

MAKEUP *G*OURMET  
.com

# Affiliate Program



Face with a Heart  
Authentic Beauty Makeup®

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# Makeup Gourmet Affiliate Program

## Highlights

- Make **passive** income.
- Robust **9% commission** on all sales.
- Recruit others - **Earn additional 2.5%** on all recruit sales.

# Makeup Gourmet Affiliate Program

## Makeup Gourmet Mission

<https://makeupgourmet.com/makeup-mission/>

### Give Away All My Makeup Expertise

Makeupgourmet.com is designed to provide easy navigation to solve problems, answer questions, and make available quality products to anyone at any time.

When you talk about Makeup Gourmet, you are talking about a rich valuable resource that makes the makeup aspect of your life easier.

Every new innovation at Makeup Gourmet heightens the user experience.

# Makeup Gourmet Affiliate Program

## Makeup Gourmet Content

- Expertise <https://makeupgourmet.com/thecourses/>
- Products <https://makeupgourmet.com/shop/>
- Service <https://makeupgourmet.com/services/>
- Affiliate
- Licensing <https://makeupgourmet.com/licensing-program/>

# Makeup Gourmet Affiliate Program

## Makeup Gourmet Content

- Expertise

- #1 International Best Seller -

*Face with a Heart: Mastering Authentic Beauty Makeup.*

<https://makeupgourmet.com/shop/face-with-a-heart-mastering-authentic-beauty-makeup/>

- Abundant free online video tutorials. <https://makeupgourmet.com/thecourses/>

- Content rich problem solving blogs. <https://makeupgourmet.com/blog/>

# Makeup Gourmet Affiliate Program

## Makeup Gourmet Content

- Products
  - Made in USA
  - Paraben Free • Talc Free • Sulfate Free • Lanolin Free
  - Unique to *Face with a Heart* method of application.
  - Skin Care inclusively priced. <https://makeupgourmet.com/product-category/skin-care/>
  - Value Bundle Program. <https://makeupgourmet.com/product-category/bundles/>
  - Sets of products that work cohesively together.
  - Saves customer time and money.
  - Gift Certificates <https://makeupgourmet.com/product-category/gift-certificates/>

# Makeup Gourmet Affiliate Program

## Makeup Gourmet Content

- Services

- **Virtual Lessons / Consultation** <https://makeupgourmet.com/shop/virtual-makeup-lesson-consultation-one-hour/>
- **Virtual Private Shopping** <https://makeupgourmet.com/announcing-private-virtual-shopping-2/>
- Application <https://makeupgourmet.com/services/application/>
- Lessons <https://makeupgourmet.com/services/lessons/>
- Pro Training <https://makeupgourmet.com/services/training/>
- Personal Video Tutorials <https://makeupgourmet.com/shop/personal-tutorial-dvd-makeup-lesson-two-hours/>
- Head shots <https://makeupgourmet.com/shop/head-shot-w-makeup-application/>

# Makeup Gourmet Affiliate Program

## Makeup Gourmet Content

- Affiliate and Licensing Programs
  - Risk-free affiliate program. This presentation will cover the program in-depth.
  - *Licensed Makeup Gourmet/Face with a Heart Beauty Makeup® Representative*. Earn 50% commission on all sales and/or get product wholesale at 49% current retail price.
  - *Licensed Makeup Gourmet/Face with a Heart Beauty Makeup® Artist*. Earn 50% commission on all sales and/or get product wholesale at 49% current retail price.

<https://makeupgourmet.com/licensing-program/>

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# Makeup Gourmet Affiliate Program

## Highlights

- Make **passive** income.
- Robust **9% commission** on all sales.
- Recruit others - **Earn additional 2.5%** on all recruit sales.

# Makeup Gourmet Affiliate Program

## Highlights

- **Make Passive Income**
  - In this program, passive means all you do is share your unique links with others.
  - The program is no-risk (you pay nothing to start) and low time commitment.
  - All order fulfillment is done by Makeup Gourmet.
  - Once your links become activated and are converting to sales, you literally make money in your sleep!

# Makeup Gourmet Affiliate Program

## Highlights

- Robust **9% commission** on all sales.
  - A substantial commission makes your participation worth your effort.
  - Earning **9% commission** on all sales respectfully gives credit where credit is due.

# Makeup Gourmet Affiliate Program

## Highlights

- Recruit others.
  - Many people enjoy participating in this no-risk/low time commitment type of passive income program.
  - Recruit them and enjoy a **2.5% commission** on all their sales.
  - This is not a MLM (multi-level marketing) scheme. You **do not** make commission on your recruit's recruits. That pyramid model is not sustainable This recruit system only goes 2 deep, you and your recruits.

# Makeup Gourmet Affiliate Program

## How it Works

- Unique url links are created exclusive to you.
- Post links when and where you deem appropriate.
- When your links are clicked and lead to a sales conversion, you earn 9% of total sale.(tax excluded)
- Recruit others into this program and earn 2.5% on every sale they make.

# Makeup Gourmet Affiliate Program

## How it Works

- Unique url links are created exclusive to you.
  - Makeup Gourmet creates & provides you with links you want to share.
  - Url links are coded to identify you as the source of the visitor to Makeup Gourmet.
  - A cookie is added to the visitor's browser. Every time they visit from the same browser or the same link, you are identified as the source and continue to make commission on every sale.

# Makeup Gourmet Affiliate Program

## How it Works

- Post links when and where you deem appropriate.
  - You have full control over where you share links with others.
  - There is more info coming up to offer suggestions about sharing and posting links.

# Makeup Gourmet Affiliate Program

## How it Works

- When your links are clicked and lead to a sales conversion, you earn **9%** of total sale.(tax excluded)
  - Simple math. Someone spends \$100, you get \$9. Simple.
  - Your 9% commission includes everything your visitor purchases.
  - You earn 9% commission no matter where your link leads them. *For example:* Link to a tutorial video as an easy way to do eye brows. Your visitor likes what they see ,they click around, and eventually buys product and/or services. You **get 9% of the entire sale!**
  - Your visitor returns later from the same browser or link, you continue to **get 9% of the entire sale!**

# Makeup Gourmet Affiliate Program

## How it Works

- Recruit others into this program and earn 2.5% on every sale they make.
  - **Bonus feature:** When you refer others to this program and they become an affiliate, you will additionally earn 2.5% commission on **every** sale they make.

## To Be Clear

- This is not a MLM (multi-level marketing) program.
- You do not make commission on your recruit's recruits. This recruit system only goes 2 deep, you and your recruits.

# Makeup Gourmet Affiliate Program

## Mind Set

- » Try not to sell anything.
- » Share great content with others.
- » Get creative with your shares.

# Makeup Gourmet Affiliate Program

## Mind Set

- Try not to sell anything.
  - People smell a sales pitch a mile away.
  - Even if what you are sharing is interesting, they are turned off by the scent of a sales pitch and less likely to convert.

# Makeup Gourmet Affiliate Program

## Mind Set

- Share great content with others.
  - Everyone loves to hear about something of interest they did not know before.
  - The internet provides a way for us to learn things we may never have known otherwise.
  - Share what is of interest to you with others. They will respond to your genuine share and be happy you told them about it.

# Makeup Gourmet Affiliate Program

## Mind Set

- Get creative with your shares.
  - What makes you click on something. Post likewise.
    - A picture of interest, be it funny, beautiful, provocative etc.
    - A video be it of cats, artsy, time lapse, family etc.
    - An honest headline, be it ‘I love this \_\_\_\_\_’, ‘My new favorite\_\_\_\_\_’, ‘I wish someone told me this a long time ago’ etc.
  - Place links in unsuspected places.
    - Your email signature.
    - As a website on your facebook page.

# Makeup Gourmet Affiliate Program

## Where to Share Your Unique Links

- Social Media
- Email
- Website
- Blogs
- Yelp/Review sites
- ? (please tell me what I may be missing)

# Makeup Gourmet Affiliate Program

## Where to Share Your Unique Links

- **Social Media**

- Facebook
- Pinterest
- Instagram
- Twitter
- LinkedIn
- Google+
- ? (please tell me what I may be missing)

# Makeup Gourmet Affiliate Program

## Where to Share Your Unique Links

- **Social Media**

- The most powerful and dynamic way to reach the widest audience.
- Every social media platform has a different audience.
- One thing in common is posts live forever.
- They can be shared, retweeted, tagged, liked, favorited, starred etc.

# Makeup Gourmet Affiliate Program

## Where to Share Your Unique Links

- **Social Media**

- Write posts with your unique links embedded.
- If you embed the link, images are limited to images within the link.
- If you place a link in text copy with a more compelling image(s), chances are you will get a stronger response and more shares.
- Speaking of shares, always ask to have your links shared when appropriate.

# Makeup Gourmet Affiliate Program

## Where to Share Your Unique Links

- **Email**

- Let your mailing list know with an informative email and a link or links to know more.
- Personal emails to friends and family.
- Business peers.
- Networking groups. This is a great way to also find recruits.

# Makeup Gourmet Affiliate Program

## Where to Share Your Unique Links

- **Website**

- Place links in appropriate places on your site.
- Use provided graphic banners to attract more interest
- Place links in the shop of your own site.

# Makeup Gourmet Affiliate Program

## Where to Share Your Unique Links

- **Blogs**

- Write a blog and include links to more info.
- Ask others to share your blog when visiting your blog site.

# Makeup Gourmet Affiliate Program

## Where to Share Your Unique Links

- **Yelp/Review sites**
  - Review a product or business and include a link to the website/product.

# Makeup Gourmet Affiliate Program

## Get Started

- Email [info@makeupgourmet.com](mailto:info@makeupgourmet.com) to request to be an affiliate.
- Sign the Makeup Gourmet Affiliate Program Terms of Agreement.
- Receive your username & password to your Referral Partner Center home page to access your links and start posting.