



**Affiliate Guide to Making Money by Helping
Sugar Babies Live the Lifestyle They Desire**

BY TAYLOR JONES

The purpose of this handbook is to give you the tools you need to become a successful Sugar Daddy Formula Affiliate. Being an affiliate and earning affiliate commissions is not difficult if you know some of the tricks of the trade. I'll be sharing ideas you can implement easily that will earn you commissions as soon as possible.

Why an Affiliate Program?

Almost every week someone tells me, "I've referred so many Sugar Babies to your web site." In fact, I know that despite running a virtual business, the majority of my business comes from the referrals of satisfied clients, customers, and subscribers.

Something I know is that people love to make a contribution. If they find something they like, they love to tell others about it. In my opinion this is one of the most positive things about human nature.

But wouldn't it be nice to be rewarded for this behavior? What if you shared something you were enthusiastic about and a certain percentage of those people checked it out and ultimately purchased it, and you got rewarded financially for doing something you'd do anyway?

Well, in a nutshell, that's what an affiliate program is. It rewards you for sharing. Here are some of the many benefits of being a Sugar Daddy Formula Marketing Affiliate:

- **A whole new stream of income** - For many, affiliate commissions are like "found money."
- **A big return for your efforts** - You don't have to come up with ideas for products and develop them. Believe me, it's a lot of work!
- **No back-end stuff to deal with** - Ordering, fulfillment and customer service are all handled by The Sugar Daddy Formula.
- **Very easy to set up and get paid** - Once you're in the affiliate system everything is handled automatically.
- **Expands what you can offer** - It puts "products on your shelf" that you wouldn't have developed yourself and that your customers/subscribers/followers appreciate knowing about.
- **Increases your value in the eye of your followers** - When you can offer more, you're seen as a more complete solution.
- **Our products can help your followers succeed** - And if they have more success, you'll also get more referrals.

In short, being a Sugar Daddy Formula Affiliate can help you help other Sugar Babies. You can earn extra money every month without a lot of effort and you can also add value to your services. You may discover that affiliate marketing can be an important part of your overall Sugar Baby lifestyle, business, and marketing strategy.

I've created this Affiliate Handbook to make it easier for you to get results from being an affiliate. I'll explain exactly what you need to do to effectively share the Sugar Daddy Formula with your friends and followers who also want to attract more clients.

Just take it step-by-step and you'll start to see results very quickly!

Getting Started with the Affiliate Program

1. Sign up as an affiliate on the Sugar Daddy Formula Site

If you haven't done this already, the link is:

<http://www.thesugardaddyformula.com/idevaffiliate/index.php>

You'll fill out a simple form online and then I'll receive your request as you have to be approved. Then you will receive a welcome email with your Affiliate Link. It looks something like this:

<http://www.sugardaddyformula.com/affiliate/idevaffiliate.php?id=XXX>

(The XXX would be replaced by your personal number)

Later on in the handbook I'll explain in detail how to use this link most effectively to earn affiliate commissions.

2. Sign up for PayPal

This is how your affiliate commissions are paid. It's free and easy to do. Make sure to use the same email address for your PayPal account as you used when signing up as an affiliate so the payment goes to the right place.

PayPal is one of the best and most secure ways to make payments on the web. A balance builds up in your PayPal account which you can use to make other online purchases or you can transfer that balance into your checking account with just a couple of clicks. <http://www.paypal.com>

3. Place your affiliate link in your email, blog, and web site

I'll go into lots of detail below about how to promote the Sugar Daddy Formula through our affiliate program below, but here I'll explain how the affiliate link works.

When you put your affiliate link in your email, blog, or on your web site and someone clicks on it, it brings them to the home page of the Sugar Daddy Formula.

And then they get "tagged" by having a cookie placed on their browser. When the person who clicked on the link buys something from the Sugar Daddy Formula, the shopping cart software recognizes that cookie (with your affiliate number) and gives you credit for that sale.

4. Earning Commissions

The commission I pay on most sales is 30%. This applies primarily to the Sugar Baby eCourse. A \$97 enrollment **pays \$29.** We also pay commissions on our profile writing service \$49.99 **pays \$14.99** for profile makeovers \$19.99 **pays \$5.99** for profile critiques.

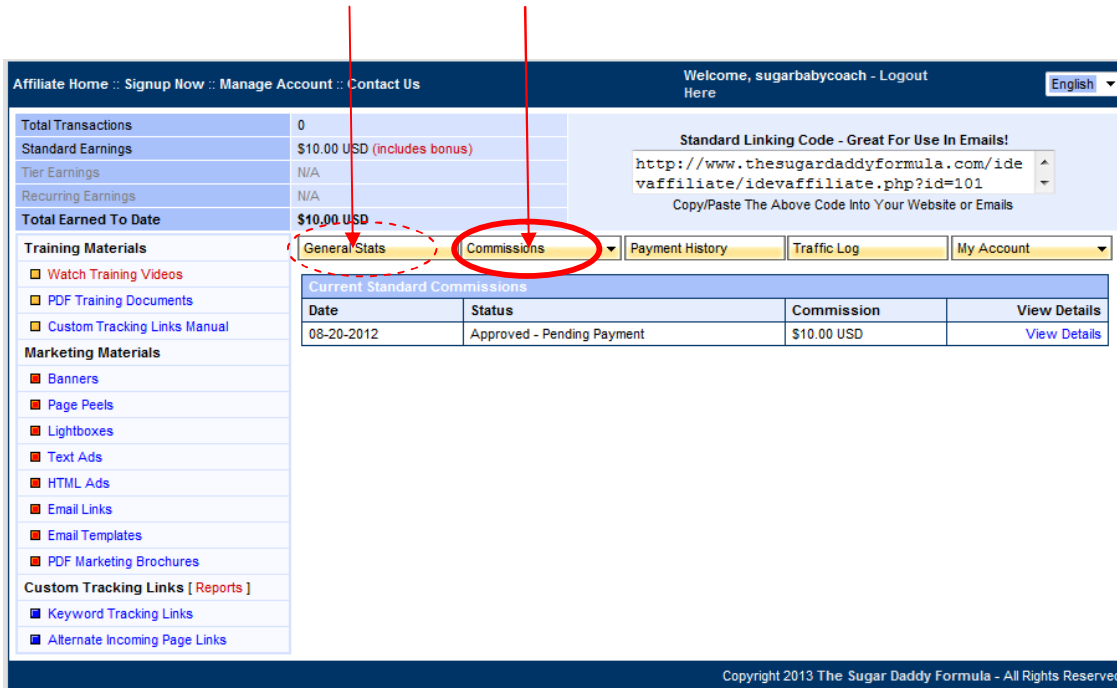
In order to get credit for every sale, the person who clicked on your affiliate link must buy something from the same computer they used when they clicked on the link. If they buy something from a different computer, there will be no cookie to recognize and no credit will be given.

This is usually not a problem. Most people use the same computer for all their online ordering.

When your affiliate commission reaches \$100, you are paid your commission through PayPal. Payments go out around the 15th of every month and you will be notified by email.

5. Check your affiliate balance

All your sales and commissions get recorded and if you go into your affiliate control panel at this link you will see how many sales were made and how much in commissions you've earned. Just log in with your username and password and click on the "General Stats" to give you an overview or click on "Commissions" to get a detailed outline of your commissions.



The screenshot shows the Sugar Baby Affiliate Control Panel. The top navigation bar includes links for Affiliate Home, Signup Now, Manage Account, and Contact Us. The user is logged in as 'sugarbabycorch' and is viewing the 'General Stats' tab. The 'General Stats' tab shows a total earned to date of \$10.00 USD. The 'Commissions' tab is also visible, showing a table of current standard commissions.

Date	Status	Commission	View Details
08-20-2012	Approved - Pending Payment	\$10.00 USD	View Details

II. Setting Up Your Affiliate Program

1. Using Your Affiliate Link

The most important thing in your promotion plan is to make sure you have the right affiliate link. It's shown here:



The screenshot shows the Sugar Baby Affiliate Control Panel. The 'Standard Linking Code' section is highlighted with a red box. The code is: `http://www.thesugardaddyformula.com/idevaffiliate.php?id=101`. A red arrow points to the code from the text above.

The question is, when should you use a text link and when should you use a banner ad? Below I'll be giving you many specific strategies for using your links. But first, let's talk about altering your text link.

2. Compacting Your Affiliate Link

One of the problems with affiliate text links that you put in email is that they are unwieldy. Many people recognize them as affiliate links and are reluctant to click on them. But if you alter or disguise your affiliate link, you'll get better results.

You do this by going to a site that will do this for you automatically. One of the best and easiest is <http://www.tinyurl.com> or <http://bitly.com/>. All you do is go to the site, copy your affiliate link into the form where it says "Enter a long URL to make tiny:" and then press the "Make URL!" button.

In a couple of seconds a new page will open with your new Tiny URL. Just copy it and use it as your new affiliate link. It will work identically to your original link. Of course, make sure to test it first.

Example using <http://bitly.com/>

Url: <http://thesugardaddyformula.com/affiliate/>

When I create a Bit.ly Url it turns the Url into: bit.ly/10PhSkW

When you click on the bit.ly/10PhSkW it will turn into <http://thesugardaddyformula.com/affiliate>

***IMPORTANT:** Always make sure that the created URL takes you back to your url

3. Understand How Affiliate Sales Happen

Your primary job as an affiliate is to have as many qualified people as possible click on your affiliate link and visit the TheSugarDaddyFormula.com site.

First, let me explain how people tend to buy from theSugarDaddyFormula.com.

Usually people find out about the site through a friend, an article on the web, social media (Facebook, Twitter, Tumblr, Pinterest, LinkedIn, etc.), or from a search engine. They come to the site and check it out. A certain percentage subscribe to the newsletter.

But most purchases happen as a result of revisiting the site later on. And they come back to the site later because of a blog post and newsletter. It's the relationship of trust that is built through the newsletter, the free content on the site that motivates someone to make a purchase.

So I've found that the best thing an affiliate can do is to get someone to click on your affiliate link in anticipation of getting my free newsletter with tips and advice through a subscription to the Sugar Daddy Formula.

****Your affiliate link does not expire****

Once they are "in the system" they are likely, sooner or later, to order something from the Sugar Daddy Formula site. And no matter how long they have been in the system, your affiliate cookie will still work and give you credit for the sale.

Another way of looking at this: Your job is to provide the referral to the site and we take it from there. You don't need to do any hard selling. Your enthusiastic recommendation is usually all it takes. I figure that about 80% of my business is generated by referrals. By being an affiliate, you simply get to share in the income that those referrals generate.

There are also ways to direct people to a specific product page on the Sugar Daddy Formula site. I'll talk about that later and show you how to do special promotions for specific products. But first we'll get into the basics of how to promote the Sugar Daddy Formula as an affiliate.

III. Seven Proven Affiliate Promotion Strategies

Now you're ready to promote the Sugar Daddy Formula site. Below are eight specific ways to do this. I recommend following the instructions to the letter and using as many as you can. The more promotion you do - the better results you'll get.

1. Announce to Your List

Most people have an email list of several people they know and do business with, or a following. The first thing you should do is to introduce Sugar Daddy Formula to your list of contacts.

However you want to do it very personally. You don't want it to come across as SPAM. Since they know you, hopefully they like and trust you so they will pay attention to your message.

You simply want to send a message that tells them about TheSugarDaddyFormula.com and encourage them to subscribe to the newsletter to receive tips and advice to help increase their success with Sugar Daddies.

Below is a sample email announcement. I suggest you take this and edit it so that you feel completely comfortable with it and then send it to the appropriate people on your list. Always personalize it.

Dear (Name goes here),

I've recently discovered a web site that I really like that I think you'd like as well. It's called theSugarDaddyFormula.com. It's a site for Sugar Babies like you and me who are not so good at Sugar Baby marketing and want to be better at attracting Sugar Daddies.

The site contains a huge amount of free information and also sells some great products. I finished the Sugar Baby eCourse on "How to Find Your Sugar Daddy" which is a complete system for attracting more Sugar Daddies online with your profile. It also provided me with a foundation on setting up an arrangement with potential Sugar Daddies.

I recommend you check out the site and make sure to sign up to their newsletter. You can find the link to this on the home page of the site. This link will take you there: <http://www.tinyurl/abcde> (not a working link)

Cheers - Estelle

Also note: if you use html email you can put in the actual link to the Sugar Daddy Formula: <http://www.thesugardaddyformula.com/home> and link it to your affiliate link. The link will work like your affiliate link and give you credit, but it will look like a regular web site link which looks a little better.

This initial email will usually get a pretty good response. Of course, the more people on your list, the more people will visit the site and sign up for the newsletters and the course. Then eventually some of these people will order something on the site.

2. Personal Sharing and Referrals

Often the way people share TheSugarDaddyFormula.com is during an in-person or telephone conversation. The topic of Sugar Daddy dating comes up and you mention the site, the Sugar Daddy Formula, and the Sugar Baby eCourse. The natural response from your friend is to ask for more information. You give them the web site address to TheSugarDaddyFormula.com and they check it out.

What's missing is that you did not use an affiliate link and you'll get no credit for that referral. So instead, you can say something like this:

"Let me send you a link to the site by email so that you don't lose it." Then jot down their email address. When you get home, send them a quick note.

"Here's the special link to TheSugarDaddyformula.com. Check it out. I think you'll find it really useful. The Sugar Baby eCourse is especially good. There's also a lot of great tips and advice in the newsletter too. Make sure to sign up for the newsletters.
<http://www.tinyurl.com/abcd>"

By phone you can do the same thing. You can often send them the link while they're on the phone with you, and your friend can click through right while you're on the line. You can even lead them to where to sign up for the newsletter and show them around the site.

Of course, the more you know The Sugar Daddy Formula web site and where to find everything - all the better. The site is pretty intuitive to navigate, but there's a lot of stuff on there, so having a guide will be appreciated.

Remember, this is something you would do anyway to help your friend become a better Sugar Baby. I'd just like to reward you for taking the time and energy to do that!

The great thing about the personal referral and email approach to using the affiliate program is that everyone can do it. You're probably doing it already. The only difference is adding your affiliate link to the process.

3. Promoting Through Your Blog and Social Media

If you send out regular blog updates or email newsletter, you can promote The Sugar Daddy Formula at the bottom of every blog post. This really works. I know because in my newsletters, I promote other services and online products.

I simply put a short blurb at the bottom of the blog or email with the link. Here are a few of them to give you a sense of how I do it.

P.S. My new **Sugar Baby eCourse on How to Find your Sugar Daddy AND Get What you Want** – Get Inside your Sugar Daddy's Head, How to avoid "No" And Score Big Wins by Deeply Understanding Your Sugar Daddy. You can take the results of my thousands of hours of testing, prepping, and systematic behavioral analysis. Take the very best advice on getting what you want from the **Sugar Baby lifestyle you desire.** Here's the [link](#)!

P.S.S. A word of advice – **if you want this lifestyle,** you should move fast. Not because supply is running out, but because ultimately, **it is about results,** and the longer you wait, the longer it will be before you to start seeing them!

Sugar Profile Writers:

If you hate writing – don't do it! Check out the Sugar Profile Writers. It is a writing service that helps Sugar Babies Profiles standout. Here's the [link](#)!

By the way, these are all working links. Feel free to check them out! These are great services and products. Below I'll show you how to use similar blurbs and links on your web site.

All you need to do is write a similar blurb for the Sugar Daddy Formula, followed by your affiliate link. I'll give you a few examples that you can use as-is or edit to your own taste.

Profile Writing For Sugar Babies

MARKETING FOR SUGAR BABIES - One of the best resources for Sugar Babies wanting to be Successful at Sugar Daddy dating is TheSugarDaddyFormula.com. Check them out and subscribe to the Formula Newsletter to receive tips to increase your Sugar Daddy dating potential. <http://tinyurl.com/abcd> (not a working link)

ATTRACT MORE Sugar Daddies - If you've struggled to attract Sugar Daddies like I have, I recommend you check out The Sugar Daddy Formula web site. It includes a lot of free information and great products that help you become a better Sugar Baby. <http://tinyurl.com/abcd> (not a working link)

BE A BETTER SUGAR BABY - If you want to attract more Sugar Daddies more consistently, I highly recommend The Sugar Daddy Formula web site. It's specifically for Sugar Babies, like you and me! The website has a wealth of FREE information and great products that can help you with your Sugar Baby Success. Check it out at: <http://tinyurl.com/abcd> (not a working link)

Get the idea? Each one has a headline and then a few simple benefit-oriented sentences that urge the reader to check out the site. This really does work.

I also recommend that you list other services and products as well. Find other good web sites and services that your followers and subscribers will benefit from and place them at the bottom of your blogs and your own newsletters. It's a great way to generate a little extra income.

4. Promoting With Articles

Did you know that past articles from The Sugar Daddy Formula can be used as content on your web site or in your newsletters? You can find articles at this link:

<http://thesugardaddyformula.com/home> ("Featured Articles")

If you use my articles in this way, include my "resource box" at the bottom of the article like this:

"© By Taylor Jones, Lifestyle Coach for Sugar Babies of The Sugar Daddy Formula. Please visit Taylor's web site at www.thesugardaddyformula.com for additional informative articles and resources on Successful Sugar Daddy dating for Sugar Babies."

If the article is placed on a web site, just link the Sugar Daddy Formula URL you see above to your affiliate link. If you use a text link, then use your TinyURL affiliate link instead.

Using a relevant article on your site is certainly more effective than doing a "promotion page" about the Sugar Daddy Formula. Some people have tried this, but it's not as effective. The idea is to give them something of value, which makes them want to know more, and it takes them to my web site where they sign up for the newsletters , etc.

5. Promoting on Your Website and Blog

Another way to promote TheSugarDaddyFormula.com is on your website or blog. You can do this two ways: with a banner ad or with a text link.

The problem with banner ads is nowadays the click-through rate is abysmally low. So it won't hurt to place the banner on your web site, but it won't help a lot if it's just by itself. A good place to use a banner ad would be at the top or bottom of a page where you had placed an article from the Sugar Daddy Formula. Also use the resource box with the affiliate link at the bottom of the article.

Here are several website samples:

You can use one of our "someecards style format" images that are located in the promotional material and link your affiliate URL on the image.

For example, when someone reblogs an image on Tumblr, Twitter, or Pinterest. If you embed your affiliate URL within the image and it is clicked on by more than one person.

You can find more images that you can use via our promotional tools for affiliates:
<http://thesugardaddyformula.com/promotional>



Or Even usage of our Infographics



Another way is to create a page with several products. You could do a write-up similar to the ones above and put them on a page with other products. I've done this on my Resource page. Take a look:

<http://thesugardaddyformula.com/resources/>

Some of my affiliates have blogs and on one side have links to various sites they recommend (mine included). Of course, these are affiliate links. They will usually be disguised when the blog is formatted. I think this will be a growing strategy for listing affiliate links.

6. Discussion Groups

If you're involved in discussion groups or regularly post to blogs, you know what powerful communities these can become. Blatant advertising to these groups definitely doesn't work. But if you're a member of the community, there's nothing wrong with sharing valuable links. In fact, they are usually welcomed.

For instance, if someone asks a question looking for some Sugar Baby help, you can both answer the question and then say something like: "A great resource on Sugar Daddy dating for Sugar Babies is theSugarDaddyFormula.com. Here's a link to the site." And put in your affiliate link as a TinyURL.

Be aware, however, that some discussion groups do not allow affiliate links or TinyURL links. You're not going to have any luck on these forums, I'm afraid. Better to follow the etiquette of these groups than raise their ire and get banned.

7. Host a TeleClass

If you have a big email list, a great way to promote Sugar Daddy Formula is through a specially sponsored TeleClass. If you can get 50 to 100 people to show up for a TeleClass, I'd be happy to do one for you.

First contact me support@sugardaddyformula.com and set up a phone appointment with me. Then we'll work at creating an email and promotion for the TeleClass. The most important thing is to collect the names and emails of those who attend so you can follow up. I can help you do that and show you how to get the best results.

I'll be conducting Webinars for Sugar Babies focusing on their profiles and Sugar Baby Marketing and how to ask for what they want. They'll leave with some very useful information; it won't be just a "pitch."

At the end of the call we'll announce that they will receive a link where they can find out more about Sugar Daddy Formula.

Then right after the TeleClass, you'll send a follow-up email thanking them for being on the TeleClass with your affiliate link leading them to the Sugar Daddy Formula.

IV. Making Your Sugar Daddy Formula Affiliate Program Succeed

The keys to making your Affiliate program work are very simple:

- 1. Share TheSugarDaddyFormula.com based on your own natural enthusiasm, your own desire to share something, and to make a difference.**
- 2. Get the word out through various channels on a consistent basis, personal sharing, articles, ezine, web sites, discussions, and blogs such as Tumblr, Twitter, and Facebook.**
- 3. Make sure you use TheSugarDaddyFormula.com yourself so that you can speak with personal experience when you endorse them.**

4. No SPAMMING. This will hurt both you and theSugarDaddyFormula.com. And besides, it won't work. Use your own list, people whom you already have relationships with.
5. Always test your links before you use them. Make sure they go to the page they're supposed to and test them periodically.
6. Gather testimonials from your customers about the products you've referred them to, and use testimonials (with their permission) in your promotions.
7. Don't get discouraged if your response rate is small at first. It can take awhile before people feel comfortable about ordering something online.
8. Persist! Like any marketing strategies, your efforts will eventually pay off. You'll discover the methods that work for you to earn affiliate commissions on a consistent basis.
9. Make sure to take advantage of all the promotional tools available to you by grabbing them here: <http://thesugardaddyformula.com/promotional/>



Good luck with our affiliate program!

All the best,

Taylor B. Jones [@taylorjones](#) Get to know me [here](#).
Lifestyle Coach for Sugar Babies – Dedicated to helping Sugar Babies Succeed