

What is
??????
Affiliate
Marketing

Simply put, it's a
type of
performance-
based marketing
whereby a
business rewards
you for promoting
their products.

AFFILIATE MARKETING



Why would you
want to get into
this field?



Earn a passive
income ...

Pivot to a new
career...

Share something you are
passionate about ...

Flexibility ...

Have Fun! ...

How Does Affiliate



Marketing Work

STEP 1



You earn a commission!
(Waa Hoo!)



Affiliate (You) promote an
offer to your audience ...



Someone clicks on your
link (Yaay!)



They are sent to a
landing page where
they can register for a
webinar



They watch the webinar!



Customer clicks the CTA and buys

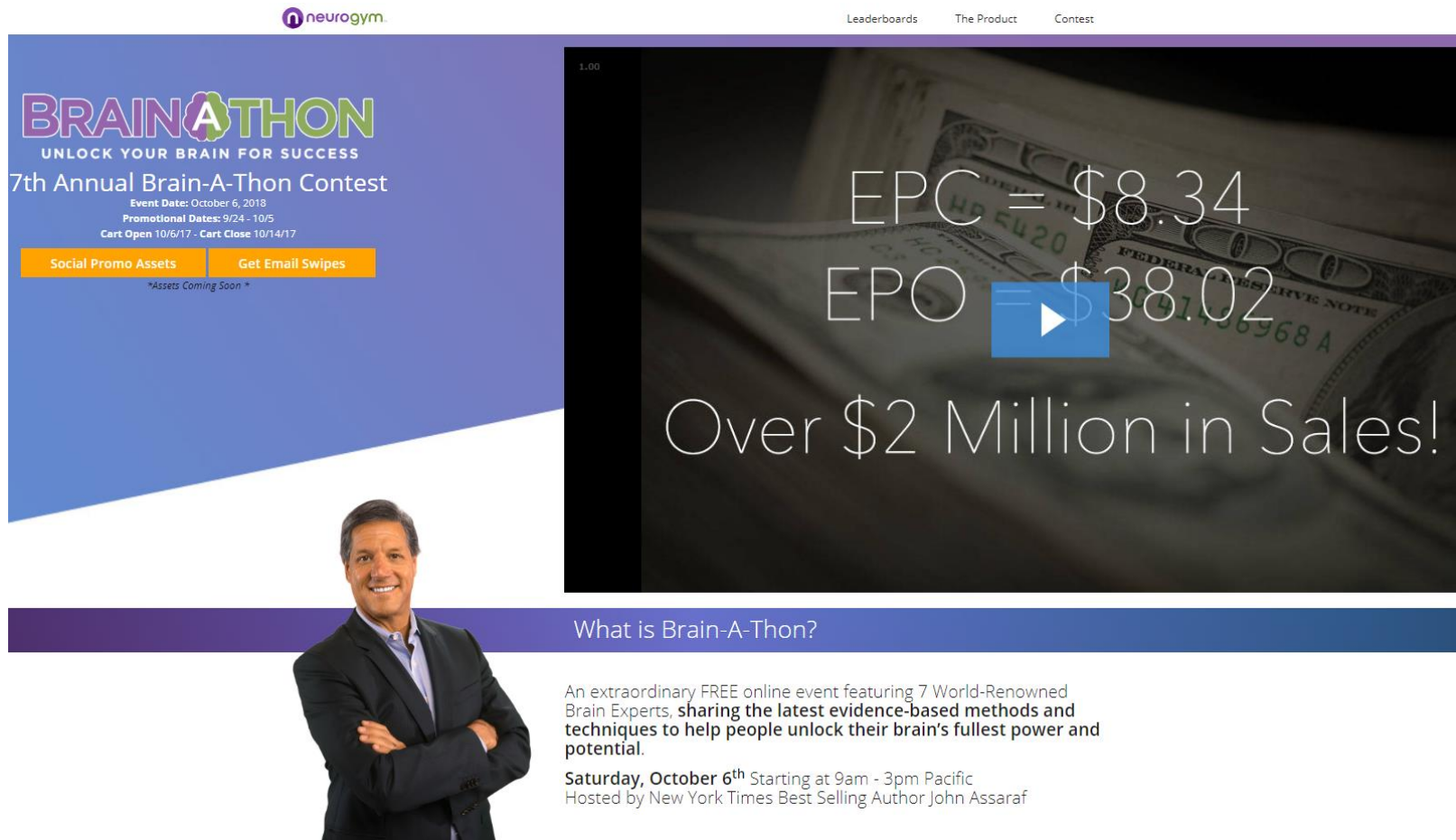
How to Promote



Our Live Brain A Thon!

STEP 1 Log in to the Launch Support Page with your email address

[Click here: to Log into the Launch Support Page](#)



The screenshot shows the neurogym website for the 7th Annual Brain-A-Thon Contest. The header includes the neurogym logo and navigation links for Leaderboards, The Product, and Contest. The main content area is split into two sections. The left section, with a blue background, features the Brain-A-Thon logo, the tagline 'UNLOCK YOUR BRAIN FOR SUCCESS', and event details: '7th Annual Brain-A-Thon Contest', 'Event Date: October 6, 2018', 'Promotional Dates: 9/24 - 10/5', and 'Cart Open 10/6/17 - Cart Close 10/14/17'. It includes two orange buttons: 'Social Promo Assets' and 'Get Email Swipes', with a note '*Assets Coming Soon *'. The right section, with a dark background and a blurred image of US dollar bills, displays 'EPC = \$8.34', 'EPO = \$38.02' (with a blue play button icon), and 'Over \$2 Million in Sales!'. Below the main content is a purple banner with the text 'What is Brain-A-Thon?'. On the left side of this banner is a photo of a man in a suit with his arms crossed. To the right of the photo, the text reads: 'An extraordinary FREE online event featuring 7 World-Renowned Brain Experts, sharing the latest evidence-based methods and techniques to help people unlock their brain's fullest power and potential. Saturday, October 6th Starting at 9am - 3pm Pacific Hosted by New York Times Best Selling Author John Assaraf'.

neurogym

Leaderboards The Product Contest

BRAINATHON
UNLOCK YOUR BRAIN FOR SUCCESS
7th Annual Brain-A-Thon Contest
Event Date: October 6, 2018
Promotional Dates: 9/24 - 10/5
Cart Open 10/6/17 - Cart Close 10/14/17

Social Promo Assets Get Email Swipes
*Assets Coming Soon *

EPC = \$8.34
EPO = \$38.02
Over \$2 Million in Sales!

What is Brain-A-Thon?

An extraordinary FREE online event featuring 7 World-Renowned Brain Experts, sharing the latest evidence-based methods and techniques to help people unlock their brain's fullest power and potential.
Saturday, October 6th Starting at 9am - 3pm Pacific
Hosted by New York Times Best Selling Author John Assaraf

STEP 2 Watch the launch Page video

Leaderboards The Product Contest

1.00

EPC = \$8.34

EPO = \$38.02

Click to watch John's video about this amazing event!

Over \$2 Million in Sales!

What is Brain-A-Thon?

STEP 4 What to promote and when...



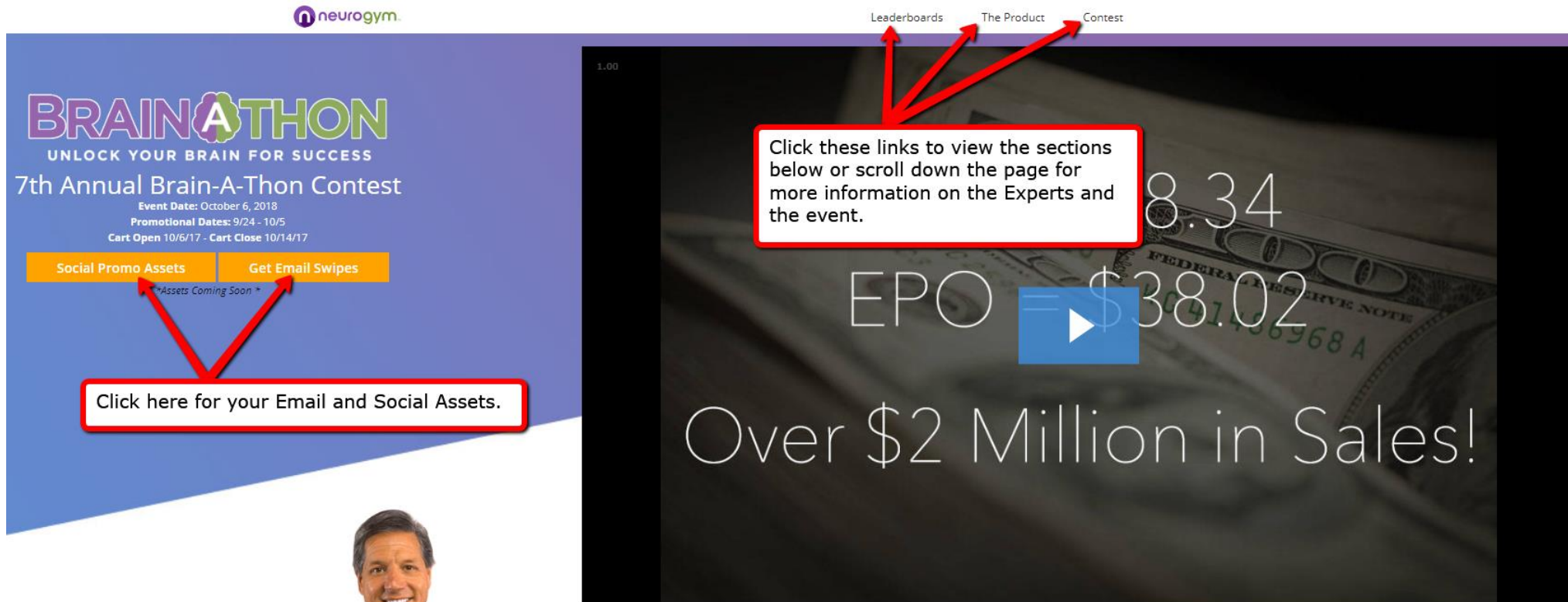
Leaderboards

The Product

Contest



STEP 3 *Access to everything you need to promote!*



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neurogym

BRAINATHON
UNLOCK YOUR BRAIN FOR SUCCESS
7th Annual Brain-A-Thon Contest
Event Date: October 6, 2018
Promotional Dates: 9/24 - 10/5
Cart Open 10/6/17 - Cart Close 10/14/17

Social Promo Assets Get Email Swipes
Assets Coming Soon

Click here for your Email and Social Assets.

Leaderboards The Product Contest

Click these links to view the sections below or scroll down the page for more information on the Experts and the event.


1.00 8.34
EPO = \$38.02
Over \$2 Million in Sales!



What is Brain-A-Thon?

An extraordinary FREE online event featuring 7 World-Renowned Brain Experts, **sharing the latest evidence-based methods and techniques to help people unlock their brain's fullest power and potential.**

Saturday, October 6th Starting at 9am - 3pm Pacific
Hosted by New York Times Best Selling Author John Assaraf



Keys to

Email and Social Asset
FAQ's and Instructions



Your Success!

FAQ: THE BLUE LINKS

The blue links you see in the email area of your swipes, have your registration link embedded.

Body Copy:

The ALL NEW 6th Annual LIVE Brain-A-Thon this Saturday Only!

Your Invitation: 6th Annual Brain-A-Thon

When: Saturday, October 7, 2017

Time: Starts at 12:00 p.m. Eastern | 9:00 a.m. Pacific

Where: Your Desktop or Laptop Computer

Expert Speakers: [See here](#)

Over 100,000 expected to attend live!

Have you Registered yet? If not [click here to register](#), get details, and claim your FREE GIFT

[First name],

There's a possibility that everything in your life is perfect right now.

Maybe you have a [seven figure bank account](#).

Maybe you have the job or business of your dreams.

Maybe you have more than enough money to take care of your family the rest of your life.

If so, that's great.

Facebook, Twitter, Instagram, LinkedIn

Facebook Social Swipes

DRIVE TO REGISTER

Neurogym-tested BEST PERFORMING SOCIAL COPY:

*We've supplied the text below
hyperlinked so you can click to the bottom of this page*

>>Best-performing

How would your life change if you could perform at the highest levels?

Recent brain science breakthroughs

If you want to learn how to upgrade your brain at the ALL NEW 6th Annual LIVE Brain-A-Thon

Twitter Social Swipes

DRIVE TO REGISTER

Link: <http://www.myneurogym.com/go/?p=dianecamet&w=LBAT2017REG>

Drive to

Free Online Event

Drive to

Scientists have

Drive to

This might be

Drive to Register

Scientists have

Drive to

Free Online Event

Instagram Social Swipes

DRIVE TO REGISTER

Link: <http://www.myneurogym.com/go/?p=dianecamet&w=LBAT2017REG>

Drive to Register 1

Free Online Event: What do the world's top #brain scientists know about your income? A lot more than you'd think. Learn about the strange connection between your brain and your income at @neurogym's ALL NEW 6th Annual Live #BrainAthon. Tap the link in my bio to register. #braingains #success #goals #neuroscience

Drive to Register 2

Did you ever wonder why earning money is so easy for some people? The latest #brain science reveals why this is at a powerful Free Online Event, hosted by my friend, @johnassaraf and @neurogym. Learn more at The ALL NEW 6th Annual Live #BrainAthon - tap the link in my bio to sign up. #braingains #success #goals #neuroscience

Drive to Register 3

When you upgrade your #brain, it's a lot easier to upgrade your income. Eight of the world's top brain science and success experts want to show you how at The ALL NEW 6th Annual Live #BrainAthon. Click the link in my bio to register now for this Free Online Event, hosted by my friend @johnassaraf. #braingains #success #goals #neuroscience

Drive to Register 4

If you spend one Saturday at The 6th Annual Live #BrainAthon, you could spend the rest of your life living in financial freedom. Eight of the world's top #brain science experts are going to show you how. Tap the link in my bio to save your spot. #braingains #success #goals #neuroscience

Drive to Register 5

Eight of the world's top #brain science experts are going to teach you more about building wealth in one day than you've learned in your entire life. Upgrade your brain and upgrade your income at The 6th Annual Live #BrainAthon Free Online Event. Tap the link in my bio to save your spot. #braingains #success #goals #neuroscience

1. Start with any swipes under "Drive to Register"
2. Personalize & Modify (don't modify your link)

Social Images



- We have provided images that are sized specifically to each platform's standards
- Pick any of the images – start with Seeding, then Drive to Register – you'll find the post underneath the image, by channel
- Right click on the image and "save picture as" to download

Engage Your Followers With Videos

Video Swipes

Live Event Promo Videos

These Videos include date-specific content.
They should be used to promote the LIVE event **only through October 7th.**

Best Performing Video

(Used in Facebook example Ad #1 and #2)



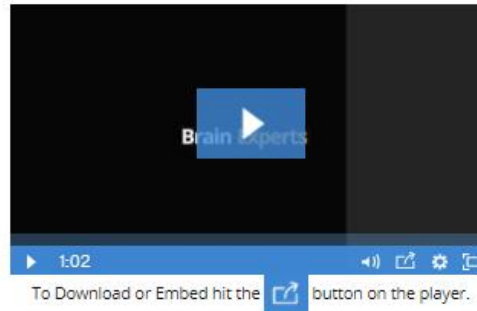
Best Performing Video

(Used in Facebook example Ad #1 and #2)



Encore Videos

These Videos include date-specific content.
please use to promote the October 14th Encore event ONLY
Do not post or send until October 8.




Instead of an image, post a video!

How To Download Videos

Best Performing Video

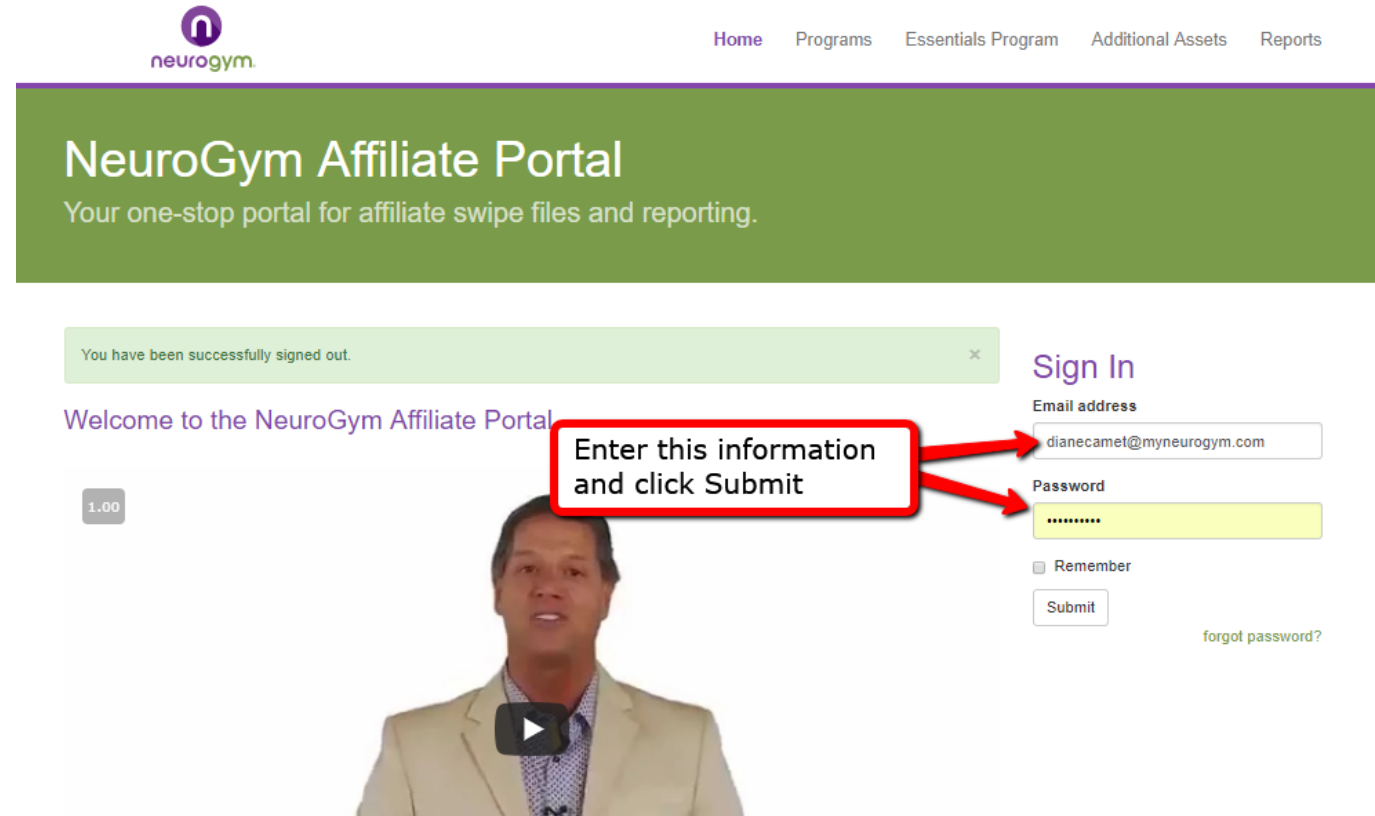
(Used in Facebook example Ad #1 and #2)



To Download or Embed hit the  button on the player.

Test Your Links

1. Always test (click on) your links before sending an email and right after you post to social media.
2. Log in and check your stats – you can check your stats here throughout your promotion:
 1. Go to our evergreen partner portal (this is NOT the launch support page): <http://www.myneurogym.com/affiliate-portal/>



Test Your Links

Step 2: Click on "Reports" – you will be automatically transferred to our database InfusionSoft.

Step 3: Click on Link Tracking Stats and enter the date you clicked – this can take several minutes, please be patient while it loads.

The system will tell you the following:

- Hits – this means Clicks
- Opt-ins – each time someone registers
- Orders – sales!