



**AFFILIATES GROUP**

**PURECBD**  
**organic**

Thanks For Joining The Family

# **New Affiliate On-Boarding Handbook**



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# A Quick Message From Your Team...

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**Imagine a world where people feel better about the things that bring them down; the things that just aren't fair in life. Now imagine, that you're at the center of that feeling. It is such a rewarding experience to know that you've HELPED somebody, especially when they didn't know where to turn.**

**Our motto at Pure Organic CBD is: "what if one drop could change your life". To us and our team, it's a powerful message, a beacon of light in the dark. CBD has emerged onto the public as a symbol of hope for so many who battle pain, depression, anxiety, disease and more.**

**Sales of any product is most effective when the effects of that product benefit the lives of others. As a company with a vision, we encourage you to empathise with people and listen to their concerns. When you understand how powerful our products are, and how they can help a person, you will then become a very effective affiliate for Pure Organic CBD.**

**We want to help you get there mentally and encourage that bright spark which can ignite passion for what you set out to do.**

**For starters, you have our full support. If you need content, marketing materials designed, advice or office support, we are there for you. Need a phone call or a video conference to exchange ideas, just reach out to us and we will get in contact. We are a team, one that cares about each other and wants the others to grow and feel accomplished.**

**Our vision for Pure Organic CBD is huge, and to get there, we need your help. We have the best products, the best mentality and, with you on board, we are growing the best team the CBD industry could ask for.**

**-We are Pure Organic CBD and our promise to you, is in our name!**

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# Getting Started

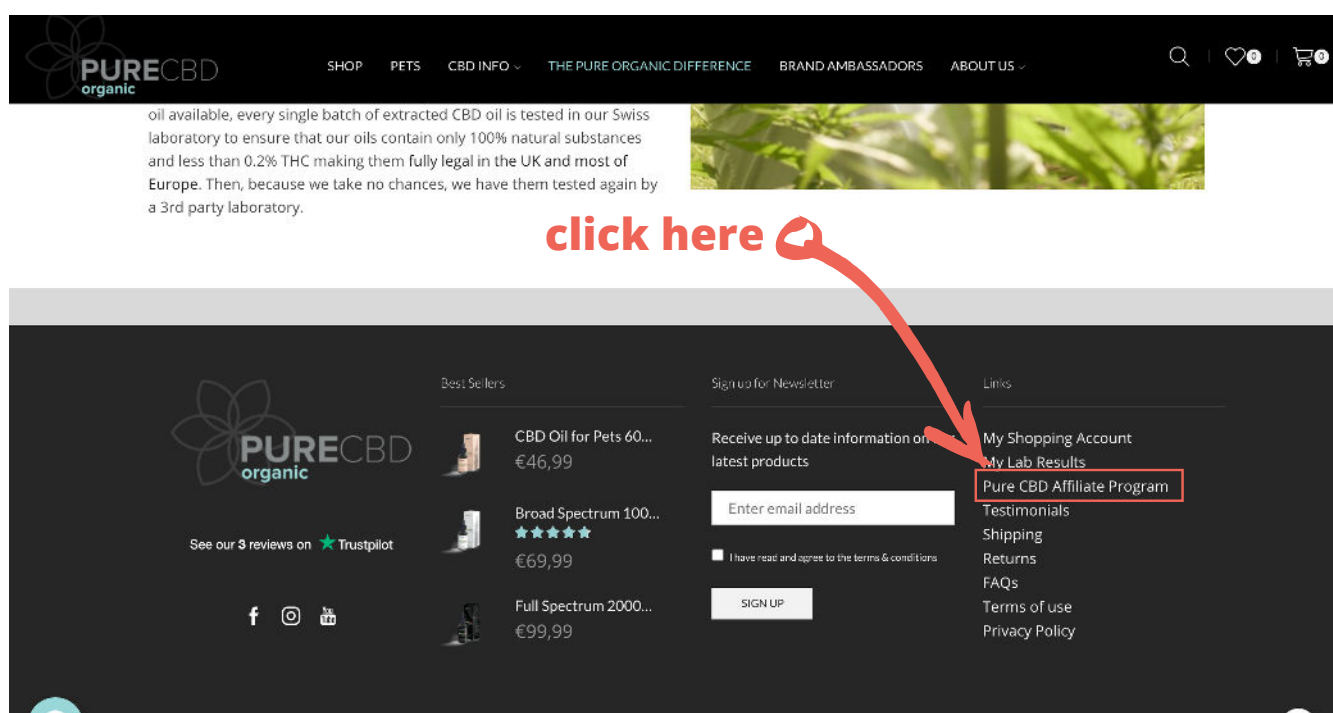
With anything new, we tend to hit the ground running as fast as possible, sometimes with great success and other times, we look back at where we started because we are lost. Whether you are brand new to sales and the world of affiliate marketing, or a seasoned pro, let's walk through the basics together. They say starting out correctly is fundamental to sustained growth and success.

## Signing Up via Our Website

Scroll to the bottom of any website page. There, on the right hand margin, you will see a link titled:

**"Pure Organic CBD Affiliate Program"**

Click on the link to enter into the Affiliates Registration Area.



You will be entered into the general Affiliates Page. Fill in the new registration form on the right hand side.

The screenshot shows the PURECBD organic website header with navigation links: SHOP, PETS, CBD INFO, THE PURE ORGANIC DIFFERENCE, BRAND AMBASSADORS, and ABOUT US. Below the header, there are two forms: a Login form on the left and a Register form on the right. The Register form is highlighted with a red border. A red arrow points from the text 'Fill in form' to the Register form. The Register form contains the following fields: First name (filled with 'Jamie'), Last name (filled with 'Smith'), Email address \* (filled with 'ilovecbd@pureorganiccbd.com'), and Payment email address \* (filled with 'your paypal payment address'). There is a checkbox for 'Please, read and accept our Terms of use \*' and a 'REGISTER' button at the bottom. A note below the checkbox states: 'Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our [privacy policy](#).'

Once the form is filled in, **click register**.

If filled in correctly, you should receive an email shortly afterwards alerting you that you have been added as an affiliate!



Notice that in the email your unique affiliate "link" or token, is listed. We will get into more detail about this "link" later in this handbook.

## New Affiliate

### New Affiliate registered

A new affiliate has been registered for user **robbythomp44**

**Username:** robbythomp44

**User email:** [robbythomp44@gmail.com](mailto:robbythomp44@gmail.com)

**Affiliate token:** 24 (<https://www.pureorganiccbd.com?ref=24>)

**Payment email:** [robbythomp44@gmail.com](mailto:robbythomp44@gmail.com)

## Whats next?

### Signing up correctly and establishing a point of contact.

If you have signed up as an affiliate through the website, our head office will know about it. But, as an affiliate, it's best to reach out and give us a few details about yourself, where you live and your plans to make sales. Simplicity is a great recipe for success and it only takes a few monthly buyers to start getting paid great money with little effort.

We also don't judge and encourage thinking outside of the box! So tell us some of your ideas on where you want to take Pure Organic CBD. We will be happy to help you.

The best way to establish a relationship with us is the email our Communications Coordinator:

**Robby Thompson:** [robby@pureorganiccbd.com](mailto:robby@pureorganiccbd.com)

### Once Signed up and You've Reached Out...

Ok, so now what? Well, get to know us!

Check out our website for info on our products. Read our blog posts to learn more about CBD in general. Find out what makes us **DIFFERENT!** Knowledge is key to identifying new markets and customers you can potentially make sales to!

Also, follow us on social channels to learn our in-house style on how we market our products. Remember, this is a **TEAM** and we all want to interact like one! Let's all be on the same page.



[facebook.com/pureorganiccbduk](https://facebook.com/pureorganiccbduk)



[pure\\_organic\\_cbd](https://pure_organic_cbd)

# Affiliate Dashboard

After the initial sign up process you are now officially on your way to becoming your own boss and selling a product that will impact lives for the better. After registration, you should be sent to your Affiliate Dashboard. You can always visit here by clicking the Affiliate Program link on our main website as long as you are using the same device you used to register originally.

Understanding your home base of operation is KEY to tracking your progress and seeing what you've earned. The Affiliate Dashboard is your one stop location for all of your important information.

## Dashboard Area

This is your quick over-view of your current progress. Lets break it down below:

The screenshot shows the PURE CBD Affiliate Dashboard. At the top, a navigation bar includes links for SHOP, PETS, CBD INFO, THE PURE ORGANIC DIFFERENCE, BRAND AMBASSADORS, and ABOUT US. A user profile dropdown shows 'Hello Robby Thompson (not Robby Thompson? Sign out)'. The dashboard is divided into four main sections:

- 1. Welcome Message:** A blue box at the top left containing a message to Robby Thompson about viewing commissions and visits.
- 2. Stats:** A red-bordered box on the left containing a table of account statistics.
- 3. Recent Commissions:** A green-bordered box at the bottom left showing a table of recent sales.
- 4. Menu:** A yellow-bordered box on the right containing a list of navigation links.

Stat	Value
Affiliate rate	15.00 %
Total Earnings	€0,00
Total Paid	€0,00
Total Refunded	€0,00
Balance	€0,00
Visits	9
Conversion rate	0.00 %

ID	STATUS	RATE	AMOUNT
Sorry! There are no registered commissions yet			

LINK	ORIGIN	STATUS	DATE
https://www.pureorganiccbd.com/?ref=7	N/A	Not converted	6th July 2020
https://www.pureorganiccbd.com/?ref=7	N/A	Not converted	29th June 2020
https://www.pureorganiccbd.com/?ref=7	N/A	Not converted	29th June 2020

Dashboard
Commissions
Clicks
Payments
Generate Link
Settings

### KEY

**1** Welcome Message to make sure you are logged in under the correct name.

**3** Recent Commissions shows all your most recent sales attributed to your account. Use this area to see if your customers have placed their orders using you as a reference. If not, contact our office so we can be sure to add you to the order so you get credit!

**2** Your Statistics for your account. A quick overview of your EARNINGS paid and pending

**4** Navigation Menu. Note, use this menu to get access to your unique "link".

# Your Affiliate Link

Your affiliate link is the **KEY** to having all of your sales register through your account. This link is **VERY** important and used to track all of your progress.

The affiliate link is a special web address that when visited, takes a person to our website, but as your guest. Any sales made on the website will be credited to your account. So any sales made by any of your guests will generate **15% commission** for you.

## What if a person only looks but does not buy anything? Do they need to use my link again?

We've thought about that! Anytime a new user visits our website using your unique affiliate link, they will have a tracking cookie added to their web browser. Even on a cell phone or tablet! This cookie remains on their device until they erase their internet history. That means even if a person doesn't buy right away, anytime they visit on the same device, and a sale is made, you will still get the credit and the commission **EVEN IF THEY DO NOT USE YOUR AFFILIATE LINK IN THE FUTURE!**

## To See Your Unique Affiliate Link

Click the link here:

The screenshot shows the Pure CBD affiliate dashboard. At the top, there's a navigation bar with links: SHOP, PETS, CBD INFO, THE PURE ORGANIC DIFFERENCE, BRAND AMBASSADORS, and ABOUT US. A user profile for 'Howdy Robby Thompson' is visible. Below the navigation bar, a message reads: 'Hello Robby Thompson (not Robby Thompson? Sign out). From your affiliate dashboard you can view your recent commissions and visits, consult your affiliate stats and manage settings for your profile'.

The dashboard is divided into two main sections: 'Stats' on the left and 'Menu' on the right. The 'Stats' section lists various metrics with their values:

Stats	Value
Affiliate rate	15.00 %
Total Earnings	€0,00
Total Paid	€0,00
Total Refunded	€0,00
Balance	€0,00
Visits	9
Conversion rate	0.00 %

Below the stats, there's a link for 'Recent Commissions (view all)'.

The 'Menu' section on the right lists several options: Dashboard, Commissions, Clicks, Payments, Generate Link, and Settings. The 'Generate Link' option is highlighted with a red box, and a red arrow points to it from the left.



Here you can find all of your assets needed to get people to visit our shop and get you sales. The "Referral URL" is **YOUR AFFILIATE LINK** and needed to generate sales for your account.

The screenshot shows the Pure CBD affiliate dashboard. At the top, there's a navigation bar with links: WP Rocket, PURE organic, SHOP, PETS, CBD INFO, THE PURE ORGANIC DIFFERENCE, BRAND AMBASSADORS, and ABOUT US. The main content area displays the user's affiliate ID as 7. Below this, a red box highlights the referral URL: `https://www.pureorganiccbd.com?ref=7`. A red arrow points from this URL to a form below. The form has a text input field labeled "Page URL" and a "Referral URL" section. The "Referral URL" section contains the same URL: `https://www.pureorganiccbd.com?ref=7`. A large red text overlay reads "Your Unique Affiliate Link". To the right, there's a "Menu" section with links: Dashboard, Commissions, Clicks, Payments, Generate Link, and Settings. Below the menu, there's a "Share on:" section with social media icons for Facebook, Twitter, Pinterest, Email, and WhatsApp. A "GENERATE" button is at the bottom of the form.

## How to Use Your Affiliate Link

The most effective way to get people to click on this link is to send it directly to anyone you may encounter who would benefit from CBD. Half of our website's traffic comes from mobile devices, this means that affiliates have been effective simply sending their "Link" via Whatsapp or via social media.

Simply copy the link, and paste it anywhere you engage with people. It works on Social Media like Facebook, Instagram (bio, stories, posts). The link also works on messaging apps like Facebook Messenger or WhatsApp. You can even use it on Reddit or other message boards. If you are a blogger, you can hyperlink words on your copy to get people to visit the site. The list goes on more extensively in the later section of this book titled "Online Marketing".

Just a quick reminder, we are always here to help you. You are not alone and your goals are important to us.

# How To Get Paid

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The best part of the job is getting paid for all of your hard work! We want to make it extremely easy by paying all of our Affiliates via PayPal.



If you don't have a PayPal account, you will need to set one up. Go to [www.paypal.com](http://www.paypal.com) to get started. Make sure you use the same email that you used to signup as an affiliate for PayPal. If you need to change your PayPal email, let our office know about it so we can update your account.

## When Do I Get Paid?

You've worked hard to get sales, and you deserve to be paid in a timely fashion. At the end of each month, we calculate all of your sales commissions and send a payment out via PayPal. Payments can take a few days to become available to spend or transfer to your primary bank account.

You can see the exact amount that you will be paid for the month via your **AFFILIATE DASHBOARD**.

If you need any assistance or are confused about payments, you can email us directly and we will go over it together.

# Self Assessment

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## where do I stand?

We want to take a breath and look at our progress so far. You are on the door-step of becoming a great affiliate and it's important to all of us that you are armed with all of the tools to feel excited about your new role.

Below is a checklist of things that you need to make sure are in working order before you start making sales.

## Checklist :

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- ☒ Successfully registered yourself as an affiliate.
- ☒ Received an email confirming your affiliate status
- ☒ Reached out to our office via email with a personal introduction
- ☒ Understand the Affiliate Dashboard
- ☒ Have a copy of your Unique Affiliate link or URL
- ☒ Set up a PayPal account
- ☒ Understand the process on how to get paid.

If all of the above items in your checklist have been completed we can move on to the next phase. In the next section we will be going over some CBD basics to get you up to speed on how CBD has changed 1000's of lives all across the planet.

# CBD 101

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In order to sell a product effectively, it's important to learn as much about it as possible. Here we will give you a quick overview about CBD and how it works within the body. We will also talk about the production process and the importance of being **Organic**.

CBD is one over 100 cannabinoids (cannabis compounds) from the cannabis plant. Unlike THC, CBD does not produce any psychotropic effects. It cannot get you "high" and you will not lose focus. Instead it helps with mood, physical ailments and overall well-being.

CBD was discovered in the 1960's but was never brought to market because of the negative association with cannabis. Today, as the cannabis industry has taken off, CBD has been found effective in helping people feel better.

With today's technology, CBD can be sold THC free. While many prefer CBD with a legal amount of THC (0.2%), it is important to know the difference so that you can suggest the right products for a person's needs

# CBD Spectrums

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There are two main types of CBD, Broad Spectrum and Full Spectrum.

## Broad Spectrum

- Broad Spectrum CBD is THC free.
- Can be shipped through out the world legally.
- Delivers an 'Entourage Effect' without the THC.
- Safe for Professionals where a drug test may be administered randomly.



## Full Spectrum

- Contains a legal level of THC at around 0.2%
- Can be shipped through out all of Europe.
- Delivers a more enhanced 'Entourage Effect'
- More effective at treating chronic pain and serious disease.



## How CBD Works

CBD interacts with the body's Endocannabinoid System (ECS) which regulates functions including hormone production, the immune system, our sleep, appetite, pain sensation, mood, memory and temperature.

Every mammal has an ECS, with millions of receptors located around the body. CBD interacts with these receptors in a completely natural way restoring the healthy balance.

## CBD Production

There are several ways to extract CBD from the cannabis plant, the method that Pure Organic CBD uses is CO2 extraction, this is a gentle process that protects and preserves the many delicate compounds including cannabinoids, terpenes and fatty acids.

The CO2 is first frozen and compressed as this converts it to a liquid state, by careful temperature control the liquid is then encouraged into what is known as a 'supercritical state' which is 1/2 way between a liquid and a gas. In this state it can be forced through the cannabis plant material extracting the therapeutic constituents. This is the most expensive form of extraction but it produces the highest quality, purest and safest final product.



# Our Product Range

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**Broad  
Spectrum**  
THC FREE



**Full  
Spectrum**  
Contains under 0.2% THC



**Pet  
Spectrum**  
Special formulas for small  
pets and large dogs



5% THC FREE

10% THC FREE



5%



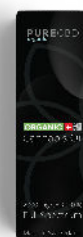
10%



15%



20%



40%



3% Terpene Free for  
Cats and Small Dogs



6% For Larger Dogs

# Identifying Your Target Market

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Identifying your target audience or market is necessary to become effective and make sales. Luckily, CBD is such a broad product and can be marketable to large segments. Pain, lifestyle, wellness, beauty, sports, fitness, aging and more carry huge potential.

In the beginning, you may want to single out a few areas where you may have personal experience. For example, if you are part of a yoga group, it may be beneficial to learn how CBD can be useful to people who also do yoga.

Finding what works will take a bit of time, but with persistence you will be able to pitch CBD effortlessly.

We've found that starting out with groups with similar interests to you works best.

Social channels work well too. If you post in groups that you are already a part of "Has anyone ever tried CBD?" you should get some response and market research. In turn you can then monitor the responses and use them to guide you forward. Not only that, try posting on multiple groups at the same time. Social media is a huge tool to gather information for just a small amount of your time.

## Practise Makes Perfect

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With anything we do, practise always refines our skills and redirects us towards new results. If you are going to be chatting about CBD with people face to face or online, work on your pitch to include some ear-catching info that is interesting. CBD and its effects are exciting because it actually works. We've found that CBD's effects cause people to open up and share with you information that is often times very personal. Learn how CBD can help their exact situation and explain it.



# Getting Support

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Over the course of time, you may need support from our office. We encourage you to reach out and ask for anything you may need to close a deal.

**For support**

**Call:**

**Robby +34 633 919 811**

