



Elizabeth McCravy Affiliate Program Terms and Conditions:

This affiliate program is owned and operated by Elizabeth McCravy, LLC. These are the affiliate terms as of November 2024.

AFFILIATE PROGRAM HIGHLIGHTS:

Sale Commission:

15% on full site template sales

10% on add on template sales

15% on Booked Out Designer

15% on Podcast Success Blueprint

10% on Profit Sheet

Cookie: 60 days

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- Commissions will be locked in 30 days after the initial sale for all website template sales. You'll then be paid via PayPal on the 15th of the following month (or a surrounding business day). Please note — you will not receive a payout immediately upon making a sale, and sometimes in ThriveCart it will say a payout is “overdue” when it actually isn't.
 - Booked Out Designer commissions are locked in 60 days after the point of sale — 30 days longer than template sales.
 - Connect to PayPal within your Thrivecart affiliate account to receive commission. If you are not connected with PayPal to receive payments, the commission will not go through. You must have a PayPal business account for payouts to work.
 - Affiliates should not use their own affiliate link for any purchases from the shop or to purchase courses. If you use your own link to purchase for yourself, the affiliate sale will be “canceled” on our end and you will not receive an affiliate payout. When this happens, you'll receive an email saying your affiliate revenue has been revoked.

- Your affiliate links will use website cookies. The purchase must happen within 60 days from the link click for the commissioning to occur. We'd love to give you a custom coupon code to offer your audience in addition to your link. This makes promoting even easier as you have a link OR code to share. With codes, there is no cookie, they just need to use the coupon code, and you will receive a payout. To get a coupon code, please fill out [this form](#). There are no coupon codes for courses, only for templates.
- **Here are examples of how commission works:**
 - TEMPLATE EXAMPLE: Customer purchases template for a total sale of \$797.00 MINUS 3% credit card processing fees = \$773.09
15% of \$773.09 = \$115.96 in commission.
 - TEMPLATE EXAMPLE WITH COUPON CODE: Person uses a coupon code and receive 10% off their template for a total sale of \$717.30 MINUS 3% credit card processing fees = \$695.78
15% of \$695.78 = \$104.37 in commission.
- **Here are examples of how payouts work for templates:**
 - Tuesday, March 11th: Customer purchases via your affiliate link or affiliate coupon code
 - Thursday, June 10th: (30 days later) Your sale is "locked in" if no refund has occurred.
 - Tuesday, June 15th: You receive your affiliate commission via PayPal.

WHAT PRODUCTS APPLY

- **All full site templates and add ons are eligible.** As of right now, everything for sale on elizabethmccravy.com/shop is eligible for affiliate commission.
- **Booked Out Designer**, an online course and coaching program for brand and web designers, is eligible for affiliate commissions to past BOD students and template customers! You can promote Booked Out Designer and receive a 15% commission. Coupon codes will not work for Booked Out Designer.
- **Podcast Success Blueprint**, a course on how to start and scale a podcast, is eligible for affiliate commissions to PSB students and template customers! You can promote this course and receive a 15% commission. Coupon codes will not work for Podcast Success Blueprint.
- **Profit Sheet**, a financial spreadsheet for service-based businesses is eligible for affiliate commissions at a 10% commission. Coupon codes will not work for Profit Sheet.

- Template customizations, custom website design work, 1:1 coaching sessions, etc. are not eligible for affiliate commissions at this time.
- Purchases made through Showit's Design Marketplace are not eligible for affiliate commissions.

PROMOTION AGREEMENT

- As an affiliate, you agree to promote Elizabeth McCravy Shop and Design Services at least **6 times per year**. (*Promotions include but are not limited to email newsletter, blog post, social media post, Instagram story, podcast mentions, etc.*) Have questions about ways you can share? Need graphics or logos? Ask us! (support@elizabethmccravy.com)

CHANGES TO PROGRAM

- Elizabeth McCravy, LLC. reserves the right to change the affiliate payment percentage if needed.
- Affiliate commission amount of 15% for Booked Out Designer and Podcast Success Blueprint is subject to reduce as the course price increases.

COMPENSATION, COUPON CODES, AND LINKS

- Affiliates will not be compensated in the event of a template purchase or online course purchase unless the buyer uses their link or coupon code to purchase.
- Affiliates must be in the affiliate program before the purchase happens for the referral to go towards commission. In the event of past referrals that happened BEFORE joining, you will not be compensated.
- If you'd like a coupon code to offer your audience in addition to your affiliate link, fill out [this form](#) to request this, and please tell us what you want the code to be! (Ex. code: ELIZABETHSENTME) We offer new affiliates a 10% off coupon code to offer their audiences. Once you've promoted frequently at that rate and made some sales, we can go up on the coupon code.
- Unless otherwise noted, affiliate coupon codes percentages will not increase during shop sale periods. This means that during sales, you'll want to share your affiliate link, not your affiliate code.

REFUNDS

- If a buyer who used your affiliate code requests a refund that is granted before 30 days of their purchase, your affiliate commission will be revoked. In this case, you'll receive an email telling you that the affiliate commission was revoked. Always feel free to email back and ask for details if you're curious.
- If a customer you referred is on a payment plan and their payments are failing (a.k.a. we cannot collect their money), you will not be paid your commission until their payment is collected. If their payments are never collected (a.k.a. They become lost income), you will not be paid those commissions.

WHO CAN JOIN

- The Elizabeth McCravy Shop affiliate program is available to template buyers, 1:1 design clients, Booked Out Designer students, Podcast Success Blueprint students, Profit Sheet customers, podcast guests and hosts where Elizabeth is a guest, and photographers/videographers who are featured in the templates.

Sign up here: <https://elizabethmccravy.com/affiliate>

We can't wait to have you as an affiliate!