



**momference**<sup>SM</sup>  
A MEETING OF THE MOMS

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[www.momference.com](http://www.momference.com)  
[www.momference.wordpress.com](http://www.momference.wordpress.com)

## **AFFILIATE HANDBOOK**

**Affiliate Inquiries:**  
[affiliates@momference.com](mailto:affiliates@momference.com)

[www.momference.com](http://www.momference.com)



## MOMFERENCE Affiliate Handbook

**Get a piece of the Momference action! Earn up to 20% of all registrations from moms you refer when you become an affiliate of *Momference*<sup>SM</sup>.**

**Momference** is an organization dedicated to supporting and encouraging women who are moms in their efforts to build strong families while simultaneously renewing their own sense of self and well-being.

### **As a Momference Affiliate, you receive:**

- CASH - Up to 20% of all registrations from moms who join up through your affiliate link
- SUPPORT - Easy-to-use Momference web banners and links to share the Momference news on your web page and in your e-newsletter
- COLLATERAL - Plug-and-play copy about Momference for your newsletters, web site or emails to make it easy to get your contacts excited about what Momference offers
- COMMUNICATIONS - Special updates about Momference and conference news

**Registration as an affiliate is easy, and we supply all the materials and information you need to communicate clearly and professionally about the Momference.**

### **Why become an affiliate?**

- Become a useful resource to your friends, family, clients, employees and database by linking them to products and services you believe in—like Momference
- Get rewarded for your referrals
- Free web banners and artwork makes it easy to spread the word about Momference
- You become a trusted authority when you refer your contacts to verified resources—like Momference—that make their lives better
- It's an easy way to show your support for a program that supports all moms at all stages of their lives.

Momference was designed as an event that grows bigger and more valuable to attendees every year. As a Momference affiliate, you're part of making that dream a reality! For technical questions about the Momference affiliate program, please contact [affiliates@momference.com](mailto:affiliates@momference.com).

Sincerely,  
The Momference Team

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**To become a Momference Affiliate, simply go to [www.momference.com/affiliates.htm](http://www.momference.com/affiliates.htm)**

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## Setting Up Your Momference Affiliate Links

### 1. Becoming a Momference Affiliate

- Click on the “Affiliates” link on the Momference homepage
- You’ll fill out a simple interactive form that lets us know who you are. We need this information to pay your affiliate rewards.
- Once you sign up, you’ll get a unique affiliate link. Use this link to receive credit for your referrals.
- We encourage you to use a PayPal account so that we can directly deposit your affiliate rewards into your account. PayPal is free and easy to use. Go to [www.PayPal.com](http://www.PayPal.com) to set up this account. The email address you use to open your PayPal account is the same address we’ll need to credit your account.
- PayPal will also let you check your affiliate dollar balance.
- You’re in!

### 2. Using Your Momference Affiliate Links to Earn Rewards

- Remember to use your Momference affiliate link whenever you tell others about the program. It’s the only way to get credit for your referrals.
- Your Momference affiliate link is coded just for you.
- Affiliate marketing works best when you are genuinely enthusiastic.
- Think about what makes you excited about Momference. Now think about what will excite your friends.
- You may want to think of a different message for different groups of friends. For example, with business colleagues, you’ll want to emphasize the resources for moms who work or own their own businesses. For friends who are home full-time with children, emphasize those resources. Momference has something for moms at all stages of life and all lifestyles!
- How do you communicate with your friends and business contacts? Here are some ideas to use your Momference link:
  - Include a paragraph about Momference in your newsletter
  - Add a paragraph about Momference to your web site
  - Include the link and a short personal recommendation in all of your emails to friends, family and clients.
  - Tell your friends about Momference, and then offer to send them the link via email. This reminds them to check us out and also makes sure you get credit through your affiliate link.

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## MOMFERENCE Affiliate Handbook

- Careful! Some online communities and discussion boards discourage or forbid posting affiliate links. Blatant promotion is also not permitted. Always respect their rules. What you can do is give a sincere recommendation and refer people to your own web page where you place the Momference affiliate link, or have people email you directly outside of the discussion board for more information.

### 3. Promoting Momference With Your Affiliate Link

- You can personalize and change these suggestions to make them truly yours.
- Only send email to people you know and who will be happy to hear from you. Never send to people you don't know or to rented email lists. That's spam.
- Keep it short and focused on what's in it for them
- Always use your affiliate link.

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## **SAMPLE NEWSLETTER OR WEB SITE BLURB**

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At Momference, our goal is simply to provide every resource and expert available to aid women in delicate balance that is motherhood. Encompassing a wide range of mom, from working moms to stay at home moms to moms with newborns to moms with teenagers, the one thing that all moms share is they are women...and that is powerful!

Leveraging an online community of podcasts, live events with renowned experts, blogs with “must know” informational post allowing for direct contact with our experts....the only thing missing from Momference is YOU!

<Your Affiliate Link>.

### **Upcoming Momference Events include:**

- \*Divorce
- \*Special Needs Children / Families
- \*Domestic Violence
- \*Child Safety
- \*Parenting Teens
- \*Mompreneurs

Sign up for a life changing event today! Don't miss out on being the mom and the woman you have always wanted to be. Join Momference today to see why Momference is the Meeting of the Moms.

<Your Affiliate Link>

## **SAMPLE EMAIL1**

Dear <Their Name>,

Wouldn't it be great if being a mom came with instructions or an expert you could ask those difficult questions? Now it does! I would like to introduce you to Momference, the online support and tele-conference community, built to celebrate, empower, and educate women who are moms in all aspects of their lives. Strengthened by a collection of nationally endorsed and recognized experts, Momference is the hotspot for moms seeking a place that understand and focuses on women who are moms...and much much more!

Please accept my invitation to look them over at: <Your Affiliate Link>.

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## MOMFERENCE Affiliate Handbook

Momference events cover topics like divorce, special needs children, domestic violence, child safety, and much more. Best part about it...it's all mom-centered and all delivered via your computer! You can listen live from any phone anywhere or download the audio to listen after the kids are in bed or when you're in the car. Find everything you have been looking for at [<Your Affiliate Link>](#).

I really think you'd enjoy Momference. To accept my invitation to share in the Momference experience, click [<Your Affiliate Link>](#).

Talk to you soon!  
(your name)

### SAMPLE EMAIL2

Dear [<Their Name>](#),

Are you ready for a place where everyone understands what it really takes to be a mom? [<Your Affiliate Link>](#)

Have you ever felt pressure to hide your "mom-ness" at work and wondered how to handle it? [<Your Affiliate Link>](#)

Or do you feel like you've been "Mom" for so long that you'd have to check your driver's license to remember your real name?

You are invited to visit the place where Mom does have the last say! Momference: [<Your Affiliate Link>](#)

The Momference is a revolution of an online community celebrating, empowering, and educating women who are moms in all aspects of their lives. Does this sound good to you? Get ready for a new Mom experience...where mom and the woman inside meet, greet, and get to know each other again!!

Addressing real women's issues like divorce, domestic violence, special needs children, child safety, and tons more....don't wait another day to:

- Learn what experts have to share about relationships, parenting, career, home, wellness and self-care.
- Rediscover your dreams—and find out how you can achieve them while still being a great mom.
- Celebrate "mom-ness" in all its sticky glory and all aspects of your life—with people who've been there, done that, and have the spit-up on the t-shirt to prove it!

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## MOMFERENCE Affiliate Handbook

Momference is the place you can be yourself by celebrating instead of sacrificing. Take me up on this special invitation to check out Momference at [<Your Affiliate Link>](#).

It's all here!

- Ways to cook simple meals - that your kids will actually eat.
- Panel discussions on how to navigate careers - in today's workplace.
- Fitness and lifestyle experts to help you be your personal best.
- Real-world parenting discussions about your kids - from newborns to teens.
- Great ideas on how to handle life's rough spots - like moving, divorce or career changes -and make it easier on your children.

Best of all, every presentation is mom-centric and mom-friendly.

[<Your Affiliate Link>](#)

Busy Schedule? No time? You've got options

You say you don't have time? Of course – you're a mom!

Momference was designed with you in mind! The experts are as close as your phone or computer - all without the hassles of parking, commuting or getting a babysitter! Using convenient teleconference style technology, Momference puts you in a "virtual meeting room" with thousands of like-minded mothers and supporters, sharing ideas, listening to feedback, and asking questions – even those you were afraid to ask.

You can participate live online, or download the audio recordings and listen on your own terms - when you're in the car, at the gym, or after the kids are in bed.

Take advantage of all the great resources on the Momference at [<Your Affiliate Link>](#)!

\*Blogs by Industry Experts

\*Informational Free Guides

\* Free Monthly Newsletter "Momference Muse" with expert tips and tricks

\*E-books

\*Podcasts

While you are there, register for the event that calls your name! And consider becoming a Momference affiliate—earn cash rewards for referring friends who register! [<Your Affiliate Link>](#)

### Make a Difference to Other Moms

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## MOMFERENCE Affiliate Handbook

One more thing—Momference is committed to making a difference. Every registration benefits deserving charities that support women and families.

For more information or to register, go to **<Your Affiliate Link>**

**(your name)**

**(Your affiliate link)**

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## **MORE INFORMATION ABOUT THE MOMFERENCE**

### **What is MOMFERENCE?**

**Momference** is an organization dedicated to supporting and encouraging women who are moms in their efforts to build strong families while simultaneously renewing their own sense of self and well-being.

**Momference** is the first ever global expert resource created especially for busy Moms - and it's convenient! Through our **online events** <link to calendar>, **educational podcasts** <link to podcast shop> and **interactive blog** <link to blog>, Momference puts you in “virtual meeting rooms” with thousands of like-minded women from all over the country... all without the hassles of travel or getting a babysitter!

**Momference** brings experts from across America and from around the globe directly to you, to discuss challenges and offer practical strategies that will empower you to achieve your potential in the many facets of life as both a mom and a woman!

**Momference** is committed to helping mothers and families in need. As a benefit of **Momference**, we donate a portion of net registration proceeds to charities and non-profit organizations aimed at bettering the lives of women.

Through Momference's virtual platform, moms all over North America can meet each other, share wisdom and compare notes, ask questions, get answers and network with other women who share their deepest bond—that of being a mother. Our affiliates help spread the word about Momference to their clients, friends and families to build valuable word of mouth.

Momference is also a place for our affiliates, vendors, experts and corporate sponsorships to showcase the products and services they provide that make life easier for moms. Through the Resource Center, Momference offers useful, entertaining and informative articles and podcasts from our large array of expert speakers and corporate sponsors. In the Momference Shops, moms can purchase books, informational media, products and services designed with them in mind.

### **The MOMFERENCE Mission Statement**

**Momference** provides a welcoming, inclusive opportunity for women in all stages of motherhood and life to meet, share, learn and grow. **Momference** celebrates, empowers, and educates women who are moms in all aspects of their lives.

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