

Welcome to the Love Coach Academy Affiliate Program

Our primary objective is to promote “ **Relationship Essentials: Emotional Intelligence Tools to Thrive in all Your Connections.**” that runs from February 3rd to April 21st, 2018.

We invite you to become familiar with the *Relationship Essentials Course* by reviewing the promotional content and videos on **our main website page**:

www.RelationshipEssentials.org

Please bookmark the **Affiliate Area URL** where you can login and access your links, banners, guidebook, analytics, referral status and payout information:

www.RelationshipEssentials.org/affiliate-area/

Download this Guidebook and save it in a file along with **your unique affiliate link** and promotional banners and photos which you can download on the **LINKS PAGE** after you login to the **AFFILIATE AREA**.

The #1 Tool You Need Is Your Own Unique Affiliate Link.
{ Login to the Affiliate Area and Grab It Now }
Use Your Link When Promoting the Course to Your Friends...
It's That Simple!

This Guidebook will provide:

1. An outline of our Affiliate Program terms and commissions.
2. Where to find your unique affiliate link and how to use it.
3. Creative marketing ideas on how to enroll your friends into the course.
4. Swipe copy to use in emails, social media posts, texts and messenger.
5. How to get support with helping us make this affiliate program a win-win.

Affiliate Program Terms & Commissions

We offer a generous commission of 20% for your referrals!

<u>Package</u>		<u>Payment Method</u>	<u>Total Amount</u>	<u>20% Commission</u>
<u>Single</u>	<u>Primary Package</u>	<u>Pay in Full</u>	<u>\$995</u>	<u>\$199</u>
		<u>3 Payments of \$400</u>	<u>\$1200</u>	<u>\$240</u>
	<u>Premium Package</u>	<u>Pay in Full</u>	<u>\$1,750</u>	<u>\$350</u>
		<u>3 Payments of \$666</u>	<u>\$1,998</u>	<u>\$400</u>
<u>Couple</u>	<u>Primary Package</u>	<u>Pay in Full</u>	<u>\$1,495</u>	<u>\$299</u>
		<u>3 Payments of \$600</u>	<u>\$1,800</u>	<u>\$360</u>
	<u>Premium Package</u>	<u>Pay in Full</u>	<u>\$2,500</u>	<u>\$500</u>
		<u>3 Payments of \$1000</u>	<u>\$3,000</u>	<u>\$600</u>

- **Cookies last 30 days.** This means that if someone clicks over to our website from your affiliate link, the software remembers the origin of the referral for the next 30 days. So if they don't buy the course immediately, but login a few days later to pay - you will still get credit for that sale!
- **Payouts happen after your referral has paid in full and is past the refund window.** In order to give leeway for our cancellation policy, we must wait to pay you out until all referral payments are paid in full and are no longer able to receive a refund. Full payment referrals are complete 3 weeks into the course. Payment plan referrals are complete 5 days after the final payment. We appreciate your patience!
- **PayPal is our preferred method for payouts.** For ease of money transfer we prefer to use PayPal to send you your commission. If that is impossible, please let us know and we will find another method of payment.

How To Use Your Affiliate Links

As an Affiliate Partner you will have your own unique affiliate link to use when you promote this course to others. **Copy your unique affiliate link and save it!**

1. To find your affiliate link, [login to the Affiliate Area](#) and click on the “Links” button which will guide you to the page with all your promotional assets.
2. Your unique affiliate link will look something like this:
www.relationshipessentials.org/?affiliates=##
(this ## is your unique affiliate code)
3. When promoting the course you can post your affiliate link in text messages, emails, social media posts, in messenger, etc.
4. If you want to create a shorter link, you can use a link shortening product like: bit.ly - tinyurl.com - goo.gl - buff.ly (your affiliate tracking will still work).
5. In order to get credit for your referral, your friend must click through your affiliate link and place their order for the course online.
6. If your friend does these steps and you do not see the commission on your analytics page, ask your friend to let LCA know that you referred them.

Creative Marketing Ideas for a Successful Affiliate Partnership

- **Have enrolling conversations.** Speaking face to face, over the phone or on skype video is much more powerful than just posting a link.
- **Host a dinner party or luncheon.** Invite family and friends that you think would find value in our course. Play some of the LCA youtube videos or guide the group in a connection exercise. Scott and Emily would be open to “zoom-ing” in live to your dinner party to meet your guests and answer questions if you plan in advance.
- **Share personal testimonials.** Your experience is the best marketing tool you have. Share a vulnerable challenge you once had in a relationship and how the tools of LCA and this course transformed your relationships.
- **If you are a Love Coach, coach others.** Give them a taste of this amazing work. Offer a free 15 minute session. Then enroll them into the course.
- **Write a personal email.** We offer an email template below to use, but it is best if you write it in our own words. Follow up interest with a phone call.
- **Send a newsletter blast.** If you have an email list for your business, write a compelling newsletter announcing the course with your link.
- **Share a LCA video.** Seeing Scott & Emily in action is the best way to promote their work. Include your affiliate link in the text.
- **Blast it on social media.** Post your link with some compelling copy. We offer several social media copy templates below.
- **Post in your blog or on your website.** We have a few images to choose from in the banner gallery. Be sure to use your affiliate link in posts.
- **Follow up with potential leads.** Sometimes people need time to dwell before making a large commitment. Be supportive (not pushy) and check in on them from time to time.
- **Be authentic.** Speak from your heart. Be honest. Use your feelings and needs sheet. Live the work. Be a heart ninja. Show the world what is possible when we communicate with empathy!

Suggested Email Template for Affiliates to Send to Referrals

Dear _____,

I would like to take this opportunity to introduce you to a couple that I have tremendous respect and admiration for. Scott & Emily are the co-founders of The Love Coach Academy and they are True Relationship Masters. You may have seen some of their popular videos on Facebook or YouTube? They are brilliant at providing practical tools that turn relationship struggles into mutually rewarding thriving connections.

PLEASE INSERT A PARAGRAPH WITH YOUR OWN PERSONAL TESTIMONIAL ABOUT YOUR EXPERIENCES WITH SCOTT and EMILY.

Their signature training is an in-depth 12 week course called “**RelationshipEssentials**”. My understanding is that this is the last time they will be teaching it themselves! Starting next year, two of their certified love coaches will be taking over the reins of this class. This course is for singles and couples, as their tools are applicable to all relationships (families, co-workers, room-mates, friends and lovers).

Check out the course here: [{insert your affiliate link}](#)

I strongly encourage you to join this powerful course! The package includes an Online 2 hour Class on Saturday Mornings and Wednesday Evenings, a Private Facebook Group, Soul Work Assignments and Optional Private Coaching. It runs from February 3rd to April 21st, 2018. Scott and Emily are super fun to work with and their style is authentic and vulnerable. They share the real time struggles and challenges they manage in their relationship and how they use them as opportunities to grow closer into intimacy and connection.

Best of all, joining this program entitles you to a year long membership into their very expansive Online Portal which includes weekly coaching calls and practice groups. This ever growing Portal also includes over 50 videos, 20 webinars and 20 audio podcasts. They have set things up so that there are many ways to learn and practice their relationship skills from the convenience of your own home. They are creating a dynamic community of Emotionally Intelligent Compassionate Communicators!

This course will sell out, so I suggest that you register ASAP! [{insert your affiliate link}](#)

Sincerely,

[{Your Name Here}](#)

YOU CAN EDIT THIS EMAIL IN YOUR OWN WORDS FOR BETTER RESULTS

Short Blasts For Social Media

Do you want MORE LOVE in your Life?

Are you longing to be heard, understood, and valued by the people that matter most to you? Don't miss the last chance to take this course with Relationship Masters Scott and Emily!

Do you want to learn how to grow closer through conflict and the inevitable challenges life brings?

Sign up here: [{insert your affiliate link}](#)

Do family, friends, or even your own lover drive you crazy?!! How do you share the impact of others who have hurt you in a way that sets you both up to WIN? Master Relationship Coaches Scott and Emily will teach you practical tips to become a Heart Ninja. You will learn how to grow closer through conflict and life's inevitable challenges. Don't miss this last chance to take their signature course: [{insert your affiliate link}](#)

Dear Friends... My work with Master Love Coaches Scott and Emily has impacted my relationships with others in wonderful ways. Simply put, they are brilliant at helping you thrive with connection and communication with your loved ones! Their live online course is fun, educational, inspiring and life changing. Don't miss this last chance to take their signature program. Sign up here: [{insert your affiliate link}](#)

Give yourself the greatest gift of all: MORE LOVE IN YOUR LIFE! You've got to check out the work of my friends and teachers, Scott and Emily with Love Coach Academy. Their ability to manage the most difficult relationship challenges has become legendary in our community. Fun, inspiring and simply brilliant, they have spent their lives developing specific tools and practices to create healthy communication skills in all your relationships. Their work has transformed the way I love and relate to others! Learn more here: [{insert your affiliate link}](#)

Affiliate Partnership Support

We are beyond grateful to have you on our team!

As they saying goes, “It takes a village to raise a child...” For us it takes our entire Love Coach Academy community to launch the *Relationship Essentials* course and help spread the possibility of healthy, happy and harmonious relating.

We have chosen to offer a *generous commission* for your marketing and enrollment efforts because we value your participation and are confident that the content of this course will have a profound and positive impact on the world.

As you may have heard, this might be the last *Relationship Essentials* course that Scott and Emily will be teaching. The next round of courses will be taught by our veteran love coaches. This is a good selling point to use when you enroll your loved ones in the course!

We hope that this Affiliate Partner Guidebook will provide everything you need for a successful marketing campaign. If you have any questions or need any further assistance please reach out to us at info@lovecoachacademy.com.



Thank you for supporting us on this mission!

Love,

Scott Catamas & Emily Orun

Master Love Coaches

www.LoveCoachAcademy.com

*With assistance by Julie Avena
LCA Affiliate Marketing Queen*