



affiliate

NEWSLETTER

January 2019

Issue 1



New Year, New Strategies

Happy 2019! With the New Year comes the opportunity to try something new. In this edition, we are featuring a few new strategies to empower you as a Vitamix Ambassador in 2019. Sometimes it's best to simply ditch what isn't working for you, and start fresh. Together, let's make this a successful New Year!

The most successful Affiliates tend to be Vitamix users who are passionate about the product. If it's been awhile since you've been blending, get inspired again by trying out our new featured recipe! It's a perfect winter dish. I also share some of my absolute favorite Aer Disc Container recipes with you!

As always, be sure to stay up-to-date on the latest promotions. Check out page 4 for all the details!

If we can ever be of assistance, shoot us an email at affiliates@vitamix.com. We'd be happy to hear from you!

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*Try these strategies in the
New Year*

Create Tutorials to Drive Sales Conversion

Tutorials are an easy way to attract buyers and drive sales. A good tutorial teaches your audience how to do something in a few concise and easy to follow steps. Tutorials build confidence, inspire creativity, and ease apprehensions often experienced by potential buyers. Follow these tutorial tips and try this new strategy in the New Year.

Step One: Pick a Topic

As a Vitamix ambassador, the potential topics are endless. For starters, tap into the thing you love to do the most in your own Vitamix and use a tutorial as a way to share. Keep topics simple and straight forward, especially at first.

Step Two: Introduce your tutorial topic

Introduce your topic with a clear title and a motivation to learn to do the task. Keep your intro to one or two short lines.

Step Three: Itemize the steps

Begin by simply listing the steps as a short word or phrase. Choose a simple to read format that allows readers to scan the page without getting lost in the details. Consider a larger, bolder font to draw attention to each step.



New Strategies for the New Year

If you need inspiration or have questions, feel free to email us at affiliates@vitamix.com.

Create Tutorials to Drive Sales Conversion (continued)

Step Four: Fill in the details

Below each step, explain how to execute it. Be clear and concise with your directions, making it easy for the reader to follow along without getting overly wordy. Be sure to clarify any of the directions that may be a bit confusing to a novice user.

Step Five: Add images

Pictures of each step in the process add significant clarity and give the reader confidence that they are on the right track.

Step Six: Offer Alternatives and/or FAQs

At the end of the tutorial, suggesting substitutions or variations is always appreciated, as well as answers to frequently asked questions for clarification.

Step Seven: Link Within

Use your tutorial as a springboard to initiate product sales. Use your CJ links throughout the tutorial to link to machines, containers, accessories, and recipes as a way to drive sales.

Step Eight: Link to It

Create tutorials that cover the basics that you can link to in future posts. Tutorials on smoothie basics, how to make hot soup, how to chop vegetables, how to clean your Vitamix, how to grind flour are a few that have a lot of linking potential etc.

Step Nine: Repeat Often

Once you get a system in place to create a successful tutorial, repeat on a routine basis. As you accumulate your tutorial library, place them in a designated spot on your site, making them one of the searched for reasons people continue to seek your site out.

January Promotions for the US & Canada



- **1/1-1/6: Up to \$100 off Ascent Series (Smart Systems) Blenders**

US link → https://www.vitamix.com/us/en_us/shop/smart-system-blenders

CA link → https://www.vitamix.com/ca/en_us/shop/smart-system-blenders

- **1/18-2/3: Recon A2500 \$299.95 USD (originally \$399.95)
CA pricing: \$399.95 CAD (originally \$499.95)**

US link → https://www.vitamix.com/us/en_us/shop/certified-reconditioned-a2500

CA link → https://www.vitamix.com/ca/en_us/shop/certified-reconditioned-a2500

- **1/18-2/3: Recon A3500 \$399.95 USD (originally \$499.95)
CA pricing: \$549.95 CAD (originally \$649.95)**

US link → https://www.vitamix.com/us/en_us/shop/certified-reconditioned-a3500

CA link → https://www.vitamix.com/ca/en_us/shop/certified-reconditioned-a3500

Be sure to utilize the links in the CJ platform to ensure you receive credit for all transactions. If you have questions on how to pull these links, please email us at affiliates@vitamix.com.



Banner Ads on the Vitamix Runway this Season

Using banner ads validates your affiliation, catches your reader's attention, and facilitates sales. Banners are often a reader's First Look at the lineup, so visit CJ and stay on trend with the following banner ad options.



Out with the Old; In with the New

As we welcome 2019, it is time to usher out the old and embrace the new.

Promotions are like Produce – Wilted, over ripe, and outdated promotions are no longer edible, so keep yours up to date and fresh. Use the information in this newsletter to feature the most current promotions and remove those that have met their expiration date.

Links are your GPS – An outdated GPS tends to take you the long way, if it gets you there at all. The same is true with outdated links. If you have any links other than those from CJ, it is time to update.

Product is like Fashion – Don't become the consignment shop of Vitamix products. Showcasing models that are either unavailable or not in inventory indicates you are not up on the current trends. Keep your information current and accurate, only advertising models that your readers can obtain through you. Product availability does change, so please keep your eye on current promotions.

Manual Codes are the Rotary Dial of the Click and Buy Age – Typing in codes is as tiring and time consuming as circling around an old rotary dial telephone. If you are still referencing manual codes, you may be sending potential buyers to sites that have already eliminated this outdated step. Current, up to date content goes a long way to build confidence in your readers.

What to Make Using the Aer Disc Container



If you've used the Aer Disc Container, you know how AMAZING it is! If you haven't yet, you may be feeling skeptical and wondering if it's all it's cracked up to be. Fair enough! Let me share with you some of my personal favorite recipes to get you inspired to share this incredible container with your readers.

- 1) [Strawberry Lemonade](#): This is my go-to favorite drink! The juice of each lemon slice will be extracted, leaving the rind fully intact. The Aer Disc container will also muddle the strawberries and chill the drink at the same time. Yum!
- 2) [Tomato-Basil Vinaigrette](#): This delicious recipe creates a robust, chunky-style vinaigrette that leaves some tomato pieces intact, offering a burst of flavor in every bite.
- 3) [Raspberry Whipped Cream](#): You will not regret trying this one! You can also switch this version up by using blackberries, strawberries, or blueberries.
- 4) [Mojito](#): This drink makes me feel like I'm on a beach, basking in the sun. Absolutely refreshing.
- 5) [Hot Chocolate](#): This one is perfect on a cold, wintry day. What makes it even better is that it requires only two simple ingredients. Irresistible!



For more inspiration, visit our [Recipe](#) section on Vitamix.com!



Chicken Potato Spinach Soup

(64-ounce) | Yield: 4 cups | Total Time: 25 minutes

1 cup chicken broth

½ cup onion, peeled, diced

3 russet potatoes, baked or boiled

½ teaspoon dried rosemary

1 tablespoon spinach

4 ounces boneless, skinless chicken breast, cooked, cubed

Salt & pepper, to taste

Instructions:

Place broth, skim milk, onion, two potatoes, and rosemary into Vitamix and secure lid. Select Variable 1. Turn machine on and slowly increase to Variable 10, then to High. Blend 4-5 minutes or until heavy steam escapes from the vented lid. Reduce speed to Variable 3 and remove the lid plug. Add spinach and reserved potato through lid plug and blend until chopped, about 10 seconds. Drop in chicken and blend an additional 5 seconds.



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For any questions regarding the Affiliate Program, please contact a member of our team at [***Affiliates@vitamix.com***](mailto:Affiliates@vitamix.com)

