusinessschool.com

What commissions do you earn for each product?

- It depends on the product – on each dashboard for each product it will explain
- For most products the commissions are 25% depending on your associate level
- For some products, it will be 50% a regular monthly commission such as Internet Marketing Profits
- Plus, if you are a member of the mentoring and coaching group your commissions will be higher up to 50% which is DOUBLED until you earn your coaching fee back.

What campaigns is it best to get started with?

- Choose the star rated products since these have the highest converting funnels to clicks to opt-ins
- Once someone is in the system as 'your lead' even if they don't purchase first time they have been tagged as 'your lead' so you will make any commissions even if they buy down the line [Note: This only applies to NEW contacts to the email list that you bring in]
- You earn commission on all online courses, 1 day courses and our 3 day diploma.

How do you become a more advanced affiliate?

- Use all the analytics on the dashboard and from any link tracking software to see what is working and what isn't
- If you're a beginner don't go in too hard spending money on paid ads – start slow and learn as you go. It is easy to lose money quickly on paid ads
- Expand your audience through building your email list, partnering or increasing your online communities
- Refer to Jay Hastings program in Affiliate Marketing – for more info Click below <https://www.internetbusinessschool.com/store/N2txRek7>

What affiliate tools and resources are available to make my life easy?

- Use the copy and images available under each product's 'affiliate resources' page
- You can also take images from the web pages which promote the book or the course, or the main website www.internetbusinessschool.com
- Use the dashboard on the product page or the Affiliate Homepage to track results
- Use external tracking links like <https://bitly.com> or <https://goo.gl>

How does the affiliate system work?

- Once registered, login into the affiliate system [use this link <https://internetbusinessschool.co.uk/affiliate-login/> and create your personal TRACKING LINK for each product under the affiliate resources page for the product

- When you promote [using say an email or Facebook] using your personal TRACKING LINK when a NEW contact clicks on a link [an existing contact on Simon's list will not tag you as the source] you will be tagged on Simon's system as the 'source'
- When your new contact buys ANY product or course with a commission - you will earn the commission now, or in the future

How do I build a 'regular passive income' based around affiliate marketing?

- If you promote the book offer or Internet Marketing Profits you will be earning an ongoing commission each month
- It will take time to test, measure and build any substantial regular income, but figures over £2000 per month are possible
- For more advanced strategies refer to Jay Hastings program in Affiliate Marketing for more info
Click here: <https://www.internetbusinessschool.com/store/N2txRek7>

How do you track sales?

- Use the dashboard on your homepage to track all your statistics

How do you login to the affiliate system to check your stats, get your links and your promo material?

- Once you've registered go to this link to login <https://internetbusinessschool.co.uk/affiliate-login/>
- If you can't login try resetting the password to make sure it recognises the email address you're using
- If it doesn't recognise the email, then double check your date, or perhaps you need to check if you're registered on the new system support@internetbusinessschool.com
- If you're not registered click this link to register as an affiliate
<https://internetbusinessschool.co.uk/affiliate-registration/>