



WELCOME TO THE

LIFE AS A STRAWBERRY AFFILIATE PROGRAM!

CONGRATULATIONS!

YOU'RE IN!

You'll earn a **30% commission** on every sale that you refer for a Life As A Strawberry product.



We're on a mission to help people cook, eat, and live better - and get a little closer to their food in the process. As a food media company, we're also committed to working for a more sustainable, more inclusive, more equitable industry.

By joining our affiliate program, you're not just helping us sell products: you're helping us live our values and build a better food system, one recipe at a time.

We're thrilled you're here and are so grateful for your support!

We're not just going to hand you an affiliate link and cross our fingers that you make a few sales. Nope! By joining this program, you've become a part of Team Life As A Strawberry. And we're going to treat you like the VIP you are!

To make this affiliate experience as easy (and as profitable!) as possible for you, we've rounded up the most important things you need to know and packed them into this welcome guide. We'll cover some product information, share a few talking points, and give you some quick-win ideas to promote your link.

If you have any questions, comments, or feedback, just shoot us an email!

Ready? Let's get started!

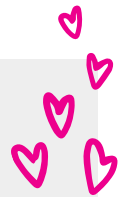
OUR PROMISE TO YOU



Your audience is a valuable asset. Your website, social media presence, and email list are the result of blood, sweat, tears, and *years* of work. The trust you have with your readers was hard-earned, and your stamp of approval carries weight. We promise to respect that relationship and give your readers the best possible customer experience.

WE'LL LOVE YOUR AUDIENCE AS MUCH AS YOU DO!

We pride ourselves on delivering excellent support and detailed, well-tested recipes that work! That means you can count on us to support, delight, and cheer for any readers you refer to our products.



As bloggers, we've seen our fair share of affiliate programs that turn out to be, well...*duds*. That's why our goal is to make this affiliate opportunity easy, positive, and profitable so you can feel good about sharing our products with your audience.

We're building a new, better affiliate experience that emphasizes community over competition and values our affiliates as much as our customers.

When you win, we all win. That's why we're creating an affiliate program that will support you with trainings, swipe copy, strategy, and more to help you grow your business and increase your earnings for *any* products you promote – not just ours.



ABOUT *EVERYDAY* *ARTISAN BREAD*

Some basic info to help you promote your affiliate link!

WHAT IS *EVERYDAY ARTISAN BREAD*?

Everyday Artisan Bread is an online course that walks students through baking incredible artisan bread from scratch - no fancy equipment or training required! The course includes exclusive recipes, video tutorials, technique breakdowns, and a supportive Facebook community.

WHO IS THE PROGRAM FOR?

Everyday Artisan Bread was created to help home cooks bake amazing, artisan bread at home with confidence. It's perfect for new or intermediate bakers who like knowing the *why* behind a recipe (so they can make tweaks if they want!), and who love feeling like a friend is right there with them in the kitchen, answering questions and cheering them on.

HOW MUCH DOES IT COST?

Everyday Artisan Bread is currently \$47 and includes instant access to 25+ exclusive bread recipes with no pesky ads (and we add new recipes all the time!)

WHERE IS THE PROGRAM HOSTED?

We host *Everyday Artisan Bread* entirely online with Teachable (an online course platform). Students can print individual recipes or chapters, and they can access the course on the go from their computer, phone, or tablet!



KEY SELLING POINTS

What makes *Everyday Artisan Bread* different and unique from other cookbooks and courses



FREE FOREVER UPDATES!

We release two major updates (new recipes, videos, and more!) each year! *Everyday Artisan Bread* students get access to ALL future updates - even after we raise the price of the program. Buying now locks in the best possible price!



DAY ONE: BAKE BREAD.

We don't make you read 50 pages of background before you see a recipe. Jump right in with our foolproof Beginner's Loaf and work your way up to sourdough! Our recipes each build on each other, and you'll learn one new skill with every loaf you bake.



VIDEO TRAINING FOR EVERY TECHNIQUE.

Sometimes you just need to see things with your own eyes. Every technique we teach comes with a step-by-step (in real time - not sped up!) training video.



PERSONAL SUPPORT.

We don't just sell you an eBook and leave you to fend for yourself. Our customers are invited to a private Facebook group where they can ask questions and get personalized 1-on-1 support from our staff!



MAKING COMPLICATED THINGS SIMPLE IS OUR SUPERPOWER.

Learning to bake bread can be overwhelming, but we break down all the jargon, the equipment, and the techniques into easy-to-understand steps so you never have to worry about getting lost or confused.



COMMISSION DETAILS

Everything you need to know about commissions and your unique affiliate link

COMMISSION
30%

You'll receive a 30% commission on any sale you refer with your unique affiliate link! Your link is tracked and managed with Teachable. Payouts are sent automatically via PayPal on the 1st of every month.

YOU EARN
\$14.10
PER SALE

At our current \$47 price, your 30% commission will earn you \$14.10 for every sale you refer. As we raise the price of *Everyday Artisan Bread*, your commission percentage will stay the same - which means your per-sale earnings will rise!



COOKIE LENGTH

When someone clicks your affiliate link, they'll be "cookied" for 90 days. If someone makes a purchase within 90 days of clicking your link, you'll earn a commission. We use a last-click model: If a customer clicks more than one affiliate link before purchasing, the last link clicked will earn the commission.



PAYOUTS

You will receive a payout for your commissions via PayPal on the 1st day of each month. These payments are managed through Teachable.



YOUR ROLE

How to make the biggest impact (and the most money!)
as an affiliate for Life As A Strawberry



As an affiliate for Life As A Strawberry, we expect you to actively promote our products to your audience with your unique affiliate link. Adding your link to blog posts, shouting it out on social media, and including it in your emails or newsletters can increase your overall sales *and* your earnings!

That said, we know your online presence, your audience, and your time are valuable - so we've put together a quick Affiliate Success Checklist that will help you hit the ground running whether you have a few hours or just five minutes to spare! These action items will help your affiliate link work harder for you so that you can make sales (and earn commissions!) with minimal effort.

The more action items you check off, the more money you have the potential to earn!

Important! You are required by law to clearly and conspicuously disclose that you're an affiliate for our products any time you promote them to your audience. Failure to properly disclose your affiliate partnership will result in your removal from our program. For more information, please see our *Affiliate Terms & Conditions Agreement*.



AFFILIATE SUCCESS CHECKLIST

START HERE	<input checked="" type="checkbox"/> Read this affiliate welcome guide	<input checked="" type="checkbox"/> Watch our affiliate welcome video	<input checked="" type="checkbox"/> Add your PayPal email address to Teachable	<input checked="" type="checkbox"/> Generate your first affiliate link
5-10 MINS	<input checked="" type="checkbox"/> Add your affiliate link to your Instagram LinkTree/linkin.bio	<input checked="" type="checkbox"/> Pin graphics to Pinterest or schedule through Tailwind with your link	<input checked="" type="checkbox"/> Share your experience on a series of Instagram stories	<input checked="" type="checkbox"/> Add your affiliate link to the P.S. section of your next newsletter
30-90 MIN	<input checked="" type="checkbox"/> Add your affiliate link to a tools or resources page on your website	<input checked="" type="checkbox"/> Write a caption about your experience and post on your IG feed	<input checked="" type="checkbox"/> Add your affiliate link to 3 high-performing blog posts	<input checked="" type="checkbox"/> Share your affiliate link on Facebook and Twitter
1-3 HOURS	<input checked="" type="checkbox"/> Create a mini sales page or landing page for our product on your site	<input checked="" type="checkbox"/> Write a sales email to your list. Start with our swipe copy!	<input checked="" type="checkbox"/> Create a free bonus to share with your audience when they buy	<input checked="" type="checkbox"/> Add your affiliate link to all related blog posts on your website
ADVANCED	<input checked="" type="checkbox"/> Add a sales email to your email onboarding sequence	<input checked="" type="checkbox"/> Tag interested subscribers; send them a follow-up sequence	<input checked="" type="checkbox"/> Write a review post for the program and post it on your site	<input checked="" type="checkbox"/> Add your affiliate link to an existing lead magnet/PDF download



START HERE

The absolute basics to get started (and get paid!) with
the affiliate program



WATCH OUR WELCOME VIDEO.

The welcome video in our affiliate hub will walk you through logging into your affiliate dashboard, generating a unique link, and adding your PayPal address so you can get paid!



ADD YOUR PAYPAL EMAIL TO TEACHABLE.

Log into your affiliate dashboard on Teachable, click "Admin" in the top right corner, and then click "Payout Details" on the left-hand menu. Add your PayPal email address where instructed and click "Save."



GENERATE YOUR FIRST AFFILIATE LINK.

Log into your affiliate dashboard on Teachable, click "Admin" in the top right corner, and then click "Affiliate Dashboard" on the left-hand menu. Scroll down to the "Affiliate Links" section. Paste <https://www.lifeasastrawberry.com/bread-book/> into the URL field and click "Generate." You now have a unique affiliate link that leads right to our *Everyday Artisan Bread* sales page!



QUICK WINS

A few quick and easy ideas to start putting your affiliate link to work for you!



✓ **PIN GRAPHICS TO PINTEREST (OR ADD TO TAILWIND TO SCHEDULE).**

If you use Tailwind, upload our provided Pin graphics to your queue, paste in our provided swipe copy (tweak it if you like!) and add your unique affiliate link to each image. Then schedule away as part of your normal Pinterest strategy!

⚠ *Find optimized Pin graphics and Pinterest swipe copy inside the affiliate hub!*

✓ **ADD YOUR AFFILIATE LINK TO YOUR INSTAGRAM LINKTREE.**

If you use Linktree or another landing page tool for your Instagram bio, you can add your affiliate link and title it something like "My Favorite Bread Baking Resource"!

✓ **SHARE A FEW INSTAGRAM STORIES ABOUT YOUR EXPERIENCE.**

Have you had a good experience with *Everyday Artisan Bread*? (We hope so!) Show up on Instagram Stories and give your audience a sneak peek of the eBook or online course area, show them what the training videos look like, or take them along as you bake your favorite loaf from the program. You don't even need to show your face!

⚠ *Find ready-to-go Instagram Story slides inside the affiliate hub!*

✓ **ADD YOUR AFFILIATE LINK TO THREE EXISTING BLOG POSTS.**

You can always add your affiliate link to more posts later, but we recommend starting with your three best-performing posts! Add your affiliate link within the post itself and/or to the "Notes" section of your recipe card.



DIVING DEEPER

Create unique content that adds a personal touch and drives traffic through your affiliate link!



✓ **WRITE AN EMAIL TO YOUR LIST ABOUT EVERYDAY ARTISAN BREAD.**

Write an email to your list about your experience! Once it's sent, you can also add this email to your email onboarding sequence so it goes out automatically to future subscribers as well.

⚠ *Find done-for-you email swipe copy inside the affiliate hub!*

✓ **TOOLS & RESOURCES PAGES.**

Do you have a tools or resources page on your website? Add *Everyday Artisan Bread!*

⚠ *Find done-for-you mockups and promotional images inside the affiliate hub!*

✓ **ADD YOUR AFFILIATE LINK TO ALL RELATED BLOG POSTS.**

Do you already have blog posts about bread or baking? Add your affiliate link within the post itself and/or to the "Notes" section of your recipe card as a suggested resource! You can also add your affiliate link to comment responses when you answer questions on those posts.



ADVANCED STRATEGIES

Ready to level up your affiliate marketing? Here are a few of our favorite ways to make your affiliate links work harder for you!



ADD A BONUS INCENTIVE FOR YOUR AUDIENCE.

Do you have an eBook, low-priced product, or special bonus you could offer your audience? Consider giving it away as a bonus to anyone who purchases *Everyday Artisan Bread* through your affiliate link! This can be low effort: For example, you could create a recipe eBook with Canva that includes five or ten of your favorite previously-published recipes (a collection of soups, stews, pastas - anything that goes great with fresh homemade bread!)



CREATE A CUSTOM LANDING PAGE.

Create a custom landing page on your site to direct your audience to before they buy! You can use this page to share your own experience with our products, share a video testimonial, display photos of the bread you've baked with our program, and more!



Find affiliate landing page examples in our affiliate hub.



WRITE A REVIEW POST.

There's nothing like the power of a rave review from a trusted friend! Take some original photos of the bread you've baked with our program and write a blog post about your experience.

Q&A

Still have questions about how to get started? Don't worry - we have you covered!

? **WHEN WILL I GET PAID?**

Teachable manages our affiliate link tracking and all payouts. They pay our affiliates via PayPal on the 1st day of each month, 30 days after the commission is processed. This gives our customers a 30-day grace period to request a refund if desired.

? **HOW WILL I BE PAID?**

You will be paid via PayPal. Please make sure your correct email address is on file!

? **IS THERE A MINIMUM PAYMENT THRESHOLD?**

No! Affiliates are paid on the 1st of the month regardless of how many referrals they have made in the previous tracking period.

? **CAN I SHARE A DISCOUNT CODE OR COUPON WITH MY READERS?**

We do not discount *Everyday Artisan Bread*, so unfortunately aren't able to provide coupon codes.

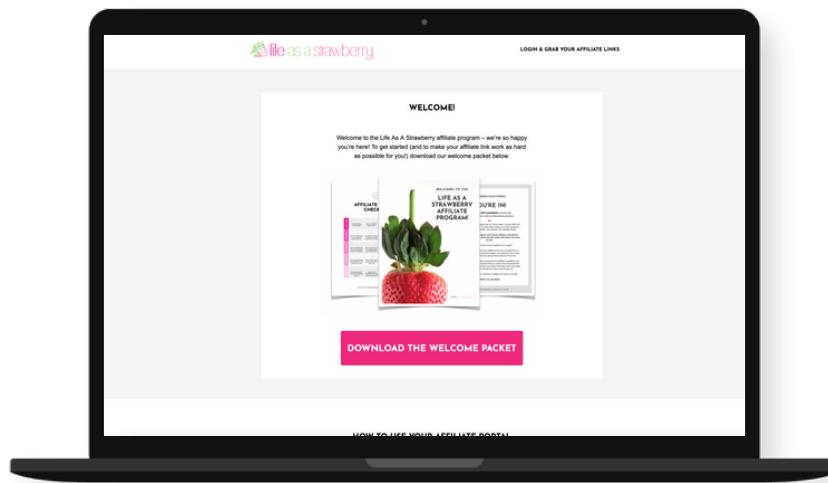
? **WHERE CAN I FIND MY AFFILIATE LINK?**

Your unique affiliate link is accessible through your *Everyday Artisan Bread* dashboard! To access it, just log in at everydaybreadbook.com and click "Admin" in the upper right hand corner. That will take you to your affiliate dashboard!

Have a question you don't see here? Shoot us an email at hello@lifeasastrawberry.com and our team will be in touch!

DONE-FOR-YOU RESOURCES

AFFILIATE HUB



Everything you need is available in our affiliate hub at lifeasastrawberry.com/affiliates

Find done-for-you graphics, swipe copy, training materials, and more in the affiliate hub!

VISIT THE HUB



thank you!

We are so, so grateful for you and are thrilled to have you in the Life As A Strawberry affiliate program! If there's anything we can do to support you, any graphics you need, or any advice we can give, please don't hesitate to reach out.