



## How Clover Friends Works

You're already doing it.

When you find a product you love, you can't help but tell your friends about it. Clover Friends was created to not just say "Thank You" for telling others about Clover, but to really put our money where our mouth is.

Once you're signed up with Clover Friends, you'll be sent \$100 for every person who purchases a Clover website thanks to your advice. At the end of each month, we'll total up all the purchases that have come through you, and send you a check accordingly. Pretty awesome, huh?

Check out the rest of this document to get more of the details on Clover Friends. Like we've said in the past... Referral checks are our favorite checks to write!

# Clover Friends: What You Do

There are tons of ways for you to get the word out about Clover. Here are the simple steps you follow to get rolling and start collecting your referral checks. Here's what you do:

## 1. Sign up to be a Friend of Clover.

Just go to [www.cloversites.com/friends](http://www.cloversites.com/friends) and sign up to be a Friend of Clover. You will receive your own, unique URL that you will use for all your promotional escapades. By using this unique URL, we can track everyone who enters into cloversites.com because of your promotion. You will be assigned the URL immediately, and will also be emailed all the info you need to get started as a Friend of Clover.

## 2. Tell others about Clover!

You can use any way you can possibly think of to spread the news about Clover. With the unique URL you were given after signing up for Clover Friends, you can start getting referrals from wherever you have your link posted. It's that easy! Here are some easy and inexpensive ways of getting the word out:

**Blogs:** Many pastors or ministry leaders have one. It is a super cheap and versatile way of advertising.

**Your Website:** Utilizing your current "Face" to the world is a great way to promote Clover.

**Email:** Nobody has a contact list like you do. Tell your ministry buddies about this amazing resource.

**Twitter:** How many mediums will allow you to send info to subscribers every minute on their cell phones? Use Twitter!

**Facebook:** Everybody (including your parents) are on Facebook now-- so are thousands of ministry leaders.

**Print Materials:** It's a little harder to track, but there's nothing as lasting as a beautifully printed brochure.

**Word of Mouth:** How many things have you purchased because a friend vouched for the product?

We've created a great resource to assist you in using these tools to spread the news about Clover. Check out the document: "[How to Make the Most of Clover Friends](#)"

## 3. Start Collecting Referral Checks

The best part of the process.

At the end of each month we will send you out a check for \$100 per referral that has purchased during that month. All you have to do is take them to the bank!



# Clover Friends: How We Track Referrals

For some of you, the concept of having an “affiliate” program is foreign. We thought it would be good to give you (and the veterans out there) an overview of our tracking process. Hopefully this info allows you to rest assured that we are going above and beyond industry standard to hook you up. Here’s a basic overview of our tracking program:

## Tracking Mechanism #1: Unique URL’s

**Description:** When you sign up for Clover Friends, you are assigned a unique URL that points to cloversites.com. It will probably look something like “www.cloversites.com/f/yourname”. Wherever you advertise for Clover online, make sure the link to Clover is this link. Here’s why... Whenever someone clicks on your link as their first entrance into Clover, a tracking code (better known as a “cookie”) is placed on their computer. At whatever point that computer purchases a website from Clover (could be that day, or it could be a few months later) our systems are alerted, and we cut you a check. The cool thing about this tracking system, is that it doesn’t require the user to use the Clover Friends URL at the point of purchase. They can first view it through your Clover Friends URL, then go back through www.cloversites.com to purchase. The initial entry is what gets credit for the purchase. This method of tracking is very much the standard on the web.

## Tracking Mechanism #2: Cross-reference “How’d You Hear About Us?”

**Description:** When someone purchases a website from Clover, one of the last items they are required to fill out in the checkout process is the question “How’d you hear about us?”. If someone writes in your name or ministry in that required field, and you are signed up for Clover Friends you will receive credit for the purchase even if they didn’t have any cookie on their computer at time of purchase. We will be cross-referencing all the “How’d you hear about us?” entries with those in Clover Friends at the end of every month. This ensures that even if you told someone about Clover and they were unable to access cloversites.com via your specific URL, you will still get credit. If for some reason our system flags a purchase though a Clover Friends URL that’s different than the “How’d you hear about us?” entry, the cookie will get the credit.

## Tracking Mechanism #3: Give Us a Call!

**Description:** There might be a rare occurrence where someone you recommended ended up purchasing a website from Clover, and nothing ever got flagged by the first two tracking methods we’ve set up. In those cases, by all means give us a call! If you tell us the name and/or ministry of the person who has purchased a Clover website, we’ll be sure to send you a check for the referral. So don’t hesitate to give us a call!



# Clover Friends: What We Do

The goal of Clover Friends is to say “Thank You”. We plan on taking care of you every step of the way.

Here is what we do:

## 1. Create a unique URL, and start tracking instantly.

Once you sign up for Clover Friends, we immediately create a unique URL for you. You don't have to wait for us to set anything up-- in true Clover fashion, you are able to start selling websites immediately. You'll receive the unique URL after signing up as well as a bunch of other goodies that will equip you in getting the message out.

## 2. Track everything for you.

We handle all the tracking for you. You don't have to worry about installing any special lines of code to your site, or even setting up any analytics on your end... It's all on us. We'll keep track of everything for you, so all you have to do is collect the checks. If you have any questions about the traffic coming to us from your site, give us a call and we'll let you know.

## 3. Take care of your friends for the rest of their Clover life.

After you've pointed your friends in our general direction, we take amazing care of them. You don't have to worry about making sure their needs are met, or questions answered-- we'll take care of all of that. This way you can focus on what you do best... telling your friends about Clover!

## 4. Send you out referral checks!

At the end of each month, we will tally up all the site purchases that have happened because of your advertising, and send you a big, juicy check. We will be sending checks out sometime within the first week of each month, so if you are on the other side of the world, hang in there, it's coming!





## Sound Simple Enough?

So that's the big overview of our Clover Friends referral program. Sounds easy, right? It really is. The next step for you is to sign up today to be a Clover Friend. If you have already signed up to be a Clover Friend, get the word out! We have a great document, "**How to Make the Most of Clover Friends**" that will really help you make some money. Check it out when you get a chance.

If you have any questions about the Clover Friends program that haven't been answered by this document, please give us a call at 805-527-8900, or email us at [friends@cloversites.com](mailto:friends@cloversites.com). Good luck!