Life Transformation Affiliate Program
HOW IT WORKS

The Life Transformation Affiliate program provides a way for you to promote our products and get paid for it. This document explains how you can use the system in its most simple form.

In A Nutshell
You sign up as an affiliate. Once registered, you will be sent your own login credentials and a unique affiliate code that tells our system that it came from you. You include your unique code (usually for a specific product) in a newsletter or email message you send to your clients or subscribers.

When they receive the message or view the page and click the link, our system records that they clicked your unique link, then takes them to the relevant product page. If that person goes on to buy any of our products, now or in the future, you will be paid the relevant commission for it.
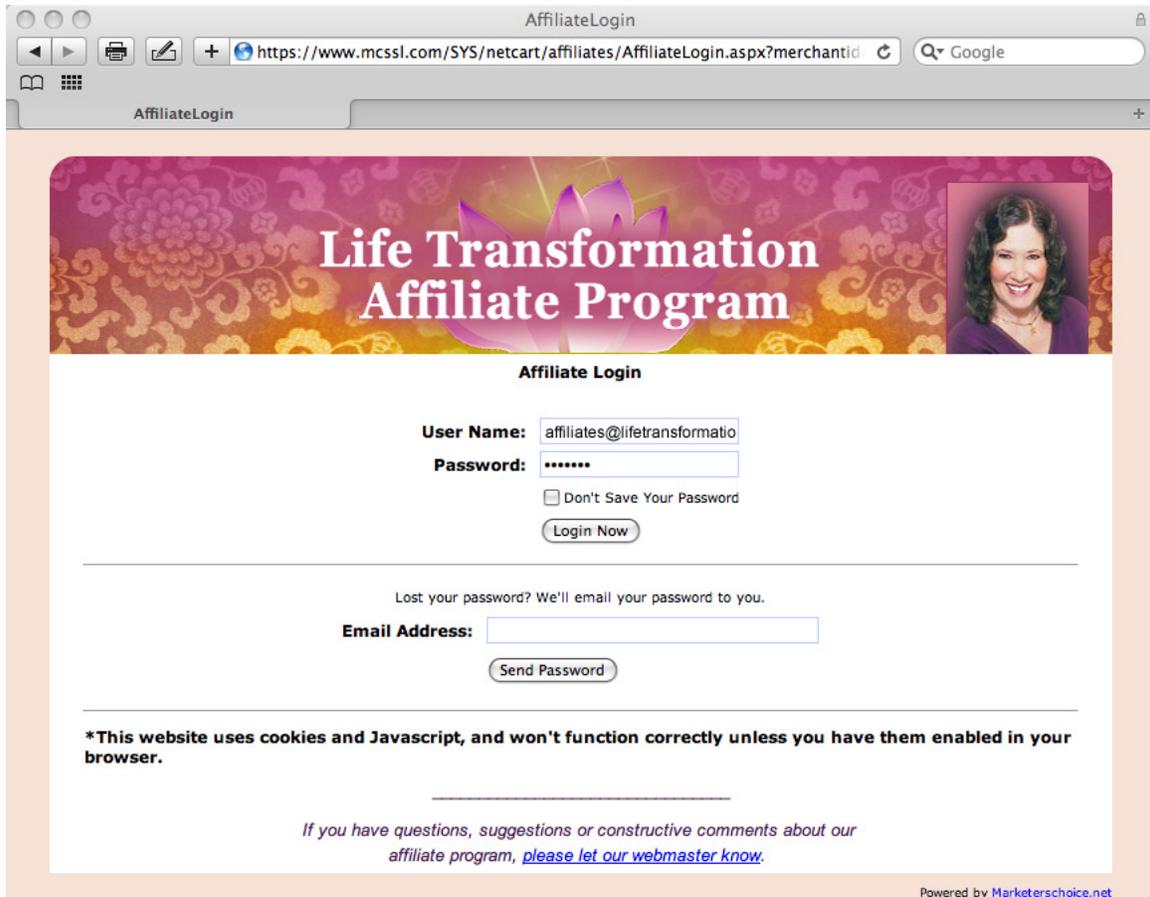
How You Do It
First, you must have signed up for the program. If you haven't done so yet, here's the link – read about the system, then scroll to the bottom of the page and click the "Affiliate Application" link and fill in all the requested information. Note: You need to have a free Paypal account for us to pay your commission into. Click here if you need to sign up with Paypal – the account is free and is quick and easy to set up.

So now you are an affiliate, there are just a few simple steps to take.
1. Log in to your affiliate account
2. Decide which product or program to promote
3. Get the link
4. Copy and paste it into your email message or newsletter (with a glowing recommendation).
5. Send out your newsletter or email message
6. Sit back and see all the sales you've generated roll in
7. Around the middle of the month, you will receive a message telling you that your commission has been paid into your Paypal account.
8. …it's as simple as that.

More Detail
Now here is the step-by-step process. First of all, you log in. Here is the link (URL) -
http://www.LifeTransformationSecrets.com/cmd.php?cmd=login - this is what the page
looks like:

Fill in the email address you used to register as an affiliate, and your password. You will
have received the password in the "Welcome" email when you signed up. If you don't
have that handy, put your email address in the "Lost your password" section, click the
"Send Password" button and it will be sent to you.

After logging in, you will see this screen:

This is my affiliate page – yours will look the same, but with your name and affiliate ID number instead of mine. You will see that your affiliate ID number appears in two places on this page. It also displays your general affiliate link (URL) that you can use in emails or on your website.

This link will take people to the Life Transformation Secrets website's home page. You will usually want to refer them to a specific product, so you will probably prefer to send them to that product page. To get your own item-specific link, you click the "Links and Tools" link at the top of the page – third from the left just below the banner.

This is what you will see:

This page lists each product available through our program, together with your own unique affiliate link for each product. You will see that your general affiliate link (circled at the top of the page) is also displayed. Below this, each product is listed with its unique link.

If you were to copy and paste all the code in the second circled text block into a web page's source code (or get your webmaster to do it), it would display the text you see in blue above it – in this example: "Click Here for The Power of Life Transformation and Healing Home Study Program" - with your affiliate link to the Study Program's page on the Life Transformation Secret website embedded in it.

If you merely want to include the link in a plain text email, all you need to do is copy and paste the section of text enclosed in quotes that starts "http://" and ends with the number – in my case "3234787". Remember, that this is my affiliate number for this product, so don't use it unless you want me to get the commission!

So the link you use will be:
http://www.lifetransformationsecrets.com/cmd.php?Clk=xxxxxxx
…where the "xxxxxx" represents your unique affiliate code for the product you are promoting.

By the way, when you send a plain text email with links in it, it's a good idea to put a "less-than" (<) sign before, and a "greater-than" (>) sign after the link. This makes it more likely that the link will arrive intact on the other side – so the link I would use would look like this in my email:
<http://www.lifetransformationsecrets.com/cmd.php?Clk=3234787>

There is another option available for your links; this is for the use of banner advertising. This applies more to blogs and websites than email messages, although they can also be used in rich text emails too.

To access the code for banner ads, click the "Banners" link at the top-left of the page. This is what the page will look like:

Once again, you will see your general affiliate URL shown at the top. Below this, the available banner ads are displayed with the code you need to copy and paste into the web page below each one.

These are not shown in the screen shot above, but the code for the first one (for my affiliate ID) is:

<!--Begin--->
<A
HREF="http://www.lifetransformationsecrets.com/cmd.php?Clk=3211102"><I
MG SRC="http://www.lifetransformationsecrets.com/ProductBanners/120x60-

PLTHa.gif" ALT="Discover the Power of Life Transformation and Healing - By Clicking Here" WIDTH="120" HEIGHT="60" border=0></A>
*
<img*
src="http://www.lifetransformationsecrets.com/cmd.php?Imp=3211102"
width="0" height="0" border="0">
<!--End--->

Your link for this particular animated banner ad would be exactly the same, except for the number (3211102), which will be different.

As I write this, there are three banner ads available. More will be added in time. If you would like a banner ad for a product that is not yet available, let us know: affiliates@lifetransformationsecrets.com.

Once your links begin generating sales, you will probably want to keep a check on how the various links are performing and keep track of your earnings. Your commission details can be viewed by clicking the "Commissions Summary" link at the top of the page. The "Reports" link provides a number of reports you can generate on commissions, sales, and clicks.

Both of these reports pages include a description of the terminology used. For your convenience, here are the terms and descriptions for the report columns:

- **Program Name** - Name of each affiliate program you have made referrals through
- **IMP** - Number of Impressions generated
- **IMP** - Commission Commissions earned from generated Impressions
- **CLK** - Number of Clicks generated
- **CLK Commission** - Commissions earned from referred Clicks
- **Leads** - Number of Leads generated
- **Leads Commission** - Commissions earned from referred Leads
- **Tier 1 Referred Sales** - Number of Tier 1 Sales generated
- **Tier 2 Referred Sales** - Number of Tier 2 Sales generated
- **CRS** - Clicks resulting in sales is calculated by:(Tier 1 Referred Sales / CLK * 100)
- **Sale Commissions** - Commissions earned from both Tier 1 & Tier 2 referred Sales
- **Paid Commissions** - Paid Commissions; or Commissions that have been marked as paid during your reports time period
- **Retracted Outstanding** - Dollar value of all outstanding commissions that have been overpaid (because associated order has been returned/refunded)
- **Payable Commissions** - Outstanding Commissions

Note: With our affiliate system, all commissions earned will be Tier 1 Referred Sales. A couple of terms that cause confusion: *Impression* (IMP) means the display of a link on a web page. *Click* (CLK) means that someone has actually clicked the link.