

## Frequently Asked Questions for Affiliates

### **Q. What Is An Affiliate Program? How does it work?**

A. An affiliate program is a revenue sharing program where the affiliate (you) drives traffic to the merchant's web site (us) in exchange for referral commissions. When a visitor to your web link or web site clicks on your unique affiliate link to our site and completes a purchase, you get a commission for each purchase.

We provide our affiliates with tracking, reporting, and prompt monthly payments. Once you sign up for and are accepted into our program, you will receive information on how to log in to your personal affiliate account, which is where you get our banners and links, find out your commissions earned and learn about how many impressions each of your links has received.

### **Q. How is my affiliate account managed?**

A. Once your application is accepted, you will receive a unique affiliate ID as well as custom-formatted links and tools that make sure that traffic coming from your site and email promotions track properly. On the Woo-Woo Guru site, you will have access to online tools to add banners and links to your site with your unique tracking ID.

The network will also offer real-time reporting, monitoring payments, tracking resources and reports so you can track your account activities and see how you're doing. You can use these reports to find out which of your links are performing the best and then optimize your site and/or email promotions for maximum sales. Your commissions will be paid out once a month.

### **Q. Are there any start-up fees or other costs associated with joining as an affiliate?**

A. No. It is free to sign up, and free to add banners, links and other tools to your site. However, should you decide to invest in any specific marketing initiatives on your own, such as Adwords or Pay-Per-Click Advertising, you will pay for those expenses. And as long as you are active, you will continue to receive the most current information about the program – and your commission payments!

### **Q. Do I need any special qualifications to be an affiliate?**

A. No. That being said, we retain the right to approve your affiliate application and

reserve their right to inspect your promotion activities post-approval. We will not approve sites that are sexually explicit, violent, violate international property laws, advocate discrimination, promote radical religious or political views, or advocate or promote any illegal activities.

**Q. Who can be an affiliate?**

A. If you want to make a positive difference in the lives of other people, and make some money while doing it, this is a great program for you. It doesn't matter if you have a large web site, own an opt-in online / ezine mailing list, a small personal blog, or just want to tell a few friends, you're welcome to apply to join the program. All applications are manually reviewed, although we do reserve the right to refuse any application, especially if the site or e-mail list contains objectionable material, participates in unsolicited e-mailing, is a "parasite" (more about parasites below), or if it violates the Hidden Ways to Wealth Publisher Service Agreement.

**Q. What is a parasite? What is your policy regarding parasites?**

A. The term "parasite" refers to technology (including browser plug ins, helpers, toolbars, popups, etc.) that intercepts and changes an affiliate's link. This technology is also known as "unsolicited commercial software" and is often found in Adware and Spyware software. Parasites, in essence, "hijack" the affiliates' link and the affiliate commission gets redirected to the parasite (instead of the affiliate who rightfully earned it). This type of software is normally installed unknowingly, often without the end user's consent. For an excellent description of parasite software, how it gets installed, and how to remove it, visit [Doxdesk.com](http://Doxdesk.com).

We are committed to preventing any parasites from becoming part of our program. If we determine that any of our affiliates are parasites, they will immediately be inactivated and banned from the program. Please email us if you suspect that one of our affiliates may be a parasite.

**Q. Do I have to have a currently operating site to become an affiliate?**

A. No. You can register a site that is not live as an affiliate, as long as you own the domain name. Make sure that you use an email address associated with the website-in-development, as this is a flag for potential affiliate fraud.

**Q. How much are commissions?**

A. This is dependent on the product in question, however, the default amount is normally 40%.

**Q. How often will I get paid?**

A. Once a month, usually mid-month of the month following the earnings of your commission; for example, if you earn commissions in January, you should receive your commission payment by February 15. If you have even one sale in a month, you will receive a commission check the next month (there is no "minimum" balance you need to accrue in order to have your commissions paid out).

**Q. What is a cookie?**

A. A cookie is a small piece of data that is transferred to a computer in order to mark it for a later transaction. Affiliate programs are based on cookies. The way they work is that when a user comes to your site and clicks on the link of a site you are affiliated with, a cookie is placed on that user's computer. Then, even if they leave the site and come back a week later to make a purchase, you will get credit for the purchase and receive a commission. Our site will track cookies for up to two months, unless a potential client manually clears the cookies on their computer sooner.

**Q. How much do I need to know about computers to become an affiliate?**

A. You or someone you work with should be familiar with HTML, so that you can copy and paste banners and links from merchants onto your site. If you are uncomfortable with technology, this is not an industry for you.

**Q. How do I create links to Woo-Woo Guru?**

A. As a current affiliate, you can get banners, text ads and links by logging into the Affiliate Center. We will be regularly updating the promotional tools and links so that you have different resources to help you sell the Woo-Woo Guru Program. You are also welcome to create links of your own, as long as they are in alignment with the Woo-Woo Guru Publisher Service Agreement and do not abuse the Woo-Woo Guru brand. Feel free to link to the landing page or the product pages directly.

**Q. How do I link to a specific product?**

A. To link directly to the Woo-Woo Guru products, use the "Get Links" tool in the Woo-Woo Guru Affiliate area. This allows you to grab the links you need that are correctly

formatted with your unique tracking code. You can choose between a text link or an html link (to go on a website).

**Q. Do I have to live in the U.S. to be an affiliate?**

A. No. The great thing about the internet is that it allows for global industry; your business is not contingent on where you live.

**Q. If I have multiple websites, do I need to create multiple affiliate accounts?**

A. No. You can use the unique banners, tools and links and they will be recognized as belonging to you and your payment will be aggregated into the one monthly payment. We may, from time to time, check in with you to get a complete list of your domains or marketing plan.

**Q. What is a sub-affiliate?**

A. A sub-affiliate is a website that you have recruited to become an affiliate of a merchant. Many affiliate programs offer rewards for bringing in sub-affiliates—either payments or increased commissions.

**Q. Do I have to have a website to be an affiliate?**

A. No. If you do not have a website, you can text links to email out the promotions and information to friends, family or customers.

**Q. How do I get started?**

A. Sign up! We manually review all affiliate applications within 72 hours. Once your application is approved, we will send you a welcome kit via email to help you set up your account and get the banners, tools and links that you can use on your web site and/or email promotions. All that's left is for you to get your commission check the next month!

**Q. Is there anything else I need to know?**

A. Yes. By participating in the Woo-Woo Guru Affiliate Program, you agree to our supplemental Terms and Conditions. Please contact us if you have any questions about these Terms and Conditions.

**Q. How do I contact affiliate support at Woo-Woo Guru?**

A. Send us an email – info (at) woo-wooguru.com. Generally speaking, there is a 24-

hour turnaround. Our intention is to support you as quickly as possible, so you'll likely hear from us at least same day (if not within a few hours!).

**Q. Are there are other resources I might find useful?**

A. Yes.

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