



**Parent's Toolshop® Consulting, Ltd.**

*Building Confidence through Competence*

# **Parents Toolshop® Affiliate Program User Guide**

**Updated March 23, 2009**

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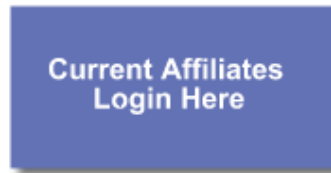
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## Section 01. Accessing Your Account

Once you are approved as an affiliate, the first email you receive contains 3 very important pieces of information: your username, your password and your affiliate link. Print this email. Save the email as a document on your computer, and file the email in your “saved” email folder.

Now you’re ready to access your account!

1. Go to <http://www.parentstoolshop.com/affiliates>
2. Click “Current Affiliates Login Here”



3. Enter your username and password *exactly* as they appear in your welcome email, because it *is* case sensitive. Then click “Login Now.”

**Affiliate Login**

**User Name:**

**Password:**

Don't Save Your Password

**Login Now**

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Lost your password? We'll email your password to you.

**Email Address:**

**Send Password**

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**\*This website uses cookies and Javascript, and won't function correctly unless you have them enabled in your browser.**

## Section 02. Using Your Affiliate Link

Your affiliate should look something like this: <http://www.1shoppingcart.com/app/?af=012345> (the numbers at the end should match your affiliate ID)

When you give your affiliate to someone and they use it, the link initially takes that person to the Parents Toolshop® home page (<http://www.parentstoolshop.com>). Our online store stores a “cookie” on their computer so any purchases made from that computer will get credited to your affiliate account.

For our shopping cart to calculate your commissions correctly, your referral *must* use your affiliate link (or a specialized link described in Section 03) to enter the Parents Toolshop website. If your referral doesn't erase their cookies or temporary files then you may only have to give them your affiliate link once in a while. If they perform regular cleanup on their computer by erasing their cookies, and you may want to ask him/her to store the link in a more permanent fashion or include your affiliate link in your communications regularly or at least periodically..

### *Cloaking Your Affiliate Link*

Some people feel uncomfortable giving others a link that isn't descriptive or says “shoppingcart” in it. They want the link to be more “friendly.” Others want to disguise their affiliate link so they can get commissions without someone knowing their sale is being tracked. We believe the latter motivation is unethical. We encourage our affiliates to tell people they are giving them an affiliate link and that they would appreciate it if their friend/referral uses it.

If you would like to change your affiliate link so it is more user-friendly, you can do this through a technique called “cloaking.” Cloaking basically means that you create an alternate web link that is more recognizable or readable, but when entered, will take your referral to the same destination as the original affiliate link and apply their purchases to your account.

There are several ways to do this. One way is to create a hyperlink in your message. To do this, you select a word or phrase, such as “use my affiliate link” and then add a hyperlink to that selection so the affiliate link is invisible but functional, like this: [use my affiliate link](#). If you hover your mouse over that text, you might see a little indicator appear that shows you the hyperlink attached to that phrase. Directions for inserting hyperlinks vary with the software you are using to create your message. You can often find the option by either right-clicking your mouse or looking at the drop-down menus in the Insert, Tools, or Format tabs at the top of many applications' screens.

Another way that is web-based and free is the web site [www.snipurl.com](http://www.snipurl.com). Once you create your free account, you can create a web link that is more personal. The web link will always begin with [www.snipurl.com](http://www.snipurl.com), but you can add your name to the URL to make it more inviting, such as [www.snipurl.com/CaptainKirksCrazyAffiliateLink](http://www.snipurl.com/CaptainKirksCrazyAffiliateLink). The only requirement is that the snipURL has not already been created by someone else.

There are other options for affiliate Link cloaking; some are web-based such as this one, others are software-based and may require purchase. We encourage you to search the web for the solution that best fits your needs.

### Section 3. Specialized Links

#### What Are Program-Specific Links, And How Are They Different From My Affiliate Link?

Before we answer that question, let's talk about how specialized links and your main affiliate link are similar. Both types of links:

- Send your referrals to the Parents Toolshop Web Site
- Establish a cookie so your referral's purchases are tracked by the shopping cart
- Credit these purchases to your affiliate account so you can earn commissions

Now here's the difference: your main affiliate link will always send your referrals to the [home page](#) of the Parents Toolshop Web Site; but every specialized link sends your referral to a page *inside* the Parents Toolshop Web Site. Usually these "internal" pages are devoted to a particular product, group of products, service, or other resource that Parents Toolshop offers.

Here are some examples... click on the links to see where they take you!

- One specialized link sends your referrals to the main page for [The Parents Toolshop Book](#)
- Another takes them to our teleseminar archive page where they can [Order Parents Toolshop Teleseminar Packages](#)
- Still another takes them to the main schedules page so they can [Register for Classes and Workshops](#).

#### Knowing Your Affiliate Link From Your Program-Specific Links

From time to time, we may create a new program-specific link with special commission rates as an opportunity for our affiliates to earn extra money! In these cases, it will be important to always know what type of link you are sending your referrals.

Every product-specific link is unique.

Here are some simple ways to help tell the difference between your affiliate link and the program-specific links.

If you send an email out to some potential customers, and the sequence "?af=" is in the link:

"http://www.1shoppingcart.com/app/?af=123..."

then you are sending your **Main Affiliate Link**.

But if you send a link that contains the sequence "?Clk=":

"http://www.1shoppingcart.com/app/?Clk=456..."

then you are sending a **Program-Specific Link**. Notice that the "af" letters have been replaced by "Clk," and the numbers at the end of the link no longer match your affiliate ID. Whenever you send someone a link that follows this pattern, you are sending them a **Program-Specific Link**.

## Section 4. Changing Your Browser's Pop-Up Settings

Your affiliate account is web-based; in other words, you access your account on the Internet rather than on your computer. The service we use is called 1ShoppingCart.com but it's actual website URL is [www.mcssl.com](http://www.mcssl.com). Certain pages are opened using "pop-up" windows, but most browsers block pop-ups by default. To access all the pages of your account, you have to either disable or adjust these settings.

The process for changing these settings is slightly different for each browser. We'll try to describe the process here on a number of different browsers available for Windows and Mac computers. You can also these steps to determine whether your browser is already accepting pop-ups from your affiliate account.

### *Mozilla Firefox*

1. (For Windows) With Firefox open, select "Options" from the Tools menu.  
(For Mac) With Firefox open, select "Preferences" from the Firefox Menu to the right of the Apple logo.
2. In the Preferences windows, click the Content tab. Locate the check box labeled "Block Popup Windows" and click the Exceptions button to the right.
3. If you see [www.mcssl.com](http://www.mcssl.com) on the list of allowed sites, you can stop here. If not, enter [www.mcssl.com](http://www.mcssl.com) into the text field labeled "Address of web site", then click the button marked "Allow." Close the windows, and you're done!

### *Internet Explorer*

1. With Internet Explorer open, select "Internet Options" from the Tool menu.
2. Click the Security tab then click the green checkmark labeled "Trusted Sites."
3. Add [www.mcssl.com](http://www.mcssl.com) to the list of your trusted sites, and click OK.

### *Safari*

1. Safari does not let you allow certain pop-ups and block others. Instead, you can turn pop-up blocking off when you access your affiliate account, and turn it back on when you leave.
2. To turn pop-up blocking off, go to the Safari menu (right of the Apple logo) and locate the option "Block Pop-Up Windows." If the option has a checkmark next to it, pop-up blocking is turned on; if not, it is turned off.
3. To turn pop-up blocking off, move your cursor over the option and click to remove the checkmark. To turn it on, click the option again to restore the checkmark.

## Section 5. Commissions

We are pleased to have a program in place where we can thank our friends and partners for spreading the word about Parents Toolshop® and the Universal Blueprint®. The affiliate program enables us to thank you in a financially tangible way that's almost completely automated!

Here's how it works:

Commissions are calculated by our system soon after the order is placed, and should show up in the "Programs" section of your affiliate account.

If you think there is a problem with your statistics, please wait until after the first of every month to see if it shows up. If it doesn't, please contact us at [affiliates@parentstoolshop.com](mailto:affiliates@parentstoolshop.com)

Our system does not dispense payments automatically because 1ShoppingCart will not write a check on our behalf. So we will make payments manually once a month, on or near the 10<sup>th</sup> day.

In any given month, if the 10<sup>th</sup> falls on a business day (Monday through Friday) payments will be made on the 10<sup>th</sup>. If the 10<sup>th</sup> falls on a weekend (Saturday or Sunday), payments will be made either the Friday before, or no later than the Monday after the 10<sup>th</sup> of the month.

If your total commission is less than \$10, we will hold your commission until it reaches the \$10 minimum.

If you have any further questions about payment of commissions, please email us at [affiliates@parentstoolshop.com](mailto:affiliates@parentstoolshop.com).

Commission Rates:

The default commission is 10%. Our Staff and Leaders qualify for a 20%, two-tiered commission. Sometimes certain products will have a different commission rate, but we will notify you of this. Now and then we will negotiate a special affiliate fee for a Joint Venture partnership sales campaign.

## Section 6. Q&A and Troubleshooting

### **“I can’t login to my account.” – or – “My username and password *aren’t* working.”**

Double-check your username and password against the welcome email. Remember they are case sensitive. If you still can’t login, tell us about it! We’ll check it out and get back to you.

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### **“I’ve lost my username and password.”**

Go to the log-in page (per instructions on page 3 of this document) and enter your email address in the “lost password” field (see diagram on page 3). Click on “send payment” and your password will be emailed to you. (Note: you must enter in the email address you used when you signed up)

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### **“I think I’m missing a commission for a referral I made.”**

There are some cases where either 1) your referral forgot to use your affiliate link when they purchased a resource, or 2) their web browser blocked the cookie that would have tracked the purchase. If you believe this has happened, please contact us at [affiliates@parentstoolshop.com](mailto:affiliates@parentstoolshop.com), with the name of your referral and the approximate date they placed the order. We will attempt to give you a commission for that sale.

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### **“I referred someone to the Parents Toolshop and they bought something, but I forgot to give them my affiliate link (or they forgot to use it).”**

If you can provide us with the name of your referral and the approximate time they placed the order, we’ll try to find their order and get you a commission for it!

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### **“I’m having a problem that’s not addressed here.”**

Please get in touch with us. We’re here to help you out!

### **What email address do I use to report problems?**

[affiliates@parentstoolshop.com](mailto:affiliates@parentstoolshop.com)

## **Section 7. Links**

Parents Toolshop Website

<http://www.parentstoolshop.com>

Parents Toolshop Affiliate Page

<http://www.parentstoolshop.com/affiliates>

Account Login Page

<http://www.mcssl.com/SYS/?m=45633&c=1>

## **Section 8. Emails**

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## **Section 9. Contact Information**

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