



**naturopathic**  
pediatrics.com

## AFFILIATE PROGRAM

Welcome to Naturopathic Pediatrics affiliate program! Naturopathic Pediatrics offers a generous 50% affiliate commission with 15-day referral tracking cookies. We include sample e-mails, promotional images, banners, sample text and more to make it super easy to be a successful affiliate.

## Who is a good fit for an affiliate partnership?

We think that fellow naturopathic physicians, integrative physicians, integrative pediatricians, and health bloggers would be the best fit for an affiliate partnership. We prefer affiliates who have experience in the medical field, especially those who are currently practicing medicine.

## What to expect.

We **want** you to be successful. That said, affiliate income and “passive” income are rarely “passive.” It requires connection with your audience and multiple points of contact in order to get affiliate revenue to truly come in. Our experience is:

- \* Conversions typically range around 1-3%. If your target audience is less than 1,000 patients/families/contacts, it may be difficult to see significant affiliate income. **That said,**
- \* **Conversions for in-office** referrals can be as high as 20-50%. The difficulty here is getting your patient to view the products with your affiliate link!
  - \* Tip #1 - request a custom brochure or rack card by e-mailing us at [info@naturopathicpediatrics.com](mailto:info@naturopathicpediatrics.com). Specify which course or e-book you would like to promote.
  - \* Tip #2 - place advertisements in a clear place on your website. You may even want to have a dedicated page for this content. (e.g., [www.yourwebsite.com/vaccines](http://www.yourwebsite.com/vaccines) for the Vaccines Demystified course. Include some content about your approach to vaccine education, and then several clear links to the course and why you are recommending it. Then, during office visits with your patients you can remind them - if they need more information to check out [www.yourwebsite.com/vaccines](http://www.yourwebsite.com/vaccines) to learn more.)

## By joining you agree to:

- \* **NEVER** spam your customer, patients or visitors to your blog. We are very serious about this. No one needs more spam e-mails.
- \* **ONLY** e-mail customers who have agreed to be a part of your mailing list. Remember that people trust you and your professional opinion. Maintain that trust!
- \* Always declare your affiliate status. (Simply say something like “we support Naturopathic Pediatrics and they support us.”)

## HOW TO JOIN

Head to [www.naturopathicpediatrics.com/affiliate-area/](http://www.naturopathicpediatrics.com/affiliate-area/) to register for an affiliate account. [Note: if you are already registered as a user on the site you may need to e-mail us at [info@naturopathicpediatrics.com](mailto:info@naturopathicpediatrics.com) to set up your affiliate status.]

It may take up to 3 business days to approve your affiliate account.

Once approved you will receive an e-mail that your affiliate application has been accepted. (If you do not receive an e-mail confirmation after 3 business days please contact us directly.)

## LOG-IN

Log into your affiliate area at [www.naturopathicpediatrics.com/affiliate-area/](http://www.naturopathicpediatrics.com/affiliate-area/) or click the link provided within the e-mail confirmation (above).

## GENERATE URLS

Click on "Affiliate URLs" and enter the link of the product, course, page or e-book that you would like to promote. Click "Generate URL" to receive your own custom URL that you can use to promote the particular product.

## USE IMAGES

Go to "Creatives" to view the various banners available. Simply copy and paste the HTML into your website or blog to use the banner. If you don't see a banner for a product you'd like to promote please e-mail us.

Have tech troubles? Let us know please.

## VIEW YOUR REFERRALS

Click on "Statistics," "Graphs," and "Referrals" to view more information about the traffic you are driving. If you do not see referrals within 2 weeks please let us know immediately.

## USE SAMPLE TEXT

Feel free to copy and paste text on our website that describes the products in detail. However, do NOT copy and paste entire blog posts without notifying us.

For sample text to include in e-mail marketing campaigns see the Sample Text document in the affiliate area.

## How to be successful with affiliate marketing.

Here are some tips for affiliate marketing that we find to be helpful.

1. **It takes time.** Our experience is that customers and patients need to see the product or message multiple times (research shows 7 times on average!) in order to purchase. Affiliate income rarely comes quickly. The advantage of affiliate marketing is that it can generate income over a long period of time.
  1. We highly recommend blogging, making videos, or posting on social media about a topic related to the product you wish to promote. Examples:
    1. 5 ways to help your child with ADHD - *naturally!*
    2. Who to believe when it comes to vaccine information
    3. How to talk to your doctor about vaccines
    4. 3 tips for treating constipation naturally
2. **It takes connection.** The best affiliate marketers have a strong connection with their audience.
  1. Sample ways to create connection:
    1. Have conversations in your office. Supply patients with more information via brochures, rack cards, etc, that contain a coupon code. (Your coupon code will always be tracked to YOU.)
    2. Host a Facebook Live to answer questions
    3. Run a video on IGTV
    4. Write or blog about your own personal experience
3. **It takes trust.** If your audience trusts you then you are already half-way there! State clearly that you trust this resource. Everyone wins!
4. **It takes clear communication.** Speak clearly and openly with your audience about what they can expect and what they can get out of these resources. Why are they valuable? What are they worth?

## Suggestions

- 1. Post your custom URL to ANY topic on social media.** If you LOVE the Nat Peds article on fevers - then promote it on Facebook using a custom URL. (See section above on custom URL's.) Again, anyone who enters the site via your affiliate URL and eventually purchases (within 15 days) will be attributed to you.
- 2. Send a set of 4 promotional e-mails** to your e-mail list. (See Sample Text document for text for promotional e-mails.)
- 3. Share on your favorite social media platform.** Go to Creatives to see images including your affiliate link.
- 4. Offer coupons.** We encourage you to use coupons to stimulate sales! Simply e-mail us at [info@naturopathicpediatrics.com](mailto:info@naturopathicpediatrics.com).
  1. YOU can set the price of any e-book or course in our shop.
- 5. Then do it all over again!** Remember the 7 points of contact with your audience. You can also consider running a remarketing campaign to encourage people to go back to the site via your affiliate links. Naturopathic Pediatrics does not have any restrictions on advertising or remarketing.

# PRODUCTS



## VACCINES DEMYSTIFIED

### Description:

Vaccines Demystified is an online course for parents and professionals explaining infant vaccines and special topics in immunizations. Vaccines Demystified is unique in that it **provides information on immunizations without bias**. Retail cost: \$99. Affiliates can apply for discounted coupon codes to give special deals to their customers/clients.

*Note: we have found that a target price of \$35-\$65 to be the ideal sales price for this audience, who are often parents with limited income. This is a substantial discount off the \$99 retail price. E-mail [info@naturopathicpediatrics.com](mailto:info@naturopathicpediatrics.com) to request a custom coupon code for your clients/patients. YOU pick the price. Remember that you will earn 50% of any price that you choose.*

## Constipation E-Book

### Description:

A 25-page guide that includes a checklist and information on how to manage childhood constipation without Miralax. It includes information on establishing the foundation of health (hydration, fiber, nutrition, elimination diets), natural remedies for stimulating peristalsis, directions for administering an enema, bowel retraining and more. Retail cost: \$15.

We recommend selling at retail cost, or for no less than \$10.

## Healing your child from ADHD

### Description:

A 22-page guide that includes a checklist for a recommended 3-tiered approach to treating ADHD. This is a wonderful supplement to naturopathic practice, and provides a framework for treating patients in-office as well. This is also a great marketing piece. Retail cost: \$15.

We recommend selling at retail cost, or for no less than \$10.

## Other shop items:

### Well child guides, elimination-challenge e-book

Because of the low sales price these e-books are typically not a good choice for affiliate marketing. You are welcome to distribute these resources freely in your clinic.



## My Infant Health Binder, My Toddler Health Binder or My Health Binder for Kids.

### Description:

An 81 page printable e-book that is an organizational system for parents of infants, toddlers or school-age children. It contains organizational tools like an appointment log, breastfeeding log, vaccine scheduling planner, medication/supplement list, plus well child guides for each milestone (newborn, 2 mo, 4 mo, 6 mo, 9 mo, 12 mo for the infant health binder, 12 mo, 15 mo, 18 mo, 2 year, 3 year, 4 year for the toddler health binder, and 5 year, 6, year, 7 year, 8 year, 9 year and 10 year for the kids health binder).



We recommending selling at retail cost.

### My Infant Health Binder sells very well on Facebook!

**Simply share your affiliate link as a Facebook post with some text.** ("This is a great life hack!" or "This is such an awesome tool for parents!") **Make sure to include your unique affiliate link to My Infant Health Binder** <http://naturopathicpediatrics.com/affiliate-area/> Scroll down. In the field that says Page URL type <http://naturopathicpediatrics.com/product/infant-health-binder-printable-e-book/> It will generate your unique URL that includes your affiliate code. Make sure to include this, or you will not get affiliate "credit." Your URL should look something like: **<http://naturopathicpediatrics.com/product/infant-health-binder-printable-e-book/?ref=2>** (where the ref=number is your affiliate ID.)

### Facebook, Pinterest, Twitter or LinkedIn promotion:

Go to <http://naturopathicpediatrics.com/affiliate-area/> and click on "Creatives." We have some really nice images (scroll down) for the My Infant Health Binder, including an image that looks great on Facebook, and another that looks great on Pinterest. To save an image to your desktop simply right click (or on a Mac control click) and select

“save image as.” This can be helpful if you need to manually upload an image to Pinterest, LinkedIn, Twitter or Facebook. The Creative area also gives you the HTML if you want to simply copy and paste this into your website.

### **Pinterest advice:**

For Pinterest you can manually upload an image by clicking the red ( + ) and then selecting “Upload an image.” Select the image you had saved to your desktop. In Destination URL make SURE to include your unique affiliate link that you generated above. We recommend including hash tags like #Baby, #Organizing, #Naturopathic, or anything else that may make your pin stand out.

# MY INFANT HEALTH BINDER SALES E-MAIL

My Infant Health Binder is a great marketing and sales tool. It sells very well and is well priced for a target market of new Moms, Dads and caregivers. Below is a sample promotional e-mail. Copy the text into your preferred e-mail program. **Make sure to include your unique affiliate link to My Infant Health Binder** <http://naturopathicpediatrics.com/affiliate-area/> Scroll down. In the field that says Page URL type <http://naturopathicpediatrics.com/product/infant-health-binder-printable-e-book/>

It will generate your unique URL that **includes your affiliate code**. Make sure to include this, or you will not get affiliate “credit.” Your URL should look something like: <http://naturopathicpediatrics.com/product/infant-health-binder-printable-e-book/?ref=2> (where the ref=number is your affiliate ID.)

### **E-mail**

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#### **Headline: The Ultimate Organizational Solution!**

Moms, Dads, Caregivers, and Grandparents of infants - this e-mail is for you!

I am really happy to share this great life hack with you!

Our friends over at Naturopathic Pediatrics have developed an organizational solution called **My Infant Health Binder**. It is designed for YOU - Moms, Dads, Caregivers, and Grandparents to keep track of all your infant’s healthcare information.

The best part about **My Infant Health Binder** is that it is a flexible system to fit the needs of your family. Some parents will use their binder to keep track of milestones, growth charts, vaccinations, and to be proactive about their infant's health. Some families will use their binder to keep a log of appointments, medications, supplements, feeding, lab-work, or provider lists. You can print the sections that apply to your family and assemble it as needed.

The extra bonus: the author, Dr. Krumbeck (who is the founder of Naturopathic Pediatrics) has written super helpful Well Child Guides for each major developmental stage in the first year of life. She includes guides for newborn, 2 months, 4 months, 6 months, 9 months and 12 months. Each guide includes a naturopathic approach to supporting your child's health at each developmental stage. Included are things like sleep tips (sleep training, average awake time, etc), breastfeeding tips, when and how to introduce solid foods, managing a fever naturally, teething tips, how to encourage language development and more.

And the super extra bonus: included are herb guides, so your family can learn to use herbal medicine *safely*!

This is such a great idea, I'm thrilled to share it with you.

So check it out here: <<<My Infant Health Binder>>>> **[enter your affiliate link here]**

[Yep, I'm affiliated with Naturopathic Pediatrics because I truly believe in it.]

## VACCINES DEMYSTIFIED SALES E-MAILS.

We highly recommend sending at least two, preferably three to four e-mails spaced 2-3 days apart. Copy the text into your preferred e-mail program. **Make sure to include your unique affiliate link to Vaccines Demystified.** To find your unique link go to <http://naturopathicpediatrics.com/affiliate-area/> Scroll down. In the field that says Page URL type <http://naturopathicpediatrics.com/vaccines-demystified>. It will generate your unique URL that **includes your affiliate code**. Make sure to include this, or you will not get affiliate "credit." Your URL should look something like: <http://naturopathicpediatrics.com/vaccines-demystified/?ref=2> (where the ref=number is your affiliate ID.)

Note: (You need to be signed in to view the affiliate page. To sign in go to Shop > My Account.) If you have any questions please e-mail us at info at [naturopathicpediatrics.com](mailto:info@naturopathicpediatrics.com).

**In the e-mail text below include links to the URL that contains your affiliate link. I highlighted in **ORANGE** each place where you need to insert your affiliate link or your coupon code (if desired).**

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# E-mail #1

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E-mail #1

**Option 1: {e-mail subject} Dr. Google can be a liar.**

(Text) Dr. Google can be a liar sometimes. Just Google any symptom you currently have and somewhere there will be a website about how you may have cancer.

When it comes to information about vaccines Dr. Google can be equally unreliable.

I hear from families all the time who tell me they have questions about vaccines. Oftentimes their family doctor can't answer the really hard questions about their shots. (Or they simply don't have the time to do so!) When this happens many families turn to the internet or to their friends for answers.

I have seen many patients find "answers" on the internet that were completely false. It scares me to know that patients are relying on the internet to answer these really important questions.

The other problem I have found is that almost every single internet source on vaccines is heavily biased.

The good news is that I now have a wonderful resource for you. My colleague Erika Krumbeck, ND created an online course that answers all your questions about vaccines. But the best part - **it is unbiased!**

If you are looking for an honest, open conversation about vaccines then I highly recommend **Vaccines Demystified**. It is a self-paced online course that includes straightforward, *unbiased* answers to all of your common questions about vaccines. This is a great option for families who find themselves on the fence about immunizations and want to feel empowered in their decision.

Most importantly, this is a resource that I **trust**.

So check it out here: <<<Vaccines Demystified>>>> **[enter your affiliate link here]**

And a special deal for my patients/newsletter subscribers - enter code **<Insert your code here>** to get 50% off! (Enter the code in the check-out field at the top of the page.)

[Yep, I'm affiliated with Vaccines Demystified because I truly believe in it.]

Option 2: {e-mail subject} **Introducing Vaccines Demystified**

I hear from families all the time who tell me they have questions about vaccines. Many of these families are struggling because they find conflicting information or heavily biased information (especially on the internet).

The good news is that I now have a wonderful resource for you. My naturopathic colleague Erika Krumbeck, ND created an online course that answers all your questions about vaccines. But the best part - **it is unbiased!**

If you are looking for an honest, open conversation about vaccines then I highly recommend **Vaccines Demystified**. It is a self-paced online course that includes straightforward, *unbiased* answers to all of your common questions about vaccines. This is a great option for families who find themselves on the fence about immunizations and want to feel empowered in their decision.

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And a special deal for my patients/newsletter subscribers - enter code **<Insert your code here>** to get 50% off! (Enter the code in the check-out field at the top of the page.)

[Yep, I'm affiliated with Vaccines Demystified because I truly believe in it.]

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## E-mail #2

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(recommend sending 2-3 days after the first e-mail.)

### **Option 1:**

**E-mail subject: Information about vaccines without guilt, fear or shame.**

Vaccines are one of the most common subjects I talk about with parents in my practice. Parents have lots and lots of questions - as they should! There is a ton of misinformation about vaccines out there. In fact, there is a lot of misinformation coming from both sides of the vaccine "debate."

The discussion on vaccines has spiraled into an escalating, heated dispute that increasingly uses fear and emotion to fuel each side. A doctor tells a story about a case of *Haemophilus* meningitis that ended in death. *If only they vaccinated!* A mother tells a story about a horrible neuropathy her daughter got after a vaccine. *I never should have vaccinated! No one should be vaccinated!*

Some parents end up so uncertain and so paralyzed by fear that they no longer feel empowered in their vaccine decisions.

It is always my goal to remove the **fear** from vaccine decisions. With each side playing to emotions, it can become so difficult to sift the truth from the fiction.

This is why I am happy to share with you this resource. It is called **Vaccines Demystified** and was developed by a naturopathic physician with the same concerns about vaccine education that I have.

This self-paced online course answers many of the common questions that parents have about vaccines. But Dr. Krumbeck answers them in a non-judgmental, unbiased format, so that **YOU** get to choose what you think is best for your child.

I find that when parents have the facts clearly laid out (without involving guilt, fear or shame) they feel much better about their decision.

**Believe me, I get it. The decision is not easy.**

But this course makes the decision SO much **easier**.

<<<<<<So check out the course here >>>>>> **[enter your affiliate link here]**

**[Include coupon code if desired.]** Enter code at checkout to get your discount!

[Yep, I'm affiliated with Vaccines Demystified because I truly believe in it.]

## **Option 2:**

**E-mail subject: Maybe you have this in common with my other patients...**

Text:

*For this e-mail we recommend sending a testimonial or case study or story about parents in your practice who have questions about vaccines. Obviously we do not recommend using patient's real names, unless you have permission from them.*

If you do NOT want to write a custom testimonial then choose option #2

Sample:

*Lisa\* (\*not her real name, for obvious privacy reasons) came to see me with her 2 year old daughter last month. She had seen a conventional pediatrician for the first 4 months after her daughter was born, but she hadn't quite made up her mind about shots. Here's about how our conversation went.*

*"My pediatrician kicked us out of his practice. At two months he said we had to get all the shots. I started asking him a lot of questions but he couldn't really answer them completely. At four months he was really pushy, refused to let me break up the shots, and said we couldn't come back until we did all of them at once. So we never went back.*

*The thing is, I'm not even against vaccines, I just wanted him to answer my questions!*

*My family has a history of bad reactions to shots, I know I got really sick after the tetanus shot when I was a kid. So now I'm scared to give her any shots at all. But I'm also scared of leaving her unvaccinated. And I want her to be able to go to preschool too!"*

*I wish I could say this was an uncommon discussion in my office, but the fact is it is not. Many conventional physicians can tell patients why they should get vaccinated, but cannot answer questions about additives, preservatives and adjuvants. Some of my patients are better educated than they are about vaccines!*

*The problem is that I've seen many patients get all their information from internet sources, which can be heavily skewed against vaccines. It's pretty easy to pick and choose research that makes vaccines sound frightening.*

*So for an honest, open, unbiased source for vaccine information I highly recommend the online course **Vaccines Demystified**. It is a source that I **trust**.*

<<< Check out the course here >>>> **[enter your affiliate link here]**

**[Include coupon code if desired.]**



## E-mail #3

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(recommend sending 2-3 days after the 2nd e-mail.)

***E-mail subject: Answer all your questions about vaccines.***

Are you worried, scared or concerned about vaccines?

I totally understand. I hear from parents all the time who have lots of honest, legitimate questions about vaccines. If you want an equally honest, unbiased discussion about vaccinations (with a naturopathic perspective) I recommend checking out **Vaccines Demystified**, written by my colleague Erika Krumbeck, ND. Dr. Krumbeck is the founder of [NaturopathicPediatrics.com](http://NaturopathicPediatrics.com) and has put hundreds of hours of research into this webinar so that YOU can have information about vaccines placed at the tip of your fingers. (Or, in this case, conveniently accessible on your phone, tablet or computer!)

This course answers many of the most common questions about vaccines:

- \* What are these vaccines for?
- \* What is thimerosal? Which vaccines contain thimerosal?
- \* Do vaccines cause autism? What about the MMR vaccine?
- \* Which vaccines contain preservatives? What do we know about vaccines additives and preservatives?
- \* Why is aluminum in vaccines? What is a vaccine adjuvant? Which vaccines are low in aluminum?
- \* What side effects can happen? Are they common?
- \* Why should my child avoid Tylenol around the time of vaccinations?
- \* Which vaccines does my child really NEED?

Find answers to these questions and more with **Vaccines Demystified**. It is a source that I **trust**. Let's continue talking about this in my office, too. I want to make sure all families feel supported in their decision.

<<< Check out the course here >>>> **[enter your affiliate link here]**

**[Include coupon code if desired.]** Enter code at checkout to get your discount!

[Yep, I'm affiliated with Vaccines Demystified because I truly believe in it.]

## E-mail #4

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E-mail subject: Here's what you get.

Lately I've been sharing my new favorite resource for vaccine information: **Vaccines Demystified**.

This is my last e-mail about this! I just wanted to share with you all the cool things you get when you sign up for the online course.

Here is what is included:

- \* A really cool e-book. (The perfect place to take notes as you learn about each vaccine.)
- \* Videos on each individual infant vaccine. These videos vary in length from about 5 minutes to about 25 minutes. You can watch these at your OWN pace. (They are perfect length to watch while nursing a baby.)
- \* Videos on special topics. These videos vary in length from about 1 minute to about 20 minutes.
- \* Downloads of CDC recommended timelines, alternate vaccine schedules, vaccine planning documents, and a guide to making decisions about vaccines for your family.
- \* Over 200 hours of research condensed into 4 hours of videos.

Each vaccine video includes information on:

- \* The disease
- \* The vaccine
- \* All the vaccine ingredients. What do we know about some of these additives, preservatives and adjuvants? (Are they safe?)
- \* When it is normally given.
- \* Expected side effects from the vaccine
- \* Possible adverse events (serious side effects)
- \* Common myths
- \* Uncommon knowledge (what most people may NOT know about the vaccine or disease)
- \* Dr. Krumbeck's personal experience with each vaccine. (E.g., which vaccines "sting," which ones tend to cause a rash, which vaccines you should NOT give together, how to prevent fevers after certain vaccines, and LOTS more.)

Special topics include:

- \* Why NOT to give Tylenol around the time of vaccines
- \* Do vaccines cause autism? What do we know, and what don't we know about this topic? (And what does Dr. Erika think?)
- \* Abortion and vaccines, and other religious objections to vaccinating
- \* Is there a link between SIDS and vaccines?
- \* How to avoid thimerosal in vaccines.
- \* All about aluminum in vaccines. Why is it in vaccines? Is it dangerous?
- \* VAERS and what to do if your child has a vaccine adverse reaction.
- \* Timing, scheduling and alternate vaccine schedules.
- \* How to make vaccines more comfortable. How to reduce the risk of vaccine side-effects and adverse events.

It is so much information!

<<< Check out the course here >>>> **[enter your affiliate link here]**

**[Include coupon code if desired.]**

# WE ARE IN THIS TOGETHER.

We WANT you to be successful. If you have any issues with your affiliate status please let us know.