

Thank you for using iAmplify's technology solution to sell your digital downloads on the internet. Now that your products are live on iAmplify's site, we wanted to guide you through the process of promoting your products on your own website. In this packet, you will find the following information:

[Website Integration Best Practices](#)

[Why Join iAmplify's Affiliate Program?](#)

[Types of Links Available](#)

[Getting Started](#)

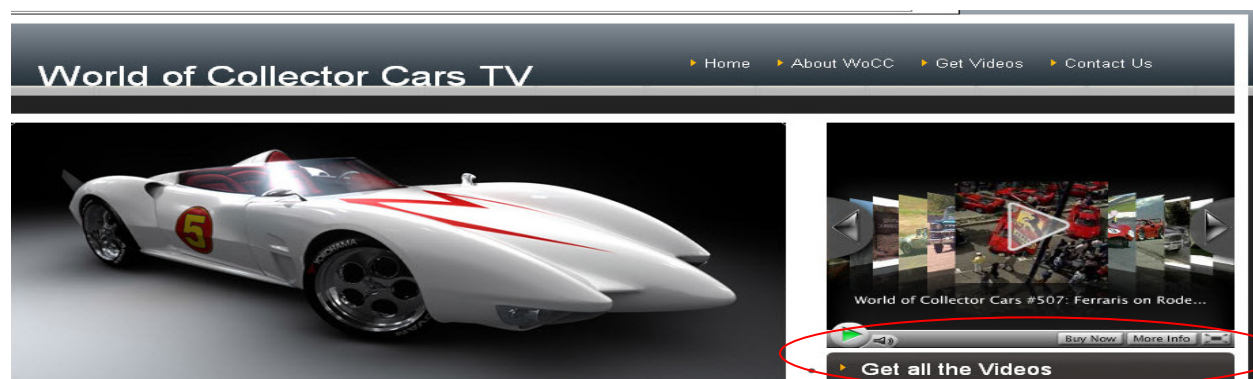
Website Integration Best Practices

Some of our strongest sales of content come from our experts' own websites. Visitors to your own site are engaged not only in your content, but also in your personality or unique presentation. This core audience is more likely to purchase related products on your website than anywhere else. The challenge is making the sales process a positive experience, helping you build an even stronger relationship with this crucial customer base. To help you achieve this goal, we have included some website integration best practices below.

Homepage

Introduce your audience to the newly available downloads on your homepage

- Your audience is more likely to become aware of your downloads if you announce the new offering on your homepage
- If you only have 1 or 2 products, the homepage is the best place to feature them. Product images or products placed in media player widgets are best. We also recommend adding some introductory text and text links around the product images or widgets

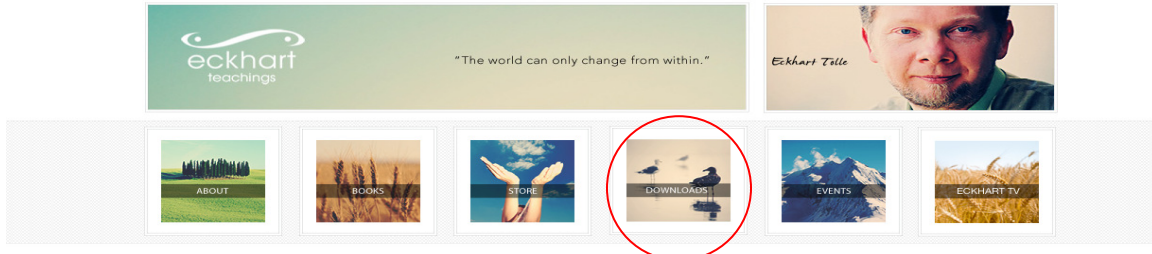


Continued...

Permanent Navigational Links

Add a “Downloads” tab or category

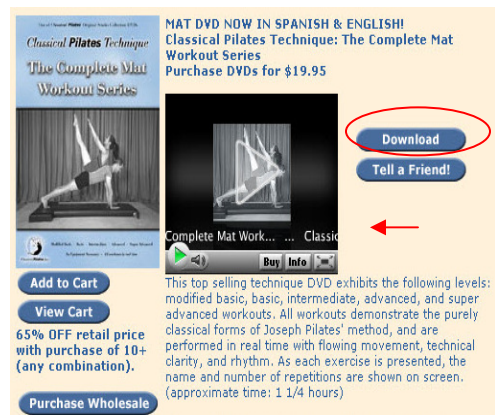
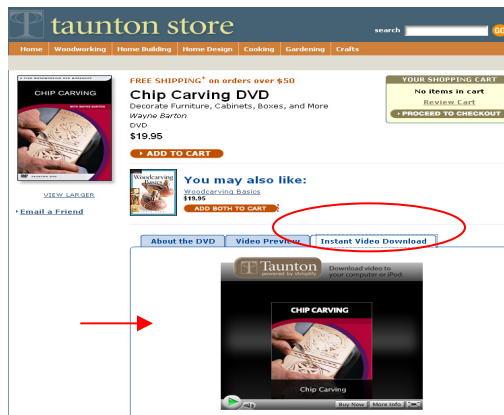
- If you already have a store on your website, add a “Download” tab or section to the store. If you don’t have a store, add a “Download” navigational tab and create a permanent category on your site that features your downloads for sale



Product Pages

Add “Download Now” links to corresponding DVD, CD, or Audio Book Product Pages

- This will give your customers more options to how they purchase your product
- You can add a combination of a media player widget and text link or a download now button on the product page
 - Adding a media player widget to your product page will give your customers a chance to preview your content before they buy. This can help close the sale no matter what format



Tracking Links

You can earn additional income by joining our affiliate program and using our affiliate tracking links to link to your products on our site. These tracking links, which will have a special id that identifies you, will track all of the sales that come through your site and you will earn a referral fee for these sales. Please read on for more information about joining our affiliate program.

iAmplify Affiliate Program Overview

Why join iAmplify's affiliate program?

Joining the iAmplify affiliate program gives you easy-to-use tools that swiftly link users to your products for sale, and makes buying simple. Moreover, as an iAmplify affiliate, you'll have at your disposal additional ways to earn money from your content.

3 Ways to Earn Money:

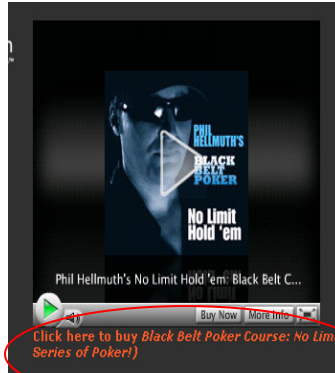
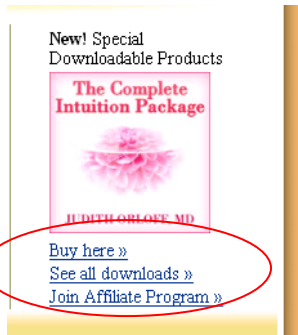
- Earn 30% commission on every sale of your product that originates from your website, on top of the 40% you already receive
- Earn 20% commission by promoting other iAmplify products on your website
- Earn 5% commission for any sale that comes through a sub-affiliate who signs up to our affiliate program through a media player widget that you can place on your site

How it works:

- Once you sign up to the affiliate program, you will be set up with an affiliate account where you can access a variety of links that pertain to your content
- Each of these links has a tracking code unique to your account
- Once you choose the type of link you want to promote, just copy the tracking code that accompanies it and paste that on your website
- When a visitor to your website clicks through the link to buy the product, this sale will be tracked and you will receive a commission of the sale!
- If you would like to use your own creative, please contact us so we can ensure your creative is tracking properly.

Types of links available:

- **Text links**
 - Text links are best used in conjunction with product image links, underneath a media player widget and contextually within a paragraph. In our experience, text links combined with product images or media player widgets convert the highest
Examples: (Continued on the Next Page)



• **Banners & Product Images**

- Banners can be used in the headers on your website, along the right or left side of your pages or as a promotional splash introduction

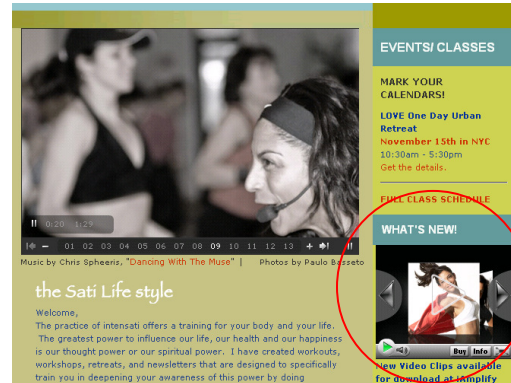
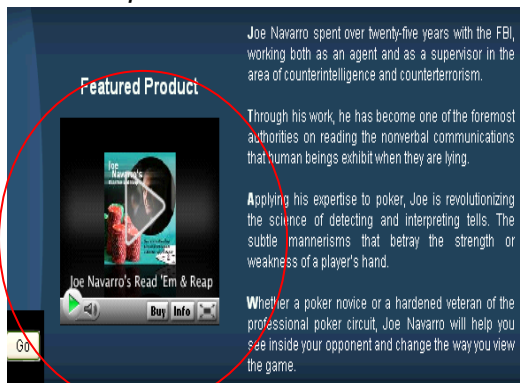
Examples:



• **Media Player Widgets**

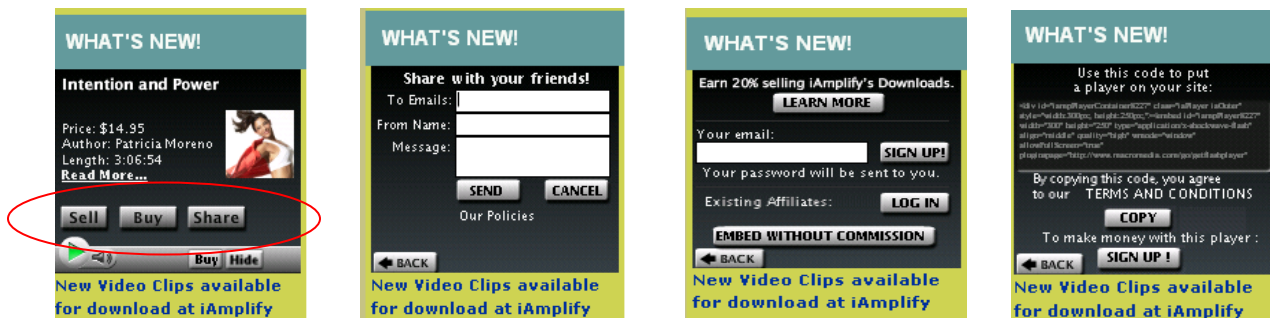
- In addition to text links and banners, you can sell your content with iAmplify's unique media player widgets, which allow your visitors to sample your audio and video content while staying engaged in your site. Because customers are able to "Buy" in the players themselves, our widgets actually help close the sale!

Examples:



The media player widget has 3 additional benefits. Once your visitors click on the “More Info” button at the bottom of the widget they have the opportunity not only to buy the product but also to:

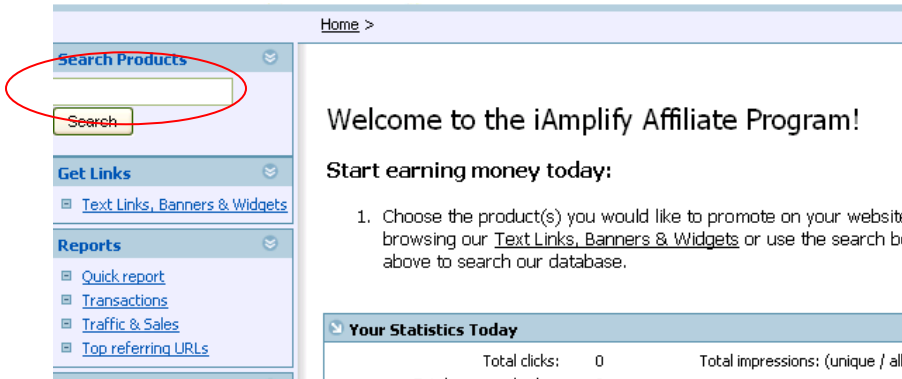
- Sell the widget on their site by signing up to the iAmplify affiliate program (remember, you get 5% for every sale that comes through an affiliate who signs up through a widget on your site!)
 - Place the widget on their site without becoming an affiliate or
 - Share the widget by sending an email to a friend
- By introducing options like these, you multiply the promotional potential of your product. That’s why placing the widget on your site is a great opportunity to virally spread your content!



Please contact us if you cannot find the type of tracking link you would like to use. We may be able to customize a tracking link or creative to fit your needs. Again, if you would like to use your own creative to link to us, please contact us to ensure the tracking link is working properly. You can contact us at affiliates@iamplify.com. Please read on for detailed information about how to sign up to our affiliate program and how to grab your affiliate links.

Getting started is easy! Just follow these easy steps:

- 1) Sign up to the iAmplify affiliate program here: <http://affiliates.iampify.com/scripts/signup.php>
- 2) Once you've signed up, you will receive an email from affiliates@iampify.com with your temporary password as well as more information about the program
- 3) Log in to <http://affiliates.iampify.com> with your email address and this temporary password (you can change this password in your profile once you've logged in)
- 4) Search for your products via the search box in the upper left hand corner




- 5) Once you find your products click "Get Links" (located in the lower-right hand corner of the product box).



- 6) Choose the widget, text link or banner you would like to add to your site, copy the html for that link and paste it into the html for your website (or into the text of your blog post)

Judith Orloff, M.D.: Psychic Medicine
 By New Dimensions
 Product List Price: \$ 4.95
 ID: 2271
 Destination URL: http://www.iamplify.com/store/product_details/New-Dimensions/Judith-Orloff-MD-Psychic-Medicine/product_id/2271
 Dr. Judith Orloff, a practicing psychiatrist takes you on a fascinating autobiographical journey, from her early struggles to understanding the powers of intuition to the eventual integration of intuition into her psychiatric practice. She tells you how unlocking your own intuitive powers can influ...

Type: Audio/Video Widget
 Name: Judith Orloff, M.D.: Psychic Medicine by New Dimensions



Select the size and format of your widget:
 Size: Large 300 pixels high x 250 pixels wide
 Format: JavaScript This tag handles different browsers more effectively, but your site must allow JavaScript

To display this widget on your website, copy the unique tracking code in the text box below and paste on your website.

1. Click anywhere inside the text box to select the code.
2. Type Control-C (Windows) or Command-C (Mac) to copy it.

```
<div id="iampPlayerContainer7469" class="iampPlayer isOuter" style="width:300px; height:250px;">
</div>
<script src="http://embed.iamplify.com/static/js/swfobject.js" type="text/javascript">
</script>
```

Type: TEXT
 Name: Judith Orloff, M.D.: Psychic Medicine by New Dimensions
 Click here to buy [Judith Orloff, M.D.: Psychic Medicine](#)

To display this text/banner on your website, copy the unique tracking code in the text box below and paste on your website.

1. Click anywhere inside the text box to select the code.
2. Type Control-C (Windows) or Command-C (Mac) to copy it.

```
<a href="http://affiliate.iamplify.com/scripts/a.php?aid=3a60c0c58bid=e1b46fee"><b>Click here to buy <i>Judith Orloff, M.D.: Psychic Medicine</i></b></a>
src="http://affiliate.iamplify.com/scripts/sb.php?aid=3a60c0c58bid=e1b46fee" width="1" height="1" alt="" border="0"/></a>
```

Keep track of your sales:

Our affiliate program comes with a suite of reporting tools. Just click on the “Reports” link in the left navigation bar to review your sales, conversion rates and commissions due.

Collecting your affiliate commissions:

We mail checks at the end of every month for the previous month’s activity to every affiliate who has earned at least \$25 in commissions.

If you have any questions or need further assistance, please contact affiliates@iamplify.com. We would be delighted to assist you!