Joshua Cripps Photography Affiliate Program Guide

What is affiliate marketing?

In my humble opinion affiliate marketing rocks. Say you want to sell something on your website to make a little extra cash, but you haven't created any products for yourself. You can sell my video tutorials instead and make a percentage of every sale. Aside from a little bit of initial set up there's almost no work required on your part. You just direct your customers to my e-store, then sit back and watch the cash roll in (ok, well, a little promotion would be nice). It's an easy way to start offering virtual products for sale and earning passive income.

Why sell my video tutorials?

Photography education is rapidly becoming a huge market, especially as more and more people pick up digital cameras. As a consequence there is a huge demand for high-quality instructional videos; just look at companies like Kelby Training and Phlearn: these are two wildly successful companies focused solely on web-based photography instruction.

Personally I have purchased and watched many different photography tutorials and I believe mine are among the best out there in terms of quality of content and clarity of instruction. They cover a complete range of Photoshop techniques from beginning to advanced editing. There are also complete walkthroughs that demonstrate exactly how I put those techniques into use on my own images. In short, my videos are an excellent way for any level of photographer to learn Photoshop and improve their editing without breaking the bank.

I also offer a 100% money back satisfaction guarantee and great customer service because I strongly feel that providing a good customer experience leads to a stronger business. Plus, I'm just a nice guy and I want people to be happy.

So if that fits with your own views and ethos I want you to be a part of my business!

How does it work?

Very simple: First you apply to be an affiliate on my website at:

https://www.joshuacripps.com/affiliates/

You will receive your own unique identifier (e.g. 15) and a URL generator in the affiliate area. You then set up links or pages on your website/blog/Facebook/mailing list which promote any or all of my video tutorials (note that the tracking and commissions won't be enabled until I approve your affiliate account). Feel free to grab promo videos, marketing copy, and images from my website for this purpose. For example:

These Photoshop tutorials totally changed my life. I lost 20 pounds and married the woman of my dreams!

My affiliate software then tracks visitors from your specific links and attributes any resulting sales to your account, giving you a 35% commission on every purchase. Tracking cookies are good for 30 days

so even if the customer leaves my site and comes back within 30 days to buy a product you will get credit for the sale. You can market a single video or all of them; there are no minimums and no maximums. But of course the more you promote the video tutorials the more you earn.

In the affiliate area (https://www.joshuacripps.com/affiliates/) you will find statistics and graphs so you can track your visits, conversions, sales, and commissions.

What you (the affiliate) gets:

- Instant access to quality products to sell without having to set up your own store or record your own videos
- 35% of every sale you direct
- An easy, passive income source
- Free downloads of all my video tutorials for your own use

This is why I love affiliate marketing: for a minimal investment of time and energy we both access to a new revenue stream. It's win-win.

Earning More

The base rate for affiliate commissions is 35%. For every new affiliate you refer to the program your commission will increase by 2.5% to a maximum of 50%. So all you have to do is refer six more people and you will earn half of every single sale you direct. Just have your referrals mention your name when they sign up.

Affiliate Coupons and Sales

After signing up you will be given an exclusive coupon code for 25% off the video tutorials. Use this coupon to incentivize your followers to purchase tutorials. Let me know once you have all your promo materials and links set up and I'll activate your coupon for 7 days from the day you announce the tutorials.

How do you make a tracking URL?

There is a URL generator in the affiliate area you can use once you are approved as an affiliate. Simply paste in the full URL of one of my video tutorials and it'll spit out a special link to use.

How do you get paid?

Payments are made once a month, between the 5th and 10th of the month. Payments are made via PayPal, so please provide a valid PayPal email address when registering.

Other questions?

Please read the full Terms and Conditions, available at:

https://www.joshuacripps.com/affiliate-terms-conditions/

And if you still have questions, no worries, just email me: josh@joshuacripps.com