



ICAN INSTITUTE, INC. REFERRAL CENTER GUIDE

For our Affiliate Program Members

Deb Erickson's ICAN Institute Inc., Affiliate Program

Welcome!

I am so glad to have you on board to support my mission and spread the word about every woman's path to success through the programs I have created that use a woman's unique gifts and intuition as a catalyst for growth.

Available through my ICAN Institute's online platform and combined with web-based trainings, live calls, resources galore, and in-person experiential events, I provide options for busy women at all stages of their businesses to get on – and stay on – a natural path to success.



A few details about your commissions...

There are a couple of details I want to make sure we wrap up to ensure your commission checks start coming on or about the 12th of each month following the close of the prior sales month sales. Here is what we need:

Please return your W-9 and Direct Deposit Form to our offices as soon as possible. You can mail them to:



ICAN Institute, Inc.
7801 Academy Road NE
Building 2, Suite 203
Albuquerque, NM 87109

Or scan and email them to: affiliates@icaninstitute.com

My current commission schedule*, effective March 1, 2016, is:

| | |
|---|-----------------|
| All programs, exclusive of the following: | 20% |
| ICAN Coach | Flat Fee: \$400 |
| ICAN Coach Pro | Flat Fee: \$500 |
| ICAN Lead | Flat Fee: \$700 |

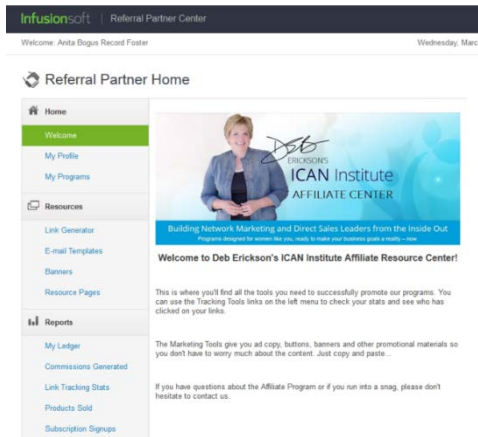
*Commission Schedules are subject to change. You will receive notice via email.

If you missed our request in your email box, you can download the forms you need through the following links:

[Link to W-9 Form](#)

[Direct Deposit Authorization](#)

ICAN Institute, Inc. Referral Partner Center



I would also like to welcome you to our on-line **Referral Partner Center**.

There, you will be able to pick up program tracking links, email samples and approved banner ads for use at your site and for your email communications. We've included information about the Center on the following pages.

Please take a few minutes to familiarize yourself with the information to ensure you can successfully navigate through it.

You can always receive help by contacting my Customer Care Center at: 505-898-4400, Monday – Friday; 8:00 am to 5:00 pm (Mountain Time) or emailing: affiliates@icaninstitute.com.




I look forward to a long, rewarding and prosperous relationship with you!



*"I'm with you every
every step of the way."
Deb*

Welcome to the Referral Partner Center

Referral Partner Home

-  Home
- Welcome
- [My Profile](#)
- [My Programs](#)
-  Resources
- [Link Generator](#)
- [E-mail Templates](#)
- [Banners](#)
- [Resource Pages](#)
-  Reports
- [My Ledger](#)
- [Commissions Generated](#)
- [Link Tracking Stats](#)
- [Products Sold](#)
- [Subscription Signups](#)



Welcome to Deb Erickson's ICAN Institute Affiliate Resource Center!

This is where you'll find all the tools you need to successfully promote our programs. You can use the Tracking Tools links on the left menu to check your stats and see who has clicked on your links.

The Marketing Tools give you ad copy, buttons, banners and other promotional materials so you don't have to worry much about the content. Just copy and paste...

If you have questions about the Affiliate Program or if you run into a snag, please don't hesitate to contact us.

My Profile Page –

Initially, we do not collect all of the information you may provide on this page. Please feel free to add it at your convenience.

Infusionsoft | Referral Partner Center Log Out

Welcome: Anita Bogus Record Foster Wednesday, March 9, 2016 6:04 PM

Edit Profile

- Home
- Welcome
- My Profile**
- My Programs

Resources

- Link Generator
- E-mail Templates
- Banners
- Resource Pages

Reports

- My Ledger
- Commissions Generated

Required Info

Company

Title

Email

Email Address 2

Address

Street Address 1

Street Address 2

City

State

Postal Code

Other Info

Phone 1

[Manage Phone Status...](#)

Phone 2

Phone 3

Fax 1


Fax 2

Website

My Programs –

Here you will find a listing of programs you are eligible to sell. Below is a sample of what you will see, although your programs may be different:

 My Referral Partner Programs

| | |
|--|---|
| <p> Home</p> | |
| <p>Welcome</p> | <p>ICAN Coach Spring 2016</p> <p>Build an inspired, high performance elite team within your network marketing and direct selling company</p> |
| <p>My Profile</p> | |
| <p>My Programs</p> | <p>ICAN Start Affiliate Program</p> <p>Impassion your goals with the power and momentum of a tremendous start</p> |
| <p> Resources</p> | |
| <p>Link Generator</p> | |

Link Generator Page –

This is where you will pick up links to programs you are eligible to sell. You can cut and paste from the “My Tracking Link” section or generate and email a link to yourself using the “Generate Link” button at the bottom of the page.

Create Tracking Links

Home

- [Welcome](#)
- [My Profile](#)
- [My Programs](#)

Resources

- Link Generator
- [E-mail Templates](#)
- [Banners](#)
- [Resource Pages](#)

Reports

- [My Ledger](#)
- [Commissions Generated](#)
- [Link Tracking Stats](#)
- [Products Sold](#)
- [Subscription Signups](#)

The link generator allows you to generate tracking links you can use in your marketing efforts so that you receive credit for leads that are generated and orders that are placed. You can quickly access any of your own tracking links by copying them from the "My Sales Websites" section. If you want to create a tracking link for one of your sub-referral partners, or if you want to create an Ad for tracking purposes and insert the code into a tracking link, you will need to use the link generator tool at the bottom of the screen.

My Sales Websites

| Name | Code | Website | My Tracking Link |
|------------------------|-------|---|---|
| ICAN Coach Spring 2016 | coach | http://www.icaninstitute.com/c | https://iba.isrefer.com/go/coach/BogusRecord/ |
| ICAN Start Session 2 | start | http://www.icaninstitute.com/s | https://iba.isrefer.com/go/start/BogusRecord/ |

My Referral Partners

| Code | Name |
|-----------------------|------|
| No results to display | |

My Ads [Create Ad](#)

| Edit | Name | Code | Type |
|-----------------------|------|------|------|
| No results to display | | | |

Generate Link

Who is driving the traffic:

Where are you driving traffic to:

Which ad are you using to drive the traffic:

[Generate Link](#)

Email Templates –

If available for your eligible programs, use the “Options” to select emails we have custom-crafted to help you launch your own email campaign.

E-mail Templates

- Home**
- Welcome
- My Profile
- My Programs
- Resources**
- Link Generator
- E-mail Templates**
- Banners
- Resource Pages
- Reports**
- My Ledger
- Commissions Generated
- Link Tracking Stats
- Products Sold

Below are emails you can use in your marketing. When you find one you want to use, select the applicable Referral Partner, redirect, and ad that you want to track and click the button to generate the email with the appropriate tracking link.

After you have generated the email, you can copy and paste it into your email client to send to your prospects.

Options

Who is driving the traffic:

Where are you driving traffic to:

Which ad are you using to drive the traffic:

Templates

ICAN Start ICAN Start is a one-of-a-kind program created specifically to take advantage of the unique ways a woman's brain is wired. This program will hand deliver you the tools to transform your doubt into confidence and fear into powerful action. The result is that your business will be infused with the spark absolutely necessary to thrive, as well as the strategies that guarantee you are making the most of your gifts.

Generate Email

Sample Email for ICAN Start

Important Note: When you generate a sample email, you must include your tracking link within the body of the email. It will look something like: <https://iba.isrefer.com/go/programname/YourIdentifierName>

<https://iba.infusionsoft.com/Affiliate/resource/merge.jsp?id=11&redirect=coach&ad=&affC>

Hey,

I just wanted to tell you about this great program I am involved with. It is called ICAN Start. ICAN Start is a one-of-a-kind program created specifically to take advantage of the unique ways a woman's brain is wired. This program will hand deliver you the tools to transform your doubt into confidence and fear into powerful action. The result is that your business will be infused with the spark absolutely necessary to thrive, as well as the strategies that guarantee you are making the most of your gifts.

It has helped me overcome some of those nagging doubts and fears that I have. I feel like it could benefit you greatly.

<https://iba.isrefer.com/go/coach/Anita>

Banners –

If available for your eligible programs, use the “Options” to select the banners we have custom-crafted for use on your web site. Then, click “Generate Banner”.

The screenshot shows the 'Marketing Banners' interface. On the left is a navigation sidebar with sections: Home (Welcome, My Profile, My Programs), Resources (Link Generator, E-mail Templates, Banners, Resource Pages), and Reports. The main content area has a heading 'Marketing Banners' and instructions: 'Below are banner ads you can use in your marketing. When you find one you want to use, select the applicable Referral Partner, redirect, and ad that you want to track and click the button to generate the html code with the appropriate tracking link.' It also states: 'After you have generated the html code, you can copy and paste it into your site(s) to begin to generate traffic.' There are three dropdown menus under 'Options': 'Who is driving the traffic:' (Anita), 'Where are you driving traffic to:' (ICAN Coach Spring 2016), and 'Which ad are you using to drive the traffic:' (Please select one). Below this is a 'Templates' section with one visible option: 'ICAN Start' with a description: 'ICAN Start is a one-of-a-kind program created specifically to take advantage of the unique ways a woman's brain is wired.' A 'Generate Banner' button is located to the right of the template description.

When you click “Generate Banner”, below is a snapshot of what you will see, including instructions for how to use!

The screenshot shows the generated HTML code for the banner: ``. Below the code is a preview of the banner. The banner features a woman smiling and talking on a mobile phone. The text on the banner reads: 'ICAN Start: Impassion your goals with the power and momentum of a tremendous start' and 'For women in network marketing and direct selling'. The ICAN Start logo is also visible.

Keeping Track of Your Sales – Reports

- Reports
- My Ledger
- Commissions Generated
- Link Tracking Stats
- Products Sold
- Subscription Signups

Below is a sample of “My Ledger”. Please ensure you select the correct date range, when viewing.

https://iba.infusionsoft.com/app/affiliateCenter/ledger

Referral Partner Ledger for "Anita"

01-01-2016 - 03-09-2016 Refresh Ledger

Commissions Earned For Date Range (01-01-2016 - 03-09-2016)

| Inv# | Date | Contact | SoldBy | Item | Amount |
|--------------|-----------|--------------|--------------|---------------------------|---------------|
| #58021 | 2/12/2016 | Anita Foster | Anita Foster | Test Product 1 Affiliates | \$0.20 |
| TOTAL | | | | | \$0.20 |

Clawbacks For Date Range (01-01-2016 - 03-09-2016)

| Inv# | Date | Contact | SoldBy | Item | Amount |
|------------------------|------|---------|--------|------|---------------|
| No results to display. | | | | | |
| TOTAL | | | | | \$0.00 |

Payments Made For Date Range (01-01-2016 - 03-09-2016) Create Payment

| Edit | Date | Type | Note | Amount | |
|------------------------|------|------|------|--------|---------------|
| No results to display. | | | | | |
| TOTAL | | | | | \$0.00 |

SUMMARY FOR DATE RANGE (01-01-2016 - 03-09-2016)
 Commissions Earned: \$0.20
 Clawbacks: \$0.00
 Total Payments: \$0.00
Referral Partner Balance: \$0.20

AFFILIATE TOTALS AS OF 3/9/2016
 Total Commissions Earned: \$0.20
 Total Clawbacks: \$0.00
 Total Payments: \$0.00
Referral Partner Balance: \$0.20

You can also see commission information in Summary Form on the “Commission Generated” Report:

Commissions Generated

Referral Partner Commissions [View Ledger](#)

Date Range: 01-01-2016 - 03-31-2016 [Set](#)

Net Commissions Earned (In Date Range): **\$0.20**
 Running Balance (Commission Earned - (Payments + Clawbacks)): **\$0.20**
 Pending Commissions (Pending Client Payment): **\$0.00**

Home

- Welcome
- My Profile
- My Programs

Resources

- Link Generator
- E-mail Templates
- Banners
- Resource Pages

Reports

- My Ledger
- Commissions Generated**
- Link Tracking Stats

Monitor activity for each program on the “Link Tracking Stats” page...

Link Tracking Stats

Click Date: 01-01-2016 - 03-09-2016 [Search](#)

1-3 of 3 per page

| Redirect | Ad | Hits | Opt-ins | Orders | Subscriptions | Hits/orders | Hits/subscriptions | Click date |
|----------|-------|------|---------|--------|---------------|-------------|--------------------|------------|
| coach | No Ad | 1 | 1 | 0 | 0 | 0% | 0% | 3/8/2016 |
| start | No Ad | 7 | 7 | 2 | 0 | 28% | 0% | 2/5/2016 |
| test2 | No Ad | 2 | 6 | 2 | 0 | 100% | 0% | 2/12/2016 |

Home

- Welcome
- My Profile
- My Programs

Resources

- Link Generator
- E-mail Templates
- Banners
- Resource Pages

Reports

- My Ledger
- Commissions Generated
- Link Tracking Stats**
- Products Sold

And view Programs Sold on the “Products Sold” page:

The screenshot shows the Infusionsoft Referral Partner Center interface. At the top, there is a dark header with the Infusionsoft logo and 'Referral Partner Center' on the left, and a 'Log Out' link on the right. Below the header, a welcome message 'Welcome: Anita Foster' is on the left and the date 'Wednesday, March 9, 2016 6:24 PM' is on the right. The main content area is titled 'Products Sold' and features a left-hand navigation menu with sections: Home (Welcome, My Profile, My Programs), Resources (Link Generator, E-mail Templates, Banners, Resource Pages), and Reports (My Ledger, Commissions Generated, Link Tracking Stats, Products Sold, Subscription Signups). The 'Products Sold' section is currently active. The main content area displays a date range filter set to '01-01-2016' to '03-31-2016' and a 'Set' button. Below the filter is a table with the following data:

| Products | Referral Partner | Total Sold |
|---------------------------|------------------|------------|
| Test Product 1 Affiliates | Anita | 1 |

Please note that “Subscription Signups” is not active at this time.

That’s It!

Our goal was to create a simple, intuitive and straight-forward information portal where you can see your information in real time. But remember, we’re *with you every step of the way*, so please don’t hesitate to contact us! Customer Care Center at: 505-898-4400, Monday – Friday; 8:00 am to 5:00 pm (Mountain Time) or email: affiliates@icaninstitute.com.