



Performance Support Systems Affiliate Handbook

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PSS Affiliate Handbook

Introduction

In this handbook you'll learn how to become a successful PSS Affiliate. We explain how to use the tools and techniques that will help you earn your commissions as soon as possible.

You'll also learn how to use the links and banner ads we've provided in the PSS Affiliate Resource Center.

The system is amazingly easy...

At Performance Support Systems (PSS), we want to make it as easy as possible for you to earn commissions. Your customers may purchase products online, by phone or by email. When they purchase, your affiliate code is linked to the sale, so it is automatically recorded as *your* sale and you receive the commission. And unlike most online affiliate programs, you earn commissions on *your own purchases*, too!



You also receive commissions on sales of affiliates you personally sponsor.

We take care of the order process for you. We handle all orders and customer service. We will help *you* succeed.

The products...

As a PSS Affiliate, you are authorized to promote these online products:

ProStar Coach - <http://www.prostarcoach.com>

- A step-by-step method for developing new habits and skills
- Combines *virtual* coaching with *real* coaching
- Helps your clients get better, faster results

Surveys for Small Business - <http://customsurveytools.com/>

- Customizable survey tool
- Survey templates makes it easy to find out what customers and employees need

Overview of the PSS Affiliate Program and Commission Structure

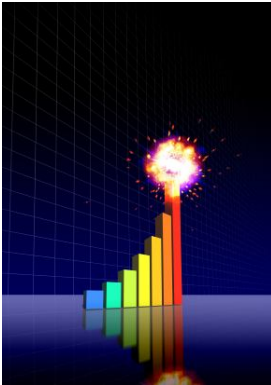
How your affiliate link works

Let's assume you put one of our text links or banners in your email or on your website and a prospective customer *clicks* it. They go to one of our websites and *opt-in for a free* offer. At that point, they are associated with you as their affiliate in our system.

Also, if they don't opt-in, another tracking method we use is *cookies*. As soon as your prospect clicks your affiliate link, a permanent cookie is placed in their browser. As long they use the same computer to enter our site, you receive credit when they make a purchase.

How you earn commissions

We pay a commission for *all* products sold through the PSS Affiliate Program.



You'll automatically get credit for a sale *every time you* or your customers purchase. Remember, we pay commissions on products you buy for your personal use or for use with your clients.

In addition, you automatically get credit for all sales every time your sponsored affiliates or their customers make a purchase.

And we'll notify you by email each time a purchase is made.

We'll pay your commission when it reaches **a minimum of \$50**.

All our products have a 30-day money-back Guarantee, so affiliate payments are made *after* the expiration of the 30-day Guarantee, on or about the 20th of the month *following the expiration of the 30-day Guarantee*. We'll notify you by email as soon as your commission is paid to your PayPal account.

Example:	<u>Purchase Date</u>	<u>Guarantee Expiration</u>	<u>Commission Pay Date</u>
	4/23/10	5/23/10	6/20/10

Commission structure

Commissions are calculated based on "Net Sales" from "Qualifying Purchases." "Net Sales" means gross sales from Qualifying Purchases less: returns/refunds; postage (if applicable); shipping charges (if applicable) and sales, use or other like taxes (if applicable). "Qualifying Purchases" shall mean purchases completed on our site, via a valid credit card, or purchases placed by phone or email to PSS via a valid credit card or purchase order number.

We will pay you a 40% commission on all qualifying purchases for *all* products offered through the PSS Affiliate Program.

We will pay you 6% of all qualifying purchases of affiliates you sponsored.

Be sure to check your balance

You'll want to check your affiliate account often to see how many sales you've made and how much commission you've earned.

Use this link to enter the affiliate login: <https://pssinc.infusionsoft.com/Affiliate/>. Then click on the links under "REPORTS" on the left to view your commissions generated and other statistics.

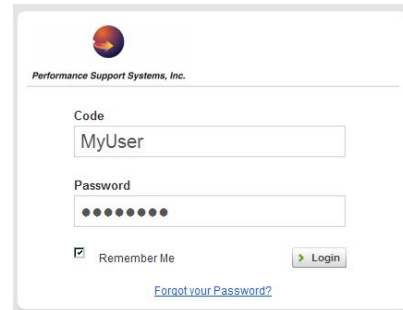
Verify your Affiliate Login

The most important thing to do *right now* is sign into your affiliate account and ensure you have the correct code and password. Then take a look around.

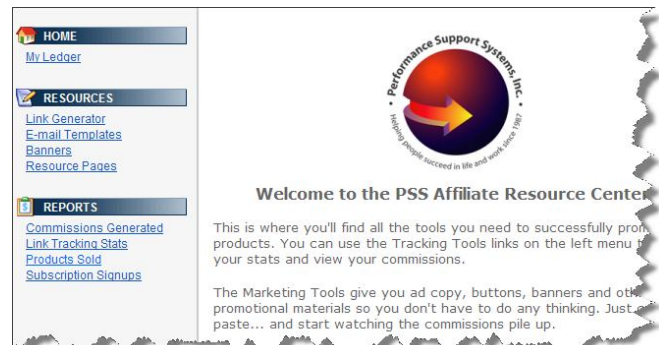
- a) Enter the PSS Affiliate Resource Center by clicking the link provided in your welcome letter: <https://pssinc.infusionsoft.com/Affiliate/>

- b) At the Affiliate Login, enter your Username and Password. Click **Login**.

If you forget your Password, click **Forgot your Password**. On the next screen, enter your Affiliate Code or Email Address. Your password will be sent to you immediately.



- c) After logging in, you'll be taken to the **Welcome page**, where your name will be displayed in the upper left. If this information is correct, you may explore the links at the left or log out. If the information is *not* correct, please contact: info@pssaffiliates.com



Complete details on how to use the text links and banners provided in the PSS Affiliate Resource Center are located under each product section of this Handbook.

Strategies for promoting the products

So what should you do now?

Your goal as an affiliate is to get as many people as you can to click on your affiliate link and visit one of our websites. You probably know lots of people through your business and networking opportunities, including family, friends, colleagues and associates.

Here are the strategies that successful affiliates use:

1. Contact your current mailing list



Do you have an email list of current customers and prospects? Great! These people already know and trust you. Let them know how ProStar Coach and Surveys for Small Business can help their business. Depending on the audience you're addressing, invite them to click on one of the links provided in the PSS Affiliate Resource Center to learn more about the program.

2. One-on-one conversations and referrals

You probably know and speak to a lot of people. It's likely you also talk about their business, their current pain or frustrations and the need for solutions. When this happens, talk to them about ways that our products can provide answers. Promise to email them the link to the site(s). And remember to get their email address!



3. Use your newsletter

One of the best ways you can establish yourself as an expert, keep in touch with current clients and find new prospects is through a print or electronic newsletter. It's an excellent way to stay in front of people and build business relationships. Make an announcement about ProStar and Surveys for Small Business in your newsletter and place a banner or link at the bottom or in the sidebar.

4. Use the Internet

A proven way to promote products is on your website, blog and social media websites. We've provided you with a standard link, text links and banners that you can use in all these places on the web.

What if prospects don't purchase anything when they visit the site? That's OK. Not everyone buys the first time they visit. They may be interested in one of our free offers, and that's good! We have plenty of free information and resources available on our sites. For now, they may just want to check out what's there.

As long as we capture their email address, which they must enter to get the free information, we will follow through with a carefully planned sequence of auto-responder emails regarding our products.

Remember, a cookie has been placed in their browser and their contact record has referral history that links them to you. Every time they buy, we'll notify you by email and you'll get credit for those purchases.

How your customers make purchases

Your customers may order products three different ways:

- Online by clicking the text link or banner ad you send them
- Phone by calling 800-488-6463 or 757-873-3700 x1 to place their order. The customer must have a valid credit card or purchase order number at time of call.
- Send email with order details to: info@prostarcoach.com

PRODUCTS

ProStar Coach

Two ProStar Coach Products and Four Types of Buyers

ProStar Coach has two distinct versions for different types of buyers. *ProStar Coach* is an annual subscription for one user, typically purchased by individuals and entrepreneurs who want to achieve extraordinary results in work and life. *ProStar Coach Enterprise* is for organizations to use with employees and for consultants/coaches who want to bundle user subscriptions with other services.

The ProStar Coach promotional site is divided into four separate sites, with information focused on the needs of these four types of buyers: individuals, entrepreneurs, organizations and consultants/coaches.

Each site offers valuable free content on its Home page that visitors must opt-in (enter name and email address) to access. When they click your link to visit the site and then opt in, your affiliate information is associated with that individual permanently.

1. INDIVIDUAL HIGH ACHIEVERS. Individuals who are pursuing personal growth will purchase ProStar Coach for their own use. No administrator is needed.

Create your affiliate link in the affiliate resources center to send them here:

<http://prostarcoach.com/individual/home.htm>

Opt-in for Individuals: Visitors to this site can opt-in for the free guide, [Launch Your Personal Success](#). When they opt in, you are sent a notification for follow up, and their information is linked to yours.

2. ENTREPRENEURS AND SMALL BUSINESS OWNERS. Entrepreneurs and small business owners who want to achieve a higher level of success in their businesses will buy ProStar Coach for their personal use. No administrator is needed.

Create your affiliate link in the affiliate resources center to send them here:

<http://prostarcoach.com/entrepreneur/home.htm>

Opt-in for Entrepreneurs: Visitors to this site can opt-in for the free guide, [Ignite Your Business](#). When they opt in, you are sent a notification for follow up, and their information is linked to yours.

3. EXECUTIVES AND LEARNING/HUMAN RESOURCE PROFESSIONALS in corporations, small business, non-profits, etc. They purchase *ProStar Coach Enterprise* for use within the organization when they **want to manage ProStar Coach in-house**. They purchase one *ProStar Coach Enterprise* Administrator Module (one-time fee) and any number of annual subscriptions for users. The Administrator Module includes a one-year user subscription to ProStar for the person designated as the administrator. The administrator's personal user subscription must be renewed annually.

Create your affiliate link in the affiliate resources center to send them here:

<http://prostarcoach.com/organization/home.htm>

Opt-in for Organizations: Visitors to this site can opt-in for the free ebook, [***The Dark Secret of HRD***](#). When they opt in, you are sent a notification for follow up, and their information is linked to yours.

4. CONSULTANTS/COACHES, including consultants, coaches, trainers or speakers, purchase *ProStar Coach Enterprise* to **use with clients as a component of their services**. These professionals purchase one *ProStar Coach Enterprise* Administrator Module (one-time fee) and any number of annual subscriptions for clients. They serve as administrator and coach for their clients, ordering subscriptions at the regular retail price, and bundling the cost as a part of their total fee. The Administrator Module includes a one-year user subscription to ProStar for the consultant/coach or the person designated as the administrator. The administrator's personal user subscription must be renewed annually.

Create your affiliate link in the affiliate resources center to send them here:

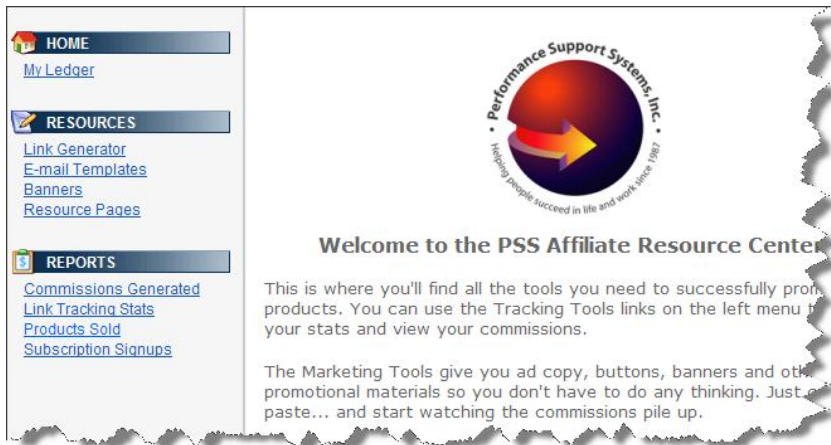
<http://prostarcoach.com/consultant/home.htm>

Opt-in for Consultants: Visitors to this site can opt-in to see our video, [***"Why Clients Don't Implement What You Teach Them...And What You Can Do About It."***](#) When they opt in, you are sent a notification for follow up, and their information is linked to yours.

How to use tracking links, email templates and banners for ProStar Coach

Sign into your account at the PSS Affiliate Resource Center.

The Welcome page appears. Your affiliate resources are located on the left.



TRACKING LINKS – Tracking Links are *text links* that send prospects to the ProStar Coach website. Use tracking links in documents, emails or on web pages.

Example: ProStar Coach is a powerful new online service that results in real improvements in a leader's performance. For more information, click this link: <https://pssinc.infusionsoft.com/go/PSC/MyUser/>

[NOTE: MyUser will be replaced with your Affiliate User Code.]

To access your tracking link for ProStar Coach:

1. At the Welcome page, click **Link Generator** on the left.

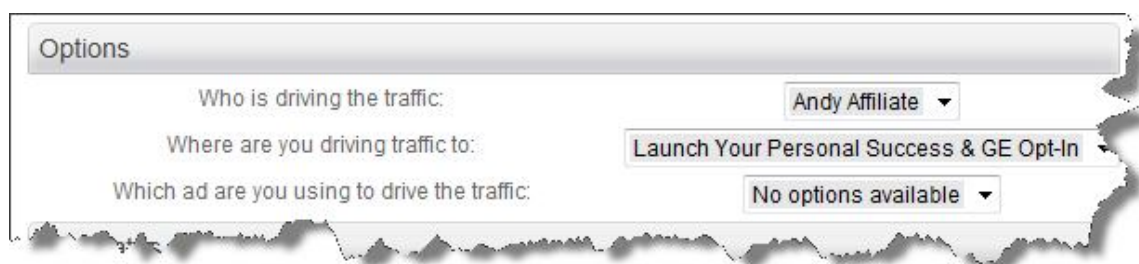
The Create Tracking Links page appears on the right. Under My Sales Websites, you will see the ProStar Coach Home link.

Name	Code	Website	My Tracking Link
ProStar Coach Home		prostarcoach.com	https://pssinc.infusionsoft.com/go/PSC/YourName/
PSS Affiliate Program	AffProg	http://www.pssaffiliates.com	https://pssinc.infusionsoft.com/go/AffProg/YourName/
Surveys for Small Business	SFSP	http://www.customsurveytools.com	https://pssinc.infusionsoft.com/go/SFSP/YourName/

2. Copy and paste your tracking link into the document, email or web page.

EMAIL TEMPLATES – Use the Email Templates to generate emails that send prospects to one of the ProStar Coach websites. **IMPORTANT! Follow the instructions below for each email that you want to send, to ensure you are sending the person to the correct web site.**

1. At the Welcome page, click **Email Templates** on the left. The Email Templates page appears on the right.
2. Under Options, make sure **your name** is listed as "Who is driving the traffic."
3. Next to "Where are you driving traffic to," choose **the correct web site according to the instructions provided for the email.**
4. Next to "Which ad are you using to drive the traffic," choose **No options available.** (This advanced option is explained later in the handbook.)

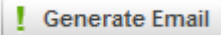


Options

Who is driving the traffic: Andy Affiliate ▼

Where are you driving traffic to: Launch Your Personal Success & GE Opt-In ▼

Which ad are you using to drive the traffic: No options available ▼

5. Under Templates, click  to the right of the ProStar Coach email message description. The email message will appear in a pop-up box.
6. Copy and paste the text into your email.

Example: Email to *Individuals*: There are three difference-makers that separate highly successful people from everyone else. Once you know what these factors are, you'll be able to use them to truly launch your personal business.

You can find out what these difference-makers are and how you can apply them. Get the free guide here: <https://pssinc.infusionsoft.com/go/LPSGE/MyUser>

[NOTE: MyUser will be replaced with your Affiliate User Code.]

BANNERS – Use the banner on websites or html emails to send prospects to the ProStar Coach website.



Example:

To access your Marketing Banner for ProStar Coach:

1. At the Welcome page, click **Banners** on the left. The Marketing Banners page appears on the right.
2. Under Options, make sure **your name** is listed as "Who is driving the traffic."
3. Next to "Where are you driving traffic to," choose **ProStarCoach Home**.
4. Next to "Which ad are you using to drive the traffic," choose **No options available**. (This advanced option is explained later in the handbook.)

A screenshot of a web form titled "Options". It contains three rows of labels and dropdown menus. The first row is "Who is driving the traffic:" with a dropdown menu showing "Your Name". The second row is "Where are you driving traffic to:" with a dropdown menu showing "ProStar Coach Home". The third row is "Which ad are you using to drive the traffic:" with a dropdown menu showing "No options available". The form is partially obscured by a torn paper effect at the bottom.

5. Under Templates, click **Generate Banner** to the right of the ProStar Coach banner description. The banner and HTML code will appear in a pop-up box.

Copy the text in the box below and paste it into any webpage to generate a link tracking banner!

```
<a href="https://pssinc.infusionsoft.com/go/PSC/MyUser" target=_blank></a>
```

This is what the banner will look like:

The ProStar Coach logo, identical to the one shown in the first image.

6. Copy and paste the HTML code into your website or HTML email.

ADS (AD CAMPAIGNS) – An ad is a great way to track which of your websites, emails or links are getting the most clicks.

When would I want to use this function? Use this function if you have two or more websites or newsletters and you want to gauge which one is more successful at sending prospects to our website.


How does it work? First, create the ad following the instructions below – a specific link will be created for each website or newsletter. Add the link to your websites or newsletters. After a period of time, check reports at the PSS Affiliate Resource Center. The reports will display your statistics by "Ad", and you'll be able to determine which website or newsletter is more successful.

Example: You have a website and newsletter where you advertise ProStar Coach. You want to know which one is driving the most traffic to the ProStar Coach website. You will create two different ad campaigns, one for your website and one for your newsletter. The link created in the PSS Affiliate Resource Center will be specific to that ad campaign.

Step 1. Create an ad for the website or newsletter: (This example shows you how to create an ad and use it to create a banner for your website.)

1. At the Welcome page, click **Link Generator** on the left.

The Create Tracking Links page appears on the right.

2. Scroll down to My Ads, and click .

The Manage Affiliate Ad screen appears.

3. Complete the information as shown below. Make sure your name is listed as the Affiliate. **Media Type** and **Start Date** are optional.

Manage Affiliate Ad

General

Name (no spaces, keep it short)

Description

Affiliate [Go](#) [Search...](#) [Clear](#)

Media Type Optional

Start Date Optional

4. Click **Save**.

Step 2. Create your new ProStar banner link for your website.

1. Click **Banners** on the left. The Marketing Banners page appears on the right.
2. Under Options, make sure **your name** is listed as "Who is driving the traffic."
3. Next to "Where are you driving traffic to," choose **ProStarCoach Home**.
4. Next to "Which ad are you using to drive the traffic," choose **My ProStar Web Page**.

Options

Who is driving the traffic:

Where are you driving traffic to:

Which ad are you using to drive the traffic: ←

Templates

5. Under Templates, click to the right of the ProStar Coach banner description. The banner and HTML code will appear in a pop-up box.

Copy the text in the box below and paste it into any webpage to generate a link tracking banner!

```
<a  
href="https://pssinc.infusionsoft.com/go/PSC/YourName/PROSTAR1" target=_blank>

This is the tracking link created using your ProStar Coach ad. Notice that it has the name of your ad, PROSTAR1, in the link:

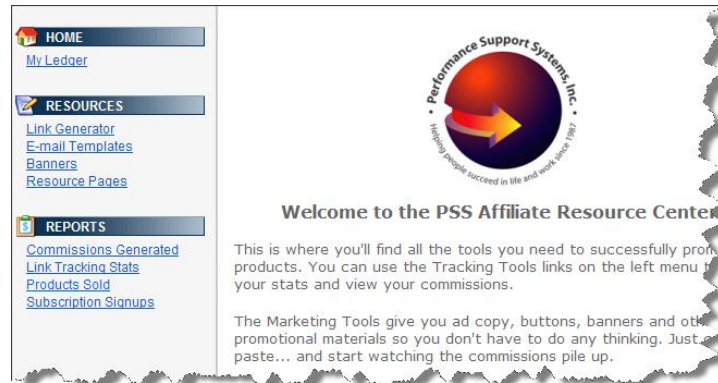
<https://pssinc.infusionsoft.com/go/PSC/YourName/PROSTAR1>

## Surveys for Small Business

### How to use tracking links, email templates and banners for Surveys for Small Business

Sign into your account at the PSS Affiliate Resource Center. The Welcome page appears.

Your affiliate resources are located on the left.



**TRACKING LINKS** – Tracking Links are *text links* that send prospects to the Surveys for Small Business website. Use tracking links in documents, emails or on web pages.

Example: Surveys for Small Business is a customizable survey tool that makes it easy for you to find out what your customers and employees need. This innovative software comes pre-loaded with surveys for employee opinion, customer satisfaction and individual performance.

To find out more about Surveys for Small Business, get a FREE ebook and start receiving the Golden Eggs newsletter, please click this link:

<https://pssinc.infusionsoft.com/go/SFSB/MyUser/>

[NOTE: MyUser will be replaced with your Affiliate User Code.]

To access your tracking link for Surveys for Small Business:

1. At the Welcome page, click **Link Generator** on the left.

The Create Tracking Links page appears on the right. Under My Sales Websites, you will see the Surveys for Small Business link.

| My Sales Websites          |         |                                                                         |                                                                                                                         |
|----------------------------|---------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Name                       | Code    | Website                                                                 | My Tracking Link                                                                                                        |
| ProStar Coach Home         | PSC     | <a href="http://www.prostarcoach.com">http://www.prostarcoach.com</a>   | <a href="https://pssinc.infusionsoft.com/go/PSC/YourName/">https://pssinc.infusionsoft.com/go/PSC/YourName/</a>         |
| PSS Affiliate Program      | AffProg | <a href="http://www.pssaffiliates.com">http://www.pssaffiliates.com</a> | <a href="https://pssinc.infusionsoft.com/go/AffProg/YourName/">https://pssinc.infusionsoft.com/go/AffProg/YourName/</a> |
| Surveys for Small Business |         | <a href="http://www.surveystools.com">http://www.surveystools.com</a>   | <a href="https://pssinc.infusionsoft.com/go/SFSB/YourName/">https://pssinc.infusionsoft.com/go/SFSB/YourName/</a>       |

2. Copy and paste your tracking link into the document, email or web page.

**EMAIL TEMPLATES** – Use the email text to send prospects to the Surveys for Small Business website.

1. At the Welcome page, click **Email Templates** on the left.  
The Email Templates page appears on the right.
2. Under Options, make sure **your name** is listed as "Who is driving the traffic."
3. Next to "Where are you driving traffic to," choose **Surveys for Small Business**.
4. Next to "Which ad are you using to drive the traffic," choose **No options available**. (This advanced option is explained later in the handbook.)

| Options                                      |                            |
|----------------------------------------------|----------------------------|
| Who is driving the traffic:                  | Your Name                  |
| Where are you driving traffic to:            | Surveys for Small Business |
| Which ad are you using to drive the traffic: | No options available       |

5. Under Templates, click **! Generate Email** to the right of the Surveys for Small Business email message description. The email message will appear in a pop-up box.
6. Copy and paste the text into your email.

Example: **Surveys for Small Business** is a customizable survey tool that makes it easy for you to find out what your customers and employees need. It gives you a cost-effective way to discover information critical to your business success. The software comes pre-loaded with surveys for employee opinion, customer satisfaction and individual performance.

To find out more, click this link: <https://pssinc.infusionsoft.com/go/SFSB/MyUser>

**BANNERS** – Use the banner on websites or html emails to send prospects to the Surveys for Small Business website.



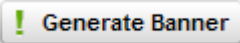
Discover this powerful, economical survey tool  
that makes it easy to learn  
what your customers and employees need.

Example:

To access your Marketing Banner for Surveys for Small Business:

1. At the Welcome page, click **Banners** on the left.  
The Marketing Banners page appears on the right.
2. Under Options, make sure **your name** is listed as "Who is driving the traffic."
3. Next to "Where are you driving traffic to," choose **Surveys for Small Business**.
4. Next to "Which ad are you using to drive the traffic," choose **No options available**. (This advanced option is explained later in the handbook.)



5. Under Templates, click  to the right of the Surveys for Small Business banner description. The banner and HTML code will appear in a pop-up box.

Copy the text in the box below and paste it into any webpage to generate a link tracking banner!

```
<a href="https://pssinc.infusionsoft.com/go/SFSB/MyUser"
target=_blank>
```

This is what the banner will look like:



**Discover this powerful, economical survey tool  
that makes it easy to learn  
what your customers and employees need.**

6. Copy and paste the HTML code into your website or HTML email.

**ADS (AD CAMPAIGNS)** – An ad is a great way to track which of your websites, emails or links are getting the most clicks.

**When would I want to use this function?** Use this function if you have two or more websites or newsletters and you want to gauge which one is more successful at sending prospects to our website.

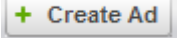
**How does it work?** First, create the ad following the instructions below – a specific link will be created for each website or newsletter. Add the link to your websites or newsletters. After a period of time, check reports at the PSS Affiliate Resource Center. The reports will display your statistics by "Ad", and you'll be able to determine which website or newsletter is more successful.

Example: You have a website and newsletter where you advertise Surveys for Small Business. You want to know which one is driving the most traffic to the Surveys for Small Business website. You will create two different ad campaigns, one for your website and one for your newsletter. The link created in the PSS Affiliate Resource Center will be specific to that ad campaign.

**Step 1.** Create an ad for the website or newsletter: (This example shows you how to create an ad and use it to create a text link for your newsletter.)

1. At the Welcome page, click **Link Generator** on the left.

The Create Tracking Links page appears on the right.

2. In the middle of the page, to the right of My Ads, click .

The Manage Affiliate Ad screen appears.

3. Complete the information as shown below. Make sure your name is listed as the Affiliate. **Media Type** and **Start Date** are optional.

### Manage Affiliate Ad

**General**

Name (no spaces, keep it short)

Description

Affiliate  [Go](#) [Search...](#) [Clear](#)

Media Type  Optional

Start Date   Optional

4. Click **Save**.

**Step 2.** Create your new SFSB link for your newsletter.

1. Click **Link Generator** on the left.

The Create Tracking Links page appears on the right.

2. Under Generate Link, make sure **your name** is listed as "Who is driving the traffic."
3. Next to "Where are you driving traffic to," choose **Surveys for Small Business**.
4. Next to "Which ad are you using to drive the traffic," choose **SFSB Newsletter**.

**Generate Link**

Who is driving the traffic:

Where are you driving traffic to:

Which ad are you using to drive the traffic:  ←

5. Under Templates, click  . The link will appear below.

6. <https://pssinc.infusionsoft.com/go/PSC/YourName/SFSBNEWS>
7. Copy and paste the link into your newsletter.

**NOTE:** Follow the same instructions above to create an ad campaign for your website or other media. Copy and paste the links or HTML code where needed.

### **How are my ad links different from the other links in the PSS Affiliate Resource Center?**

Your ad links are specific to your "campaigns."

This is the tracking link from the Create Tracking Links page. It's "generic" in that it sends people to Surveys for Small Business:

<https://pssinc.infusionsoft.com/go/SFSB/YourName/>

This is the tracking link created using your Surveys for Small Business ad. Notice that it has the name of your ad, SFSBNEWS, in the link:

<https://pssinc.infusionsoft.com/go/SFSB/YourName/SFSBNEWS>

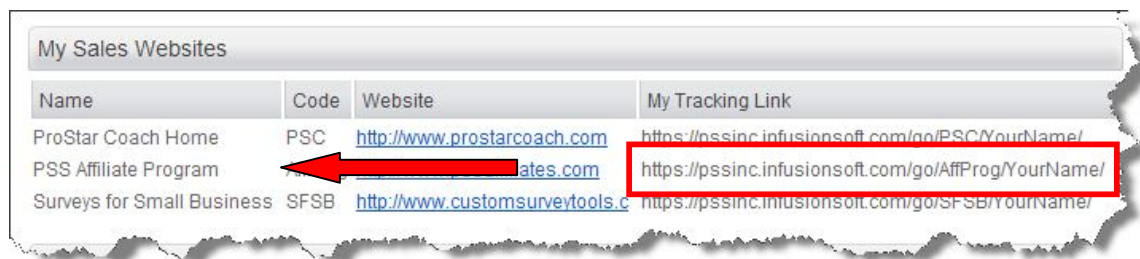
## Sponsor New Affiliates

Sponsoring new PSS Affiliates is another way to add income directly to your bottom line. Add a tracking link to emails, newsletters or websites to sponsor a new affiliate. We will pay you 6% of all qualifying purchases of affiliates you've sponsored.

To access your tracking link for the PSS Affiliate Program:

1. At the Welcome page, click **Link Generator** on the left.

The Create Tracking Links page appears on the right. Under My Sales Websites, you will see the PSS Affiliate Program link.



The screenshot shows a table titled "My Sales Websites" with four columns: Name, Code, Website, and My Tracking Link. The "PSS Affiliate Program" row is highlighted with a red box around the tracking link, and a red arrow points to the "Website" column for that row.

| Name                       | Code | Website                                                                         | My Tracking Link                                                                                                        |
|----------------------------|------|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| ProStar Coach Home         | PSC  | <a href="http://www.prostarcoach.com">http://www.prostarcoach.com</a>           | <a href="https://pssinc.infusionsoft.com/go/PSC/YourName/">https://pssinc.infusionsoft.com/go/PSC/YourName/</a>         |
| PSS Affiliate Program      |      | <a href="https://pssinc.infusionsoft.com/go/AffProg/YourName/">ates.com</a>     | <a href="https://pssinc.infusionsoft.com/go/AffProg/YourName/">https://pssinc.infusionsoft.com/go/AffProg/YourName/</a> |
| Surveys for Small Business | SFSB | <a href="http://www.customsurveytools.com">http://www.customsurveytools.com</a> | <a href="https://pssinc.infusionsoft.com/go/SFSB/YourName/">https://pssinc.infusionsoft.com/go/SFSB/YourName/</a>       |

2. Copy and paste your tracking link into the email, newsletter or website.

## More keys to success...

1. Check out other marketing resources we've set up for you under the Resource Pages at the PSS Affiliate Resource Center.

At the Welcome page, click **Resource Pages** on the left. The Marketing Resources page appears. There you'll find [order forms](#), [sample emails](#) and other documents that make being an affiliate easy!

2. Set up a schedule for sharing information about our products with as many people as possible.
3. Consistently use multiple ways to communicate the benefits of ProStar and Surveys for Small Business – your website, emails, blogs, and social media.
4. Learn as much as you can about our products so you can speak knowledgeably. Get your own ProStar Coach subscription and use the program to develop an area you've wanted to strengthen. When you experience positive benefits in your own life, you'll be more confident and convincing when talking with others.
5. Promote only through legitimate mailing lists. Spamming will hurt your reputation and ours.
6. Collect and use testimonials from your satisfied customers.



**If you have questions about the Performance Support Systems Affiliate Program,** please contact Paula Schlauch:

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