



WISDOM Coach® Referral Partner Program

Q1. What is a Referral Partner Program?

A referral partner is someone who helps spread the word about Adventures in Wisdom® and receives a commission when someone they send to us via their AFFILIATE LINK enrolls in our WISDOM Coach Certification Program.¹

Amazing people know amazing people and we want to say, “thank you” for helping us spread the word by paying you a commission! It’s a great way to provide additional value to your own community, support a company that you believe in, and add extra income to you as well.

Imagine having your own trusted friends or colleagues in our WISDOM Coach® Community, working together to create a better future for our children while increasing your own impact and income!

Referral Partner = Affiliate Partner

You will see the term “affiliate partner” and “referral partner” used interchangeably. The term “affiliate partner” is more commonly used in the online marketing world.

¹ To get credit for a referral, the person referred to us must use your Referral Partner affiliate link and must not already be on our list. The affiliate link is the only way our system can identify you as the referring partner.



Q2: How does the program work?

As a Referral Partner, you can get credit for referring NEW contacts to Adventures in Wisdom by using a special link called an “Affiliate Link”.

Your Affiliate Link is assigned to you when you enroll in the Referral Program (see the Appendix for an example).

When someone clicks on your Affiliate Link (whether you share the link on your website, in social media, or in an email), that person will *automatically* be assigned to you as the “Referral Partner” when they complete a form on the AdventuresInWisdom.com website.

If that person enrolls in our WISDOM Coach Certification program within 60 days, you will earn a commission!

A second way to earn a commission is if someone names you as the person who referred them on their WISDOM Coach application.²

If someone names you, then you enter our manual tracking process and are assigned to that contact as a “Referral Assist”.

When that person enrolls as a WISDOM Coach, you receive the Referral Assist level of commission.

NOTE: for a Referral Assist, a lead does NOT have to be a new contact for Adventures in Wisdom and there is not a 60-day limitation.

Also, there can only be 1 referral per newly enrolled coach. An affiliate link will always take precedence to give credit to whomever originally referred a new WISDOM Coach to us.

² This option is only available for Certified WISDOM Coaches.



Q3: How often do you need to share about Adventures in Wisdom?

That's really up to you! Here are 3 ways to share:

1. **Evergreen** - Some WISDOM Coaches have a "Recommended" section on their website or link their WISDOM Coach logo to Adventures in Wisdom so that their website visitors can learn about WISDOM Coaching 24x7. Or you can recommend us periodically, at a time that works best for you.
2. **Responding to someone who has asked you about coaching children** - You may meet someone at a networking event or someone might reach out to you through social media after seeing your content. You can share information (with your link) via email or a direct message.
3. **Sharing AIW events and resources** - Throughout the year, we will tell you about events that you might want to share about such as a webinar or special promotion, etc. If it is something you want to support, you can share it with others. We provide sample messaging and your custom affiliate link to make it easy to share.

Q4: How do I know what to say in my emails and social media?

We make it EASY EASY EASY for you to spread the good news about Adventures in Wisdom® via our Referral Partner-Affiliate Resource Center Web Page.

This page gives you access to sample email messages and social media posts.

Simply add your personal message, ensure your affiliate link is working, and share it with your community. You can create your own messages as well!

<https://adventuresinwisdom.com/affiliate-resource-center>

See the example of how it works below!



Q5: What are the commission details?³

- **Referral Commission** (someone has used your link and enrolls as a WISDOM Coach) = 5% (which is equivalent to \$200)
- **Referral Assist Commission** (someone has named you as the person who referred them on their application and they enroll as a WISDOM Coach) = 50% of the Referral Commission (which is the equivalent to \$100)

Q6: What are my obligations?

There are no costs to you associated with the program or obligations to promote as a Referral Partner. The only requirement is to use your affiliate link so that people you send to us will be assigned to you.

If you ever decide to discontinue as a partner, just email us and we'll remove you from the program.

Q7: How do you keep track of who sent the referral to AIW?

For Referrals

Referrals who opt in using an affiliate link will be tracked *automatically* through Keap - the CRM (Customer Relationship Management system) we use.

When someone submits a form on our website using an affiliate link, Keap checks to see if they are already in our database. If the person is NOT in our database, then Keap will create a new contact and assign you as the referral partner. It's that simple!

Note: if the contact is already in our database, you would not be assigned as the referral partner since they are already in our system.

³ Note that commissions may be changed at any time. Anyone assigned within the 60-day window will remain at the current affiliate commission and any new referrals would fall under the new commission plan. All Referral Partners would be notified of any change.



Referrals are assigned to you for a 60-day period. If they enroll as a WISDOM Coach® within the 60-day period, then you will earn a commission on that enrollment.

For Referral Assists

Referral Assists are managed manually.

We review every application to see if someone referred the applicant to us. If a WISDOM Coach is named as a referral, we will manually assign you as a Referral Assist.

Q8: How often will I receive a commission payment?

Commissions are paid out via PAYPAL and are made on the 20th of each month for commissions earned during the previous month.

IMPORTANT: referral partner commissions are paid out after the client has paid in full (i.e. if the new client chooses to pay via a payment plan, then the referral partner commission will be paid after the payment plan is complete).

Note that commissions are paid after the total amount earned by the referral partner is at \$50 or more. Commissions will carry over multiple months so you will not “lose” a commission over time.

If you choose to discontinue with the program, we will pay out the balance that you have earned during the next payout cycle.

All payments are made via PAYPAL. Exceptions cannot be made at this time. If this doesn't work for you, please don't enroll in the affiliate program.



Q9: If someone calls me for a reference call, can I use my affiliate link?

We always appreciate it when our coaches share their experiences as a WISDOM Coach.

If someone reaches out to you for a reference call, chances are they are already in our system. If they haven't applied, ask them to add your name to their application as their referral.

Please note that we do not give out WISDOM Coaches' names when someone asks for a reference. We point them to our videos, directory, and Connect with a Coach form.

If they haven't applied yet, you can ask them to add your name to their application when they do and then you would qualify for a Referral Assist if they enroll as a WISDOM Coach.

Q10: How do I sign up?

YAY! Sign up here: <https://adventuresinwisdom.com/affiliates>

Note: The Username you choose will be displayed in your affiliate link (of course you can hide the link by hyperlinking text such as "Click Here" or by using a link-shortening tool such as TinyURL or Bitly). See example in the Appendix.

Q11: How do I get my links and see reports

You will receive your affiliate links via email when you enroll in the program.

If you have already enrolled in the program, you can also see them at any time by logging into the system: <https://wisdom.infusionsoft.com/Affiliate>.

Any time we are promoting a webinar, etc., we will send sample messaging that will also have your affiliate link in it so that you don't have to look it up.



Appendix A

EXAMPLE - HOW IT WORKS!

IMPORTANT: You must use your affiliate link to send people to our website. If you don't use your link, our system won't be able to assign you as the Referral Partner.

Unfortunately we won't be able to accommodate requests to manually assign people to referral partners (i.e., we won't be able to manage requests such as, "Hey, I sent Susan to your website but forgot to use my link.>").

If you think using your affiliate link will be an issue, please don't enroll in the Referral Program.

Step 1: Enroll in the program

Note: The Username you choose when you enroll in the program will be displayed in your affiliate link (of course you can hide this by using a hyperlink or a link-shortening tool such as bitly). Most people choose their own name or their business name. See example below.

Step 2: After enrolling in the program, you will receive a sample affiliate link. It will look something like this:

<http://wisdom.infusionsoft.com/go/WisdomCoach/Your-Username>

Step 3: Use our sample messaging (or create your own) and your affiliate link in your marketing. Find sample messaging here:

<https://adventuresinwisdom.com/affiliate-resource-center>)

See Below for an Example



Here is an example for Sylvia Smith
(username she chose was “SylviaSmith”)

Affiliate Link: <http://wisdom.infusionsoft.com/go/WisdomCoach/SylviaSmith>

Subject: I think you’d make a great life coach for kids!
Subject: Have you ever thought about becoming a life coach for kids?

Hey Julie,

[Personal connection]. I wanted to tell you about [awesome message about the WISDOM Coach Program and why she might be interested].

Just click here to learn more:

<http://wisdom.infusionsoft.com/go/WisdomCoach/SylviaSmith>

Let’s chat!
Sylvia

You can hyperlink the words “Click Here” or use a link shortening tool such as TinyURL to shorten the affiliate link.

Email with hyperlink:*⁴

1. Link the URL to some word such as “Click here”

Hey Julie,

[Personal connection]. I wanted to tell you about [awesome message about the WISDOM Coach Program and why she might be interested].

Just [click here](#) to learn more:

Let’s chat!
Sylvia

(The words, “click here” have been linked to <https://wisdom.infusionsoft.com/go/WisdomCoach/SylviaSmith>)

⁴ Because each email system is different, if you’re not sure how to hyperlink, just Google “How to hyperlink text in gmail/hotmail/your-mail-system”



2. Use a Tiny URL (great for Facebook and Twitter)

Shortened URLs are great for social media posts such as Facebook or Twitter. You can use a free service like TinyURL (<https://tinyurl.com/app>) or bitly (<https://bitly.com/>) to create a short URL.

Hey Julie,

I wanted to tell you about [awesome message about the WISDOM Coach Program and why she might be interested].

Just click <http://tinyurl.com/axwplf6> to learn more.

Chat soon!

Sylvia