



hey there

HEALTHY MUMMY

**AFFILIATE**

it's good to have  
you on board...

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# welcome!

Welcome to the Healthy Mummy Affiliate Program. You may be a blogger, a health and fitness enthusiast or a Healthy Mummy customer who is passionate about spreading the word about what we do.

The Healthy Mummy Affiliate Programme allows you to earn generous commissions simply by sharing our website links with your following. If your follower makes a purchase within 7 days you receive a commission.

We invite you to use your blog, newsletter, social media platforms and more to share the Healthy Mummy content and offers and start making money now.

If you haven't already, be sure to join our [Partnerships & Affiliates Facebook Group](#) for daily offers, latest content and fantastic prizes.

This guide, provides you with key details including how our programme works, guidelines for use, tips for measurement and best practice marketing advice.

We look forward to partnering with you.

*Rhian*  
**& The Healthy Mummy Team**



# the affiliate programme

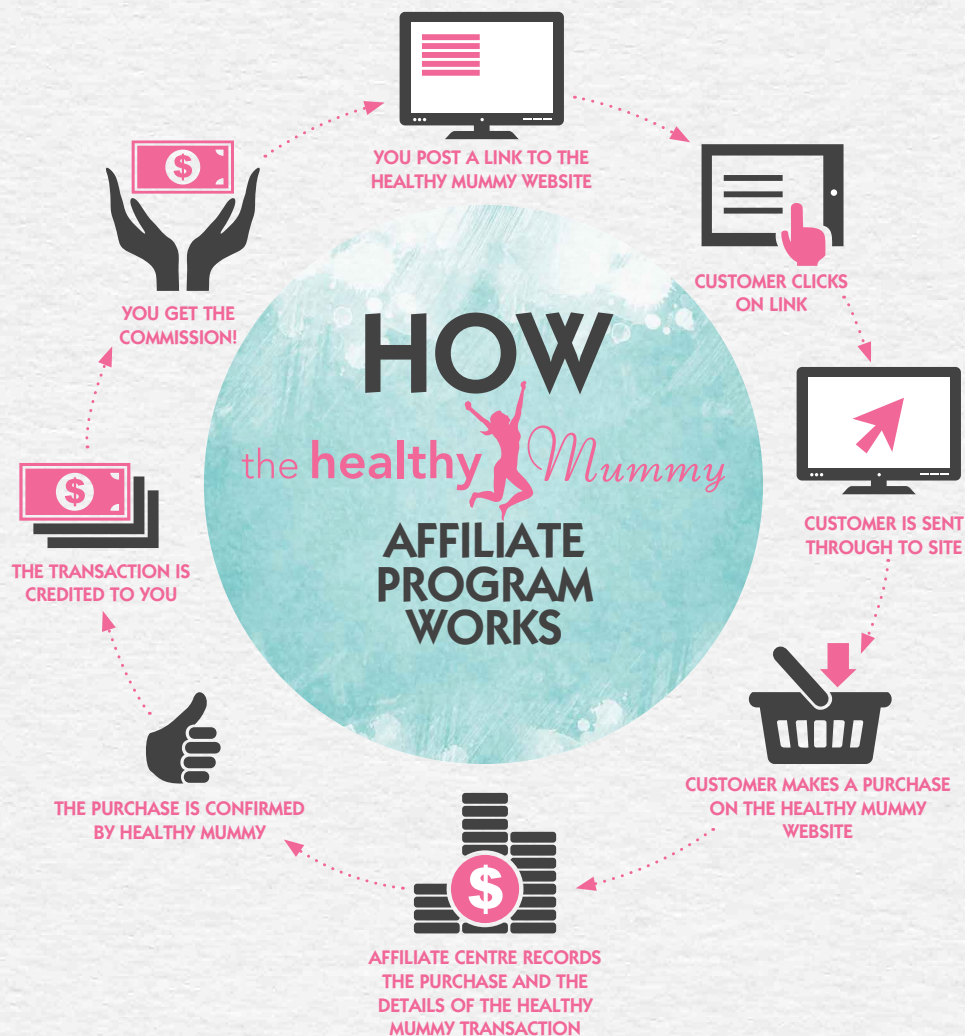
## THE PERKS

- ◆ Earn money from sharing high quality content and offers to your audience
- ◆ Receive up to 15% commission on all 28 Day Weight Loss Challenge sales made and 10% commission on all other Healthy Mummy sales made via your link
- ◆ There is no fee to join us
- ◆ Align yourself with a trusted Australian Brand – The biggest mums only health and weight loss community in the world
- ◆ All our products and plans are made in Australia
- ◆ 95% of our staff are mums
- ◆ Our focus is on honest, healthy, best quality products that mums can use and afford, for better health every day
- ◆ Discounted 28 Day Weight Loss Challenge membership
- ◆ Discounted Budget ebook membership

## HOW IT WORKS

- ◆ ALWAYS use your affiliate link when sharing a Healthy Mummy URL. This drops a cookie on your follower's device browser
- ◆ The cookie will remain active on their browser for 7 days, during this time your customer will see offers from The Healthy Mummy
- ◆ If the consumer purchases within this time you will receive the commission.  
If the consumer purchases a subscription, you receive commissions for as long as the consumer remains a subscriber  
le. If your follower joins the 28 Day Challenge and remains a member for 12 months you will receive a commission every payment cycle they remain on.
- ◆ It doesn't matter where you send them i.e. recipe, article, video, offer; the cookie will be dropped and any purchase made on the site will be attributed to you
- ◆ Commission will be paid at the start of each month (by 6-7th of the month)

KEEP YOUR AFFILIATE LINK SAFE AND LEARN IT OFF BY HEART - NO LINK, NO RECORD OF SALE, NO COMMISSION.



## AFFILIATE GUIDELINES

Authenticity is key to our brand. Here are a few basic rules to bear in mind when communicating with your online following in regard to The Healthy Mummy:

- ◆ Affiliates are not to contact any brands to ask them to share affiliate links
- ◆ All contact to brands must be through Healthy Mummy HQ. This is to ensure correct procedures are followed
- ◆ Affiliates should not post links on any brands or Healthy Mummy national pages, groups or social channels
- ◆ Creating new 'Healthy Mummy' branded pages or groups is prohibited without expressed permission from Healthy Mummy Head Office
- ◆ Ensure all online conduct is done with highest level of integrity and professionalism to ensure our brand is represented in the right way

If you have any questions, or if you have been contacted by a brand please contact Jessica de Rooy; [jess@thehealthymummy.com](mailto:jess@thehealthymummy.com)

## GET TO KNOW THE AFFILIATE CENTRE

The Affiliate Centre is central to the workings of the Affiliate Programme.

### Learn how to:

- ◆ Create affiliate links
- ◆ See number of visits and conversions from your followers
- ◆ Check commissions owing to you
- ◆ Set up dynamic banners on your website or blog
- ◆ Access ebook URLs to use for follower competitions

Take a [2 minute virtual tour](#) and learn how now.



**\*Note:** The Affiliate Centre eBooks tab is available for Healthy Mummy Consultants only. To apply to become a Healthy Mummy Consultant click [here](#).

## SETUP DYNAMIC BANNER ADS

### Got your own website or blog platform?

Visit the Affiliate Centre CREATIVES tab to set up commission earning Healthy Mummy banner adverts.

Ads update dynamically. Simply copy and paste the leaderboard and/or MREC banner code into your website ad widget OR HTML body code ONCE and you'll be up to date - now and always.

28 Day Online Weight Loss Challenge 728 x 90

TONE YOUR BUTT & THIGHS THIS NOVEMBER

CLICK HERE TO JOIN NOW

www.healthymummy.com

Copy and paste the following:

```
<a href="https://www.healthymummy.com/28-day-challenge-signup/?fbclid=2837" title="28 Day Online Weight Loss Challenge">img src="https://www.healthymummy.com/wp-content/uploads/2018/10/885114646-728-90-Challenge.gif" alt="28 Day Online Weight Loss Challenge" /></a>
```

simply  
COPY AND PASTE  
THIS CODE  
INTO YOUR WEBSITE  
AD WIDGET OR  
HTML BODY CODE

ADS WILL UPDATE AUTOMATICALLY  
SO YOU CAN START EARNING NOW AND ALWAYS

## MEASURING PERFORMANCE

Measuring link performance is key to optimising your activity to see the greatest return.

Watch our [1 min vid](#) to see how easy it is to use the Affiliates Centre VISITS tab and the free site <https://bitly.com/> to track your links and see what earns you most.

measurement  
is key

Watch video to find out how

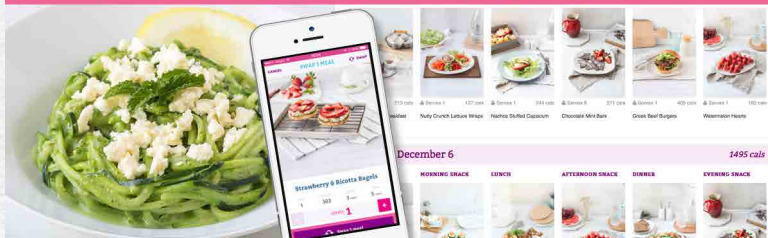
# the healthy mummy products

## 28 DAY WEIGHT LOSS CHALLENGE

- ✓ Over 2,400 easy, family friendly recipes
- ✓ Daily exercises with videos
- ✓ Daily support from over TEN THOUSAND mums on the Challenge with you
- ✓ Personalised shopping lists
- ✓ NO 1200 calorie restrictions so you don't go hungry
- ✓ Made 100% for mums



## LOW RATE ON THE 28 DAY WEIGHT LOSS CHALLENGE



## EBOOK BUDGET MEMBERSHIP

- ✓ Unlimited access to over 36 Healthy Mummy eBooks
- ✓ Plus a new eBook every month
- ✓ Over \$900 worth of value



## HEALTHY MUMMY SMOOTHIES

The Healthy Mummy Smoothie is made in Australia's Byron Bay from highest quality ingredients. Our smoothies are:

- ✓ Formulated by leading nutritionists and is the perfect companion to a busy mum's life
  - ✓ An excellent source of essential vitamins, minerals, nutrients and important antioxidants
  - ✓ Free from any weight loss accelerants, caffeine or gluten and dairy free
  - ✓ A non genetically modified product
  - ✓ Able to help with weight management when used as part of a diet & exercise plan
  - ✓ Able to provide the best possible nutrition for energy
  - ✓ Breastfeeding safe and are designed to help to support milk supply
  - ✓ 96% sugar free and 100% fructose free
  - ✓ Low GI & high in fibre which helps you feel fuller for longer and aids digestion
  - ✓ Quick and easy to prepare and taste delicious
  - ✓ High in protein & lower in sugar than any other product on the market
- See the comparison table [here](#)

- ◆ Choose from flavours; Vanilla, Chocolate, Strawberry, Coffee, Caramel
- ◆ We now have easy serve satchels
- ◆ Download our smoothie information fact sheet [here](#)
- ◆ Download the smoothie label and ingredient list [here](#)



## BOOKS & EBOOKS

Explore our extensive range of Healthy Mummy recipe and exercise books; great, healthy, time efficient ideas for the entire family.



## MERCHANDISE

- ✓ Singlet Top
- ✓ Carry Bag
- ✓ Exercise Ball
- ✓ Portion Plate
- ✓ Water Bottle
- ✓ Baby Romper
- ✓ Jacket
- ✓ Cap
- ✓ DVD
- ✓ Smoothie Shakers
- ✓ Scoops
- ✓ Diaries - 2017



# marketing

Use your website/ blog, Facebook page and group, Instagram, Pinterest, eNewsletter and any other forums you may have to influence your following.

**REMEMBER: For every URL you post ALWAYS use your affiliate link.**

Post content that your audience is interested in; recipes, advice articles, celebrity news and more. The Healthy Mummy has over 12 new articles a day so there is always something fresh to share.

Visit the [Partnerships & Affiliates Group](#) for daily content updates or [The Healthy Mummy](#) for latest blogs.

Below are some helpful tips and tricks for each of your platforms. Remember, every post MUST be of value to your following.

## BLOG

- ◆ Always include an affiliate link direct to your intended page
- ◆ Use high quality, beautiful images
- ◆ Whenever you make mention of Healthy Mummy products, be aware that your audience may never have heard of us or our products/ plans. Feel free to include links to provide further information
- ◆ Be authentic and true to your voice

### What should I pack in my hospital bag?

By Lou Kenny on November 16, 2016

 [Blog: Getting Ready For Baby](#)

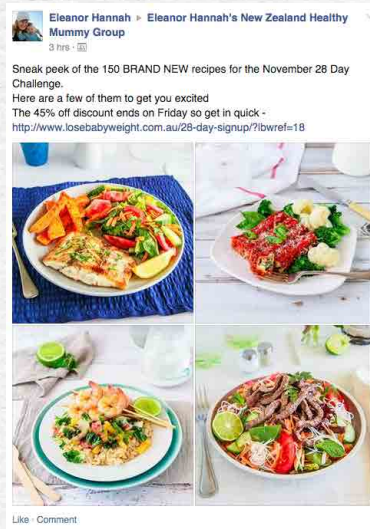
One question that I've seen asked more than seemingly any other is *What should I pack in my hospital bag?* Get ready, girls, because I am about to give you the definitive breakdown.



Stop interrupting your obstetrician to ask, "Backpack or duffel bag?". Let me, a completely unqualified and ridiculous person, tell you everything I know so that you may enter the hospital glowing with a smug

## FACEBOOK

- ◆ Encourage users to comment to ensure your post stays top of page and gains exposure
- ◆ Use high quality, beautiful images
- ◆ Keep captions short and catchy, free of grammar or spelling errors
- ◆ Use hashtags to be found
- ◆ Be sure to link correctly to your intended page, and ALWAYS use your affiliate link



## INSTAGRAM

- ◆ Play to the platform's strength; use beautiful images, flat lays etc.  
Original generally works best for this.
- ◆ This platform does not allow you to include a link in your image caption, you may like to post the link in your Instagram profile and drive users to "See profile for link."
- ◆ Use hashtags to ensure your posts can be found ie. #healthyfood #chocolate



thehealthymummy Follow

89 likes 1w

thehealthymummy Chocolate Mint Bark from the 28 Day Weight Loss Challenge - learn more direct link in bio!

thehealthymummy - - - - #motivational #fitness #workout #thehealthymummy #healthyeating #health #wellness #28daychallenge #healthymummy #cleaneating #losebabyweight #lifestyle #healthyeating #healthylife #weightloss #loseweight #smoothie #chocolatesmoothie #superfood #healthy #instahealth #fitfood #healthyeating #healthylifestyle #fooddiary #whatitstoday #foodphotography #recipe

♡ Add a comment...



thehealthymummy Follow

85 likes 1w

thehealthymummy Well done Brooke Breg!! Brooke says: "Today marks my OFFICIAL 20kg loss from following The Healthy Mummy 28 Day Weight Loss Challenge!! I'm so excited!! The photo on the left is from the day before the March challenge started this year. I was about 81kg and needed to get fit and healthy for my family and for ME!

In the first month alone I lost about 4kg and was feeling great!! Fast forward to the photo on the right and that was last night for my husbands Christmas party! I felt like a million dollars!! Do you have a niggly 3-5kg that you want to get rid of before Christmas??? Sign up for the 28 Day Weight Loss Challenge, direct link in bio!

thehealthymummy - - - - #motivational #fitness #workout #thehealthymummy

♡ Add a comment...



thehealthymummy Follow

38 likes 1w

thehealthymummy WOO HOO IT'S SUMMER! PLUS week 2 of the December 28 Day Weight Loss Challenge! Well done ladies! YOU CAN DO IT! To learn more click direct link in bio!

thehealthymummy - - - - #motivational #fitness #workout #thehealthymummy #healthyeating #health #wellness #28daychallenge #healthymummy #cleaneating #losebabyweight #lifestyle #healthyeating #healthylife #weightloss #loseweight #smoothie #chocolatesmoothie #superfood #healthy #instahealth #fitfood #healthyeating #healthylifestyle #fooddiary #whatitstoday #foodphotography #recipe stacey\_holiday Definitely awesome

♡ Add a comment...



thehealthymummy Follow

89 likes 6d

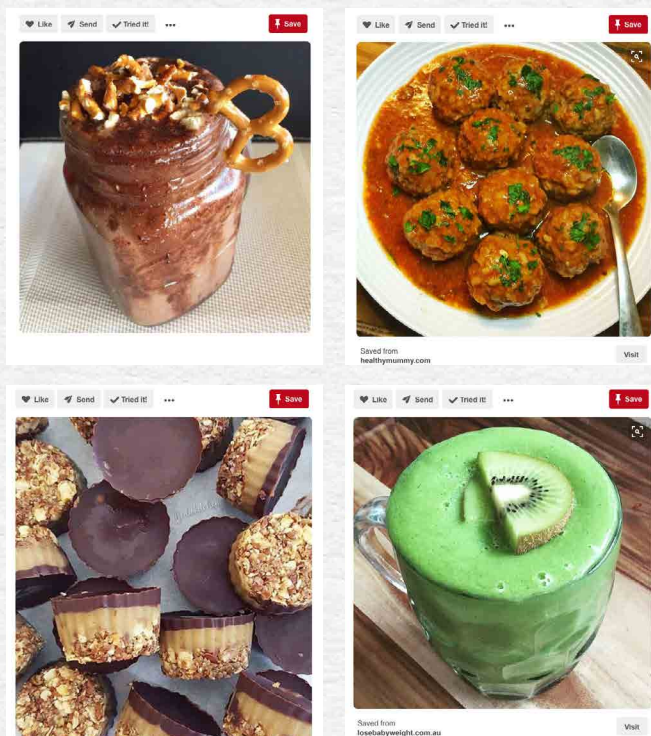
thehealthymummy Pulled pork cos cups from the 28 Day Weight Loss Challenge - learn more direct link in bio!

thehealthymummy - - - - #motivational #fitness #workout #thehealthymummy #healthyeating #health #wellness #28daychallenge #healthymummy #cleaneating #losebabyweight #lifestyle #healthyeating #healthylife #weightloss #loseweight #smoothie #chocolatesmoothie #superfood #healthy #instahealth #fitfood #healthyeating #healthylifestyle #fooddiary #whatitstoday #foodphotography #recipe munanevassie3 Oh my goodness they look amazing

♡ Add a comment...

## PINTEREST

- ◆ Use beautiful images
- ◆ Use short, descriptive captions
- ◆ Always include your affiliate link direct to the relevant page



## NEWSLETTER

If you're already sending an eNewsletter, you'll know just how powerful a marketing tool it can be for brand awareness, motivating readers to visit your blog or take action on a sale or offer.

If you don't already have an eNewsletter, [Campaign Monitor](#) is a great place to start or check out the free mail service [Mail Chimp](#)

### A few points for sending newsletters

- ◆ Less is more; be succinct and drive users to the relevant web page to read more
- ◆ Link correctly - Link direct to the relevant page. Be sure to use your correct affiliate link in order to receive commission. And where possible, hyperlink a key word, rather than using the whole URL
- ◆ Be relevant - tailor your content to your audience. What will they want to hear about?
- ◆ Create a compelling call to action - what do you want your audience to do? Tell them and make it easy for them to execute
- ◆ Include links to your other channels ie. Blog, Facebook, Instagram, Pinterest etc.
- ◆ Check it - ensure there are no spelling or grammatical errors. Ensure images are linked and good resolution

## COMPETITIONS

Competitions are a great way to engage your audience; rewarding current customers, growing your following and encouraging users to take action.



## CONTENT IDEAS

Consider what will interest your audience, what will make them want to click, and what fits well with your chosen channel.

- ◆ Healthy Mummy recipes (see also 28 Day Weight Loss Challenge)
- ◆ Images of beautiful smoothies
- ◆ Lifestyle shots incorporating Healthy Mummy merchandise
- ◆ Latest news articles from the Healthy Mummy blog
  - Advice
  - Celebrity goss
  - Product reviews
  - Industry news

## PHOTOGRAPHY

People buy with their eyes so amazing pictures are key to engagement.  
Below are some examples of good vs bad images to help you on your way.



# frequently asked questions

Got a question? It may have been asked before. Check out our list of frequently asked questions. If you're still unsure, please contact [support@thehealthymummy.com](mailto:support@thehealthymummy.com)

**Q: How can I make money by using an affiliate?**

**A:** You will receive up to 15% commission on all 28 Day Weight Loss Challenge sales made and 10% commission on all other Healthy Mummy sales made via your link.

**Q: How does having an affiliate work?**

**A:** When a user clicks on an affiliate link, a cookie is dropped on your follower's browser. This cookie will remain active on their browser for 7 days. During this time your customer will see offers from The Healthy Mummy. If the consumer purchases within 7 days, you will receive the commission.

If the consumer purchases a subscription you will receive the commission for as long as the consumer remains a subscriber.

ie. If a consumer joins the 28 Day Challenge and remains a member for 12 months then you will receive a commission every payment cycle they remain on.

**Q: What sort of content can I add my affiliate link on and share?**

**A:** Consider what sort of content your following will find most valuable; a recipe, an article, a video, a sales offer. It doesn't matter where you send your following, the cookie will be dropped and any purchase made on the site will be attributed to you.

**Q: I used my link but nothing is showing in my affiliate centre?**

**A:** Your follower may have used a different browser to purchase, unfortunately the cookie will not be present in the new browser.

Alternatively, your follower may have had an issue with payment ie. no funds, and gave up.

Additionally, they may have used a different browser to pay with a different method at which point the cookie is lost.

**Q: Is the affiliate system working on iTunes and the Apple secure payment system (App Store) sign ups?**

**A:** No, the affiliate system is not working on iTunes sign up. Unfortunately, there is no way to add an affiliate link.

**Q: What happens when a customer clicks a link, and there's 2 different affiliate cookies attached? Who would get the sale?**

**A:** The first link that the customer clicks on stays there for 7 days - it cannot be overridden, therefore the commission is attributed to the first affiliate.

**Q: What happens when a customer clicks a link, and there's 2 different affiliate cookies attached? Who would get the sale?**

**A:** The first link that the customer clicks on stays there for 7 days - it cannot be overridden, therefore the commission is attributed to the first affiliate

**Q: How does my link stay with a customer?**

**A:** A cookie is planted on your follower's computer so every time they go to our website it recognises your affiliate number and connects to the affiliate system

**Q: How can I make sure I get the referral?**

**A:** You need to educate the HM customers on the importance of clicking onto your affiliate link and making sure they check your name is in the drop down box. You also need to triple check that your link is working on a social platform.

**Q: Why is there no option to select a consultant/ affiliate name when followers type the url of the website (rather than clicking on the affiliate link)?**

**A:** The Customer must have a cookie on their computer for the dropdown box to work. This was developed to override your customers that may have picked up another consultant's cookie. If the customer does not have the drop down box they HAVE NOT clicked on your link correctly or your link has an error in it

**Q: What does unpaid mean? When does commission get paid?**

**A:** 'Unpaid' means your commission payment has not yet been paid to you. Commission is paid out in the first week of each month. i.e September's commission will be paid first week of OCT

**Q: How long does it take for a referral to show up, why is there a delay sometimes?**

**A:** This can vary but normally within 72 hours

**Q: If someone has used my link, why do they not appear in my affiliate?**

**A:** In this case, the follower has either not used your link or your link is incorrect. Alternatively, there may be a technical error on an offer that you may have run. If you are 100% sure and have screen grabs of the process and know that it is a tech issue - send your query to [consultant.enquiries@thehealthymummy.com](mailto:consultant.enquiries@thehealthymummy.com) with screenshots and explain the issue.

**Q: Why is there a different figure in referrals and statistics?**

**A:** Referrals tallies the page amount while Statistics tallies the whole amount.

**Q: What happens when the first payment is rejected but the second payment has gone through?**

**A:** These are manually checked against the other payments, the status will convert to unpaid if accepted.

**Q: What are all the common links I need to use.**

**A:** Key offer links, you will use most frequently are:

◆ The Healthy Mummy Blog

<https://www.healthymummy.com>

◆ 28 Day Weight Loss Challenge

<https://www.healthymummy.com/28-day-challenge-signup/>

◆ EBook Membership

<https://www.healthymummy.com/ebook-membership/>

◆ Healthy Mummy Smoothies

<https://secure.healthymummy.com/shop/category/healthymummy-smoothies/>

◆ Shop

<https://secure.healthymummy.com/shop>

**Q: Where can I post my link?**

**A:** Use channels including your blog or website, Facebook page and group, Instagram, Pinterest, LinkedIn and any other forums to share content and offers using your affiliate link.

**Q: Can I just add my affiliate number to the end of a URL?**

**A:** Creating a link this way leaves room for error as it's very easy to leave spaces or use incorrect symbols. We advise that everyone creates their links in their affiliate centre:

<https://secure.healthymummy.com/affiliate-area>

**Q: Do I get notified when/ if someone cancels?**

**A:** Unfortunately, it is not possible to set up notifications for change of subscription or cancellation.

**Q: How can I test my affiliate link?**

**A:** Open an incognito window and copy-paste your link. If the link is correct, it will take you to the page you had intended. If the link is incorrect the correct page will not load.

**Q: Should I record everyone's details each month since they disappear once the commission is paid?**

**A:** If you would like to keep a running report of your affiliate payments you need to transfer the information into another document. Once paid, the affiliate information is no longer visible.

**Q: If someone originally signed up to the Challenge under my affiliate and then cancelled their subscription, and then decided to re-subscribe under "manage my subscription", will the affiliate still be paid to me?**

**A:** If a user is signing up again under a new membership they will need to click on your affiliate link and check the drop down box and make sure the correct consultant/ affiliate name is included.