



Affiliate Information Pack

September 2015 Launch

Welcome!

Thank you for coming on board as a valued affiliate of my Home Detox Boot Camp®. I can't tell you how much I appreciate your support in helping spread the word and guiding people to a simpler, healthy and more eco-friendly lifestyle.

In this information pack you'll find a suggested schedule of promotions, copy you can use in emails and social media posts, and details of where you can find a gallery of promotional images. If you haven't yet done so, sign up through the Affiliate Centre to receive your unique tracking codes. Sign up here>> >> <http://homedetoxbootcamp.com/affiliate-area/>

Your links to the sales page, FREE Home Detox Video Series, FREE Home Detox Cheat Sheet and webinars conducted throughout the sales period are all available by logging into the affiliate centre.

About the Home Detox Boot Camp

The Home Detox Boot Camp® shares my unique framework for a cleaner, greener, healthier home. This 8 week eCourse resources participants and their families for a chemical-free life, for life. You can check it out here>> www.homedetoxbootcamp.com

Program Content

The eight weekly modules (plus one catch-up week) are delivered by videos, audio files, recorded training slides and a workbook, all housed in a custom-built membership site. Course participants receive an email each week with a direct links to the membership site where they can log in with their unique username and password to access the material.

The weekly modules are:

- **Module 1:** Healthy home and chemistry 101
- **Module 2:** Laundry love
- **Module 3:** Kitchen blitz
- **Module 4:** Taming the bathroom and toilet
- **Module 5:** General home cleaning, sorted
- **Module 6:** Pest control confidence

- **Module 7:** Personal care - beautiful you, beautiful earth
- **Module 8:** Living chemical free - the way for life

Course participants are supported in their chemical-free journey through a closed Facebook community. They also have lifetime access to the course material, including any updates that are released.

Enrolment

The sales period for the next intake opens on **Wednesday 2nd September 2015** (i.e. when sales page is live) and closes on **Thursday 1st October**. The course runs twice a year and will next be offered around April 2016.

Investment

The Early Bird discounted price of \$249 (inc GST) applies until **10pm AEST Monday 11th May**. After this time the price will increase to \$349 (inc GST). Payment plans are available.

Free Training

I've developed a both a FREE Home Detox Cheat Sheet and a FREE Home Detox video training series to give people a taste of the Home Detox Boot Camp before they decide to invest.

You can choose to promote whichever you feel will resonate best with your tribe – or both!

I'd be most grateful if you could promote the free training series heavily between now and **Monday 21st September**. Your unique affiliate link to the video series will track all the way through to the sales process and has a 60 day tracking cookie.

This means you don't need to feel icky promoting the ecourse sales page, you can just promote the free video series and earn commission on any sign ups.

In the last week of the Home Detox sales period I'll close off the video series as people who join in this time won't be finished before the sales period closes.

Promotion and Schedule

I recommend sending two specific emails to your list as well as any social media promotion. You're encouraged to also prepare related blog posts or include it in your newsletter.

I recommend you focus on the free Home Detox Cheat Sheet or free video series opt-in as these are a way to provide your list with something of value rather than just "selling" to them. After Monday 21st September, please refer people only to the sales page with your unique affiliate link, until the **cart closes on Thursday 1st October 2015**.

Suggested promotion copy (between 17th August – 21st September):

Some suggested copy to promote the video series is below, but feel free to use your own:

{FREE Home Detox Training}

Get a cleaner, healthier home and ditch the chemicals with this FREE Home Detox Video Series.

Environmental Engineer and Eco Living Expert Laura Trotta has just launched a FREE Home Detox training series that helps you kick start the process of removing chemicals from your home.

In the three-part series she covers:

- 1. 8 Common chemicals to avoid bringing into your home*
- 2. 3 Natural ways to kill bacteria and germs in your home*
- 3. How to stop moths and silverfish from devouring your clothes, naturally!*

Just click the link to get the training direct to your inbox.

<<insert your affiliate link to the video series opt in>>

This free training is only around for a limited time so jump on board now and start creating the healthy home you crave.

If video training is not your thing and you'd prefer to jump in and get started removing synthetic chemicals from your home straight away, check out Laura's FREE Home Detox Cheat Sheet here:

<<insert your affiliate link to the Home Detox Cheat Sheet >>

Suggested promotion copy (between 2nd and 16th September):

Do you want to live in a chemical-free home you know that's safe for your children? Do you worry about the health impact of chemicals but just haven't gotten around to reducing the number and type of chemicals in your home? Perhaps you have high standards for cleanliness, yet don't know how to live without commercial cleaning products?

If any of this sounds like you, I have some great news!

My friend, environmental engineer and eco-living expert, Laura Trotta has just re-opened the virtual doors to her popular online program, the Home Detox Boot Camp where she shares her framework for a cleaner, greener, healthier home. This 8 week course resources you and your family for a chemical-free life, for life.

You can check out the course here <<Insert your affiliate link to the sales page>>

The Home Detox Boot Camp systematically guides you through the process of removing chemicals from every aspect of your home and replacing them with safe, effective and economical alternatives.

For the modest investment of \$349 (inc GST) you get 8 modules delivered weekly to your inbox with links to videos, audio recordings, recorded training slides, workbooks and a full home detox recipe index. You'll also have LIFETIME access to the course material and closed Facebook community where you can continue to be supported on your chemical-free journey by Laura and other course participants, even after the course has finished.

PLEASE NOTE: ENROLMENTS CLOSE ON THURSDAY 1 OCTOBER, at 10pm AEST.

(If this course is speaking to you, please act quickly – if you enrol before Wednesday September 16th you can get access to the entire program at the special early bird rate of \$249 – a saving of \$100. You'll also be in the running for some fabulous early bird bonuses!)

Prefer to try before you buy?

Laura has developed a FREE Home Detox Video Series which you can get here <<insert affiliate link to video series>>.

In the three-part series she covers:

- 1. 8 Common chemicals to avoid bringing into your home*
- 2. 3 Natural ways to kill bacteria and germs in your home*

3. How to stop moths and silverfish from devouring your clothes, naturally!

Just click here to have this FREE training delivered directly to your inbox [<<insert affiliate link to video series>>](#).

If watching video training is not your thing and you'd prefer to jump in and get started removing synthetic chemicals from your home straight away, check out Laura's FREE Home Detox Cheat Sheet here:

[<<insert your affiliate link to the Home Detox Cheat Sheet >>](#)

If you want to remove or reduce your children's exposure to chemicals in your home, better protect and care for children with allergies and sensitivities or simply reduce your family's waste and save on your grocery bill, then the Home Detox Boot Camp is for you.

Your family's wellbeing (and your peace of mind) is way too important to miss this!!!

Click here to join the Home Detox Boot Camp [<<insert your affiliate link>>](#)

PS – I only ever recommend programs and products I truly believe in. Home Detox Boot Camp is a no-brainer – especially for the early bird price of a \$249 (inc GST). Laura is both a mum and experienced environmental professional and really knows her stuff. I know she'll be able to help you break up with chemicals in your home, for good!

Suggested promotion copy (between Thursday 17th September and Thursday 1st October):

Do you want to live in a chemical-free home you know that's safe for your children? Do you worry about the health impact of chemicals but just haven't gotten around to reducing the number and type of chemicals in your home? Perhaps you have high standards for cleanliness, yet don't know how to live without commercial cleaning products?

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Key Dates

Monday 17th August – FREE Home Detox Video Series and Cheat Sheet LIVE and available to be promoted

Wednesday 2nd September – Enrolment opens (with webinar on Essential Oils)

Wednesday 16th September – Early Bird discount period ends (10pm AEST) – after webinar on MUST-HAVE products in your Home Detox Toolkit

Monday 28th September – Sneak Peek and Q+A Webinar

Thursday 1st October - Enrolment closes (10pm AEST)

Tuesday 6th October – course starts

Tuesday 3rd November - commissions paid via Paypal (NB: This is after the refund period)

It is recommended you promote through email and social media both in the lead up to, and on these key dates for the best results.

Promotional Images

In the affiliate centre for Home Detox Boot Camp you will find promotional images for the FREE Home Detox Video Series as well as for the Home Detox Boot Camp. If you would prefer any images in different dimensions, please email me at laura@sustainababy.com.au

Commission

The standard commission rate for this course is 30% of the course price. This translates to \$74.70 for every sign up via your link in the early bird period and \$104.70 in the normal pricing period. These amounts will be approximately 15% higher for those who opted to pay on a payment plan, however their payments will be staggered (deposit followed by two monthly payments).

You will receive your affiliate commission payment after the 30 day money back period, on **Tuesday 3rd November**.

There is no minimum amount to earn to be paid. Even if you have just one sign up through your link, you will be paid commission. Payment will be made directly to your Paypal account.

Commission Monitoring

You can log into the Home Detox Affiliate Centre any time here and view the number of referrals you've sent through as well as commission dollars earned.

Home Detox Affiliate Centre>> <http://homedetoxbootcamp.com/affiliate-area/>

