


MusicStoreUSA Affiliate Program	3
Become an affiliate at MusicStoreUSA.com	3
Help make the world more musical	3
How does this affiliate program work?	4
What is affiliate or influencer marketing ?	5
Who can be an affiliate/influencer?	5
Your product promotions can boost our sales.	5
Product Descriptions & You	6
Product Description Improvement Payments	6
Adding new products to the store	6
Couldn't find a certain piece of sheet music?	6
Marketing Products	8
Commissions & Rates?	8
Bonus Payments	9
How do we know which customer is referred by the affiliate ?	9
The Branded Affiliate Portal	9
Several Ways to Generate Tracking Scripts	9
The Affiliate Tracking Script	9
How to use the Affiliate Tracking Script	10
Your Referral Link	10
2 Easy ways to grab tracking scripts.	10
When do I get paid & how often? (Payment Terms)	11
To Summarize	11
Can I get a higher commission rate?	11
Can I use my discount and to buy stuff and still get my commission?	11
Join up here now!	12
Click on the Affiliate Registration URL link just below this line.	12
Affiliate Tracking	12
 Referral Link generator for affiliates (watch the video)	12
● Using Site stripe to quickly create product referral links (watch the video)	13
Track Income	14

Adding new products to the store	14
Our current distributors	16
SHEET MUSIC	16
SHEET MUSIC, GUITARS, UKES, BANJOS, BAND AND OTHER SUPPLIES, GIFTS	16
INSTRUMENTS (BOWED STRINGS)	16
Founder's Expectations	17
Affiliate Expectations	18



MusicStoreUSA

MusicStoreUSA Affiliate Program

Teachers, professional musicians, and anyone who purchases products and enjoys MusicStoreUSA.com can apply to become an affiliate!

Become an affiliate at MusicStoreUSA.com

Help make the world more musical

MusicStoreUSA.com can help your personal business or non-profit organization raise more \$\$\$ with our affiliate program powered by Goaffpro.

Get a starting average 6% commission of final price of products or services you sell using your affiliate links! High profit-margin products earn at higher commission rates. Commission rates are currently as high as 18%.

You enjoy shopping for your musical needs on MusicStoreUSA. When you make your next purchase, you'll see a 'pop-up' during the check-out process. Since you now know the quality and usefulness of the music or equipment you just purchased, you are now an informed consumer, and the informed consumer makes the best representative.

Your helpful explanations about specific products help to create the type of service that makes MusicStoreUSA the place where others like to buy their instruments, equipment, sheet music, cd's, downloads and more.

Use the pop-up application form to become a member of our club of product specialists. If there is a product that you can't find, let me know, and I'll do my best to get it listed for sale on the site. Then, having made the request, you will become the ¹ for that product, too. The first person to rep a particular product will become the top tier sales rep for that product, therefore owning the largest possible income from that product, unless you quit or your sales stats become consistently low, or if we don't see any sales activity for a couple of months on your affiliate dashboard. If that occurs, then you will continue earning commissions, but the rate may revert to the base (not bass) rate for that product.

You can also use the Affiliate Registration url below to sign up & log in to your own affiliate account. However, **before your affiliate account is approved to start earning commissions, you must purchase at least one product that you plan to both use, and to promote.**

How does this affiliate program work?

We use a special system that is integrated with our MusicStoreUSA.com eCommerce store. It creates your affiliate portal for the shop.

¹ the word 'rep' is used in this document means to represent and promote to potential customers.

You'll get a custom URL code that you can use on social media and in emails. Every time a customer clicks on one of your links which results in a purchase, you get a commission.

It helps to understand the concepts behind affiliate marketing.

What is affiliate or influencer marketing?

Affiliate Marketing or Influencer Marketing, is the branch of marketing where other people promote a store or products in exchange for commissions on sale of products.

Who can be an affiliate/influencer?

If you have a large following... You are a blogger, instagram-er, YouTuber, etc. You are read or watched by hundreds of potential customers, or your opinion is respected because of your position as a teacher, educator or respected musician or musical scholar...or technical expert, if you are dealing with technical products.

You could be a very active student. If you have friends in your school orchestra who respect your playing or enjoy your company, you could suggest they look at equipment, sheet music or instruments that would fulfill their needs. For instance, Maybe you noticed their case is falling apart. You can help them locate a nice replacement case.

...or you play in a band or bands with others, etc.

YOUR PRODUCT PROMOTIONS CAN BOOST OUR SALES.

The ideal affiliate for MusicStoreUSA.com could be a professional teacher who seeks music for their students and is knowledgeable about the composers or pieces they need for their own cohort of students, and might also know a bit about the qualitative differences between various publishers and/or editors.

PRODUCT DESCRIPTIONS & YOU

For example, MusicStoreUSA.com endeavors to list historical and other useful information to help guide you in your choices of music and publishers. In addition, whenever possible, we include extracts or page examples to show the type of material and some of the fingerings or other editor's markings. You might have additional specialized knowledge about certain specific types of music or publication. In your own marketing, you can add this type of specialized detail, and add links back to the product page at MusicStoreUSA.com.

PRODUCT DESCRIPTION IMPROVEMENT PAYMENTS

If you feel there isn't sufficient description info on the product page, you can recommend to us what additional info you think should be inserted there. Your information, expertise & research are respected! When we accept your suggestions for improving any product description, you will receive a higher commission rate for the product that you have improved. The add-on to your product commission rate will be at least 2% additional, but may be more, depending upon the margin of the product. I am always working with our suppliers to negotiate the best possible margin which translates into better income for you.

Adding new products to the store

COULDN'T FIND A CERTAIN PIECE OF SHEET MUSIC?

First thing to do is carefully search in MusicStoreUSA.com to make sure we aren't already carrying your music. Use the menus on the top of any page, opening up the branches of the menu trees. Or use the search engine on any page...putting in composer's name(s), piece

name(s), or instrumentation (brass quintet, organ music, choir or chorus, vocal music, guitar music, etc., etc). If you still can't find your music, there are 2 possibilities...

1. your music is currently hidden from view by administrator. Drop an email with the name of the product(s) you need & we'll check to see if its a product that needs updating on the website -OR-
2. Use these catalogs to search the distributors who's products we sell on MusicStoreUSA.com. Be sure to copy the following important info for each product:
 1. accurate product name/title
 2. product sku (if there is one)
 3. product upc number
 4. product description
 5. publisher or distributor name (see list below)
 6. save images (img, jpg, jpeg, etc...not pdf) larger is better.
 7. interior page images...customers need more info and examples of what they are looking to buy to help them decide if they are looking at what they really need.
8. category info
 1. item type; sheet music, score, score & parts, cd, instrument, amplifier, etc.
 2. category; instrument family and specific instrument(s)
 3. level of difficulty if known and/or type of performer (pro/student, etc)
 4. weight of product (if listed)

Send this info by email or link to your dropbox or other storage (google drive, iCloud, etc) Be sure to include your name and email address (just in case we have two people with exactly the same name...)

I will list your new product(s) asap and you can purchase a sample or copy. If you already are completely comfortable with your knowledge about the product, you can begin recommending it right away.

Otherwise, I recommend that you wait til you receive it. Take some photos of the product to add to the product listing online. Take photos with you interfacing with the product & showing how its to be used, and explaining any particularly great attributes you have discovered about it...the quality of the printing of the edition, the weight/color of the paper, the intelligence of the fingerings or phrase-markings, the quality of the binding, etc., etc.

Like the Product Description Improvement Payments, when you add a new product to the store using the technique above, you will receive a higher commission rate for that product than the standard commission rate paid to other affiliates...always!

Marketing Products

Consider the following: If you put a link into a tweet you will reach a certain number of followers at the specific time you send the tweet out. If you tweet at various times of the day, you will increase your potential viewership. However, if create a post in a blog or website that stays up 24-7, you may get increased traffic flow of a different nature than you would from the twitter usage. So, consider which social media tool(s) you think will work best for the particular goal you have in mind.

Commissions & Rates?

You're given a commission on sale of our products. We give you 5% to 17% on every order, (depending upon the variable discount given by

our distributors.) So if a customer referred by you purchases \$100 worth of stuff, you will get 6% of \$100 = \$6 as sale commission. Affiliates who bring in consistently larger numbers of purchasing customers will receive higher rates and bonus rewards including financial and product rewards that will be announced as these become available. If you are one of the first 100 affiliates to sign up, When you sign up, you will receive a coupon for 10% any product in the store that is good for one year & will have NO LIMIT to the number of products you get discounted.

I'll be exploring, vetting and adding new ways to increase your income. As we grow, you will also grow!

Bonus Payments

Bonuses will vary, depending upon the various financial and market factors, and will be announced periodically.

How do we know which customer is referred by the affiliate ?

Our automated affiliate program tracks the sales and attributes them to the proper affiliate...you!

The Branded Affiliate Portal

This is where you, as a new affiliate register, see your earnings stats, payments, and create **the referral links for store products**. Every affiliate that registers on the portal is given a unique referral link to our store to share with their followers. The link when clicked, brings the visitors to our store.

Several Ways to Generate Tracking Scripts

The Affiliate Tracking Script

The tracking script is installed on our store. Whenever any visitor comes to our store from the referral link of our affiliates, the script tracks the visitor for its entire visit. If the visitor buys something for our

store, the commission for that sale is credited to the affiliate who sent the visitor.

How to use the Affiliate Tracking Script

You write an article in your website or in your blog, a tweet or post on facebook about your positive experience using MusicStoreUSA.com. In that post or article, you mention a particular product such as a piece of music, which you've found on the MusicStoreUSA.com eCommerce store. You insert your custom tracking code as a url or link to that product. The reader then uses that link to go to the store and buys the product! You then automatically get the commission payment that is computed as a percentage of the cost of the product they purchase! Once your dashboard is set up, use the Marketing Tools menu to create customized links to products you'd like to promote to your fans, students or readers.

Your Referral Link

On your dashboard, you will find a link directly under your own email address. If you email this to a friend, and they click it, it will bring them to the store. A little message at the top of the store will say, “You are shopping with _____(your name)”. All products they purchase during this ‘shopping trip’ will credit commissions to your account.

2 Easy ways to grab tracking scripts.

We have an [Affiliate Site Stripe](#) or Toolbar that you can turn on at the top of any page in the MusicStoreUSA.com online store. You find a product you want to promote by surfing around the store, then you click on the toolbar, thereby copying the code which you can then easily copy into your marketing materials (social media, emails, letters, blog, etc.) OR You can use the [Link Generator](#)

When do I get paid & how often? (Payment Terms)

The 'minimum to payout'; Minimum affiliate earnings before payouts will be made is \$5. You will be paid 15 days from the invoice (sale) date (or end of current month). You will be paid through your PayPal account.

To Summarize

I have set up affiliate commissions using an admin dashboard. You, as a new affiliate must register on the affiliate portal and will be given a unique referral link upon approval of your application. The visitors you refer are tracked with the tracking script and if they buy something, the affiliate (you) are credited with the commission for that particular product (as setup in the admin dashboard).

Can I get a higher commission rate?

YES. You'll notice that certain products such as our musical instruments have commission rates of as high as 17%. However, there are some products that have lower profit margins, and those products may pay lower commission rates.

From time to time, the affiliate procedures and/or terms may change. You will be contacted with updates about any such changes and information about such changes will also be posted on this page.

Can I use my discount and to buy stuff and still get my commission?

YES YOU CAN! Unlike other discount programs, which can't be combined, you can use any special offer affiliate's or other customer discounts to buy stuff. Use the affiliate link to purchase your desired products. You will still receive a commission check on those sales! So,

you might get our new affiliate's 10% discount, plus a 6% commission on a \$50 item. So the item cost you \$45 after discount and then you'll get your \$2.70 commission back. So your total cost for the \$50 item will end up being \$42.30. Do your math carefully, though, since your commission is paid on a percentage of the sale price after discounts are applied! Some of our very productive (affiliates with high respectability and viewership/followers) may be eligible to receive **free products** to try out and blog about!

Join up here now!

Click on the Affiliate Registration URL link just below this line.

Set up your profile and purchase at least one product to begin earning commissions on sales of that item.

Affiliate Tracking

Using the link which you received either by buying something in the store, or in an email from the store, join the affiliate program.

Go to your dashboard after you've joined.

Select the products you wish to promote to your 'audience'. Create a link or links for those products. Use either of these methods:

 REFERRAL LINK GENERATOR FOR AFFILIATES (WATCH THE VIDEO)

- Open the url for the store; <https://MusicStoreUSA.com/>
- Select the products you want to promote.
- Log in to your dashboard with the login you received or use the affiliate portal url
- musicstoreusa.goaffpro.com

- On your affiliate's dashboard, select the marketing tools menu. A new window will open and at the top, it will say, "Product Links". Paste the url of the product you've just chosen to promote into the left field & your new promotional code for that product will appear in the right field.

● USING SITE STRIPE TO QUICKLY CREATE PRODUCT REFERRAL LINKS (WATCH THE VIDEO)

Site Stripe is a toolbar that appears on top page of the store when you're logged in as an affiliate. You can use the Site Stripe or Affiliate Toolbar to copy any link directly from our store, making it easy to promote products & receive commission payments.

Here is a [YouTube video](#) explaining how to do this!

Once you've joined the affiliate program, log in to your dashboard with the login you've received. or use the affiliate portal url...

musicstoreusa.goaffpro.com

Now login

Fill out your profile with your social media info or email or other info that you'll use to contact your customers. You'll be approved when we see that you have a plan for selling musical products. It takes between 24-76 hours for your affiliate membership to be approved.

(send me an email if you don't get your approval asap!)

Once you're approved, go ahead & **Log in** to your dashboard again.

Use the Affiliate Login Page

musicstoreusa.goaffpro.com/login

Keep that window open. Open another window or tab with the url for the store musicstoreusa.com or <https://musicstoreusa.com/>

Now, with both windows 'active', wait a sec and you'll see a 'site-stripe' on the top of the page. It will say, "copy link". this little message will re-appear every time you move/surf to a new product page. hit that little text link and it will change to "Copied".

You have now copied a url that includes both the product url & your affiliate code. Paste into your next email, blog or tweet or mail, print and hand out to whoever you feel it is relevant for. Add any other message you think should help them understand what the product is and why you're sending it to them (your student needs a particular scale book, etc).

Share the generated referral link to your blog, social media etc. to generate orders for your partner websites.

Remember, as the person they respect, they will buy the products you recommend since you are the expert authority.

Track Income

Track your income growth on your dashboard as your friends buy musical products (sheet music, instruments, equipment, etc) that are important to them.

The system will automatically track the info using the customized link you created, and generate your checks after a minimum of \$5 is earned.

Adding new products to the store

Couldn't find a certain piece of sheet music?

First thing to do is carefully search in MusicStoreUSA.com to make sure we aren't already carrying your music. Use the menus on the top of any page, opening up the branches of the menu trees. Or use the search engine on any page...putting in composer's name(s), piece

name(s), or instrumentation (brass quintet, organ music, choir or chorus, vocal music, guitar music, etc., etc). If you still can't find your music, there are 2 possibilities...

1. your music might be currently hidden from view by administrator. Drop an email with the name of the product(s) you need & we'll check to see if its a product that needs updating on the website - OR-
2. Use these catalogs to search the distributors who's products we sell on MusicStoreUSA.com. Be sure to copy the following important info for each product:
 1. accurate product name/title
 2. product sku (if there is one)
 3. product upc number
 4. product description
 5. publisher or distributor name (see list below)
 6. save images (img, jpg, jpeg, etc...not pdf) larger is better.
 7. interior page images...customers need more info and examples of what they are looking to buy to help them decide if they are looking at what they really need.
 8. category info
 1. item type; sheet music, score, score & parts, cd, instrument, amplifier, etc.
 2. category; instrument family and specific instrument(s)
 3. level of difficulty if known and/or type of performer (pro/student, etc)

4. weight of product (if listed)

Send this info by email or link to your dropbox or other storage (google drive, iCloud, etc) Be sure to include your name and email address (just in case we have two people with exactly the same name...)

I will list your new product(s) asap and you can purchase a sample or copy. If you already are completely comfortable with your knowledge about the product, you can begin recommending it right away.

Otherwise, I recommend that you wait til you receive it. Take some photos of the product to add to the product listing online. Take photos with you interfacing with the product & showing how its to be used, and explaining any particularly great attributes you have discovered about it...the quality of the printing of the edition, the weight/color of the paper, the intelligence of the fingerings or phrase-markings, the quality of the binding, etc., etc.

Our current distributors

SHEET MUSIC

<https://www.alfred.com>

<https://www.carlfischer.com>

<https://www.halleonard.com>

SHEET MUSIC, GUITARS, UKES, BANJOS, BAND AND OTHER SUPPLIES,
GIFTS

<https://www.chesbrowholesale.com>

INSTRUMENTS (BOWED STRINGS)

<http://howardcore.com/>

<https://jrmusicsupply.com/>

Founder's Expectations

The following comments are intended to give you, my colleague, and idea of my business philosophy and a generalized view of the operating principles that I live by and therefore, also try to implement in the course of doing business with others. These comments are not intended as a legal document, however, as I reserve the right to make operational changes as need be, in order to keep MusicStoreUSA viable and healthy as a business.

I believe that musicians should be able to sustain themselves doing work that relates to the years of education and practice & study that we put in, to achieve the excellence and professionalism that we strive for in our musically-related endeavors.

I believe in delivering on promises made in a timely fashion.

I believe in honesty & fairness & equality for all in business dealings with colleagues, customers, and all others.

I believe in charity towards those in need, especially when it enables them to become more productive themselves. Give a person a fish & they'll eat for a day. Give them a fishing pole & they might eat for many days, etc., etc.

Have you got any philosophical opinions that you think I should adopt in addition to these? As a colleague becoming involved with this business, I encourage you to contribute your feelings & suggestions. I will do my best to accept ideas and criticisms especially those offered in good will and to incorporate those ideas that parallel my own sense of correctness.

Join me. HS

Affiliate Expectations

As a serious commercial professional, I expect you'll commit to succeeding at this business. While I don't expect everyone to stick with this company for rest of your life, although I'd love it if you enjoyed it enough to do so, I hope you'll stick with the plan for at least 6 months, as it may take some affiliates a bit of time to test different approaches and get 'traction'.

If you need a break, I can keep your account going or close it. You can make that decision. I am sensitive to the fact that peoples' lives change. My recommendation would be that you keep your blogs, YouTube videos, and other promotional creations posted, since they have the potential to continue earning you commissions, even if you are less active.

To keep your affiliate account open, you will need to show activity, such as website link placement, blog and/or podcasting, etc. especially during your first 3 months of membership. You will also need to get at least one sale per month for the first 3 months. I will re-assess your status if I don't see any active participation and/or sales. After the 3 month review, you'll need to stay active and get at least one sale per quarter.

You will then get seniority, meaning I won't remove your account after that, as long as you maintain the links or other promotional messaging you have created. Since the idea behind this undertaking is to help provide some income stability for musicians and others who support the promotion of quality musical products, as long as you maintain these minimal requirements, your account will never be deleted, so there is the potential for long term income for all participants.

While I do not envision there being any other penalties for being less active than other affiliates, or less productive, affiliates who deliver higher sales numbers will obviously reap more bonuses & other benefits than those that don't. HS