Your Easy Step-by-Step Guide to Creating Your Own Affiliate Program with 1 Shopping Cart

Creating Your Own Affiliate Program With 1 Shopping Cart

1shoppingcart.com is a more than an affiliate manager or way to sell your products and services it's also a complete business automation system. 1shoppingcart.com offers many features to help you get your business up and running quickly whether you sell physical products, digital products or services. It is of course, first and foremost a shopping cart, but it offers many features that push it beyond shopping cart status, such as email marketing tools, an autoresponder, social marketing tools, various payment processing tools and more.

The cost is dependent on what package you choose and can be as little as $20.00 per month to as much as $159.00 a month. You pick what you need and are charged accordingly. They also charge a small transaction fee that is from .75% to as much as 1.5% per transaction depending on the package you choose.

It's super easy to get started selling your products on 1ShoppingCart. Before you can set up your affiliate program with 1shoppingcart you have to set up at least one product for sale with 1shoppingcart. Once you do that you can work toward setting up and managing your affiliate program.

Setting up Your First Product

First set up an account with 1shoppingcart.com. You'll need your name, address, phone number as well as a credit card. The trial is free for 1 month, and once the trial is over you will need to select the type of account that you want and need. But, during the free trial you can use all the features that 1shoppingcart has to set up your products, and your affiliate program.

Start Building Your Store Now

- Congratulations on taking the first step to selling online!
- With our Easy Setup Wizard you can start selling online in no time.

Click the button below to start using our Easy Setup Wizard to build your online store.

Log In & Get Started! →

Click **Log In & Get Started**.

Once you log in you can choose whether or not you already have a website, or whether 1ShoppingCart.com will be hosting your website. For the purposes of this tutorial we'll assume you have a website already. In this case you'll choose **Already Have a Website -- Add a Shopping Cart.** Now you'll be promoted to enter a Website Catalog URL, this is the URL where your store will appear on your site. It might be something like: http://www.yourdomainname.com/store. Ensure that the rest of the blanks are filled out correctly. Finally, you'll need to select an industry and whether or not you already have products.

Click:

Complete This Step Go Back

You'll automatically be taken to a page to upload your first product. You'll need answers for the following. Notice that if you're not sure what something means you can click the little I inside a square and get more information about it.

You can add products one at a time, or if you have many products already you can use 1shoppingcart's import tool to add products from a spreadsheet. After adding a product click, **Complete This Step** to be taken to the next step which is to **Choose a Template**. Once you pick the template for your product, click **Complete This Step** again. Then, you'll be asked to choose whether your products are digital or not. Click on the right image to continue.
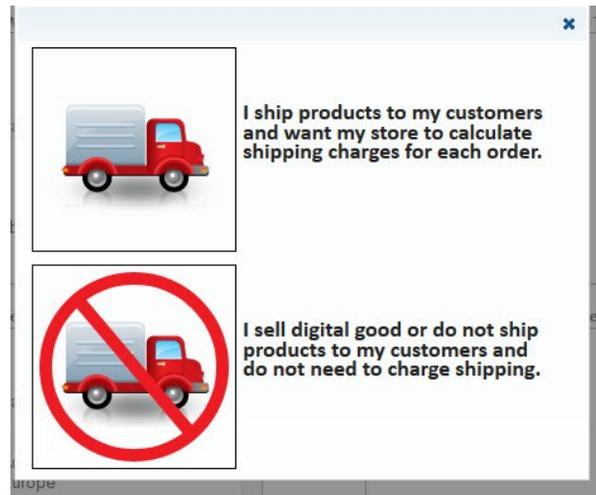
You'll now be prompted to add sales tax. 1ShoppingCart.com requires that you add sales tax for your area of the country. If you're not sure what your sales tax rate is, it's important that you find out so that you will be compliant with the laws in your state. Typically, you don't have to collect sales taxes from product sales outside of your state and it will only apply if the person buying the product is in your state. Click: **Complete This Step**.

Now you'll need to choose your currency as well as your merchant account or payment processor. If you use PayPal as your merchant choose: I already have a merchant account. Then choose the PayPal icon. Scroll down and you'll get to select the type of PayPal payments you want to take. You can choose from PayPal Standard, PayPal Pro and PayPal Express Checkout. It's up to you how you want to proceed. For this tutorial we are choosing **PayPal Express Checkout Only**. Scroll further down to input your PayPal payment email address.

1shoppingcart.com gives a great visual tutorial on how to set up PayPal payments properly. Since this tutorial is about managing affiliates via 1shoppingcart.com we'll move on. Once finished with payment processing click: **Complete This Step**. Once you've completed the set up wizard, you'll be taken to a window that shows everything you've done and click **Compete Wizard & Show Me My Store** to continue.

From this screen you can grab the link to paste into your website for your customer to check out by clicking "Get Link." You have many choices of what your buy link will look like. You can choose a readymade one or upload a custom button. You can even generate a QR code. Once you close the quick link builder, your screen will show other options.

Here you will place your destination URL that you want your customer to go to in order to download their product as well as your Thank You page. You can leave them as they are if you don't want to create a special page and 1shoppingcart.com can handle delivery and thank yous.

From this area you can see the tabs on the top that say:

- **Details** -- From here you can edit the details of your product that you entered when you first set up the product.
- **Settings** -- This is where you can set up a sales price as well as your affiliate commissions including 1st and 2nd tier affiliates.
- **Options** -- If you are selling a physical product you can choose options for your product such as different sizes and colors.
- **Categories** -- You'll create your own categories. If you sell a variety of different products you might have categories like eBooks, Coaching, Formatting, Writing, or if you sell physical products you might have categories like Lotions, Candles, Makeup and so forth. These are completely up to you.
- **Images** -- You can upload more images for your product or change the image you want to show for your product here.

- **Downloads** -- Click Enable Digital Download and specific digital licensing, as well as upload your digital product here or provide specific instructions for the download page. Note that if you want to use their hosting for your downloadable products, it can only be up to 1GB of space.
- **Links** -- The image above shows the tab for links, and this is where, if you have a specific page you want your customers to go to for downloading your product you can insert the URL here.
- **Template** -- Here you can create custom templates for cart contents if you know HTML or have hired someone to create it for you.
- **Recurring** -- If your specific product is a recurring billing product such as an ongoing service or a membership site, you can set that up here for this product.
- **Attributes** -- To use this tab you'll need to go to setup and then attributes as instructed.
- **Autoresponder** -- You can click which autoresponder you want to add your buyer to here. First you'll need to create the list, and then you can add anyone who purchases that product to the list you choose.
- **Upsell Express** -- When a customer purchases a particular product you can then trigger the service to upsell according to your product funnel. You'll be setting that up first, and then you'll be able to select which upsell funnel you want to use.

These are all alternatives that you can use to further personalize the shopping experience for your customer. It is recommended that at first you make it as simple as possible and use the default settings. As you learn more you can start personalizing the service more. 1ShoppingCart.com is a very powerful system that many very large businesses use, and it can sometimes be overwhelming. If you're not that familiar with all the options with 1shoppingcart.com it can be useful to hire an expert to help guide you through setting up your 1shoppingcart.com system.

Setting Up Your Affiliate Center

Now that we have at least one product set up, we can move on with setting up and managing your affiliate program with 1shoppingcart.com. When you sign into your account with 1ShoppingCart.com you'll go to a window like this.
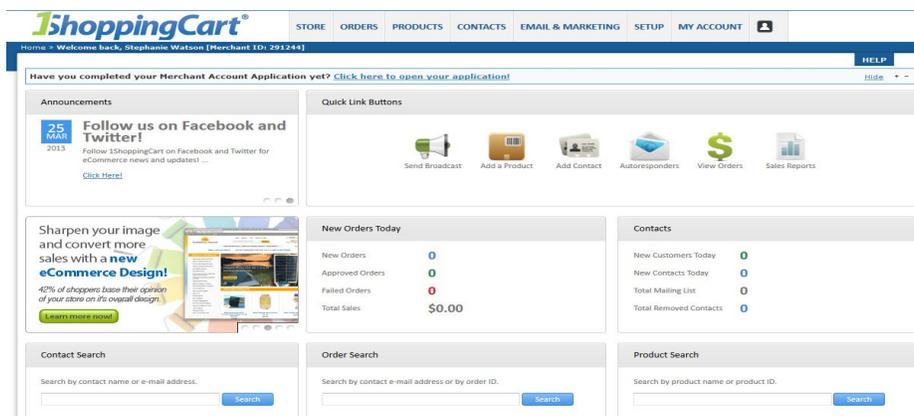
From here you can send broadcasts, add products and contacts; create autoresponders, and view various reports.

Before going further, set up an autoresponder for your affiliates. **Click Autoresponder**. A new window appears, click Create New. Then you'll be prompted to name your campaign, describe it and so forth. You'll choose Campaign Type: Affiliates, and set it as the default Affiliate Autoresponder. Since this is for affiliates you do not want to make this sharable. Choose an **Opt-In Verification Message**, then click Save. Now you can create your autoresponder messages, and be sure to scroll down and designate where the message goes and when.

Once the list is created you can at any time add more messages by clicking Email Marketing, then Autoresponders and then choosing the autoresponder you want to add messages to and click, **Add Messages**.

Campaign Name ⇕	Campaign Messages ⇕	Campaign Recipients			Type ⇕	Sharable ⇕	Detailed Report					
		Current Subscribers ⇕	User Removes ⇕	Other Removes ⇕								
Affiliate Support	0	0	0	0	Affiliates	NO	View	Test	Edit	Add Message	Copy	Delete
Outdoor Series	2	0	0	0	Customers	NO	View	Test	Edit	Add Message	Copy	Delete

Now that you have an autoresponder created for your affiliates, you can set up your affiliate program easily.

In order to set up your affiliate program you'll need to click **Email & Marketing** tab at the top of the window to highlight the drop down menu. Click **Affiliate Program** to trigger the dropdown menu for your affiliate program options. You can click Affiliate Tutorial to learn everything about setting up your affiliate program. Conversely you can get started right now by clicking **Affiliate Setup**.

A new window will open where you can fill in the details of your overall affiliate program for all of your products. Remember you can alter this for each individual product too in the Product tab but this is your default information. It's easier to do it this way than if you have 100's of products but only want a variation on a few.

Commission Setup | Approval & Notifications | Signup Page | Support Center | Terms Of Service | Welcome Page
*** The Field - Affiliate Administrator Email - should be valid email address. ****
Default Affiliate Commission Setup

Commission Setup

You'll want to name your affiliate program and then fill in the details that are asked for, leaving the fields blank or as is if you want no change or don't want that detail in your affiliate program.

You can even set a minimum payout amount. It is recommended that you do not have a minimum payout amount much higher than the percentage amount that your affiliate will get

from selling one product. The reason is that affiliates can become frustrated if they have to reach a milestone to profit. Why not just pay them for all sales, whether it's for one or a hundred.

Another important component is the cookie expiration dates. Many have expiring cookies but if you click unlimited then that affiliate can rest assured that no matter when their lead buys from you, they'll get the payout. It's up to you what you choose here, but it seems fair to choose unlimited. You can also choose to only pay affiliates via PayPal or to pay by check. Many choose only PayPal for ease of payments.

Also, if you are going to edit individual products to offer different commissions than you're listing here for your default commission rate, then you'll want to check YES for displaying commission rate for individual programs. This way your affiliates know what they'll be earning from promoting each individual product that you offer.

Approval & Notifications

Under this tab you'll fill out the information asked for such as if you have a special URL for affiliate resources, and the already given affiliate sign up URL, Affiliate Login URL, Welcome URL, and so forth. Most of this information is filled out if you use the default information that 1shoppingcart provides except for the affiliate administrator email which must be a valid email to save the information you're inputting. Here you can allow for automatic approval of affiliates as well as automatically email the affiliates instructions and sign them up for an autoresponder list that you must create before choosing.

The welcome message is pre-created when you click yes; you can alter it, or leave it as is. Go through each area and update as you wish. 1shoppingcart.com makes it simple by including pre generated messages that you can keep as they are or alter as you wish.

Signup Page

On this tab you can customize the affiliate sign up page if you desire. You can change the background, the colors, and more to make it truly match your website. How much you change it is totally up to you. You can even direct them to your website banner URL so that it appears at the top of the sign up form.

Support Center

This is the area where your affiliates will go for support if they lose their email address or user name. This all works automatically, but you can change the look and feel, including the banner and bottom HTML and colors and links and so forth.

Terms of Service

This is where you can set up your terms of service for all your affiliates. 1shoppingcart.com includes a basic agreement that you can leave as is or you can create your own by editing it using their WYSIWYG editor. You can even add in a video if you want to. Personalize it in any way that you want.

Welcome Page

This is a great page for your affiliates to help them get around in your affiliate marketing center. You can also edit this, add in a video up top, change the colors, and make it your own. You can also leave it just like it is and it will be perfectly useable and understandable to your affiliates.

Once you've finished this part, you'll need to now go to Manage Programs to set up your affiliate program and match each program to various products. Most people will have one program and put all products into the one program.

Once your affiliate program is set it, you'll need to add in your marketing tools by clicking **Manage Media**. Here you'll create ads that fit in with the following categories of email, text links, banners, audio ads, popup ads, and even flash ads. You don't have to create all of them, but the more options you offer your affiliates the better. Create ads for each of your products so that your affiliates have at least a text ad and a banner ad for each of your products or services.

Have handy image URLS which you'll host on your own website to use in the ads, as well as the URLs for the destination pages or sales pages for the items you want your affiliates to market to their audiences. Then use the WYSIWYG editor to create each ad for your affiliates.

Once you're finished creating ads for your products and / or services you can start marketing your affiliate program on your sales page by linking to your affiliate program either on your sales pages or in emails to clients who have purchased your products or both. Current customers are a great way to build your affiliate army, as is a link on your affiliate program right on your sales page.

From your Affiliate Program area you can also manage your affiliates. If you want to delete an affiliate or make a pay out to an affiliate you can do so at anytime. 1shoppingcart.com makes it simple to do what you need to do behind the scenes to run your business and manage your affiliates easily. You can even import affiliates from a spreadsheet. This comes in handy if you are moving from a different affiliate management program and want to start over fast.

Wrapping It Up

Any time you want to do something within 1ShoppingCart.com, you're going to either do it via the main **Home** window, which you can always find the link for at the top of the page, or by using the top tabs and drop down menus to choose. In addition, 1shoppingcart.com offers excellent customer service, tutorials, and there are also Virtual Assistants you can hire that specialize in setting up 1shoppoingcart.com for other people which you can access by clicking Help.

Whether you choose to use 1ShoppingCart.com as your entire webpage or just use it as a shopping cart and affiliate management center it's up to you. Both ways are easy to use, though there is a lot to learn and it will take time to catch on if you don't hire outside help, 1ShoppingCart.com is a good choice for marketers who have several products and need a robust system that does it all.

Affiliate Marketing Info Products

Affiliate Blogger Pro - Multi-media Program By Super Affiliate Blogger, Provides Step-by-step Instruction To Setup And Make Money From Blogs Through Affiliate Marketing.

Google Sniper – A Top Online Marketing Strategy

CB Passive Income – Clickbank Marketing Package

Amazon Kindle Elite – Income from Publishing on Kindle

TubeLaunch – Earn While Uploading Videos

Home Wealth Secrets - Wealth Generation Success Package

Affilorama - The #1 Affiliate Marketing Training Portal

Millionaire Society – Affiliate Marketing Training Super Site

CB Pirate – Clickbank Marketing System