

## Official Home School in the Woods

# Affiliate Guide

February 2018

**Welcome** to the Home School in the Woods affiliate program!

We are so glad that you have been able to join us, and we look forward to working together to promote Home School in the Woods' hands-on history products to teachers and families where they can be used to help educate students in the fascinating and important subject of history. This brief guide helps outline the basic rules of the program in order to empower you to become a confident member of our affiliate team.

### Becoming an Affiliate

Becoming a Home School in the Woods affiliate is very easy. Simply go to our "Contact Us" page on our website and click on the link under "Affiliates..." From there you will be redirected to our affiliate registration page through Affiliatly. Once registered, you will be able to log in to your dashboard where you can get affiliate links and track your sales!

### Link Generator

Once you are logged into your Affiliatly dashboard, you will see a generic referral link towards the top of the page. If you want to link directly to a specific page, however, you can select the "Link Generator" tab at the top of the page, enter the URL you want to link to, and a unique link will be automatically generated for you.

### Banners and Promotional Images

Home School in the Woods product images and company logos can be found in the "Banners" tab on the top of your dashboard screen. Once in the Banners window, you can select a category to help find more specific images related to your current promotion. In addition, you can use your computer's search function to find products, logos, and other images based on their file names. Each product is named based on its title on our website.

Once you have found your image, click on it to get your html code. In the pop-up window you can select the size required and can specify what page on the Home School in the Woods site you would like the image link to. Your affiliate info will be automatically included in the generated link within the html code.

If you only require the image itself without html code, click on the "View in full size" button below the image in the pop-up window. You can then right click and save the full quality image.

## Payments and Payout Threshold

Once you are registered, go to your Profile Page in Affiliatly and enter your PayPal email under "Payment by."

Payments are issued on a monthly basis *as long as* you have reached the payout minimum of \$25. If your affiliate shares have accrued to over the payout threshold, a payment will be sent within the first week of each month. If the amount in your account is not over \$25 it will remain there until the total crosses the payout threshold. Once this has happened, the new total will be sent at the next monthly payment date.

## Affiliate Reward Tiers

Orders and affiliate payments can be tracked through the corresponding tabs at the top of the screen when logged into your Affiliatly dashboard. In addition, Home School in the Woods has included a tier reward system to benefit higher performing affiliates. All affiliates begin on the Bronze level of the tier system. From there, they can earn promotions to higher tiers as they drive larger amounts of overall sales through the website. These promotions are tallied at the end of each quarter (March 31st, June 30th, September 30th, December 31st) at which point each affiliate is moved to the corresponding tier, where you will remain *for the entire next quarter*.

### *Home School in the Woods Affiliate Tiers:*

Bronze (15% commissions - under \$400 in sales)

Silver (20% commissions - \$400-999 in sales)

Gold (25% commissions - \$1000-3999 in sales)

Platinum (30% commissions - \$4000 or more in sales)