

Tom Hess Music Corporation Affiliate Program - FAQs

What Is The Tom Hess Music Corporation Affiliate Program?

Our Affiliate Program is a way for our company to reward you (our affiliate partner) for referring us sales by giving you a percentage of those sales. There are millions of companies on the internet that use affiliate programs to help sell their products and services. It's a WIN/WIN situation for both you, the referrer (affiliate) and us, the company. Do you need to become a salesperson? No, absolutely not. You simply point your 'affiliate links' (which we will give you) directly to one of our products or you can simply invite the people on your email list to take advantage of free resources on our website or read our articles. We'll take care of everything else. It's completely free to sell our products - no dues, no membership fees, nothing to buy. You simply earn up to 50% commission on each sale of our products, programs and events that is generated by visitors who come to our website as a result of following your affiliate link.

What Are The Benefits Of Being A Tom Hess Music Corporation Affiliate?

- ✓ You will earn 35% on every sale (up to 50% on some high-end live events)
- ✓ Unlimited earning potential
- ✓ Fast and reliable payments as often as every month
- ✓ Real-time, accurate sales tracking. You even get an email every time you make a sale.
- ✓ FREE, ready-to-go promotional materials on a regular basis. You receive attention-getting promotional copy that you can post to blogs, or email to your contact list plus effective banners for websites. We provide tweets for Twitter, Facebook and Google+ updates, as well as attractive graphics that you can begin using right away to attract customers and earn commissions!
- ✓ You will be making a HUGE difference in the musical lives of the people you refer to our programs and products because they are

simply the very best and have had life changing impacts on musicians from around the world over and over and over again. When you refer people to these life changing programs, products and events, you will have been responsible for the massive results these people will receive as a result of your referral... pretty easy way to make a huge positive change in the world, don't you think?

What Will I Be Promoting?

Online guitar lessons, guitar instructional products, coaching and training for guitar players (and other musicians), music teachers as well as high end live training events and more.

How Does It Work?

1. If you didn't sign up already, create your account here: <http://tomhess.net/BecomeAnAffiliate.aspx>. You will then be able to get started right away.
2. Share your endorsements of our products and events with your contacts via email, websites, blogs, or social media using your affiliate link.
3. When your contacts use that link to make a purchase (immediately or any time within 90 days after first using the link), you earn a commission.
4. Get paid! (See below).

How And When Do I Get Paid?

Once you've earned \$50 or more, you will get paid monthly via PayPal (on the 28th of the month). For products or programs, commissions are paid 2 months after the close of the month in which the referred sale purchased with your affiliate link occurred. Events are paid out 30 days after an event takes place. Our Affiliate System does all the work for us and keeps track of the details. You can login to your affiliate account at any time and check your statistics.

What Company Name Is On The PayPal Payment?

Tom Hess Music Corporation

Where To I Get My Affiliate Resource Center Login Information And Password?

To view our Affiliate Resource Center and to get access to your promotional material and reports on your commissions, log in at:

<http://tomhess.net/Login.aspx>

To log into your account, you'll need your email address and password you used to create your account.

How Do I Find Out How Much Commission I've Earned?

You see exact details about your commissions in your Affiliate Center (log in at: <http://tomhess.net/Login.aspx>) under "My Ledger". The ledger shows you exactly what commission payments have already been paid to you and/or will be paid to you next. In addition, you will be notified via email about each purchase that has been made.

Can I Use My Affiliate Link To Purchase Products For Myself?

No, you may not use your affiliate link to purchase products for yourself or residents of your household. Equally, you cannot refer clients who are already existing clients of Tom Hess Music Corporation.

What Are Retracted Commissions?

Retracted commissions are amounts that were overpaid to the affiliate because the associated order was returned or refunded. This happens often when affiliates make a purchase after testing their affiliate link. Since "self referrals" aren't allowed, we just void out the commission.

Why Am I Asked to Provide a Tax Identification Number?

U.S. affiliates are required to enter their Social Security Number or Federal Tax ID Number for tax purposes. The IRS absolutely requires all American corporations to issue an IRS 1099 tax form annually (in January of the year following the year in which the commissions were earned.) for all US affiliates who exceed \$600 in commissions in any given year.

Can Anyone Become A Tom Hess Music Corporation Affiliate?

Anyone can become a Tom Hess Music Corporation Affiliate, as long as they:

1. Agree to and follow our terms & conditions.
2. Only use ethical marketing methods to promote the Tom Hess Music Corporation products and programs.
3. Do not promote our products and programs via sites or marketing that contain offensive content (at our discretion).

Where Can I Get Links And Images?

You get your affiliate links and a huge amount of banner images in your Affiliate Center (log in at: <http://tomhess.net/Login.aspx>) under "Affiliate Link Generator" and "Banners".

Just select the links in the left side menu in your affiliate account.

How Can I Get Credit For A Purchase That My Referral Made Without Using My Affiliate Link?

Unfortunately, if your referral did not use your affiliate link, we are unable to give you credit for the sale. They need to purchase THROUGH your affiliate link in order for you to receive commissions.

It's possible that they went through someone else's affiliate link first OR that they already have another person's affiliate link "cookied" on their system.

To be clear, when you refer a buyer to our website through your affiliate link, you will still be paid for the sale even if the buyer doesn't

buy immediately and instead buys sometime within the next 90 days.

Note: Cookies are messages given to a web browser by a web server. The browser stores the message in a text file. The message is then sent back to the server each time the browser requests a page from the server. This enables you to get credit when your contact makes a purchase based on a lead from you.

What's The Best Way To Earn Commissions?

Here are some suggestions:

- Educate yourself on:
 - My programs
 - My products
 - My events
- Watch for new emails of upcoming affiliate opportunities.
- Schedule a little time in your calendar for consistent promotion.
- When sending out information to your contacts, personalize it as much as you can.
- Maintain regular communication with your contact lists and establish rapport with them, and provide valuable information they can use.
- Remember that consistency is the key to successful marketing, and that it can take up to 7-10 "touches" about a particular topic before a sale is made.

Do You Have Any Email Templates And Social Media/Blog Tips?

Yes. You can find a huge amount of email templates, tweets, Facebook and Google+ posts in your Affiliate Center (log in at: <http://tomhess.net/Login.aspx>) under "Templates".

Some additional tips for using them:

- On Twitter, use hashtags (#) related to the program, product or event being promoted (e.g. #onlineguitarlessons, #Practicegenerator).
- Alternate between informational or personal posts (what you are up to) and promotional tweets or Facebook status updates. People will ignore your posts if you are always selling to them.
- Use RT for "re-tweet" to encourage others to forward your post.
- We suggest no more than two promo tweets or 1 Facebook status update per day for the same program, product or event.

What If I Have Question That Was Not Answered Here?

If you don't find the answer to your question in this document, then in that case, contact us at: support@tomhess.net.