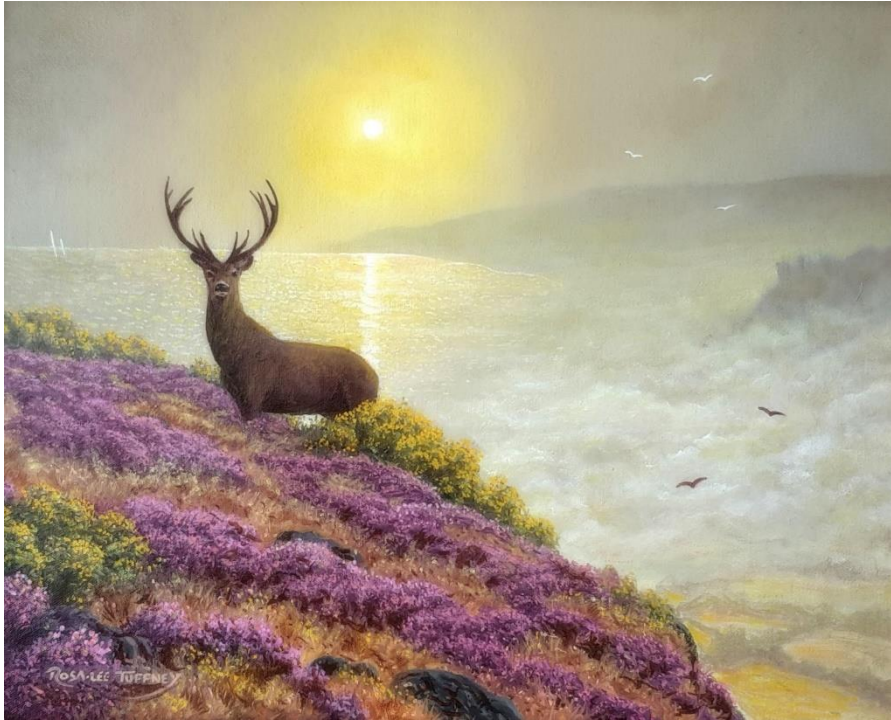


# ROSA THE ARTIST'S AFFILIATE PROGRAM 2023



## *QUESTION: WHAT IS AN AFFILIATE PROGRAM?*

ANSWER: An affiliate program is a marketing process where an 'Affiliate' can sell a product and earn commission without having to manufacture, buy, stock, distribute or invoice that product themselves. The 'Affiliate' employs all the resources of the manufacturer to fulfil the order without any cost to themselves and earn a commission.

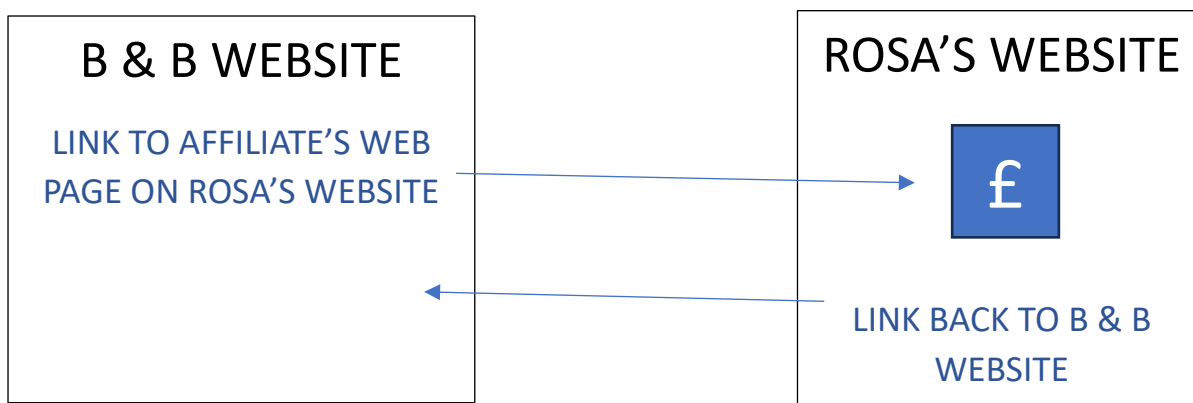
## *QUESTION: WHAT DOES THE AFFILIATE CONTRIBUTE?*

ANSWER: Customers! A well-placed affiliate already has clients likely to buy the product. The product must benefit the affiliate's business profile, reputation, and balance sheet. Let me give an example.

A small hotel or Bed & Breakfast in beautiful Exmoor has guests visiting Exmoor. I paint scenes and produce prints of Exmoor making ideal mementoes for visitors. Working as an artist in my studio, I do not meet visitors to Exmoor. Bed and Breakfast's do. Acting as an affiliate, owners of B & B's can introduce exclusive holiday keepsakes to the guests and make a profit.

### *QUESTION: HOW DOES IT WORK?*

ANSWER: The process happens between websites. Most people shop online. Your website is your shop front. If that is where visitors to Exmoor are, that is where we need to be.



A link is embedded into an Affiliate Website, usually an image, which takes the visitor to the affiliate's page on Rosa's website. There they have the opportunity to purchase prints at the same price Rosa sells them for. No one can undercut you or find them cheaper elsewhere. You are the place to buy them from. For every sale the affiliate makes a commission is paid. When the visitor has made their purchase a link returns them back to the affiliate's website.

### *QUESTION: HOW DO I FIND MY AFFILIATE PAGE?*

ANSWER: Either by clicking the link-image on the affiliate's website or using the unique URL: [www.rosa-the-artist.com/affiliate's-name](http://www.rosa-the-artist.com/affiliate's-name).

When that URL is pasted into the search bar the affiliate's web page comes up and the visitor can make a purchase.

The affiliate effectively owns their own online art gallery and makes up to 50% commission on everything sold from it. It is all provided and maintained within the Affiliate Program for free by Rosa-the-Artist's studio.

### *HOW IS THE COMMISSION ROUTED TO THE RIGHT AFFILIATE?*

Every product number on the affiliate's page has their initials in it. It becomes their product. When a product is sold the commission is routed to the affiliate with those initials.

*QUESTION: IF AN AFFILIATE'S CUSTOMER BUYS FROM ANOTHER PART OF THE WEBSITE SUCH AS A PET PORTRAIT FOR £175.00, DOES THE AFFILIATE STILL GET PAID A COMMISSION?*

Yes! The postcode of every customer is linked to the affiliate of that page. No matter how many times that affiliate's customer returns to make a purchase, whatever the value, anywhere on Rosa-the-Artist's website the affiliate will make a commission. Commissions vary depending on the product. Scroll down to affiliate commissions for details.

*QUESTION: HOW TO BECOME AN AFFILIATE?*

*STEP 1:* Book a meeting with Rosa to see if your business would fit into her Affiliate-Program. Email: [rosatuffneyart@gmail.com](mailto:rosatuffneyart@gmail.com) to book your appointment. If it is a good fit, then an Affiliate-Page will be created for your business.

*STEP 2:* Embed a link from your business website to the Affiliate-Page and we will embed a link from the Affiliate-Page back to your business website. We will then embed your initials into every product reference number featured on your page, routing your commission back to you. As soon as the system has been tested, it goes live.

*STEP 3:* Provide bank details so we can route your commission.

*STEP 4:* Purchase any five prints featured on your Affiliate-Page at 50% discount. This buy-in covers the costs of setting up the webpage. Affiliates need prints to show their guests. If guests purchase on the spot the affiliate makes 100% profit. If guests order online at a later date the affiliate makes from 40% to 50% commission.

Reorder discounts for affiliates.

2 X PRINTS @ 20% DISCOUNT

3 X PRINTS @ 30% DISCOUNT

4 X PRINTS @ 40% DISCOUNT

5 X PRINTS @ 50% DISCOUNT

# AFFILIATE COMMISSIONS

Affiliate commissions have three levels.

**BRONZE** AFFILIATE LEVEL: 40% COMMISSION ON PRINTS – ENTRY LEVEL

**SILVER** AFFILIATE LEVEL: 45% COMMISSION ON PRINTS – HAVING SOLD 10 PRINTS

**GOLD** AFFILAITE LEVEL: 50% COMMISSION ON PRINTS – HAVING SOLD 20 PRINTS

## BRONZE

COMMISSION ON PRINTS: 40%

COMMISSION ON PET PORTRAITS 10%

COMMISSION ON EQUINE PORTRAITS 10%

COMMISSION ON PEOPLE PORTRAITS 10%

COMMISSION ON ORIGINAL ARTWORKS 10%

## SILVER (HAVING SOLD 10 PRINTS)

COMMISSION ON PRINTS: 45%

COMMISSION ON PET PORTRAITS 15%

COMMISSION ON EQUINE PORTRAITS 15%

COMMISSION ON PEOPLE PORTRAITS 15%

COMMISSION ON ORIGINAL ARTWORKS 15%

## GOLD (HAVING SOLD 20 PRINTS)

COMMISSION ON PRINTS: 50%

COMMISSION ON PET PORTRAITS 20%

COMMISSION ON EQUINE PORTRAITS 20%

COMMISSION ON PEOPLE PORTRAITS 20%

COMMISSION ON ORIGINAL ARTWORKS 20%

# AFFILIATE COMMISSIONS

## 2023 RATES

### BRONZE AFFILIATE DISCOUNTS

| PRINT RETAIL PRICE | AFFILIATE DISCOUNT % | NET SALE PRICE | AFFILIATE COMMISSION |
|--------------------|----------------------|----------------|----------------------|
| £33                | 40%                  | 19.80          | 13.20                |
| £36                | 40%                  | 21.60          | 14.40                |
| £39                | 40%                  | 23.40          | 12.60                |
| £150 PORTRAIT      | 10%                  | 135.00         | 15.00                |
| £175 PORTRAIT      | 10%                  | 157.50         | 17.50                |
| ORIGINAL ART       | 10%                  | TBA            | TBA                  |
|                    |                      |                |                      |

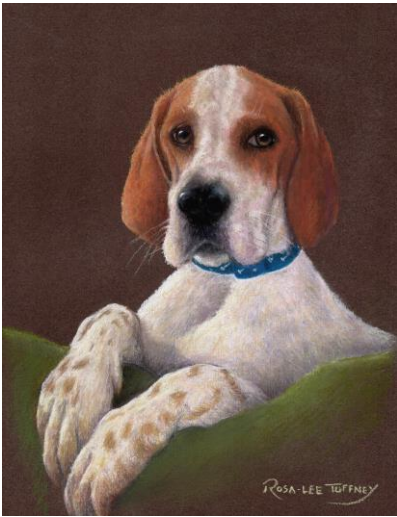
### SILVER AFFILIATE DISCOUNTS

| PRINT RETAIL PRICE | AFFILIATE DISCOUNT % | NET SALE PRICE | AFFILIATE COMMISSION |
|--------------------|----------------------|----------------|----------------------|
| £33                | 45%                  | 18.15          | 14.85                |
| £36                | 45%                  | 19.80          | 16.20                |
| £39                | 45%                  | 21.45          | 17.55                |
| £150 PORTRAIT      | 15%                  | 127.50         | 22.50                |
| £175 PORTRAIT      | 15%                  | 148.75         | 26.25                |
| ORIGINAL ART       | 15%                  | TBA            | TBA                  |
|                    |                      |                |                      |

### BRONZE AFFILIATE DISCOUNTS

| PRINT RETAIL PRICE | AFFILIATE DISCOUNT % | NET SALE PRICE | AFFILIATE COMMISSION |
|--------------------|----------------------|----------------|----------------------|
| £33                | 50%                  | 16.50          | 16.50                |
| £36                | 50%                  | 18.00          | 18.00                |
| £39                | 50%                  | 19.50          | 19.50                |
| £150 PORTRAIT      | 20%                  | 120.00         | 30.00                |
| £175 PORTRAIT      | 20%                  | 140.00         | 35.00                |
| ORIGINAL ART       | 20%                  | TBA            | TBA                  |
|                    |                      |                |                      |

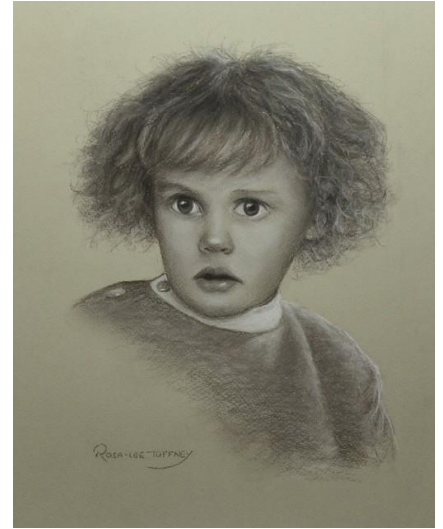
## MAKE MONEY ACROSS ALL OF ROSA'S WEBSITE



PET PORTRAITS



EQUINE PORTRAITS



PEOPLE PORTRAITS

Affiliates can make commission across the whole website if they choose to. There is an entire artist's studio at your disposal as well as your own art gallery.

Commissions make great gifts, especially at Christmas, Easter, anniversaries keeping you top of mind even out of season.

How many guests have a pet or a horse and would love to commission a portrait, so why not through you?

How many of your guests have children or grandchildren? From graduation/prom portraits to bridal or anniversary portraits, you can earn commission.

Become an affiliate by clicking the link below and booking your meeting with Rosa at: [rosatuffneyart@gmail.com](mailto:rosatuffneyart@gmail.com)

I look forward to chatting with you soon.

Rosa