

*Welcome, friend!*

You're a guru of some kind. Peeps trust your word when it comes to promoting products – and it's time to promote the Served Up Fresh ebooks! (Thanks!)

**To get started as an affiliate, follow these easy steps:**

Visit right [here](#).

Enter password 'easyaspie' to view the secret affiliate page.

You'll be sent to an E-Junkie page and asked to create an account. It's right [here](#) if you want to skip logging in.

Enter your e-mail address (x2) + create a password.

E-Junkie will send an activation code to the e-mail account you've entered.

Enter the E-Junkie activation code in the 'Activate' window at E-Junkie.

Fill in your E-Junkie 'Required Profile Settings' and click 'Submit.'

Click on 'Manage Affiliate Account' and then 'Get Affiliate Code.'

Your unique URL for selling Served Up Fresh products will be embedded in the code provided.

Click on 'More Info (Pop Up)' button to get banners, to grab your Affiliate Guide, and/or to view these instructions again. ;)

***I'm THRILLED to create custom affiliate banners for the specs you provide. Please let me know which size will be best for your blog or website and I'll have your new banner to you within 72 hours.***

Once you've gotten used to having an affiliate link, selling books is only a matter of mentioning your love of business *and the link* whenever you talk shop. Whether you're blogging, Tweeting, Facebooking, or just plain meeting up with photographer friends -- your link is your secret Served Up Fresh identity. Share it with EVERYONE.

If you need help with the basics of getting started as an affiliate, contact [alicia@served-up-fresh.com](mailto:alicia@served-up-fresh.com). Please use the subject header 'Affiliate Help' so I know to take care of you right away.

Thanks so much for your support of my books, lovely! If you have any ideas for ways to make the affiliate program better, please don't hesitate to contact me.

XOXO,

*Alicia* | [alicia@served-up-fresh.com](mailto:alicia@served-up-fresh.com) | (814) 603-9915

## GETTING STARTED AS AN AFFILIATE

You can't recommend a movie you haven't seen -- or a book you haven't read -- to your peeps. Read the book before you start promoting it. PLEASE. Then...

### **Make use of affiliate banners in your blog's sidebar or footer.**

You'll need to grab an image from [here](#) (password 'easyaspie') – don't forget to switch out the standard web address for your affiliate link! This is an easy way to get started, but it probably isn't going to bring in thousands of dollars for you. Actively promoting Easy as Pie (or Happy Place!) is the key to affiliate sales.

If you would like a different size/shape/etc... affiliate banner, please don't hesitate to let me know by contacting [alicia@served-up-fresh.com](mailto:alicia@served-up-fresh.com).

### **Review Easy as Pie on your blog.**

When you're finished reading, share your opinions on your blog. (Don't hesitate to include what could be improved, too, as it makes for an even better review.) Some easy questions to get your thoughts flowing:

*How did the book change your perception of pricing/business planning?*

*What did it make clear?*

*How will it make your business easier/more effective/awesome?*

*Did you have any ah-ha moments while reading?*

*Wish you had read this sooner? What mistakes would it have saved you from making?*

*What makes the book worth the price?*

Obviously, each of those questions could be its own blog post. Or you can combine your favorites into a mega-post. Of course, each mention of the book should be a link to the sales page -- YOUR affiliate link.

### **Bonus Review Points:**

Include the link to your review in your blog's sidebar. Let your peeps read an honest review of the product and they'll be more likely to buy it.

Tweet your link to the review and/or post your review in your Facebook notes.

## WHAT TO DO AFTER THE REVIEW : HOW TO ACTIVELY PROMOTE THE BOOKS

### **Tweet It Up!**

When you're reading the book, thinking about the book, putting the book into action, etc...tweet about it! Be sure to sound like YOU when you tweet, just with a nifty affiliate link tied on to the end. Easy peasy.

*Reading the Easy as Pie pricing guide and loving it! [affiliate link here]*

*Completing my business plan, thanks to Happy Place! [affiliate link here]*

### **Facebook, Facebook, Facebook.**

Share links to the guide just as you would when tweeting.

Oh, and [become a Facebook fan!](#) Tag the Easy as Pie page when possible so my fans can spread the love – and so I can see what you're up to. I'm nosy like that.

### **Feature a chapter on your blog.**

Talk about YOUR favorite chapter of the book. Whether it's the bit about pricing collections – or the part of Happy Place where the Abominable Snowman makes an appearance – your fans will want to know which parts you love best and why.

### **Face your fear.**

Maybe you were scared to tackle pricing or business planning because it seemed overwhelming. Too much work, fear of buying low-quality information, too much time spent, etc...

Whatever the case, share your story of how you overcame your fear. Encourage others to conquer their business fears. The perfect place to begin? Your affiliate link.

### **Make a list.**

Your top five books about being in business, creating effective pricing, balancing business and personal life, planning for success, or becoming a better entrepreneur. Include your affiliate link and Easy as Pie or Happy Place, of course!

### **Hold a fundraiser.**

Donate \$10 from each book sale to your favorite charity, then challenge your photog peeps to help you reach \$100. That's 10 book sales – you'll bring home \$423.50 and make a difference, too!

### **Start a club.**

Round up current and aspiring business owners who want to talk shop once a month. The cost of admission? Easy as Pie and Happy Place!

**Attach your affiliate link to your e-mail signature.**

Sell even when you're receiving spam, baby!

**Talk to your friends about Easy as Pie**, and encourage 'em to buy through your affiliate link with their smartphone. Right in the middle of Happy Hour, 'cause that's how you roll.

**Offer an incentive to anyone who buys a copy of Easy as Pie through your link** – a snail mail thank you letter. A chocolate chip cookie. Fifteen minutes of film Q&A through Skype. A peek at your pricing. Get creative, the sky's the limit!

**If you have a really brilliant way to sell, share it with me!** I'm always thrilled to hear about how creative my affiliates just so happen to be.