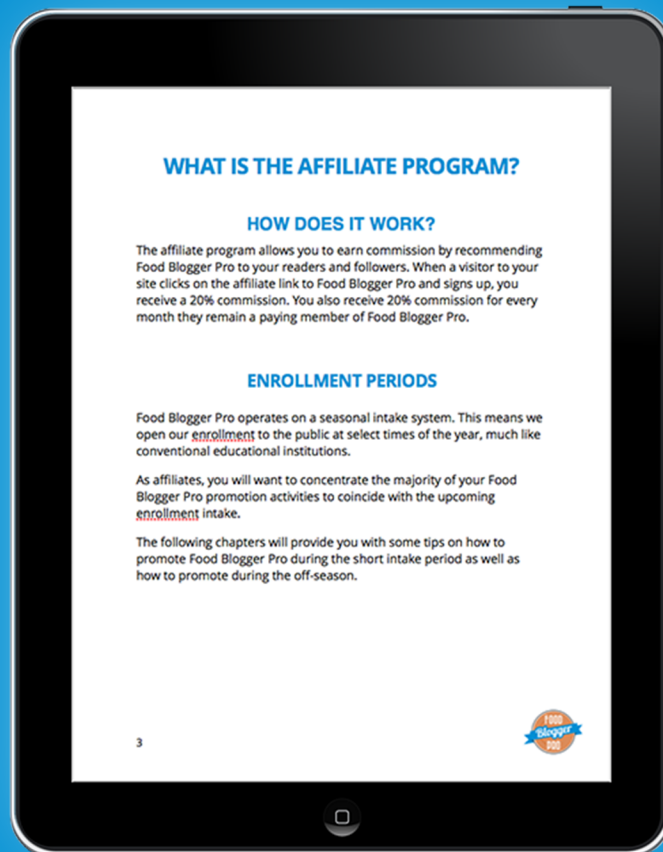




AFFILIATE PROGRAM HANDBOOK



INTRO

Hello!

Whether you are a long-time affiliate or new to our program, we really value your support. Affiliates have been instrumental in helping us grow the Food Blogger Pro community and that means the world to us. Thank you!

We created this handbook as a reference for you to use as you craft your affiliate posts and emails. Inside you will find guidelines and examples of how to maximize your affiliate earning potential.

If you are new to the program, the first few pages will help you get started by answering some of the basic questions you may have.

Once we've covered the fundamentals, you will find tips on how to craft winning affiliate posts.

If you have any questions about the handbook or the affiliate program, please feel free to email Jasmine at affiliates@foodbloggerpro.com.



FBP AFFILIATE PROGRAM BASICS

HOW DOES IT WORK?

The affiliate program allows you to earn commission by recommending Food Blogger Pro to your readers and followers. When a visitor to your site clicks on the affiliate link to Food Blogger Pro and signs up, you receive a 20% commission. You also receive 20% commission for every month they remain a paying member of Food Blogger Pro.

HOW DO I GET STARTED ?

Getting started is easy! Here are 3 simple steps to get you going.

1. Create your account on ShareASale by visiting this link: <https://www.shareasale.com/shareasale.cfm?merchantID=45785>
2. Apply for the Food Blogger Pro affiliate program. We manually approve or decline each application. We do our best to get back to you within 24-48 hours.
3. Use your affiliate link when you tell others about Food Blogger Pro. The affiliates who see the highest number of referral sales are those who share personal stories about why they love being a part of the FBP community.

WHAT ARE THE REQUIREMENTS ?

We welcome bloggers of all levels to apply to the affiliate program. We review every application individually. You must also comply to the ShareASale.com [Affiliate Terms of Use](#).



HOW ARE SALES TRACKED FROM MY SITE?

Sales are tracked using your affiliate ID number. This number will be included in custom links and banners that are provided to you on ShareASale.com. This ID number allows us to verify that a sale was referred from your site. We maintain a 180-day tracking cookie so you can receive commission on purchases made up to 180 days after the initial referral.

WHERE CAN I GET AFFILIATE BANNERS & LINKS ?

You can grab your affiliate banners and links by logging into your affiliate dashboard on [ShareASale.com](https://www.shareasale.com).

If you need additional support finding banners and links, please visit [our support page](#) for step-by-step tutorials.

HOW DO I POST LINKS & BANNERS ON MY BLOG?

This tutorial will show you how to post your links or banners in a blog post:

[How To Post a Link or Banner in a Blog Post](#)

If you want to post a banner in your sidebar or other widget area, check out this tutorial:

[How to Post a Banner in Your Sidebar](#)

HOW MUCH DO I GET PAID?

Every time a new member enrolls through your affiliate link, you receive a 20% recurring commission. That means you will get a 20% commission for EVERY month they remain a member. Not only that, but the commission payout is tiered, meaning the payout percentage increases as the number of transactions goes up (see below). That can really add up!



Gross Sales	Affiliate Percentage
\$0 - \$124	20%
\$125 - \$249	25%
\$250 - \$374	30%
\$375 - \$499	35%
\$500 +	40%

WHEN DO I GET PAID?

ShareASale issues payments on the twentieth (20th) day of each month when your account balance reaches over \$50 or more for the previous months' transactions. For more information about the terms of payment, please visit the [ShareASale help center](#).



WHICH ACTIVITIES ARE PROHIBITED?

- Below is a summary of affiliate activities that are prohibited. This list is not comprehensive and we reserve the right to make changes and additions at our discretion.
- We don't work with websites that promotes sexually explicit materials, violence, discrimination, and/or illegal activities.
- We do not work with distributors of downloadable software, toolbars, browser helper objects, shopping assistance applications, etc.
- We do not work with coupon sites or sites focused solely on promos.
- You must comply with [FTC Endorsement Guidelines](#).
- Fraud will be policed and penalized.
- Spamming is prohibited.
- Paid search campaigns containing our trademarks are prohibited.
- Paid search campaigns that directly link to our website are prohibited unless explicitly approved.
- Cybersquatting and typo squatting are prohibited.
- For further details, please review the Affiliate Terms of Use on [ShareASale.com](#)



HOW DO I PROMOTE FOOD BLOGGER PRO?

The following pages will provide you with some tips on how to promote Food Blogger Pro. You are not limited to the ideas presented here and we welcome you to contact us if you have a creative affiliate marketing strategy that you would like to implement.

WHAT TYPE OF AFFILIATE CONTENT WORKS?

When viewing the statistics of our most successful affiliates, we have observed a trend. The top earners have written blog posts to share why they believe Food Blogger Pro to be a great investment. These posts often include details about how Food Blogger Pro helped them grow their blogs and skills. These first-hand experience posts perform much better than any banner or simple link.

If you are a current or former member of the community, we strongly encourage you to create your own testimonial or review style post. Here are some example topics to consider:

- How Food Blogger Pro helped you improve your photography.
- How Food Blogger Pro helped you increase your blog traffic.
- Why you love the Food Blogger Pro community.

Here is a link to a sample post for inspiration :

<http://www.sagebaking.com/how-i-grew-my-blog-with-food-blogger-pro/>



WHAT IF I'M NOT A FBP MEMBER?

If you are not a member of the community, you can still write a blog post about Food Blogger Pro. We welcome you to check out our [podcast](#) to get a sense of what we are all about.

In the meantime, here is a list of our key features that you can use as talking points in your affiliate promotions.

WHAT IT IS: Food Blogger Pro is an website and community dedicated to teaching bloggers how to start and grow a successful food blog with easy to understand video tutorials.

LEARN BY WATCHING: Food Blogger Pro features a library of 350+ easy-to-understand videos made for beginner to intermediate food bloggers.

FOODIE, NOT TECHIE: We assume our members are foodies, not techies. We teach technical things, but we always speak human.

YOUR QUESTIONS, ANSWERED: The community of bloggers and industry experts on Food Blogger Pro are available to answer questions in the forums.

NO HASSLE MEMBERSHIP: We think contracts stink. Members can cancel their membership at anytime. No questions asked.

WE LIKEY MOBILE: Food Blogger Pro works on mobile devices, allowing members to watch lessons on the go.

TRUSTED AROUND THE WORLD: We're international! Food Blogger Pro has over 2545 members from five different continents.



21 KEY THINGS WE TEACH AT FBP

We teach a wide range of skills and techniques at Food Blogger Pro. Here is a list of some highlights you can share in your affiliate promotions.

As a member of Food Blogger Pro, you'll learn...

1. The best tools for starting a food blog
2. How to take beautiful photos with artificial light
3. How to increase traffic with easy SEO tips
4. The tools you'll want to create viral food videos
5. The best way to structure your blog's permalinks
6. How to set up branded short URLs
7. Generating income from eBooks
8. The best way to set up giveaways
9. Creating and submitting a sitemap
10. What FTP is and how to use it
11. How to optimize your images
12. How Google Webmaster Tools can improve your SEO
13. The right way to use anchor text in links
14. The most important tools in Photoshop
15. How to set up a branded email address
16. Backing up your site so you don't lose content
17. Adjusting manual settings on your camera
18. How to set up a caching plugin and CDN
19. The best way to use affiliate marketing
20. Using Photoshop to enhance your images
21. Photo editing workflow tips and tricks

ANYTHING ELSE I SHOULD KNOW?

Yes! As the Food Blogger Pro community grows we have been evolving to serve the needs of our members. We stay up to date with the trends and best practices of blogging.

ACCESS TO INDUSTRY EXPERTS

We've recently built a team of Industry Experts who contribute to the forums by tackling questions related to their field.

THE FOOD BLOGGER PRO PODCAST

Every week the Food Blogger Pro team produces an information packed podcast. It combines expert advice from industry professionals with up to date insight into blogging trends.

Promoting the podcast is a great way for you to give your readers a free sample of what to expect from Food Blogger Pro. We've created some podcast themed affiliate banners that you can share with your readers.

You can find them by visiting your affiliate dashboard on ShareASale.



A NOTE ABOUT DISCLOSURES

As an affiliate, it is important that you properly disclose your affiliate relationships. The FTC has detailed guidelines available on their website.

Read the FTC guidelines here: <https://www.ftc.gov/tips-advice/business-center/guidance/ftcs-endorsement-guides-what-people-are-asking>

We recommend that you place your affiliate disclosure near the top of your blog post or email newsletter.

Below is a sample affiliate disclosure that you can customize for your own use:

The post below includes affiliate links. When I find a great product or service, I like to share it with my readers. Sometimes I use affiliate links so I can earn commission for my recommendations. Thank you for your support!

CONCLUSION

We hope you found this guidebook helpful. We welcome you to contact us at any time with your comments, questions or ideas by emailing us at affiliates@foodbloggerpro.com.

Thank you again for your participation in our program, you are awesome!

