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## User Name/Affiliate System, Home Page (URL)

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Your home page and user name are two of the most important tools in your marketing arsenal. Your management system is the third most important tool, and we call that our affiliate program for the type of the software we use.

Let's start with the user name then I will give you insight and information on how to use them as well as how to build an effective home page.

### **User Name:**

When you first signed up as a sales consultant, you gave yourself a user name. The user name is the key to your kingdom. That's how you get paid your commissions. It's what ties you to your customer, and then how both you and your customer get tied to our software system.

You have to use it consistently and systematically. There are two correct ways your customer should enter our web site. Here are to right two paths and approaches to follow:

- 1- by entering directly from your home page
- 2- by using our sales code access link where your customer enters our site.

The sales access code is a link on the left side of the welcome page. When you click on it, it asks the customer to type in your sales access code, which is again: your user name. (go to welcome page now, find the link at bottom of left column and click on it to know where it's located. Then click on the link and type in your user name and it will merely re-enter out site again. What's important is, you, your customer and Yum Drops® are all connected to our system so each order is automatically tracked for us.

Either of these two ways are the right ways for you to tie your customer to you and to our system. When your customer enters our site through either of these paths, our system automatically captures them into our sales rep plan that we also call affiliate plan.

The last way is to have your customer enter your sales access code at time of order entry. This does not tie into our system and we will need to manually catch it and monitor it. There should be no reason to use this path. The busier we get the harder it will be for us to keep track of this so the sooner you use path 1 or 2 the easier it will be for you later. Why risk the commission? Put them through either your home page URL address or through the sales access code link on our welcome page.

### **Affiliate System:**

Our affiliate System is the type of software program we use. It automatically ties customers to sales consultants and then both to the company. We also market through Affiliates, which is what the software program was developed for. These are online marketers that promote companies products by buying and placing content ads to keywords. If you ever notice Google ads in blue words on the search term page, or sponsored sites at top of page, they pay for these top listings and content ads. When customers click on these keywords like flavored water, their customers are directly linked to our site the same way you are. That's all you really need to know and understand about affiliate marketers. They do not compete with you in the markets but work strictly online.

Our affiliate system is online 24/7/ this is the place where you can edit your profile, set up your home page, download your picture for home page and most importantly, keep track of commissions you are generating.

You can log into to this area by going to sales consultants center and clicking on link that says already signed up, click on continue button to sign in now. Go there now to become familiar with where it is located. You will need your user name and password to get into this area.

The more you use it the more you will use it. The more you use it the easier it is to communicate with your future customers. At the end of this document, I will give you a link to my homepage that I have revised to as though I am a sales consultant to give you an example of how I would set mine up.

Here are the key points that every home page should have:

- 1- Make it personal- you want them to know a little bit about you
- 2- Tell them what you are going to tell them, then tell them, then tell them what you told them you'd tell them
- 3- Keep it simple and add a storyline that is either newsworthy, informative or funny
- 4- Call to action- if you don't give them a reason to take an action now, they may not order

The time you spend on this page will bring a great return for you. This is your lead sales and marketing tool. It's your time to shine and promote your sales consultant business. You should refine it over and over again, picking and choosing the right words and sequence of them.

There is plenty of copy on our web site if you just look around. It can be market specific: sports enthusiast and athletes or diet and health conscious or both. Pick and choose, see what works and test different approaches.

Remember, your business cards have both your home page and sales access code on them and your info cards have just your home page on it. If you pass out a business card, just tell them to go to our web site and enter your sales access code (user name) into the box and click enter, or type in your URL. If you leave an info card all they have to do is type in your URL. You can write your sales access code on back and tell them they can use it by entering our website and clicking on sales access code link on left side of our welcome page.

You can also enter your home page and copy the URL in the internet browser window after it is opened paste it into your emails. Then they in turn can copy and paste your URL into their internet browser and enter your home page and this is the easiest way for them to not make a mistake when they enter the URL.

### **Home Page/URL:**

Your home page is a template page of our welcome page. The center of the template is for you to promote your business. It's your welcome page on our site instead of the customer entering our web site. Once they leave your home page they are in our site and our site works like normal. They cannot get back to your home page once they move off of it, just so you know.

A picture is worth a thousand words. It personalizes the home page. It's the first thing you should do. If you are reluctant to put a picture of yourself here, include your significant other. Or use your pet and then start your home page like this. I'm a Yum Drops® brand advocate, but more importantly, I'm a doggy daddy.

URL is the address you type in internet browser. For example, our URL is [www.yumdropsflavoring.com](http://www.yumdropsflavoring.com).

To check out an example of how a home page should look and feel, go to my home page. The URL is <http://www.yumdropsaffiliates.com/reps/flavorman>.

My user name is pretty obvious- flavorman

Hope this helps you get your home page set up properly.

Pg 4 Here are a few tips when editing your home page. After you log in, click on edit and it will take you to your home page. When you are done, click update. That will save your information. That brings you back to your new partner information. If you click on main menu upper right,

that brings you right back to where you can edit your home page, so you can go back and forth easily and quickly.

Whenever you want a new paragraph, click enter where you are adding content and start it on a new line. If it doesn't pick it up you may have to go back and try again. I had to go back a couple of times to get it right.