WHAT IS SHAREASALE?

- ShareASale is an Affiliate Marketing Network.
- Affiliates use ShareASale to find products/services to promote, and earn commission for referrals on those products.
- As a Craftsy Instructor, you can earn commission through ShareASale for sales produced from traffic you send to Craftsy (from your site, social media, blog, email newsletters, etc.)

WHAT IS AFFILIATE MARKETING?

- Affiliate Marketing connects online Merchants with people that run content websites, blogs, and social media channels.
- Merchants (e.g. Craftsy) pay commissions to Affiliates (e.g. Instructors) for each sale driven by the Affiliate’s own marketing efforts.
- ShareASale, an Affiliate Marketing Network, tracks these sales to ensure that the Affiliates are paid the appropriate commissions.

Check out this short YouTube video for a fun look at the process
WHAT COMMISSION CAN A CRAFTSY INSTRUCTOR EARN?

Craftsy Instructors earn higher/custom commission rates for sales they refer to Craftsy, for individual Classes and for Premium Memberships:

- 30% on any Class purchases (30-day cookie for new customers, 5-day cookie for existing)
- 30% on new Premium Membership purchases (based on initial Annual or Monthly sale amount - excludes renewals)
- Third-party classes (such as those by The Great Courses) are excluded.

HOW DO I SIGN UP FOR SHAREASALE?

- Click HERE to sign up for Craftsy’s Affiliate program
- Go through the 5-step process to create your account
- Send your Affiliate ID number to chelsea@advertisepurple.com

Full instructions and more details can be found on this page (refer to steps 1-10)

HOW DOES SHAREASALE WORK?

- Once your account is set up, generate a ShareASale link to your Class (or any page) on Craftsy that includes your unique Affiliate tracking.
- Share this link with your followers on your website, blog, in a social media post, in an email newsletter...your choice!
- ShareASale will track when your followers click through your Affiliate link and make a purchase on Craftsy.com.
- You’ll earn commission for any order placed after your follower clicks through your Affiliate link.

NOTE: Even if you already have a ShareASale account, and had Affiliate links to the former Bluprint site, those links will NOT work. You need to engage with the new Craftsy.com site and establish new links. Simply search for Craftsy within the “MERCHANTS” area of ShareASale.

WHAT ARE COOKIES?

- When someone clicks on your unique Affiliate link they are “cookied,” which means their click and order activity will be tracked by Craftsy and ShareASale.
- You’ll earn commission if that user places an order (for a Class or Membership) within the cookie window (30 days after they click on your link).
  - For example, you’ll earn 30% commission if a follower clicks through your link and purchases an individual Class within the following 30 days.
IS PROMOTING MY CLASS THE ONLY WAY TO EARN COMMISSION?

• You can promote everything that Craftsy has to offer – Memberships, other Classes, etc.

• You’ll earn commission after someone clicks through your Affiliate link and makes a purchase.

HOW QUICKLY CAN I SEE PAYMENT FROM SHAREASALE?

• Payments are sent out via check, direct deposit, or wire – your choice – on the 20th of every month, for the sales made during the previous month.

  o For example, commissions that you earn in December are eligible for payment on January 20th. If the 20th falls on a weekend, payments are sent on the following Monday.

• ShareASale requires all Affiliates to submit a W-9 Form.

• Payments for commission you have earned will be sent from ShareASale once your commission reaches your selected payment trigger (minimum of $50).

• Your normal revenue-share compensation from Craftsy, if any, will continue to be sent directly from Craftsy/TN Marketing on a quarterly basis. Only your Affiliate-related commission earned will be paid through ShareASale. These payments are funded by Craftsy, but handled through ShareASale.

I DON’T HAVE A WEBSITE. CAN I APPLY WITH A SOCIAL MEDIA ACCOUNT?

• Yes, you can apply with your social media account.

• To do so, simply enter the URL for your social media account when you are prompted for a website in the signup process.

  o Some social media platforms may not offer the option to grab the URL for your account directly through the app.

    • For example, if you plan to use your Instagram account, you will need to open up your Instagram account via a web browser (Chrome, Safari, Firefox, etc.) in order to copy the URL for your account.
5 EASY WAYS TO USE YOUR AFFILIATE LINK

1. Post your ShareASale Affiliate link on social media
   a. Your followers will be excited to hear about your Class!
   b. Periodically promote an overall Craftsy category, or Craftsy discount code

2. Write a blog post
   a. Tell a story about your Class… you can use your ShareASale Affiliate link in the post, and in images.
   b. Use a seasonal themed message to refer readers to other classes that may be of interest.

3. Add an “I’m a Craftsy Instructor” badge to your site
   a. In ShareASale, you’ll find banners and other creative assets that are perfect for adding to your website, within the “GET A LINK/BANNER” area.
   b. Use a standing Instructor Badge and/or select from among many banner options.

4. Feature Craftsy in an email newsletter
   a. Send an email out to your followers with details about your Class or a Craftsy offer with your Affiliate link.

HOW CAN I FIND OUT ABOUT NEW CRAFTSY PROMOTIONS?

• Once you have set up a ShareASale Affiliate account, you’ll receive regular emails that include Craftsy’s current offers. Feel free to share them with your followers!