



ESSENTIAL READ

THE SEASONED AFFILIATE'S GUIDE TO LYRICAL HOST



Already familiar with affiliate marketing? This is your guide to Lyrical Host's affiliate program.

LYRICALHOST.COM

Welcome to the Lyrical Host Affiliate Program!

This guide includes:

- Full details of the Lyrical Host affiliate program & dashboard
- Information about Lyrical Host and typical Lyrical Host customer profiles
- Useful quick links to affiliate resources & content
- Advice for recommending Lyrical Host on social media
- General tips for success

Please note that the terms and conditions of our affiliate program are available in their latest form here: <https://www.lyricalhost.com/affiliate-program-terms-conditions/>

Note: This guide is for people who are already familiar with affiliate marketing. If you're not sure about how affiliate marketing works, how to disclose links, and other practical aspects of affiliate marketing, please download The Newbie Affiliate's Guide instead, which includes everything here plus an explanation of affiliate marketing and how to get started.

Ready to get started? Let's go!

The Lyrical Host Affiliate Program



Refer people to Lyrical Host, and you get up to \$80 USD (or your equivalent currency) when they buy their first hosting plan!

Once your commission is confirmed (after 90 days of an active referral), and you reach the \$50 USD payout threshold, you can choose from several payout options. You can even get an extra 10% added to your earnings by choosing Lyrical Host credit, which is used to pay for any/all of your Lyrical Host products and services.

Your affiliate link or discount code drops a 90 day cookie, so there's plenty of time for conversions to happen. Using a code means that even if the person clears their cookies, you'll still earn your commission when they enter your code at checkout.

It's completely free to register as a Lyrical Host affiliate and there's no cost to you for any part of the program. Please note you may not buy, sell, give, or trade your Lyrical Host affiliate account or any of the information or commissions within it.

- No minimum or maximum monthly sales
- No sales targets
- We don't close your account for inactivity
- Your commission never expires
- There's no minimum amount customers have to spend for you to qualify for commission (e.g. some web hosts won't give you commission if they have a sale on and you refer someone).
- You don't have to be a Lyrical Host customer to be an affiliate, although it helps!

You can share affiliate links on your website, social media, emails, or other people's websites (e.g. forums) with permission. Please don't spam groups or forums!

You can create your own 'bonuses' to persuade people to sign up using your link or code, such as free graphics packs, discovery calls, cheatsheets or workbooks of your making, but please don't use our logo on them, and please make it clear that it is a bonus offered by you, not us. Bonuses may not include cash, 'cash back', or other monetary incentives, including lottery tickets, scratchcards, cryptocurrencies, gift certificates, or similar. You may not use, include, create or promote raffles, prize draws, or similar for our products or services.

Please ensure you read all affiliate terms in full so you have a clear idea of everything allowed. If you're unsure about anything, just email affiliates@lyricalhost.com and we'll be in touch as soon as possible!

What you need to know

We have a specific [affiliate terms and conditions](#) page, which you agree to by registering and using our affiliate program, but below we've included a few important points we want to specifically draw your attention to.

If you have any questions about the affiliate program or need some help getting started, please email affiliates@lyricalhost.com and we'll get back to you as soon as possible.

Honest representation

One of our values as a company is honesty, and we expect all Lyrical Host affiliates to meet the same standards as our own. This means we ask you to provide accurate, true details of our services and any offers you're promoting, and not make any false claims. For

example, if you're promoting the fact someone can get a 10% discount when using your affiliate link, please don't tell them it's a limited time only offer or only available through you. If you're talking about our services, please ensure that you check any facts against our website or by asking us on live chat or via ticket to confirm.

Self-eligibility

Please note that products and services you buy to use yourself are not eligible for your own affiliate commission payouts.

Additional Products

Affiliate links and codes apply for new customers only. If another existing Lyrical Host customer uses your link or code to buy an additional hosting plan for their account, commission will not be awarded to you.

Payments

Commission will be pending from when the person you've referred has paid for their own services for 90 days to avoid loopholes. Anyone you refer must be a hosting customer for at least 90 days for you to receive commission. The final value of commission will be based on their plan at the 90 day mark. So for example, if someone uses your code to buy a Tiny plan but then upgrades to a Mighty plan within the first 90 days, you will get the higher Mighty rate of commission.

The Affiliate Dashboard



Once you've been accepted into the Affiliate Program, you can log in to your Affiliate Dashboard at <https://hub.lyricalhost.com/affiliate.php>

From here you can:

- Visit the Affiliate Resource Center, which includes everything from banners to infographics to help you promote Lyrical Host
- Download this guide and the alternative version of this guide
- View and change your affiliate details
- View payment information and details, including how much commission you can earn per sale and what the payout threshold is for your particular currency
- Read the affiliate program terms
- Copy and paste code snippets to add affiliate links to your website
- Get support
- Request payout
- See your pending, available, and withdrawn commission
- Create, view, and delete discount codes and affiliate links
- Track clicks and conversions
- See a list of your available discount codes and affiliate links
- Book an introductory one-on-one training session over Facebook Messenger

Your affiliate links and discount codes

Simply copy and paste your unique link to use for banners, text, and so on. Please ensure all your affiliate links are disclosed in line with FTC requirements (see [How To Disclose Affiliate Links](#) for more details).

As well as/instead of using an affiliate link, you can create a custom code to be used at checkout. This gives the person using it 10% off any hosting plan (any domain names in the order are not discounted), and it tracks commission just like your affiliate link.

You can create as many discount codes as you like. So for example, you could create JENNISUBSCRIBER and send it out to your email list, and JENNI10 and use it in your website sidebar. That way you can easily track where people have signed up from.

You can also use discount codes to create campaigns with your own bonuses, for example JENNISUMMEREXCLUSIVE, which could include a bonus workbook or coaching call of your own creation. If you have multiple websites, you may want to create branded discount codes for each, e.g. BYJENNI, LYRICALHOST, CATBLOG.

Discount codes are limited to letters and numbers, and can be between 4 and 25 characters long. Each code is unique to a person, so if someone has already taken the exact wording, you won't be able to claim it for yourself.

Each code has an unlimited number of uses and never expires. If for some reason you want to create a code that does expire, please contact our support team and they can set that up for you, or you can delete your code any time and it will stop working.

You can use an affiliate link, a regular link with a discount code, or an affiliate link with a discount code. Whichever you use will track your commission, and all will earn you the same amount. Please note that if you're using a regular link + discount code, you still need to declare your affiliate status as per FTC standards.

Important note: If an affiliate **code** is entered at checkout, it will override any affiliate **link**. So for example, if someone visits your site, clicks the affiliate link, and then enters someone else's affiliate code at checkout to get their 10% off, the code will take precedence and the other affiliate will receive the commission. If both code and link are yours, you'll receive the commission once, as normal.

Only one discount code can be entered at checkout. If a customer tries to enter two discount codes from two different affiliates or promotions, only the first one will count.

Pending commission

From your Dashboard you'll also be able to see any pending commission you have. This is a list of qualifying, completed orders you've referred within the past 89 days. Pending commission is marked with the word "Pending" next to it, while commission available to cash out is marked as "Available".

Available commission

After 90 days, our system checks that the order is still active and the person in question doesn't have outstanding balance on their account. If both these things are true, then your commission becomes confirmed and available. If the customer has canceled their order, it will be marked "Canceled". If the order remains pending after 90 days, please contact our support team if you'd like further details on the situation.

If a customer has bought a plan using your code or link, but then upgrades to a higher plan within their first 90 days, you get the higher rate of commission.

Once you hit the payout threshold, you can cash out any time. You don't have to empty your account. Depending on your location you have different payout options available to you, which may include Amazon gift certificate, bank transfers, Creative Market gift certificate, and hosting credit. If you choose to put your earnings towards paying for your Lyrical Host hosting plan or domain names, we add an extra 10% on. This is deposited into your Lyrical Host account, and money is withdrawn automatically to pay for your Lyrical Host products and services as needed.

To withdraw available commission, please contact our team by clicking the 'Request withdrawal' button in your Affiliate Dashboard and they will provide you with payout options specific to your currency and location and arrange your payment as soon as possible.

If you have any questions, please contact our team or email affiliates@lyricalhost.com.

About Lyrical Host



(Feel free to use the information below as you wish and pull direct quotes from it. We'd recommend rewriting big chunks in your own words though in the interests of avoiding duplicate content issues and giving it your own voice!)

Lyrical Host is a web hosting company with a difference. We pride ourselves on transparent pricing and honest services with no hidden costs or upsells. We offer premium managed hosting without the usual premium managed hosting price tag.

Our mission is to make WordPress blogging and website ownership easy, affordable, and hassle-free. We take as much off your plate as possible so you can spend more time doing the things you love. We migrate websites and email for free, even from Blogger and WordPress.com.

We speak your language - we specialize in hosting for bloggers, so we're in a position to advise on tools, plugins, structuring blogs, and even things like content marketing, SEO, and media kits.

All of our hosting plans include all the features and services you need: SSL certificates, email addresses, automatic daily backups, and one-to-one support. Our hosting is optimized for WordPress and it comes preinstalled along with our bespoke caching plugin for even better page speeds. Every month we send out exclusive stock photos and design/ blogging resources to help you take your website to the next level.

We care about your blog just as much as you do

We have a number of built-in features to make your life easier, including automatic WordPress core updates, a support team headed by WordPress developers, integrated speed and security features, and on-demand malware scanning and clean up. We're here for you beyond just web hosting - we can even set up Google Analytics or install your Facebook Pixel for you at no extra cost. We don't tell you to hire a developer if you have a WordPress-specific question or problem - it's like having your own tech team on hand.

We're always adding new features and freebies so the longer you're with us, the more value you get. We believe in rewarding customers for their loyalty, not just offering new customers all the best things.

We support our customers however we can, including free one-to-one help sessions on Facebook messenger, matching you to partners or accountability buddies, and sharing your content on Twitter.

We want to make a difference

We commission independent professional creatives, including photographers, designers, and illustrators, to create beautiful custom resources that we provide free to our hosting customers every month. It's a win-win; we help support others in the web industry and our customers at the same time.

Each month, some of your hosting spend goes directly to non-profits and charitable causes all over the world. Some of the causes we support include children's education in Mozambique, and mental health help for people across Africa and Asia.

Every year on your Lyrical Host anniversary, we plant a tree for you somewhere in the world to offset carbon use. Known as your anniversa-tree, it's a great way to commemorate the past year and look forward to the year to come.

Typical Lyrical Host Customer Profiles



The typical Lyrical Host customer is very different to the typical web hosting customer, and this is important to remember when you're promoting us. All of them are passionate about their website and are prepared to pay a reasonable amount for a great service. We don't present ourselves as the cheapest option, but we always want to provide the most value and the best service.

We have a wide variety of customers at Lyrical Host, but the majority of them have many or all of the following traits:

- Approximately 97% of our customers are women or identify as women (this is a strong contrast to the web hosting industry in general which is about 80-90% male dominated).
- Likely to be between 18 and 55.
- Are primarily from the UK and USA, with Canada and Australia not far behind (we have customers in six continents dispersed all over the world, but those are the main areas).
- Are most often bloggers, but may also have a related online business (as a virtual assistant, web designer, coach, strategist, social media manager, etc.)
- Are typically very family/home-oriented.
- Very passionate about their blog/website in and of itself (e.g. they didn't start blogging as a get rich quick scheme, they genuinely care about their site).
- Have a strong drive and determination to succeed at what they do.

- Are very goal and achievement-orientated.
- Choose the best over the cheapest where they can reasonably afford to do so.
- Often underestimate their skills, especially technology-related skills.
- Love to learn.
- Have above average intelligence.
- Care about maintaining a good reputation and how they come across to people.
- Are very strong. Better at overcoming life challenges than they give themselves credit for.
- Care about their impact on the world, particularly with regards to people, animals, and/or the environment.
- Always want more time to work on their website, or fun related tasks (e.g. social media).
- Don't particularly enjoy performing website management or technical tasks themselves.
- Would still blog for fun even if their blog didn't make them a penny.
- Some of the most common interests include, but aren't limited to: yoga, craft, beauty, parenting, writing about long-term physical or mental illness, DIY, books, films, vegetarianism/veganism, fashion, travel, writing about blogging and social media, and reviews.

The ideal Lyrical Host customer doesn't:

- See blogging or websites as a get rich quick scheme.
- Continually switch platforms or drop websites.
- Buy solely based on the cheapest possible price.
- Give up easily or lack commitment.
- Spam or use misleading statements or business practices on their website.

We have a very specific customer base, and we're very protective of our community.

We've been known to recommend our competitors to a few prospective customers because we didn't feel they were a good fit for our community (it's important to us that as a loyal customer you have good neighbors who won't spam or scam, are respectful to our staff, and who won't ruin the reputation of our mail or web servers for everyone else).

We also have a moral code as part of our terms and conditions because being inclusive is one of our core values. One way to look at it is: think about whether the people likely to come across your link or recommendation are ones you'd trust enough to leave your bag or laptop alone with, and consider the membership type of groups and forums carefully before posting.

Useful Links For Affiliate Resources & Content



The Affiliate Resource Center

The [Affiliate Resource Center](#) has all kinds of graphics, copy and paste docs, information, and other downloads. We're continually adding to your library of affiliate materials so there's always something fresh for you to use. You're also welcome to create your own affiliate materials, whether text, visual, audio, or video. We just politely ask that you don't alter our logo in any way other than resizing it!

Affiliate materials are subject to change so that they don't get stale, so we recommend that if there are any you really want to use, you download them as soon as possible in case they've been removed when you come back to them.

Bonus Resources

As Lyrical Host has a very specific target customer base of female bloggers, entrepreneurs and small business owners, we're able to provide affiliate materials that directly appeal to your audience. In addition to the banners, mockups, feature lists, blog post titles and other goodies in the Affiliate Center, we also have a range of goodies you can use yourself or pass on to your visitors so they can get a taste of what it's like to host with us.

You could offer them as downloads in your email newsletters, blog posts, or wherever you like as long as you link to us and explicitly mention they're provided by us and may not be resold or redistributed in their existing form. If you're not sure if your intended use is permitted, please email affiliates@lyricalhost.com and ask (most likely the answer will be yes).

Bonus extras are changed regularly so you can use them in your own campaigns and marketing and take the form of free stock photos, branded guides, checklists, and design resources. There's a collection in your Affiliate Resource Center labeled 'Free Resource Samples', and you'll also find more on our Free Resources page at <https://www.lyricalhost.com/free-resources>

Videos

We regularly add videos to YouTube channel, youtube.com/lyricalhost, which you're free to embed in your posts or share directly. To get you started, here are a couple of links:

- What Makes Lyrical Host Different: <https://www.youtube.com/watch?v=iKJ6vourEQg&t>
- Lyrical Host vs. SiteGround: <https://www.youtube.com/watch?v=OEMxvFmt5DQ>

Popular Blog Posts

- Essential Free WordPress Plugins: <https://www.lyricalhost.com/2017/7-free-wordpress-plugins-you-need-for-your-blog/>
- Free Feminine WordPress Themes: <https://www.lyricalhost.com/2017/40-elegantly-feminine-free-wordpress-themes/>
- How To Look After Your WordPress Website: <https://www.lyricalhost.com/2018/how-to-look-after-your-wordpress-website/>
- Websites For Culturally Diverse Stock Photos: <https://www.lyricalhost.com/2017/20-websites-to-download-culturally-diverse-stock-photos/>

Useful Website Links:

- WordPress Hosting: <https://www.lyricalhost.com/wordpress-hosting>
- Pageweaver Hosting (our page builder): <https://www.lyricalhost.com/pageweaver/>
- Free migrations: <https://www.lyricalhost.com/migrating-lyrical-host/>
- Free resources: <https://www.lyricalhost.com/free-resources>
- WordPress Video Tutorials: <https://www.lyricalhost.com/wordpress-video-tutorials>

Tips For Recommending Us On Social Media



One of the most effective and quickest ways to make an affiliate sale is by posting on social media. Replying to threads in your Facebook groups where someone is asking for hosting recommendations can be even better than your own posts because you know that person is ready to buy.

Check the group rules regarding links (some let you tag Facebook Pages even if you're not allowed to post external links – you can always drop us a message and let us know you did it that way so we can track and add any applicable commission to your account manually). Another option is to link to a blog post or other piece of content you've written about us (for ideas, check out the Blog Prompts & Ideas doc available as part of this download). And of course, you can use your affiliate link or discount code as long as you declare it in line with FTC standards and any group requirements.

If someone has asked for a recommendation and they list some specifics, such as 'Can anyone recommend a WordPress hosting company that offers really fast speeds?' it's easy enough to answer based on your own experiences, or features of our tech (such as 100% SSD and our own secret sauce caching plugin; more information on tech specs can be found on our platform page).

However, if their question is literally just 'Can anyone recommend a hosting company?' then it's harder to answer. One option is to ask them what they're looking for, but sometimes they don't know or don't reply to your comment, so you could include a couple of the following things:

- Comments on support, speed, and reliability - these tend to be the things people care about the most.
- If they're a new blogger, knowing someone is there to help and genuinely cares about supporting them and helping them with WordPress-specific questions such as how to create an opt-in or what plugin to use for something.
- That they don't have to worry about hidden costs or 'extras' - SSL certificates, automatic daily backups, a minimum of six email addresses, and malware scanning and cleaning are all included at no extra cost.
- Free website (and email, if needed) migrations. Most other hosts don't offer migrations from sites like WordPress.com and Blogger, but we do.
- No crazy/hidden renewal prices for hosting or domains - they don't have to worry about prices increasing by 50% or 100% or more when it's time to renew.
- Managed hosting means they get a better, faster, more reliable hosting experience and there are WordPress experts available to them to help with specific problems, questions, etc. at no extra cost. Many hosts will say, 'That's third party software, hire a developer' - we help with the issue or query.

It's best to talk about what you're comfortable with, so don't feel like you have to talk about or mention any of these things - do what you feel is most authentic to you. Often just natural enthusiasm and a short but friendly recommendation is more than enough!

Images are great for getting people's attention, so adding one of our mockups (downloadable from the Affiliate Resource Center), a screenshot, or an image showing our latest bundle or giveaway can all help your post or comment stand out.

Please ensure you always portray us accurately on social media and don't make any false claims. If you're unsure about something you want to say, just drop us a Facebook message at facebook.com/lyricalhost or email affiliates@lyricalhost.com and we'll get right back to you.

Be open to answering questions or feel free to direct people to us to answer questions on Facebook messenger. As long as they tell us you sent us (and you let us know too), we can add affiliate commission to your account even if they don't use your code/link.

Final Pointers



- Use different posts to cater for different target audiences, for example people who are looking to start a blog, people who are looking to move from a free platform to self-hosting, and people who are looking to switch from another host are all looking for different things.
- We have a lot of different features, so rather than trying to get them all into one post or video, it's more effective to talk about one group of related features. For example, you could pick 'ease of use' as a theme and talk about easy sign up, WordPress being preinstalled on all WordPress hosting plans, the Lyrical Host control panel design, and the one-to-one tech support.
- For price, focus on everything being included with no extra hidden costs or services. It's often false economy to go for the lowest priced hosting because there are always add-ons, like with budget airlines. Service usually budget as well (!)
- If you have time, consider making your own bonuses for affiliate sign ups. These could include exclusive content, time, or resources from you that they get when signing up for a Lyrical Host account. You could offer these at the point of sale or after your commission has been approved by looking at your affiliate dashboard stats.

Thanks for joining the Lyrical Host Affiliate Program, we love having you here!