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AFFILIATE USER GUIDE

A PARADIGM SHIFT in
BUSINESS EDUCATION & TRAINING

If you encounter any issue while using this User Guide,
please contact us at cs@GlobalSparks.com

NOTICE

The present User Guide is not in its final version.

It is being made available to guide affiliates through the process of using our new platform version.

We would greatly appreciate your constructive criticism as to how we can make this User Guide better for you.

Thank you for sending comments to: affiliates@GlobalSparks.com

Special thanks to



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WELCOME

The focus of GlobalSparks is to facilitate the access to education and training for everyone.

In response to a growing need to offer a tool for the marketing-minded people using this platform, an Affiliate program was introduced and this User Guide represents our attempt to simplify its access, and to properly support our partners' efforts to generate traffic, while being financially rewarded in the process.

This is a very basic Affiliate Program:

- Two-level program
- 5% commission on first level
- 1% commission on second level
- In most cases, only the products and services in the GlobalSparks Channel are commissionable
- Commissions are paid monthly

The program is in its infancy and there is no marketing material available yet (at the time of publication of this User Guide)

You do not need to be in order to participate, but if you are a Content Provider (trainer, coach, etc.) registered with us, it could be of additional benefit to you to join GlobalSparks' affiliate system. By doing so, you earn a certain commission when one of your students or anyone you invited became a member of GlobalSparks, and purchases your fee-based content, or any fee-based content offered in the GlobalSparks Channel and certain other parts of the platform (when specified). Being a 2-level affiliate program, you get paid for the purchases made by the people you introduced to the platform, and the ones they introduced it to.

For any question or comment about this program: affiliates@GlobalSparks.com

REGISTRATION

NEW USER

On the main menu, select [Login] and [New user] or if from Asia or Africa select [GoGlobal] and [New user]
Select the desired memberships (several free and fee-based to choose from) and follow the instructions.

EXISTING USER

If you are already registered (any Membership), go to the next section: Dashboard

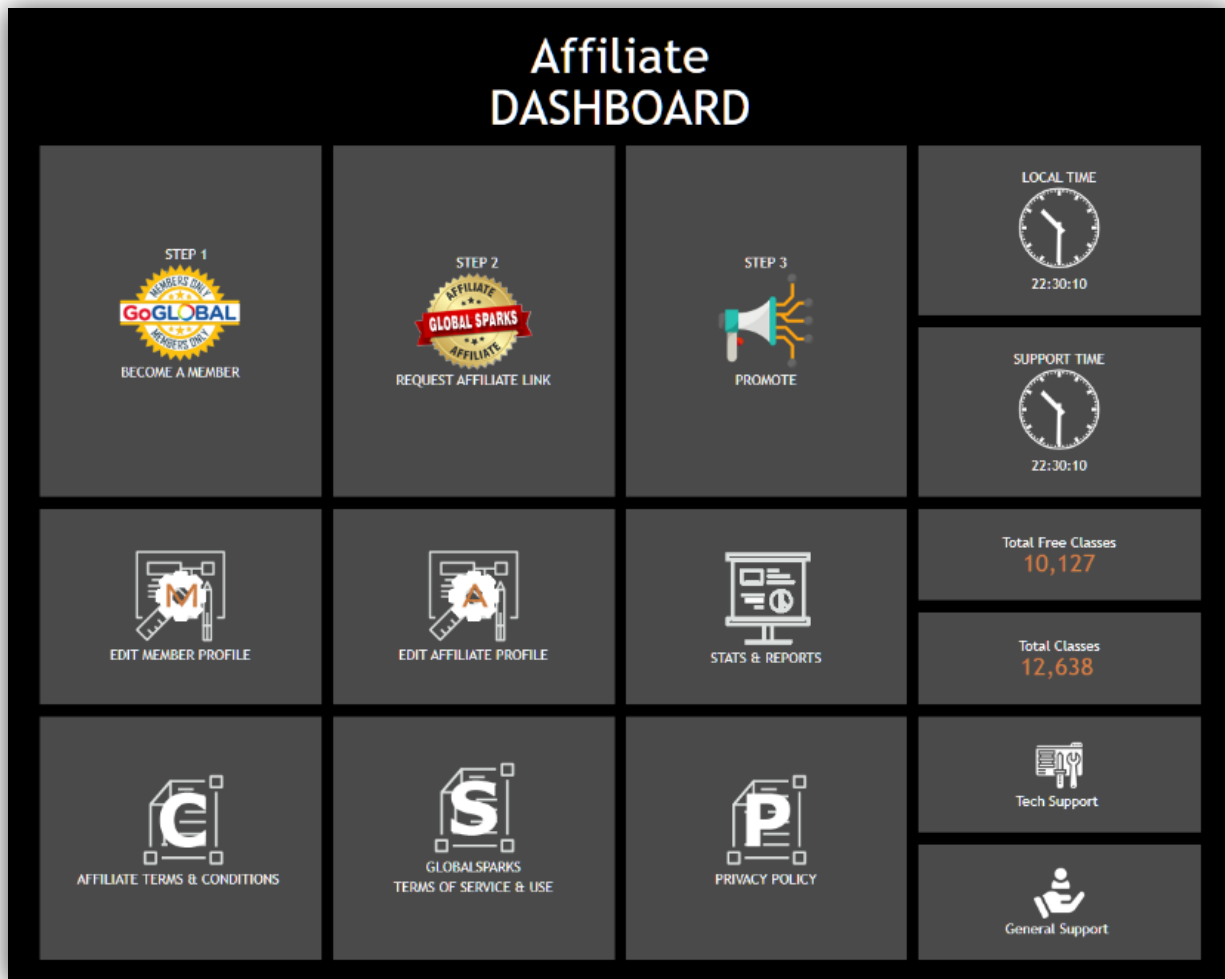
LOST or FORGOT YOUR PASSWORD?

Note that for your protection we do not have access to your password, so we are not able to look it up for you.

To reset your password, simply try logging in and look for the link “Forgot your password?” Click on it, enter your email address when asked for, and you will receive an email back with the code to enter to reset your password.

DASHBOARD

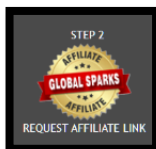
All aspects of our Affiliate System are available through the Affiliate Dashboard which you can fully access once registered as an Affiliate.



REQUEST AFFILIATE LINK

Assuming at this point that you have already registered and opted for one of the free or fee-based Memberships, your next step is to request your affiliate link.

Click on



IF NOT LOGGED IN

TO DO

Login

IF/WHEN LOGGED IN

TO DO

Enter the requested information:

- Account name
- Contact name
- Company
- Email address
- Your address
- Phone number
- Payment option: Paypal, bank, or Stripe are the present options.
- Accept Terms & conditions
- Submit request

PAYMENT OPTIONS

Select which account you would like us to pay your commissions to:

PayPal
Special Payment Types
Stripe

PayPal email

Provide your PayPal account email address to get paid via PayPal

Accept [Terms and conditions](#)

PayPal
Special Payment Types
Stripe

Provide the information needed to get paid using something other than a Paypal account or via Stripe. You

Beneficiary name

Bank name

IBAN code

SWIFT code

PayPal
Special Payment Types
Stripe

Secret key

Publishable key

Accept [Terms and conditions](#)

STRIPE ACCOUNT FOR DIRECT PAYMENT

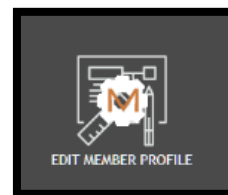
If you live in certain countries (list below), you may be able to setup a Stripe account sponsored by GlobalSparks so that you get paid directly, as soon as a student purchases your class(es).

Australia	Hong Kong SAR China	Norway
Austria	Ireland	Poland
Belgium	Italy	Portugal
Canada	Japan	Singapore
Denmark	Latvia	Slovakia
Estonia	Lithuania	Slovenia
Finland	Luxembourg	Spain
France	Netherlands	Sweden
Germany	New Zealand	Switzerland
Greece	Norway	United Kingdom
		United States

If you wish to explore this very simple option, and saving certain processing fees in the process, contact us so we can guide you further.

PROFILE

Select the PROFILE icon to access and edit your profile.

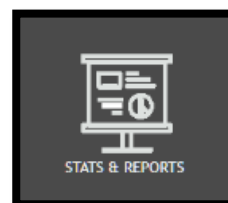


RESULTS and STATS

You can view and assess the results of your marketing efforts.

The Affiliate stats page has five tabs:

- Conversions: shows what sales where converted
- Traffic logs: shows when the referrals came from
- My accounts: the summary of each affiliate account you have (see screenshot below)
- Payment: shows the payments that have been made to you
- Marketing: where you can find the marketing materials that may be available at the time



Affiliate area

Conversions **Traffic logs** My accounts Payments Marketing

Browse each tab for useful information.

Affiliate area

Conversions Traffic logs My accounts Payments Marketing

These are your sub-licensees or affiliate accounts

Last 60 days ▾

451 REFERRALS Last 60 days	30 CONVERSIONS Last 60 days	\$325.00 COMMISSION Last 60 days
----------------------------------	-----------------------------------	--

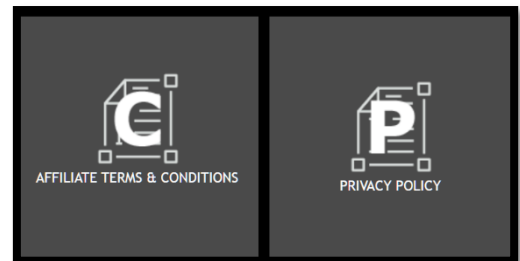
Account	Account affiliate link	Status	Default comm.
[REDACTED]	https://globalsparks.com/[REDACTED]	Active	5.00%
[REDACTED]	https://globalsparks.com/[REDACTED]	Active	5.00%

More

This is an example only, not a guarantee of returns.

MISC INFORMATION

On the Dashboard you will find links for miscellaneous information you may need to refer to from time to time, such as Terms & conditions, and the platform's Privacy Policy. Click on the icon representing the desired information.

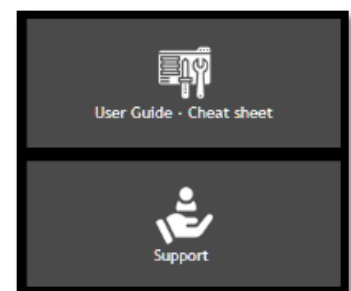


SUPPORT

Two major types of support:

- Downloadable User Guide and Cheat Sheet (summary)
- Free email support

On the Dashboard select the icon representing the type of support you may need.



HOW TO USE YOUR AFFILIATE CODE

WHAT YOUR CODE LOOKS LIKE

The affiliate code you will receive from us is always in the following format:

?atid=xx

Whereas:	
?atid=	Tells the system this is from an affiliate link
xx	Is the one to four digit number representing your individual code

It is very important to use your link the proper way in a link.

There should be only two ways to use it:

1. To link directory to the platform: globalsparks.com/?atid=xx
This is the only time you place a “/” between the address and your affiliate code.
2. To link to anything else on the platform: add your link at the end of the full URL

EXAMPLE

Let’s assume you want to sent visitors to the GoGLOBAL Business School main page on the platform. To create the link with your affiliate code, follow this process:

1. In your browser, go to the page you wish to link to
2. Copy the full URL. For the present example, the URL for the GoGLOBAL Business School is:
<https://globalsparks.com/index.php/goglobal1/business-school>
3. At the very end of that URL now add your own affiliate code (?atid=xx) so that the new URL becomes:
<https://globalsparks.com/index.php/goglobal1/business-school?atid=xx> (make sure to replace the “xx” with the number allocated to you).
4. That now becomes the link you can use to refer visitors to that specific page, and the system will keep track of any purchase made by those visitors.

Note that once a visitor uses an affiliate link, there is for the system to stop tracking that visitor every time he/she comes to globalsparks.com, even if using a different affiliate code, except by deleting the initial code from our system.

MAXIMIZE YOUR CODE

Here are few tips to help you maximize the use of your affiliate code

1. Integrate your link within one or a few words. Depending on what you use to send your link to your targeted audience, often you can embed a link. Using the example link created above, on your website or an email you could connect the link to the words “Check it out now...” (or whatever words you wish to use, so that the link itself will be read by the browser or email program.
2. If you like, we can tie your website address to your affiliate code, so that visitors going to globalsparks.com through your website would automatically be credited to your account, whether that link included your code or not.
3. If you are one of our service providers (teacher, TrainOprenneur, coach, etc.), we strongly recommend you use your affiliate code every time you promote your courses, trainings or event. Keep in mind that your URL can become extremely long, so you may want to use one of the options mentioned in this section.
4. Although not always the best option, you may look into using what is called a “short” or “tiny” URL. Basically, it is an online service that takes your long URL and creates a much small one to send out to people For example, the link created above would go:

from <https://globalsparks.com/index.php/goglobal1/business-school?atid=xx>
to tinyurl.com/qussyzr

There are several online services available (such as tinyurl.com and tiny.cc) and when you only have a few links to create the service is normally free.

Warning: although our platform will recognize those shorten URLs, although not common some people have experienced issues with them when their browser would not recognize that link as valid or as a safe address. The end-result is that certain people may decide not to click on that link, so use that option with that in mind. On the other end, when your link is extremely long, some people may also have the same reaction.

5. You may also use the banners found under “Marketing Tools” (one of the tabs in the Affiliate Area mentioned earlier).

MARKETING STRATEGIES

There are numerous ways to use your code and countless potential strategies that can be used to promote the GlobalSparks platform and for you to be financially be rewarded for your efforts.

Please contact us to discuss your plans. We really want to support you every way we can, because a huge part of our success depends directly on the success of each affiliate and partner.

You are of course welcome to browse the different channels of the platform for any course or training that could support you in your efforts. At the time of this writing, over 18,000 free online courses were available, and indirect access to over 200,000 low-priced courses from all over the world.

FEEDBACK

We take pride in our work on this platform. We would greatly appreciate your feedback, especially with constructive criticism about this User Guide, and/or about our affiliate program in general.

Over time it will get even better, but we need to know what our users think and how we can support them to the best of our abilities.

Please email us at affiliates@GlobalSparks.com

Thank you
for using GlobalSparks!