



BIZ-LOGO.com

AFFILIATE PROGRAM *Handbook*

Ready to make money?

Hi. My name is Andre le Roux. I'm the guy behind Biz-Logo.com. Welcome to the Biz-Logo.com affiliate program. My team and I have invested a **crazy** amount of time in our affiliate program and we continue to refine it. It is already the best in the entire graphic design industry (by far) and quite possibly the best in any industry.

We want **you** to make money with this.

That's the focus and the bottom line and that's why this affiliate program is different.

If there's any way we can further improve the Biz-Logo affiliate program or customize it to better suit your specific needs, I would like to hear from you. Contact info follows right at the end of this book.

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This book is intended as a free resource to assist Biz-Logo.com™ affiliates in getting the most out of the Biz-Logo.com™ Affiliate Program and is not intended or recommended for any other purpose. It may be freely distributed on the condition that it is not altered in any way.

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How Biz-Logo tracks referrals and sales

The Biz-Logo Affiliate Program does not use tracking codes. In other affiliate programs you may see affiliate codes at the end of the affiliate URL:

Normal URL:

<http://www.domain.com/index.htm>

Affiliate URL:

<http://www.domain.com/index.htm?af=100>

} OTHER AFFILIATE PROGRAMS

Typically “af” would be the variable and “100” would be your affiliate number.

The Biz-Logo Affiliate Program does *not* work like that.

Biz-Logo Normal URL:

<http://www.biz-logo.com>

Biz-Logo Affiliate URL:

<http://www.biz-logo.com>

} THE BIZ-LOGO AFFILIATE PROGRAM

So how do we track sales?

We use a custom-built referral logger, backed-up by “permanent” cookies.

⇒ Primary tracking: Referral Logging

Let’s say your site is *YourDomain.com*. Whenever someone follows a link from *YourDomain.com* to Biz-Logo.com, the Biz-Logo affiliate system makes a note of the referring site. Now all we need to know is who *YourDomain.com* belongs to.

In this case *YourDomain.com* is a “Referring Domain”. When you create an account you can specify your Referring Domains. You can also add more later. So from now until forever, anyone who comes from *YourDomain.com* and buys from Biz-Logo.com will be tagged as yours and you’ll get those commissions.

It’s easy, automated and super reliable.

⇒ Secondary tracking: “Permanent” Cookies

Every time someone arrives on Biz-Logo.com via any affiliate’s Referring Domain, we set a cookie on their machine to identify the affiliate. That cookie stays there until the user removes it. We don’t put any time limit on the duration of Biz-Logo cookies.

Who gets the commission?

If someone arrives at Biz-Logo via one of your Referring Domains, we set a cookie to “brand” that visitor as yours.

But let’s say she does not make a purchase right away. Instead, she goes to lunch. She runs into an old friend and forgets all about logo shopping for two months. (It’s a really good friend!)

Fear not. She’s still yours.

After two months she’s back... but she can’t remember your site or Biz-Logo. She heads over to a search engine and eventually ends up back at Biz-Logo... but not via one of your Referring Domains. This time she does make a purchase.

You still get your commission.

But, what if she ends up on the site of another Biz-Logo affiliate?!

You still get the commission even if she rediscovers Biz-Logo through another affiliate’s Referring Domain. You referred her first. She’s yours.

And if she comes back **10 years later** to buy another logo, she’s still yours, provided that she hasn’t removed the Biz-Logo cookie from her computer.

From anywhere to anywhere?

Yup, you can link from **any** page on **any** of your Referring Domains to **any** page on the Biz-Logo web site. The tracking will not be affected.

In fact, we don’t recommend sending people only to our homepage.

Send them to any page on Biz-Logo where you think you have the best chance of making a sale.

Commission Structure

We pay **10%** commission on every sale.

This is 10% of the full sale amount. We do not deduct anything before we calculate the 10%. We know that many affiliate programs pay a percentage of the profit rather than a percentage of the sale. We don't think that's fair to you.

The prices you see on Biz-Logo.com is what the customer pays.

Ten percent of that is yours.

If the 10% changes in future, it will probably become more, not less. We may decide to build a reward program of sorts where the best performing affiliates receive more than their 10% share. Keep an eye on that Affiliate Rank system already built into the Biz-Logo Affiliate Program.

At the moment though it's 10% across the board.

Although it is unlikely that we will negotiate commissions on an individual basis, you are welcome to contact us if you feel that you can offer more value to Biz-Logo than the average affiliate and therefore deserve a bigger commission.

Creating your account

If you already created your account, skip this page!

If you don't have an account yet, start here:

<http://www.biz-logo.com/affiliates/register.php>

On this page you will be asked to give us your personal and contact info, set your Payment Release Level and specify your Referrer Domains. Let's look at them individually:

Personal & Contact Info

Please make sure that you fill this out completely and accurately. We are very anti-spam and promise not to use your personal or contact information for any other purpose than (1) contacting you regarding the Biz-Logo Affiliate Program and (2) sending you payments. That's it. We do not sell or share personal or contact information. Period.

Payment Release Level

This is the amount (in US Dollars) that your account balance must reach before we make a payment to you. The lower this level, the more frequent the payments will be, but the smaller the amounts will be. It's completely up to you. The minimum Payment Release Level is \$100.

Referrer Domains

These are the domains from where you will be linking to Biz-Logo.

This is very important: **Only traffic from these domains will be tracked and credited to you.** If you link to Biz-Logo from a domain not on this list and someone makes a purchase through that link, you will not be credited with the referral! Please make sure to list all your domains from where you will (or might) link to Biz-Logo. Also remember to add any new domains here when you create new web sites to link to Biz-Logo.

When you click the "Create My Account" button at the bottom of the registration form, we will send you a confirmation email to the email address you specified in your contact info. This **confirmation email** will contain a link that you must click in order to activate your account.

Only one step remaining: Someone from Biz-Logo will have a look at the Referring Domains you listed and will manually approve them. This is a formality in most cases and it happens a couple of times each business day so the approval is normally over before you can say "I'm a Biz-Logo affiliate".

Account settings

Before you start sending traffic to Biz-Logo.com, it's a good idea to make sure that your account is properly set up and functioning correctly.

To test your account, insert a link to <http://www.biz-logo.com> in one of your sites. For now, place it somewhere only you can find it, upload it and test that link. Once you are happy that the link works, log into your Biz-Logo affiliate account, click on the Stats tab and check to make sure that your click was tracked by the Biz-Logo system.

If all seems OK up to this point, you're good to go.

Troubleshooting

If you ran into trouble, if you received an error or if your click did not show up in your stats, please check the following:

1. Is it a Referrer Domain?

The domain that you are linking from... is it one of the domains you specified as a Referrer Domain in your account? If not then that's your problem. Log into your affiliate account, click the Account tab and add that domain to your list of Referrer Domains. Even if you are only using it for testing purposes, it has to be among your Referrer Domains in order for the click to be tracked.

2. Watch out for tiny mistakes...

When you added the link, did you save that page, did you upload it to the correct folder in the correct site and did you refresh (Ctrl F5) the page in your browser?

3. Typos

Is there a typo in the link? Make sure it points to:

<http://www.biz-logo.com>

You can of course link to sub-pages as well, like:

<http://www.biz-logo.com/pre-designed.shtml>

...but that first part up to ".com" has to be exactly like above.

4. Account activation

When you created your affiliate account, did you receive the confirmation email from Biz-Logo and did you click on the link in that email in order to activate your account?

5. Account approval

Did you allow at least 1 business day for the manual account approval?

If you checked all of the above and still can't get your account up and running, please email us at affiliates@biz-logo.com. Please make sure that the subject of your email includes the word "affiliate" somewhere. If it does not, our spam filter won't let it through.

Linking to Biz-Logo

To insert an affiliate link to Biz-Logo, simply link to <http://www.biz-logo.com> from any of your Referring Domains. That's it. If the site you are linking from is listed in your affiliate account as a Referring Domain, clicks from that domain will be tracked and credited to you.

Note that the site (or more specifically the domain) that you are linking from **must** be listed as a Referring Domain.

If it is not, you won't get paid for sales from that domain!

You can specify your Referring Domains (all the sites that you intend to link to Biz-Logo) when you create your account. You can also add / edit / delete domains later on by logging into your account.

There are no other limitations. You can link from ANY page on those Referring Domains to ANY page on the Biz-Logo domain.

For example:

THIS IS A VALID LINK:

from:

<http://www.yourdomain.com/>

to:

<http://www.biz-logo.com/>

THIS IS ALSO A VALID LINK:

from:

<http://www.yourdomain.com/logo-stuff.php>

to:

<http://www.biz-logo.com/pre-designed.shtml>

You can literally link to any page on the Biz-Logo web site.

For tips on the best pages to link to, check out the [link ideas section](#).

What you should know about online marketing

You will hear a lot about online advertising and all kinds of ways to get traffic to your web sites. The sad reality is that most of this is nonsense - and the rest is hype.

We have been marketing on the web for **over 10 years**.

Here's what works:

1. Search Engine Optimization (SEO)

This is the science of getting the major search engines to rank your site in the top 10 (or so) results when someone searches for a keyword related to your topic. So when someone types "small business logos" (for example) into a Google search box, you want your site to be right up there in the top 10. **If it is not, it is invisible**. That's harsh, I know, but that is how the Internet works.

This topic is far too complex to get into here. Instead, check out the following resources to help you get started:

<http://www.bruceclay.com>

<http://www.searchengineguide.com>

<http://www.searchenginedictionary.com>

2. Contextual Advertising

This is about paying for ads only when those ads are shown to people who are likely to be interested in what you are selling. Makes sense doesn't it. You don't want to be paying for ads that have no chance of producing sales.

The two big players in contextual advertising are:

Google AdWords

<http://adwords.google.com/>

Yahoo Search Marketing

<http://searchmarketing.yahoo.com/>

There are many others, but these are the two worth your time.

For a bigger list of "pay per click" search engines and to learn more about getting the most out of contextual advertising, check out this very comprehensive web site:

<http://www.payperclicksearchengines.com/>

What you should know about online selling

While marketing is about getting people into your shop, selling is about getting them to buy once they are there.

In this case most of the selling is Biz-Logo's responsibility, but you still have to get them to click on that Biz-Logo link. It's not that difficult, but there are some crucial do's and don'ts here...

Do's

- ☞ Focus. Build a site or page about logo design specifically. On such a page the link to Biz-Logo would make sense to your visitors and your click-through rate will be at least double the click-through rate of an untargeted page.
- ☞ Make the link relevant. There are some great benefits to getting a logo from Biz-Logo. Tell them about those benefits (like the low prices of pre-designed logos) and then link straight to the relevant section on Biz-Logo.com.
- ☞ Make the link easy to spot. If you remove the underline or make your link color something other than blue it might look cool, but you are making it more difficult for people to find links on your page.

Don'ts

- ☞ Don't clutter your site. If you are also an affiliate for a auto spares site and a scuba gear site, don't mix it all together. Did you know that in a recent survey they found that the **number 1** reason why people leave web sites is that they find the site confusing? Don't confuse them. Build a page for the auto spares, a **separate page** for the scuba gear and a **separate page** for the logos.
- ☞ Don't mislead. If you promise them more than Biz-Logo offers, you will get more clicks but fewer sales. This is obvious, I know, but so many people still get this one wrong.
- ☞ If you use a banner to link to us (or anyone else), it should be the only banner on that page. One banner is fine. Two banners = you're desperate. Three banners = you'll sell anything for a buck.

Who's the customer?

The top rule of selling anything online (or offline) is to **know who you are selling to**. In the case of logos, you and I are targeting **business owners** or **marketing executives**. These folks are pretty high up in the business food chain. Here are a couple of traits of our logo customers:

- ☞ They generally know what they want. The ones who don't still think they do.
- ☞ Most of them don't mind paying more for higher quality.
- ☞ They are almost always in a hurry. Give them what they want and step aside.
- ☞ Because most business people know very little about graphic design, they value service. They want to know that their designer will offer advice and guidance during and after the design process. Biz-Logo has a great track record in this area. If your customer needs convincing, send him to Biz-Logo's testimonials: <http://www.biz-logo.com/testimonials.shtml>

Off-line selling

You can sell logos off-line, but remember that the Biz-Logo affiliate program only tracks online sales. If you tell a buddy to type www.biz-logo.com into the address bar of his browser and he then places an order, you won't get paid!

So how do you sell logos off-line?

The trick is to get him to go through a link on **your** site first, then on to Biz-Logo. Right?

Right.

That's all you need to do.

So instead of telling your buddy to type www.biz-logo.com, tell him to go to **your** site, to click on the "partners" link (or whatever you want to call it) and then on the logo design link. If that logo design link points to <http://www.biz-logo.com>, you are in business!

The biggest benefits of this approach are:

1. If you do this in person, you are right there next to the client, guiding him through it, answering questions and getting the sale.
2. You are making a recommendation. Nothing adds credibility to an online business like an offline, personal recommendation.

Can you see it yet?

If you have a client base or readership consisting of small business owners, you have very little to do. Just add a link to Biz-Logo.com on your site and tell your audience about it.

Even if you do not yet have such a client base or readership, I'm here to tell you that, if you can find them and send them over, Biz-Logo will turn those clicks into money. Consistently.

But

(and this is very important)

Almost all affiliates (in this affiliate program and others) make the same mistake. This one thing is probably the single biggest difference between those affiliates who generate ongoing income and those who don't.

So what's the one thing?

Read on...

The biggest mistake affiliates make

There are many sites on the Net that are perfect examples: A long list of **links** and little else... or worse, a long list of **banners** and little else!

If you have a site selling bicycles and you just drop a “logo design” link in there, nobody wins.

1. Your visitor is distracted,
2. you sell fewer bicycles and
3. Biz-Logo won't be able to turn that visitor into a client. She will be on our site for 2 seconds, see that it's not about bicycles and leave.

Our bicycle girl is not “targeted”.

You and I are interested in targeted visitors. Targeted visitors who have their credit cards in their hands and are ready to order. Right?

Where are these targeted visitors?

You need to have (or build) a site that targets small business owners. There is no getting around this one. We want small business owners because they are the ones who buy logos. Our bicycle girl is shopping for cycling pants. She will not buy a logo, even if we sell them at a penny a piece.

Agreed?

Ok. Now: You have a site or a page that attracts small business owners in droves. Great. So you drop a “logo design” link in there and: Very little happens. One sale every other year. Your small business owner is not shopping for a logo. He's on your site because you have great info on business accounting software. For him to click on that “logo design” link and buy a logo, you will either have to bore him to death with your accounting software sales pitch or we have to get lucky and find someone who is desperate for a logo. Neither is good enough. Neither will make you much money.

So here's what you do:

Convince him that his consulting business, grocery store or computer repair shop will make more money if it **looks** like a serious business - and you won't be lying either. Convince him that he needs a logo from Biz-Logo.

You don't have to sell him a logo. Biz-Logo will do that. You just **convince him that he should be shopping for a logo...** and that he should not put this off until he forgets all about it... and then give him that “logo design” link **only when it makes sense for that link to be there.**

Now we are selling! You will be blown away when you see the difference this makes.

What's Affiliate Rank?

Affiliate Rank is something we built into our affiliate program to keep track of the performance of our affiliates. At the time of writing, it is not actively used.

Plans for future use include a reward system where the top earning affiliate(s) could be paid either a pre-determined reward amount or be paid a higher commission.

Although there are no plans to use it to “weed out” poor performing affiliates, Biz-Logo reserves the right to use it to keep the system from getting bogged down with affiliates who do not generate sales over a long period of time.

Payment amount and frequency

We issue affiliate payments monthly, provided that your account balance exceeds your Payment Release Level. If it does not, your balance is carried forward to the next month.

Let's do an example:

Let's say it's the end of March.

Let's say your account balance is \$130.

Let's say you set your Payment Release Level to \$500.

That means you don't get paid at the end of March because your balance is smaller than your release level. The \$130 in your account is carried forward to the next month.

At the end of April we would check again. Your account balance grew to \$340. That's still not \$500 so no payment is issued and the \$340 is carried over to May. By the end of May your account balance is at a healthy \$620. That's more than \$500, so you receive payment of the full \$620.

Payment schedules:

Payments of commissions are scheduled to take place within 30 days of the end of every month wherein your account balance exceeds your Payment Release Level. So in the above example, the \$620 would be paid before the end of June.

Rules, exceptions and fine print:

Due to various factors (including bank schedules, changes in banking rules, changes in foreign bank systems & policies etc.) the Biz-Logo payment schedules cannot be guaranteed. You will always get paid, but take note that it is possible that factors beyond our control can delay your payment.

Although changes to your account (including your Payment Release Level) are reflected on the Biz-Logo system immediately, they do not necessarily take immediate effect. If Biz-Logo is processing a batch payment at the time, changes to your account may have to stand over until the next pay cycle. Please make important changes (such as changes to your address or Payment Release Level) well in advance.

Biz-Logo may, at its discretion, deduct or temporarily withhold from your account balance such amounts as are necessary to cover future refunds or expenses related to refunds. Any deductions or withheld commissions will be clearly indicated in your account and will be paid out at a later date.

Biz-Logo reserves the right to make changes to any part of its affiliate system without prior notice.

Payment options

Payments are issued via PayPal.

There are no Biz-Logo admin or service fees for PayPal payments.

If you prefer to be paid by some other means, such as by check or wire transfer, please let us know (affiliates@biz-logo.com). We will accommodate your preference if at all feasible. Note though that non-PayPal payments might incur an admin and/or processing fee.

Payment disputes

If you disagree with Biz-Logo regarding stats or payments, we will be happy to take a look at the problem. Where needed we will make adjustments to your account and/or the Biz-Logo system to remedy the problem.

Please contact us here:

affiliates@biz-logo.com

Please ensure that the subject of your email reads:

Biz-Logo Affiliate Dispute

Biz-Logo affiliate support

Although we don't mind answering questions one a one-to-one basis, we ask that you first try to find an answer to your question in our online documentation and in this book. If your question is not answered here, please get in touch with us using this address:

affiliates@biz-logo.com

Before you send us an email:

We have a spam filter that will automatically block your email unless it has the word "affiliate" somewhere in the subject line. It doesn't have to be the only word, but it has to be there. Any email that does not have it goes straight to the deleted items, never to be seen again!

Please do not phone Biz-Logo for affiliate support. We'd like to keep our phone lines open so that our (and your) customers can get through to us easily if they have questions about logos. We check the email address above on a daily basis and always try to respond within 24 hours (on weekdays). Thanks :-)

Biz-Logo link ideas

Pre-designed logos

Our pre-designed logos are extremely popular. The “index” page of the pre-designed logos section is here:

<http://www.biz-logo.com/pre-designed.shtml>

Our pre-designed logos are arranged into categories, so if you are targeting a specific group of people - like real estate agents - you will get better results if you link directly to the real estate logos category.

Pre-designed logos are great sellers because they are original, **once-off** logos, designed by pro's, at a price everyone can afford. The clients see what they get before they pay and they get to work with a professional designer to refine the logo once paid for. Afterwards the client receives the logo in all the formats they will need for printing, web use etc. and the exclusive copyright to the logo is transferred to the client.

All that for around \$100. **It sells itself!**

Custom logos

Custom logos are a little more expensive than pre-designed logos, but the client can tell the designer exactly what they want! Because they are more expensive your 10% cut will be worth more, but they are not as easy to sell as pre-designed logos. This one is recommended for consultants etc. who work with small to medium businesses. If a client needs a logo, you refer them to your site from where they click through to Biz-Logo. (you don't want them to go to Biz-Logo directly. If they do, you don't get the credit.)

There are a couple of pages you could link to:

<http://www.biz-logo.com/> (Biz-Logo home page)

<http://www.biz-logo.com/custom.shtml> (descriptions of each of the custom logo packages)

<http://www.biz-logo.com/side-by-side.shtml> (side-by-side comparison of the packages)

Logo Repair

If you are dealing with many small business, this one's a **goldmine!**

A great many businesses are on shoestring budgets when they start out, so the boss' secretary's daughter who is kinda artistic gets the job of coming up with an idea for the logo. Even if the logo turns out OK, her lack of technical skills creates serious problems when the logo is resized or printed. After a year or two, most small businesses will look for either a new logo or someone to take their existing concept design and turn it into a “real” logo... something without those flaky edges and something that looks good in print.

Here's the link to the Biz-Logo Repair Service:

<http://www.biz-logo.com/hospital.shtml>

Continued on the next page...

Continued...

Biz-Logo link ideas

Need help?

Let's say you have access to a great many business owners who are in need of business card designs or web design or any other kind of design service, please feel free to get in touch.

We will help you find the most appropriate Biz-Logo page to link to.

If the perfect page doesn't exist, we might even create it for you.

Think about this...

If you want to give, let's say the option to either buy a new logo or get an old one repaired... and you want a side-by-side comparison of these two options... there's no page like that on Biz-Logo.com. But if you tell us your idea and we see the potential, our web team will build that page, add it to the site and let you know when it's done.

Or perhaps you want to sell a logo and web site layout as a package.

Or a logo and a business card design.

Or whatever you think will work best for your logo shoppers.

We're game!

Get in touch!

Welcome onboard!

What makes this affiliate program different is our approach. Our aim is to become the number 1 logo design service on the Net by treating our clients like we would like to be treated.

It's a simple strategy, but it's **dynamite**.

When it comes to our affiliates I have the same philosophy. After all, your success is our success. I am committed to turning as many of your referrals into sales as possible and I am committed to making this affiliate program the best there is.

I challenge you to match my commitment. There are countless business owners out there who would buy from Biz-Logo if only they knew about Biz-Logo. Your job is to bring these fine folks to Biz-Logo! You do that and I'll convert them into logo shoppers.

Welcome onboard. It's good to have you on the Biz-Logo team.

A handwritten signature in black ink that reads "André". The signature is fluid and cursive, with a prominent loop at the end of the 'é'.

André le Roux
Founder and CEO, Biz-Logo.com

PS: Remember, if you need to get in touch, use the affiliates@biz-logo.com address and include the word "affiliate" somewhere in the subject of your email.