

Affiliate Store Setup and User Guide

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**"A helpful guide on adding your
affiliate store to your website "**

by

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Welcome to the Affiliate Store Program!

This is exciting! We are here to help you, and this guide will show you what to do next!

OK, high D's! Here is the bottom line!

1. You sign up by completing all 3 steps in the sign up process. Yes, you have to do all 3. 😊
2. We send you the link to your store by email a few days later. You put a link to your store on your website (that's what this guide explains).
3. People shop at your store.
4. You get an email notifying you each time someone makes a purchase, and we send out the order and track the commission that you earn.
5. We send you a check each month for your commissions!
6. You may not read this guide, but **you need to know that there are other things in here to help you increase your results** – like ways to capture leads, ways to keep your customers on your website, ways to get them interested in buying Discovery Reports.



Ok, everyone else (and D's who are raising their C), let's make sure that we are off to a good start ...

At this point, you should have completed the 3 sign-up steps:

Step 1: Pay the one time setup fee of \$49.95

Step 2: Fill out the affiliate information form

Step 3: Email your logo or banner graphic to Patrick Pettibon at patrick.pettibon@personality-insights.com You can also refer to the section in this manual for suggestions on what size your logo or banner should be.

If you have not completed all 3 steps, then please go to this link and complete all 3 steps:

www.personality-insights.com/affiliate

So, what happens after you complete the 3 signup steps?

After you signup, we will need a few days to configure your online store and setup your custom graphics. We will then email you your special link for your store.

After you have that email in hand with your special link, you are ready to take the next step and add your store to your existing website (if you have one). If you don't have a website, then don't worry, we will talk about a couple of other options that you have.

MAKING YOUR STORE AVAILABLE ON YOUR WEBSITE

Here is the basic checklist for those who have a website and want to feature their store on it. Please keep in mind that the following pages will explain more about each of the checklist items.

- ❑ **Complete the 3 signup steps.** You will then receive your store information from Patrick Pettibon by email.
- ❑ **Add your store link on your website.** Your store link was sent to you by email after your store was configured. It will look something like this:

www.personality-insights.com/shop?AFFIL=youraffiliatecode

where "**youraffiliatecode**" is replaced by your actual affiliate code that you chose during signup. Just look in the email from Patrick if you don't remember what your affiliate (referral) code is.

- ❑ **Test the link to make sure it is working.** After you click on your store link, the home page of your store should show up with your logo or banner at the top of the page.

**If your store is working and you are satisfied
then you are done! Go celebrate!**

But wait! There is a lot of good stuff in the following pages. If you'll take a few minutes, we suggest that you check out all of the neat things you can do on your website with the extra "goodies" that we have developed for you.

Read on if you dare!

CHECKING STORE SETTINGS AND COMMISSION STATUS

If you want to login to see your affiliate store settings and commission status, just go to your store and look for the "Affiliate Store Login" link on the left hand side of the page.

You can also login to the affiliate store settings at this link:

http://www.personality-insights.com/shop?Store_Code=PIOS&Screen=AFFILLOGN

Your login and password are the same login and password that you use at the Personality Insights store. You would have been issued this login and password pair after you went through consultant training.

If you have forgotten your login or your password, there are options at the login page to retrieve your password or login information.

If you still have trouble with locating your login or password, you can call Personality Insights at 770-509-7113 and ask for help.

Products and Resources: Customer Login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Stop

Address http://www.personality-insights.com/Merchant2/merchant.mvc?Session_ID=6c97a1ecd070c716f8f3b34a61f67a19 Go Links

NOTE: ALL PRICES IN U.S. Dollars. [Currency Converter](#). For assistance ordering call 1-800-509-3472.

[Store Front](#) [Your Account](#) [Product Search](#) [Product List](#) [View Basket](#) [Checkout](#)

Please note that this is only for consultants who have an online affiliate store. If you are a consultant who is trying to login to your regular customer account (for shopping purposes), then please click on the back button of your browser and then click on the link that says "Customer and Consultant Login."

Customer and Consultant Login

Quick Product Search

Search

Login to Existing Account:

Login:

Password:

Please Email Me My Password

Remember Me? (keeps you logged in on this PC)

Login Now

Forgot your login?
Enter your e-mail address to look it up.

E-mail:

Login Lookup

Internet

ADVANCED OPTIONS

(warning, high **C's** may find this very interesting – because this is the good stuff)

Here is a basic checklist to implement some of the extra options for your website:

- ❑ **Link to extra resources such as the team graphing tool, the free quiz (Personality Lab), and the Free 4-part Course on Better Relationships.**
- ❑ **Use direct links to particular categories or products within your store.** For example, you can have a link directly to the adult Discovery Report page within your store.
- ❑ **Use frames or an iframe to make DiscoveryReport.com appear to be on your website.**
- ❑ **Use frames or an iframe to make the store appear to be on your website.** (more explanation is given later in this guide)

Details on how to do these things are in the "advanced options" of this document.

OTHER IDEAS FOR SUCCESS WITH YOUR WEBSITE

- ❑ **Let others know about your website.** This can be done as part of an email campaign, advertising, word-of-mouth, or via business cards etc. While your website is not the key to success, it can be a key ingredient.
- ❑ **Make sure the link to your store is clearly visible on the front page of your website.** Make it easy for people to find your store. A good test is to pull up your website and see if the button or link to your store is visible and easy to identify.
- ❑ **Let people know that they will get 10% off their purchase at checkout.** The extra discount is intended to give a little extra incentive for them to shop at your store. You can explain this on your website, or we can add a note to this effect on the home page of your store if requested.
- ❑ **Make navigation easy.** This is good general practice for website design.
- ❑ **Provide good content that is relevant to your customers and is good for Search Engine Optimization (SEO).** There is no substitute for good content. Talk to your website designer about this, and see if he or she can get your website listed with the top search engines.
- ❑ **Take advantage of our coaching program.** We have coaching available for your consultant business. This coaching is for your overall consultant business, not your website in particular. Contact Guy Harris for more information at **(765) 794-4708**. Guy is in charge of our coaching program, and he does a wonderful job. You can learn more about Guy at this link:
<http://www.principledriven.com/personal, executive, & corporate coaching.htm>

MORE DETAILS AND "HOW TO" INFORMATION

This page is dedicated to all the hungry children
of poor lumberjacks throughout the world.

Whether or not you print this page or note is up to you.

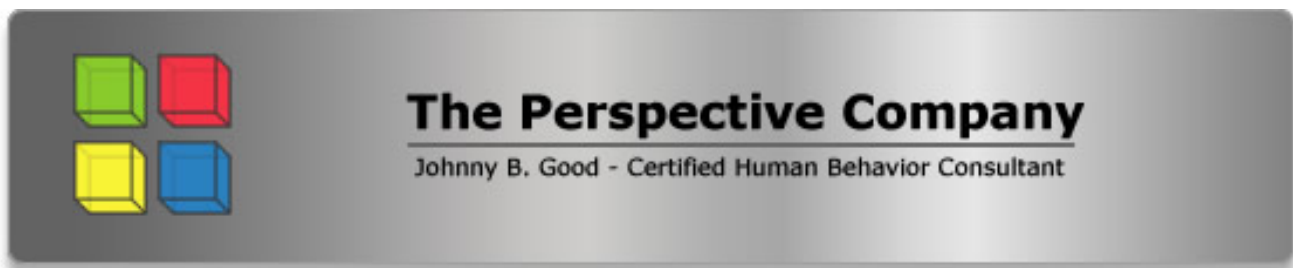
; -)

BASICS ON GETTING YOUR STORE ONLINE:

[Sending in your banner or logo:](#)

If you have not already done this, you'll want to email your banner and/or logo to patrick.pettibon@personality-insights.com. This graphic image will appear at the top of your store's home page. It can be anything you want. We suggest using an image that will fit on a printed page. The image should identify you or your company. At the same time, we suggest that you make the graphic generic enough that it can also be used as the banner for pages other than the store. You have the option to take advantage of some branding of Discovery Report.com resources where your banner will also be used.

Here is an example of a banner image:



← Suggested banner width is 550 pixels or around 7 inches →

Suggested width of the banner image

Images that are about 550 pixels wide or less are fine. If you are measuring the image width in inches, then we recommend staying under 7.5 inches wide. Here is an example of a banner image:

Suggested height of the banner image

The suggested height of the image is 75 to 150 pixels (about 1 to 1.5 inches tall). If the banner is very tall, then it will take up a lot of vertical space on the page and push all of the other content down.

Putting a link to your store on your website

When someone goes to your website, they will need a way to go to your store. They will need to click on some text or on a button that will be linked to your store.

OPTION #1: A basic link using just text

The link to your store can be plain text like this:

[Click here to go to our online store](#)

You will assign that text to be linked to this website address:

`http://www.personality-insights.com/shop?AFFIL=yourreferralcode`

(where "*yourreferralcode*" is replaced by your affiliate referral code)

The HTML code will look like this:

```
<a href="http://www.personality-insights.com/shop?AFFIL=yourreferralcode" target="_blank">Click here to go to our online store</a>
```

(where "*yourreferralcode*" is replaced by your affiliate referral code)

OPTION #2: A link using a button image

You can assign the link to a button like may look something like this:



The HTML code will look something like this:

```
<a href="http://www.personality-insights.com/shop?AFFIL=yourreferralcode" target="_blank"></a>
```

(where "*yourreferralcode*" is replaced by your affiliate referral code and "*button_image_file_name*" is replace by the actual name of your button's image file)

In each case, the actual website address (URL) of the link will be in the format of [http://www.personality-insights.com/shop?AFFIL=*yourreferralcode*](http://www.personality-insights.com/shop?AFFIL=<i>yourreferralcode</i>)

Testing your store link to make sure that it works

After you put a link to your store on your website, you will want to test it out. Here's how:

1. **Click on the link to your store**, and verify that your browser opens up to the online store.
2. **Verify that your store banner is shown at the top of the page. If your banner is at the top of the page, then you know that your affiliate store is working properly** and all purchases will be credited to your account. If you see the Personality Insights banner at the top, then your store is **not** being displayed and you will not receive credit for purchases in the store. In that case, you can double-check the link to see if it was entered properly. If you have any trouble at this point, you can call Patrick for help at 214-675-9588.

Ways to send people to your store

Option #1 for those who have a website: (recommended)

The easiest way to have people go to your store is to assign your special store link to a shopping button on your website. This is the best solution, because they will enter your shop through your website. The method to do this is explained in this document. You can simply provide this information on to your webmaster. He or she will know what to do.

The link to your store will be of the format:

<http://www.personality-insights.com/shop?AFFIL=youreferralcode>

(where "youreferralcode" is replaced by your affiliate referral code)

Option #2 for those who do not have a website or just want to email someone a direct link to your store:

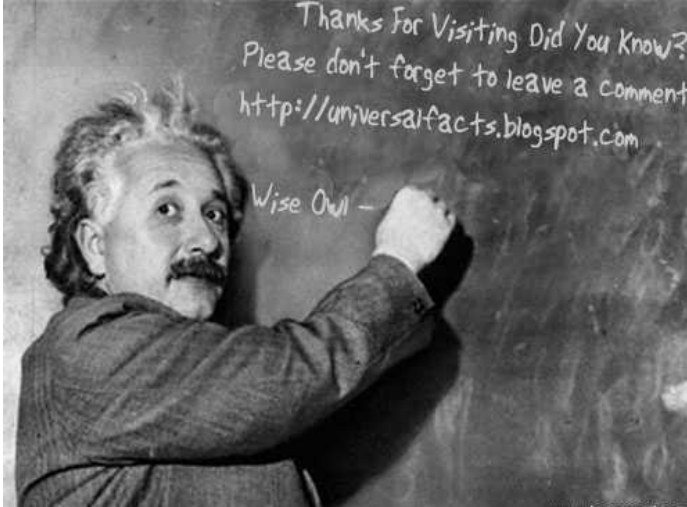
You may also simply email the store link above to a client. It will take them directly to your store.

Option #3 for those who do not have a website or just want to tell someone how to enter your store through Personality Insights store:

You may also send a client to www.personality-insights.com/shop and have them enter your referral code on the home page or at checkout. This method works, but your customer will have to remember to enter your referral code for you to get credit. Otherwise, there is no way to track that purchase for commission purposes. As you can see, it is better to provide a direct link to your customer, so they don't have to remember to enter any codes.

ADVANCED OPTIONS

The really cool stuff



You don't have to be a rocket scientist to use this section, but it may require that you understand a little about website basics. If you have a website designer, this is the section that he or she will need to make the most of your website. It will be worth it for you to look at this section to know what you can put on your website.

Like we said, this is the cool stuff!

This more advanced section will cover ways to enhance what you offer on your website and how you display the information. This section includes information on:

How to link to the Personality Lab (free quiz)

(Note to high I's, this has a high fun factor)

How to link to the team graphing tool

(This is a must-have tool for anyone working with Discovery Reports)

How to link to the 4-part course on better relationships

(Everyone loves this course. Thousands of people have been through it)

How to link directly to particular products or categories

(This is the way to make it easy for your customers to find specific products)

How to display your store without leaving your website

(Imagine ... all of this stuff can be on YOUR website. Brilliant!)

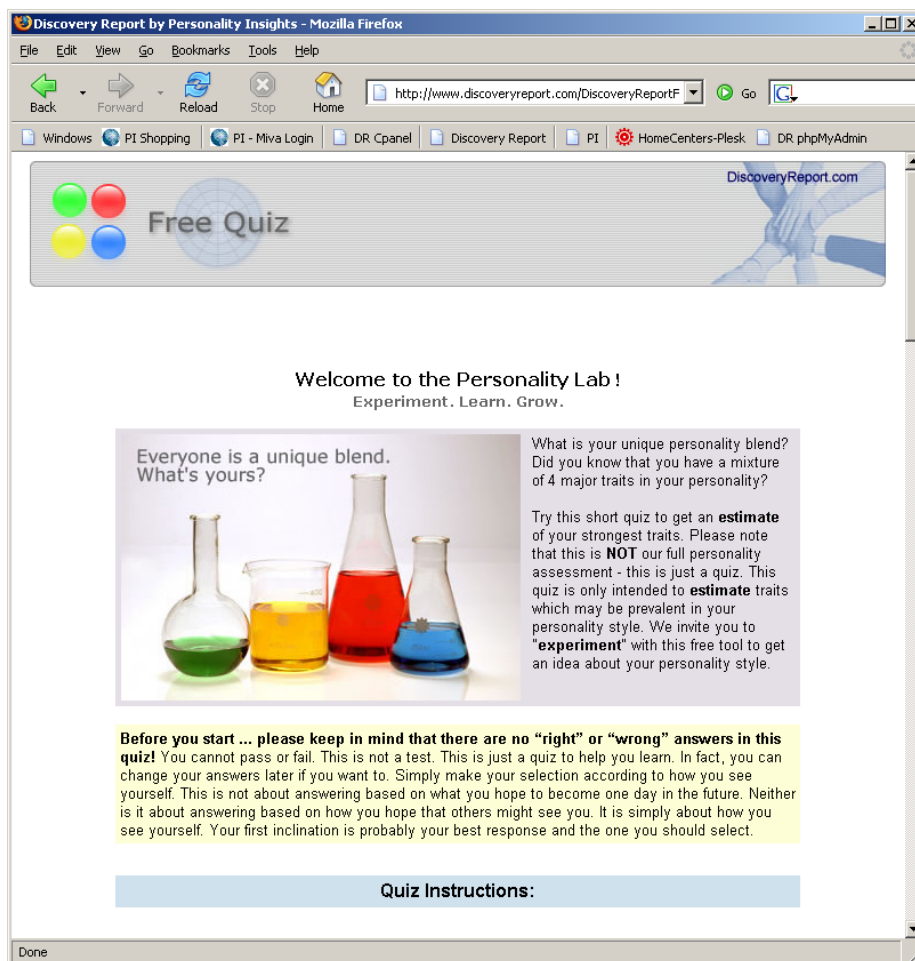
LINKING TO THE PERSONALITY LAB (FREE QUIZ)

This is a free quiz that we designed to help whet a person's appetite and create interest in the Discovery Reports. The Personality Lab will display with YOUR banner (if it doesn't, then something is wrong and you should contact Patrick for help). The links in the lab should point to your store and to you for further information. While we do ask for the person's name and email address, we are NOT capturing that information at this time. We hope to implement that in the near future. For now, visitors can simply experiment in the lab, and we hope that they are interested enough to then purchase a Discovery Report from you or contact you for more information.

Use the link in this format using your own affiliate referral code at the end of the link:

http://www.discoveryreport.com/DiscoveryReportForm_quick2.php?AFFIL=yourreferralcode

This is what the Personality Lab looks like:

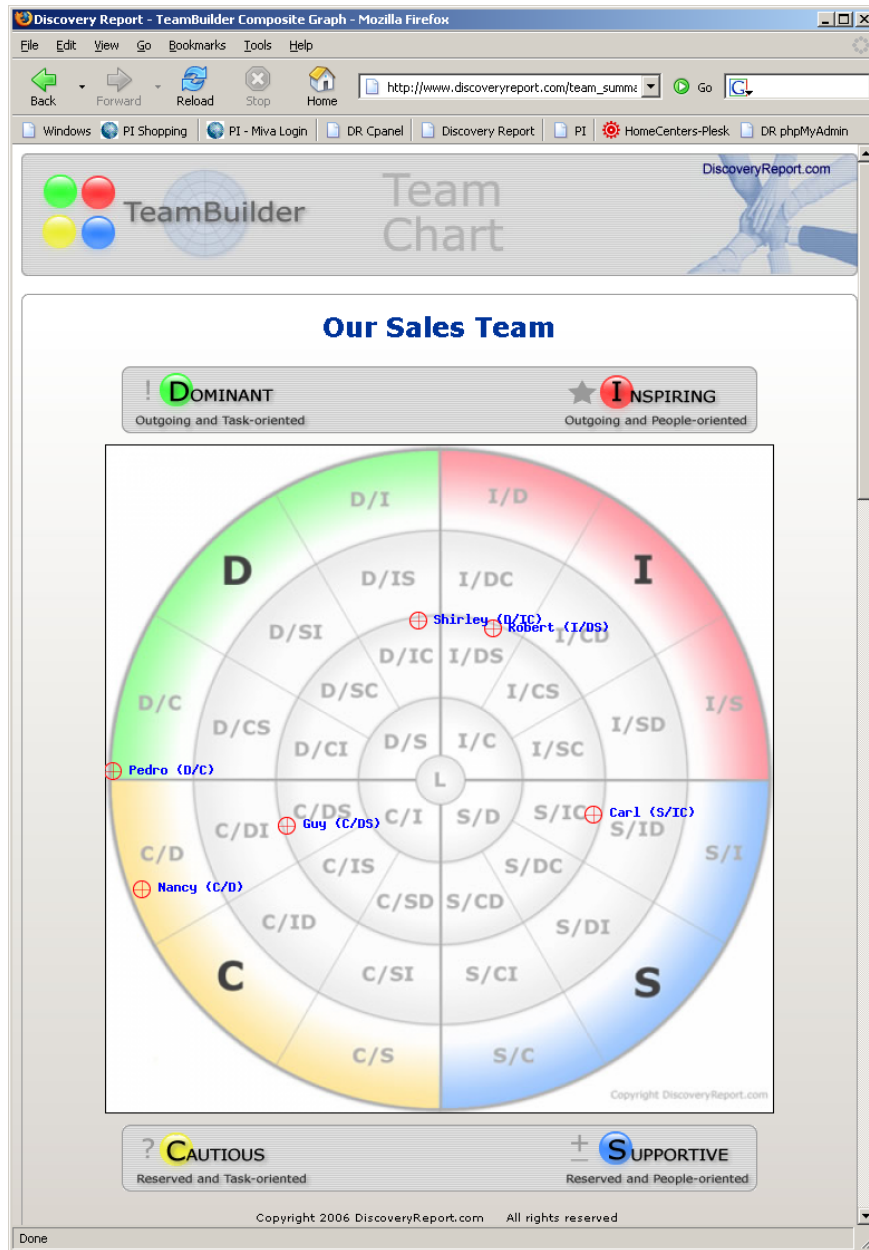


You are welcome to embed this content on your website using the iframes technique (discussed later in this document).

TEAM GRAPHING

Team graphing allows anyone to enter a list of previously used codes into a form and generate a composite graph showing everyone on one page. You can also dive down into the listing to view mini-reports on each person. You can also print out summary graphs for everyone in the list.

Here is an example of what the team chart looks like:



TEAM GRAPHING (continued)

You can link to the team graphing tool by using this link:
<http://www.discoveryreport.com/teamform.php>

The form to fill out looks like this:

The screenshot shows a web browser window titled "Discovery Report | Team Builder | Composite Chart Form - Microsoft Internet Explorer". The address bar shows the URL "http://www.discoveryreport.com/teamform.php". The page features the "TeamBuilder" logo with four colored circles (green, red, yellow, blue) and a globe icon. Below the logo is a navigation bar with links: "Team Composite", "Summary Charts", "Mini-Helper Cards", "Group Dynamics", and "More Resources".

The main content area contains the following sections:

- Instruction:** "Fill in the information below and click on the 'View Chart' button"
- Title Field:** "TITLE as you want it to appear on the team chart: [click for help](#)" followed by an empty text input box.
- Examples:** "This will be printed at the top of your Team Builder Graph. Examples: 'The Sales Team' or 'Training Class' or 'Mrs. Jones 5th Grade Class'"
- Access Codes Field:** "LIST OF ACCESS CODES for your team: [click for help](#)" followed by an icon of five people and an empty text area.
- Note:** "Note: Codes are case-sensitive. Here is an example list of 5 codes:"
- Example Codes:**

```
i$00-AZLY-SUGX
m$PI-KYLZ-KHKE
!700-VKGS-WCVQ
i$44-UDES-WDQX
i$20-TTHL-NNVN
m$PI-UNNJ-DZZN
```
- Graphing Preferences (optional):** "Plot using: Text color: Text size: Chart size:
- View Chart:** A button labeled "View Chart"

At the bottom of the page, it says "Copyright 2006 DiscoveryReport.com". The browser status bar at the bottom shows "Done" and "Internet".

FREE 4-PART COURSE ON BETTER RELATIONSHIPS

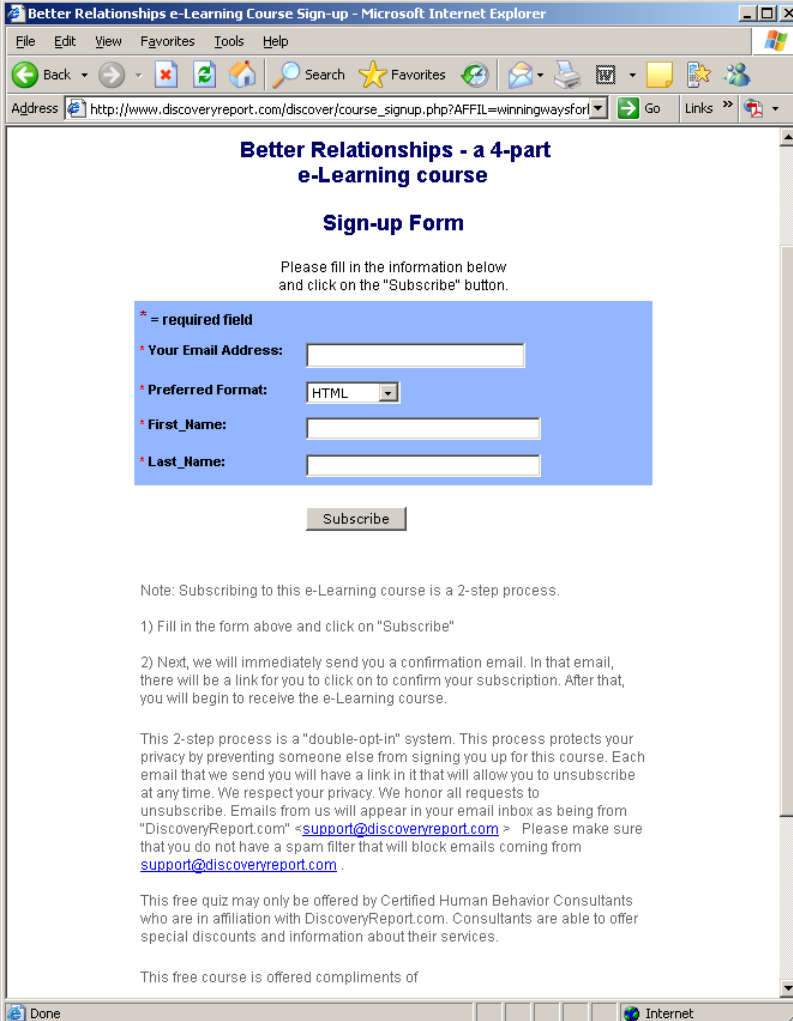
You can link to this free course, and it will display with your branding. This is a good tool to offer a value-added "freebie" on your website. This course have been very well received and is a popular item on Personality Insights website. So, we are making it available to you with your branding.

Our system will capture the subscribers email address, and we will be able to pull those leads for you out of our database. This feature is not automated yet, but we can pull the leads for you from time to time upon request.

Here is the format for the link:

http://www.discoveryreport.com/discover/course_signup.php?AFFIL=youraffiliatecode

The signup form will look like this with YOUR banner. If you don't see your banner, then something is not setup correctly, and you should contact Patrick for help.



The screenshot shows a Microsoft Internet Explorer browser window with the title "Better Relationships e-Learning Course Sign-up - Microsoft Internet Explorer". The address bar contains the URL: http://www.discoveryreport.com/discover/course_signup.php?AFFIL=winningwaysforl. The main content area displays the following:

Better Relationships - a 4-part e-Learning course

Sign-up Form

Please fill in the information below and click on the "Subscribe" button.

* = required field

- * Your Email Address:
- * Preferred Format:
- * First Name:
- * Last Name:

Note: Subscribing to this e-Learning course is a 2-step process.

- 1) Fill in the form above and click on "Subscribe"
- 2) Next, we will immediately send you a confirmation email. In that email, there will be a link for you to click on to confirm your subscription. After that, you will begin to receive the e-Learning course.

This 2-step process is a "double-opt-in" system. This process protects your privacy by preventing someone else from signing you up for this course. Each email that we send you will have a link in it that will allow you to unsubscribe at any time. We respect your privacy. We honor all requests to unsubscribe. Emails from us will appear in your email inbox as being from "DiscoveryReport.com" <support@discoveryreport.com> . Please make sure that you do not have a spam filter that will block emails coming from support@discoveryreport.com .

This free quiz may only be offered by Certified Human Behavior Consultants who are in affiliation with DiscoveryReport.com. Consultants are able to offer special discounts and information about their services.

This free course is offered compliments of

LINKING TO PARTICULAR CATEGORIES OR PRODUCTS:

It can be helpful to provide your customers a way to go directly to a certain category or product in your store rather than just linking to your store's home page.

Example of linking directly to the adult Discovery Report (product code 3000):

http://www.personality-insights.com/shop?Screen=PROD&Product_Code=3000&AFFIL=referralcode
(where "referralcode" will be substituted with your affiliate referral code)

Please notice that you can substitute and product code to display any individual product.

Example of linking directly to the assessments category section (category code = PR):

http://www.personality-insights.com/shop?Category_Code=PR&AFFIL=referralcode
(where "referralcode" will be substituted with your affiliate referral code)

AFFILIATE TOOLKIT (the most understated part of the guide ... trust us, check it out)

We provide exact links and examples via your **AFFILIATE TOOLKIT**, a set of helpful tools that we provide online. This is "goodie central." Here is the information you need to access your affiliate toolkit:

AFFILIATE TOOLKIT INFO:

You'll see an "Affiliate Toolkit" link at the bottom of the home page of www.discoveryreport.com.

You can also go directly to the login page at:

<http://www.discoveryreport.com/affiliate/index.php>

At that point, just login using the same login that you use for your Personality Insights customer account or for your store.

Look for the "View Links" button at the top of the page. That will show you a helpful screen with various links that you can use.

You'll see links with **YOUR BRANDING** for things like:

- Your store
- Free Quiz (what we call the "Personality Lab")
- Free Course on Better Relationships
- Links to individual categories and products in your store

Please note that the affiliate toolkit website area is in development, so some functions have not been activated yet.

DISPLAYING YOUR STORE WITHOUT LEAVING YOUR WEBSITE

Using frames or an iframe to make your store (any content) appear on your website:

The use of frames or an iframe is a technique to place any content from any web page on your website. The idea is that you can display content from another website on your website. (with permission of the content owners to abide by copyright laws).

While frames can be difficult to work with, we think that iframes offer a good way to incorporate our content onto your website.

Using an iframe on your webpage is like creating a rectangular area on the page that will display content from any other webpage. The HTML code used will be something like this:

```
<iframe src=http://www.personality-insights.com/shop?AFFIL=referralcode name="Online Store"
width="100%" height="100%" scrolling="auto" ></iframe>
```

(where "*referralcode*" is replaced with your affiliate code)

The example above will take up the entire screen and will display content from your affiliate store.

The referenced content can be any web page (e.g. src=http://www.anywebpage.com ...)

Here is a link to a tutorial on iframes:

<http://www.yourhtmlsource.com/frames/inlineframes.html>

For a tutorial on various kinds of frames, go here: <http://www.yourhtmlsource.com/frames/>

A few guidelines about displaying our content on your website ...

Personality Insights allows you to display certain content on your website in this manner as long as you clearly display the following:

1. A banner or logo that clearly identifies you or your company
2. "Certified affiliate with Personality Insights, Inc" or "In affiliation with Personality Insights, Inc.

In other words, your website visitors should understand that they are on **your website** and not be confused to think that they are either at Personality Insights website or DiscoveryReport.com.

The content that you may frame on your website includes:

1. Discovery Report.com
2. Your online affiliate store

Content that you may not display on your website includes:

1. PersonalityInsights.com (anything other than the online store)
2. Individual graphics from either PersonalityInsights.com or DiscoveryReport.com or any other website owned and operated by Personality Insights, Inc.
3. Any other copyrighted material off of the web unless you have approval from the owner.

A few words about using graphics ...

Please understand that the graphics we used are either developed internally by our staff or are licensed stock photography that has been paid for by us and may only be displayed by us. If you want to use stock photos on your website, then you can do a Google search on "royalty-free stock photography" to see a wide selection of companies that offer images that you can pay for once to use on your website.

Be careful with buying photos online ... stock photos can be very expensive depending on how you buy them. You can also buy stock images on CD/DVD at your local computer store. In any case, you should be able to get images that you need need for \$50 - \$200 if you do it right. We happen to pay a license fee of hundreds of dollars per year due to the variety of images that we use, but there are less expensive options available to you.

COMMISSIONS AND PAYMENTS

Reminders about how commissions work:

- Remember that you will earn a 30% commission on items purchased in your store (based on actual purchase price before tax and shipping).
- A few items in your store are not commissionable such as clothing and training.
- You will be notified by email each time that someone makes a purchase in your online store.
- Commission payments are made monthly by Personality Insights.
- Payments are sent in the mail.
- Your customers will receive a 10% discount on all purchases in your store. The discount is applied automatically at checkout. Your clients will see regular prices until they checkout.

Commission Payment and Order Support:

For order and commission payment related questions, please contact Nancy Marbry at Personality Insights.

Nancy Marbry : 770-509-7113

Nancy.marbry@personalityinsights.com



TECHNICAL SUPPORT:

For technical questions or store setup questions, please contact:

Patrick Pettibon

972-540-6766 (desk)

214-675-9588 (mobile)

patrick.pettibon@personalityinsights.com



APPENDIX: AFFILIATE PROGRAM INFORMATION

The Program in a Nutshell:

1. **This is your store with your graphics/branding displayed!** (not Personality Insights logo).
2. **Your customers will enjoy a 10% discount** by shopping at your store (a discount with you vs. shopping at Personality Insights web site directly).
3. **You will be paid a 30% commission** on all orders that are placed in your store (excluding clothing items, framed art and training fees and manuals)
4. **Personality Insights handles all of the order details** ... processing, inventory and shipping. You just provide the customers.
5. **You get access to the Affiliate Toolkit** that allows you to offer a branded free personality quiz (Personality Lab), a free 4-part course on better relationships (a lead capture tool), and the option to print out mini-reports for your clients with your branding on the cover.

Program Details:

This program allows you to have your very own online store where you earn commissions on everything that is purchased. You will have an "**affiliate online store**" that offers all of the same products that are found at the Personality Insights online store. The difference is that your customers will enjoy a special 10% discount on all of the products (except clothing) for shopping at your online store, AND your store will be branded with YOUR banner graphics, title or logo. If you have a web site already, you will simply be adding one link onto your existing web site to take visitors to your online store. If you do not have a web site now, you can still email your store's unique link to your clients. In either case, your clients will be able to reach your online store and make purchases that you will be paid for.

Personality Insights will stock the products, process the orders, handle the online transactions and do all of the shipping directly to your customers on your behalf. You simply send customers to your **affiliate online store** (your shopping site), they make purchases and you receive commission checks. The commission rate for consultants is 30% of the subtotal of your customer's purchase. Non-consultants are not eligible to earn commissions in this program. There is an affiliate online store account setup fee of \$49.95, because each account must be manually configured by Personality Insights. The setup fee will cover the configuration of the account including setting up the display of your own banner image or logo that will be shown to your customers.

Please note:

- **The initial setup fee will enable you to use your online affiliate store through the rest of the calendar year** (just like your consultant renewal works).
- **The annual renewal fee is currently only \$34.00/year (which is only \$2.83 per month!).** Remember that this covers hosting costs, merchant account fees, store updates etc. We have tried to keep this as cost effective as possible.

Your online store will have YOUR graphics, business name or title to reflect that it is YOUR store. You will be able to log in to your affiliate account to see the orders that have been placed in your store and the commissions that you have earned thus far.

For more information, or to sign up, please visit:
www.personality-insights.com/affiliate