



The Abundant Artist

Welcome, Partner!

We're so glad you're partnering with us as an affiliate! This handbook has three parts:

Part 1: A Note on Ickiness — If the notion of making money by promoting other people's stuff makes you feel sick to your stomach, you'll want to start here. (If making lots of money doesn't make you feel sick to your stomach, you can skip this part.)

Part 2: The Technical Stuff — How to find your affiliate link, banners, text ads, etc.

Part 3: 12 Tips to Get the Most Out of The Abundant Artist Affiliate Program

— Some really handy ideas for how to promote effectively and get the money flowing!

I hope that you'll find this handbook helpful as a way for you to share your experience with TAA. If you have any questions, please shoot me an email: help@theabundantartist.com.



- Cory Huff

Part 1: A Note on Ickiness

You've no doubt seen your share of really icky affiliate marketing. Nobody likes that! But being an affiliate partner is only icky if you're trying to manipulate people to buy something you don't believe in. And you would never do that!

The truth is, when it's done right, in a wholehearted, authentic and transparent way, "affiliate marketing" is a gift for all involved.

Doesn't it feel good to share info about something you love because you just know the person you're sharing it with will love it to? It feels good to share something that will help someone else.

And from the other side, if someone tells you about something super cool that you hadn't known about before, it's pretty awesome!

That's where the appreciation monies come in – when you send the right people to us and bring us sales we wouldn't otherwise have gotten, it's only right that you get appreciation for that! It makes us feel good to share with you, and we're all enriched in the process.

The people who could really benefit from The Abundant Artist and who find out about it from you get something that enriches their lives.

You and TAA get more awesome people in our inner circle, and we both earn more money to support us in doing important work.

You get the good feeling of turning people on to something you really dig, and you earn money to support you in doing your important work, too!

Win-win-win.

There's also this: when you put time and energy into telling people about the benefits you've gotten from The Abundant Artist—even though you would be doing it anyway—that's work. And when your work brings money to us, let us give something back to you.

You may, of course, spend your appreciation monies however you wish. You may choose to give it all to charity, if that feels good to you. Or you may choose to spend it all on your books or programs to further your own education. Or you may choose to spend it all on chocolate. It's up to you.

We're so grateful that you want to help us spread the important work we're doing with people who really need it. It makes us really happy to give back and share with you.

Here's to an abundant partnership! – Cory

Part 2: The Technical Stuff

You can get to the [affiliate page](#) on The Abundant Artist Courses website by clicking here:

<http://courses.theabundantartist.com/affiliate-area/>

If you're an existing student, just log into your account, and then register as an affiliate. Your account will need to be approved (we are only accepting existing students as affiliates right now).

Click on the Affiliate URLs tab

Choose which banners and/or text ads you want to use, click in the code field to select that code, and paste it where you want it! Your unique affiliate link is already embedded into the code.

To “prettify” your link, see tip #12 in the next section of this handbook...

Part 3: 12 Tips to Get the Most Out of the ArtEmpowers Affiliate Program

As a TAA affiliate you are our ambassador and promoter, and in return you have our gratitude, and hopefully lots of appreciation monies! We created this little report as your success guide. We're no "experts," but we've learned a few things that make a huge difference. For the best chances of success, follow any or all of the tips below.

Tip 1: Write a review

My biggest appreciation monies commissions have been earned as a result of honest reviews I've written and posted on my blog (like [this one here](#)). When people are on the fence about whether or not to buy a product, they search Google for reviews. If you have experience with the course – whether as a member or an interviewee – you're in a perfect position to get people to read about it (and click through to buy.)

Don't shy away from criticisms – if you're completely honest and include your critical feedback in addition to the stuff you liked, people will trust you more.

Additional tips:

To make your reviews rank higher in Google, include the full name of the course, and the word "review" in your page/post title. For example:

- My Review of The Abundant Artist courses
- Content Marketing for Artists review
- A Case Study of Building An Art Business, Part 1 – The Abundant Artist

People search on the author as well as the name of the course, so keep that in mind too.

Tip 2: Write a "real-time" account of your experience with TAA

Engage your audience with a compelling story, a case study of how TAA personally helped you. In a series of "real-time" posts, describe what's working for you, and what isn't.

Tip 3: Link to your review (when appropriate)

If it comes up naturally in your blog posts, link to your ArtEmpowers review.

To improve your Google ranking, be sure to include relevant keywords in the link itself. For example:

"You can read my review of [Content Marketing for Artists](#) here."

will help your Google ranking more than:

"You can read my review of Content Marketing for artists [here](#)."

Tip 4: Add a bonus

Offer a freebie for anyone who buys through your affiliate link. A few suggestions:

- Offer one of your own products (assuming it's relevant to TAA's audience).

- Buy an extra TAA membership and host a “giveaway contest” on your site – then leverage the contest buzz to get more sales (please let me know if you're doing to do this and I might promote the contest).
- No products? Offer 30 minutes of your services (consulting / chiropractic / copywriting / whatever) to your next 5 affiliate buyers.

Tip 5: Use Social Media (sparingly)

Reach out to your Twitter, Facebook or any other social network peeps. Just be very careful not to overdo it. Your goal is to be helpful, not spammy. (Hint: never just post an affiliate link and nothing else. lame.)

Twitter:

- Tweet a link to the review or case study you wrote. Use the #theabundantartist hashtag .
- Include @agoodhusband in your Twitter message. We'll tweet back. :)
- Tweet a quote or insight you learned from TAA, and include your affiliate link.

Need some ideas? Here are some tweets you're welcome to use (edit as you wish):

1. Great advice on the #TheAbundantArtist course group today: [insert quote] <http://youraffiliatelink.com>
2. Why I'm SO glad I joined #TheAbundantArtist [insert link to your review of course]
3. Considering take a class from #TheAbundantArtist? Here's why you should: [insert link to your review of TAA Course]
4. My best purchase of the year: #TheAbundantArtist [insert link to your review of ArtEmpowers]
5. One of the reasons 2015 is starting so well: #TheAbundantArtist [insert link to your review of ArtEmpowers]

Facebook:

- Update your Facebook status during or after a call with us, after listening to each interview and/or completing each lesson & worksheet.
- Start a local The Abundant Artist support/mastermind group, and build a Facebook fan page around it.

Tip 6: Interview me!

An interview is a great way to get conversions, particularly when it's posted close to the date of a launch or special promo. Plus it's instant content for your blog!

I am happy to do a phone or video interview (time allowing) or we can answer interview questions via email, just email me at help@theabundantartist.com

Tip 7: Hold a fundraiser

Donate a set amount from every TAA sale to a charity of your choosing. This could be a dollar amount (ie, \$15 or \$20) or a percentage (ie, 25% or 50% or whatever). Write a blog post profiling

the charity and mentioning your fundraiser. (Involving a charity could even garner some additional publicity, for both you and the charity, which is always good!)

Tip 8: Be smart with email

Rather than just blasting your list with a promotional “hey, buy this” email, which can make you look spammy, use email strategically. Here are some tips:

- Create a “draft” email with your affiliate link, to keep it handy.
- Send a heartfelt email to five people you think would genuinely benefit from TAA, including your affiliate link. (I recommend total transparency, letting them know it’s an affiliate link.)
- Include your affiliate link, a link to your review, and/or a linked banner graphic in your email signature.
- Include a TAA plug in the sidebar of your next client newsletter.

Tip 9: Write a guest blog post

Write about your personal journey toward being a thriving artist for someone else’s blog. Mention TAA, and incorporate your affiliate link in the article.

Tip 10: Comment in forums and on blogs

Post a review of TAA in an online discussion forum and/or leave a comment with your affiliate link on a relevant blog post.

Tip 11: Get offline!

Tell people about TAA. Share your story at work, with friends, at lunch. Open up, connect and let people know how TAA has personally made a difference in your life.

Tip 12: For advanced affiliates: Create a custom link

Some people get turned off by affiliate links. We know you’re not doing anything “icky” and pushy, but it also doesn’t do any good if having a long affiliate link makes other people think you are, so you might want to “prettify” your links and make them less scary-looking. (Also, affiliate links can just be really loooooong.)

To just shorten your link, there are lots of free link-shortening services. I use bit.ly a lot.

You can also “prettify” your link by following these directions:

- Create an HTML file with the name index.html and put the following HTML code on the page:

```
<html> <head> <meta http-equiv="refresh" content="0;URL=XXXX"> </head> <body></body></html>
```

(IMPORTANT: replace XXXX with your unique affiliate link.)

- Create a directory (a file folder) on your website called aem
- Upload the HTML to your website. Your new link will now look like this:

<http://yoursite.com/taa>

(Make sure to disclose the fact that you're an affiliate! "Masking" a link without letting people know it's an affiliate link is unethical, and if you do it on your blog I believe it may also be illegal.)

Thanks again!

We're looking forward to sending lots of appreciation monies your way!
If you run into any problems or have any questions, just shoot us an email at help@theabundantartist.com

- Cory