

# TRADES *of* HOPE

## A F F I L I A T E

TRADES <i>of</i> HOPE	An Affiliate	A Partner
Earns up to 25%-35% instant commission on sales		✓
Earns 15% instant commission on sales	✓	
Can create parties		✓
Can host parties	✓	✓
Has her own website link	✓	✓
Can invite people to join Trades of Hope	✓	✓
Receives commission from her team's sales		✓
Can participate in incentives for more rewards		✓
Can attend Trades of Hope company events	✓	✓
Helps women leading their families out of poverty	✓	✓

## What is an Affiliate?

A Trades of Hope Affiliate gets 15% back just for wearing and sharing the Trades of Hope pieces she loves. No risk, no recruiting, no hype. The next time someone asks you where you got your cute, fair trade style, you give them your link. Yes, it's that simple! You'd be using fashion to stand with women around the world. You deserve to be rewarded for being a part of the solution.

- Affiliates can join for a one-time fee of \$9.95, which includes a personalized website link. There is no monthly or yearly website fee.
- An Affiliate will earn 15% commissions on all sales, all the time!
- Affiliates will share their Trades of Hope link to their followers, and make all sales through their website link.
- Affiliates will not have access to a Party Portal, and cannot create Party Links or offer Hostess Rewards.
- An Affiliate can be a Hostess for you, and earn Hostess Rewards.
- When you sponsor an Affiliate, she will be counted as a branch, and her order volumes will contribute to the Branch, Team and Group Volumes.
- The Upline will get commission paid out on Unilevel 1, 2 and 3 as per Upline rank and compensation plan.
- An Affiliate can upgrade to a Partner by contacting Customer Care at anytime.

## Who and How to ASK!

Try to think of at least two people for each category.

### **The potential partner you asked who said no because she is too busy for a business.**

Hi Janet! I remember we chatted a few months ago about you joining us as a Partner and you were too busy for a business. Which is pretty understandable given how much you have going on! We just launched an affiliate program and I thought of you right away. It's a very simplified way to share Trades of Hope and fund your own purchases without a full business. Can I share more?

### **Your potential partner who thought she “couldn't do justice” to being a partner.**

Hi MaryAnn! Last time we chatted about Trade of Hope, you were worried that you couldn't do justice to being a Trades of Hope partner. We never want that to be an obstacle for anyone because every little bit really does help! To help more women be casually involved, we just launched an affiliate program. It's super simple and streamlined and I think you'll love it. Can I share the details?

### **Someone who needs to experience Trades of Hope on the “inside” before deciding whether or not to be a partner.**

Hi Lauren! I know we've chatted about your working with Trades of Hope in the past and I respect all your hesitations given how you've been burned by direct-sales stuff in the past. I say all the time that Trades of Hope is different, but I know that's hard to trust. We just launched a very simple affiliate program. There's no risk, no recruiting, no hype. You just get 15% back when someone uses your link. So you can share very organically. Does that sound like a good fit for you?

### **Your super hostess who shares your links and posts year-round between parties.**

Hi Amy! You are one of my best hostesses and I love when you wear your ToH and send your friends to me. I would love to see you rewarded even more when you do that—can I tell you about the affiliate program we just launched? It's perfect for our superfans!

### **Your customer who loves Trades of Hope but hates direct sales.**

Hi Jen! You are always so supportive of Trades of Hope and I know we've talked before about getting more involved but the direct sales aspect is a turn off. Honestly, I get it! I love DS but it's not for everyone. We just launched an affiliate program that is very streamlined and I think it would be a great fit for you. Can I share more?

### **Your current team member who sees the tech suite as an obstacle for her level of involvement.**

Hi Michelle! I know you've been frustrated with deciding whether or not the tech suite is worth it when you sell very casually. I don't know if you saw the announcement that we just launched an affiliate program. You'll have a website for FREE and you can share the link at your speed and still earn commissions—want to hear all the details to see if switching would make sense for you?

### **Your former partner who couldn't make a full business work.**

Hi Rachel! I've always been a little bummed that you aren't with Trades of Hope anymore, especially when I know you loved our fair trade mission so much. We just launched a very simplified affiliate program and I think it might be a great way for you to be involved again but in a more streamlined way. Can I tell you about it?

### **A potential “coffee affiliate” who didn't want to enroll with a kit.**

Hi David! I know we chatted about our fair trade coffee last spring and you were interested in promoting it. And I totally get why you don't want to buy a bunch of jewelry in order to do that! We just launched a very simple affiliate program. It's just a \$9.95 set-up fee and then you'll have a link to share coffee and get 15% back. Want to hear more?

### **The stylish person you follow who is creating content consistently on IG.**

Hi Maura! I really love your content. I'm always lifted up and inspired (encouraged/challenged/comforted). You always look so polished in your stories and I wondered if you'd be interested in hearing about the fair trade company I work with. We just launched an affiliate program and I think it would be a great layer to add to what you are already posting. Can I tell you more?

**The “style blogger” you follow on social media.**

Hi Paige—I’ve been loving all the inspiration on your account since I started following you. I work with a fair-trade brand that I think you’d love. So many of the pieces fit your aesthetic perfectly. We have a generous affiliate program and I’m wondering if you’d be interested in adding a socially-conscious layer to your platform?

**The justice advocate you follow on social media.**

Hi Shannon! I loved your post today, as usual! I was actually thinking of you this week because I work with a fair-trade company and we just launched an affiliate program. I wondered if you would be interested in layering this into your advocacy work and give your followers a chance to make more ethical shopping choices?

**The anti-trafficking advocate you follow on social media.**

Hi Rebecca! Thank you for giving me so much good info to share with my circles—I loved your post this week on \_\_\_\_\_. I work with a company that does a lot with the anti-trafficking movement both on the prevention and recovery sides. We just launched an affiliate program and I thought you might be a good fit. Can I tell you more?

**The non-competing DS consultant who loves ToH but doesn’t need another business.**

Hi Lisa! I know you love Trades of Hope and I know you are also fully-committed to your Color Street business but I have some exciting news. We just launched an affiliate program! Now when you post your nailfies, you can share your link for those who want the nail strips AND the rings and bracelets you are showing off. Want all the details?

**Someone who works with other affiliate programs but doesn’t have a socially-conscious brand.**

Hi Erin! I love your content—I always know I’m going to get inspiration and great sources for \_\_\_\_\_. I wondered if you might be interested in adding a social-conscious layer to your platform. I work with a fair-trade brand and we just launched our affiliate program—can I tell you more?

**A socially-conscious platform who doesn’t have a go-to jewelry brand.**

Hi Jenny! Thanks for another great post today! I love how you make such an effort to shop the most ethical brands possible. I haven’t seen you post about jewelry (accessories/home decor) and I wondered if you might be interested in hearing about the company I work with. We just launched a very generous affiliate program and I think it would be a perfect fit for you. Can I share more?