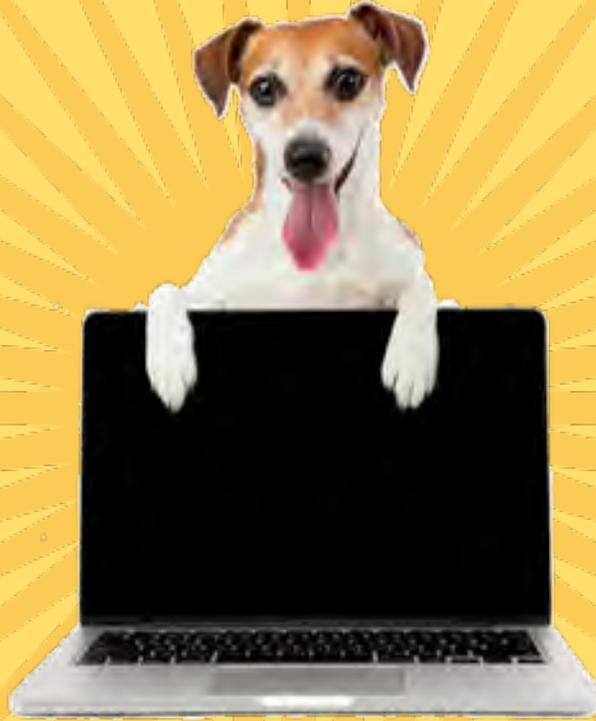


# *Dog Breeder Cheat Sheet*



5 SECRETS TO INCREASE YOUR  
AVERAGE SALES INCOME PER  
PUPPY CUSTOMER

*(PLUS access to a Bonus Secret!)*

*Without Adding Extra Work  
to Your Regular Routine*

JI KHALSA

# The Cash-Flow Problem

As a small, responsible home-based breeder, cash flow was always a huge problem for me.

I would be fine in a month that I sent a litter home. But the months between were usually awful and so, so stressful.

I still had to work hard caring for dogs, arranging breedings, caring for pregnant and whelping dams, ensuring all of my dogs had proper health clearances, and so much more.

And because the timing of litters is so dependent on the whims of Mother Nature, I never knew when I would have my next chunk of income.

Would I have a litter in 2 months? Or would cycles be late and take 4 months or even 6 more than I expected? How many puppies would I have?

Would there be any emergencies that would cost me thousands of dollars?

It's impossible to pay bills on time with erratic income like this.

And not just pay bills, but care for my dogs at the level I insist they be cared for.

By most accounts, I was a very successful breeder.

Where I continued to fail was in finding other ways to gain full value from the program I spent so much blood, sweat, and tears building over the years.

I had seen other people succeed, though, with direct marketing and other digital or social marketing skills. I just didn't feel I had those.

That changed for me over the years as I found products that I truly believed in and couldn't imagine being without.

I also realized that puppy families were literally begging me to tell them what to spend their money on.

I finally got to the point where I went a little out of my comfort zone and started sharing affiliate links and recommending a few direct marketing products.

This was the beginning of something big for me, and I want to share it with you. It's based on one simple concept:

**Puppy families trust us as breeders. They want us to recommend products. In fact, they are literally begging us to tell them what to buy for their new puppy.**

I was recommending products and families were spending as much as \$1,000—sometimes even more—getting ready for their puppies.

That was money going to someone else, despite all the blood, sweat, and tears I put into my puppies and despite all of the time I took to carefully check or even buy and test each product I would recommend.

## **IMPORTANT NOTE!!!**

**Affiliate links give you a one-time commission, but you can also earn commissions on purchases your puppy families make for the LIFETIME of their puppy!**

To skip to the good stuff and get the bonus secret, please see the last page of this guide or contact me at [midwoofs@gmail.com](mailto:midwoofs@gmail.com) or 352-448-5642.

If you want more information you can also [read more here.](#)

# The Affiliate Solution

I knew other people were increasing their income using affiliate links and other methods.

Basically, you provide a link to their customer for the product you are recommending and you:

- Get a commission on the sale, and
- It doesn't cost your customer a cent extra (they don't even have to know)!

So here are the 5 ways I get affiliate referral income (plus there's a bonus technique you can get at the end of this ebook by calling or emailing me).

- Puppy training and enrichment programs (I make more from these per litter than from the other affiliate programs combined)
- Amazon Affiliates
- Share-A-Sale
- CJ Affiliate
- Chewy

You'll have to take the time to get them set up, but once you do and you have your links ready to go, you can use them over and over again without having to do any additional work.

# #1: Puppy Training and Enrichment Programs

There are three main puppy training and enrichment programs we use.

Most people think that if they jump right into Amazon affiliates, Share-A-Sale, or CJ Associates they will bring in the most cash, but I **make more** from these program referrals than from Amazon, Share-A-Sale, and CJ *combined*.

Plus set-up and maintenance are so much easier.

## [Baxter & Bella Puppy School](#)

This is my #1 recommendation if you use just one affiliate program.

It's one of the best things you can do to help ensure a smooth transition for your puppies to their new homes, nearly everyone buys it, it's affordable, and it reduces YOUR after sale workload since you have fewer phone calls after puppies go home. Win-win-win.

I'm putting this first in this list and first in the book overall because of the incredible difference it has made for us not just in commissions but in the way our puppies integrate into their new homes.

Since we have implemented this program we have 80% FEWER calls for support when the puppies go home. 80%. That's huge.

Plus, commission is **\$44.75** for each puppy family that purchases the program.

Baxter & Bella is an online training program, with live help available, that is specifically designed for puppies that have just gone home.

The course is \$179 for lifetime access for each puppy family.

When you [sign on through this link](#) you will get a coupon code to give to your puppy families.

When your puppy family enrolls, that coupon code will give them a 25% discount AND give you your \$44.75 commission.

[Click here to enroll to get commissions for sharing this program.](#)

Run by Trainer Amy Jensen, it takes families stepwise through important success factors like crate training, impulse control, obedience, and more. Amy even gives you marketing verbiage and images to use.

**If you do nothing else, do this. It's easy, good for your puppies, and a good cash producer.**

## [Puppy Culture](#)

Puppy Culture has been a hit with breeders to guide us through enhanced enrichment and other critical puppy rearing techniques.

Did you know that you can get commissions when you refer other breeders to the program?

Also, if you utilize Puppy Culture, many families are interested in learning more as well, and you can earn commissions on their referrals as well.

Commissions are 15% and when families use your link the cookie is good for a whopping 6 months.

[Click here to apply.](#)

## [Avidog](#)

The Avidog program has a variety of courses, from puppy rearing to fitness, and more. If you are in touch with a number of other breeders, you can earn commissions on your referrals to them.

Note, however, that you can't earn commissions on your own purchases. Courses are geared toward other breeders, not puppy families as well, so this is not as broad an opportunity as Baxter & Bella or Puppy Culture.

Commissions are 15% with a 60 day cookie. [Apply here.](#)

## #2: Amazon Associates

Nearly everyone LOVES using Amazon. They trust the company and the convenience of one-stop shopping with overnight delivery can be irresistible.

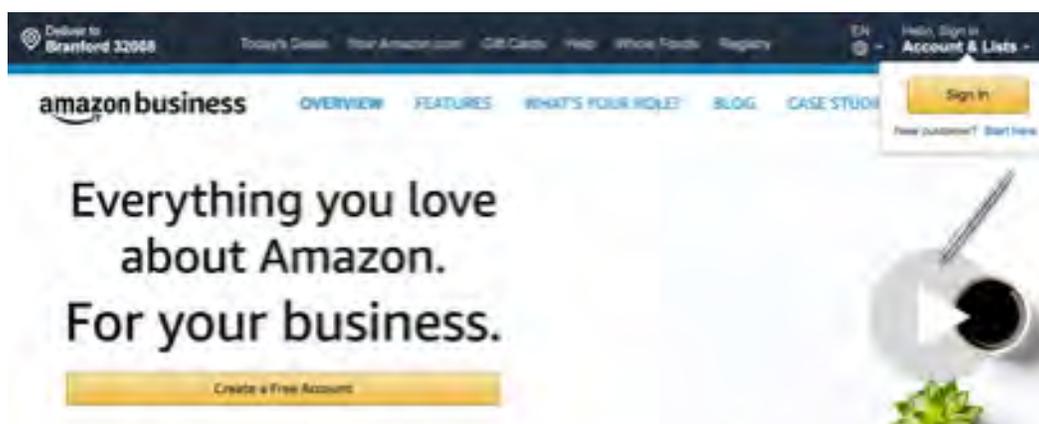
When you provide an affiliate link to an Amazon product, you typically receive a [4-10% commission \(commissions vary\)](#).

- Here's how to get started.

### [Step 1: Amazon Business Account](#)

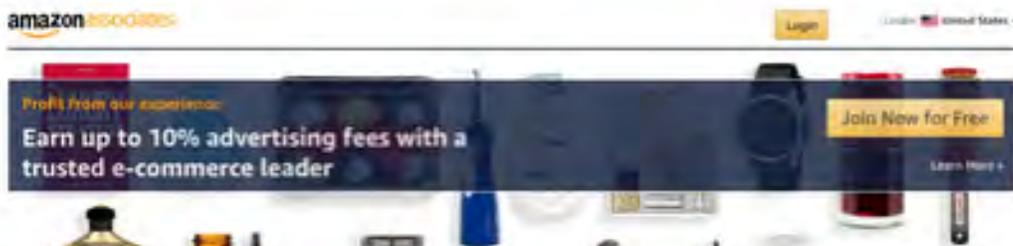
- Many say it helps to get approved if you [first sign up for an Amazon Business Account \(click here\)](#). The business account is free and you can get additional Amazon purchase discounts.

You can also add other members of your team as users and you can set it up so you can approve their purchases, so if you have helpers or employees they can order from this account and you don't have to give them access to your personal Amazon account.



## [Step 2: Sign up for an Amazon Associates account](#)

Sign up will include tax information, as you will be making money. [To sign up go to this link](#) and you'll see this screen. Click "Join Now For Free."



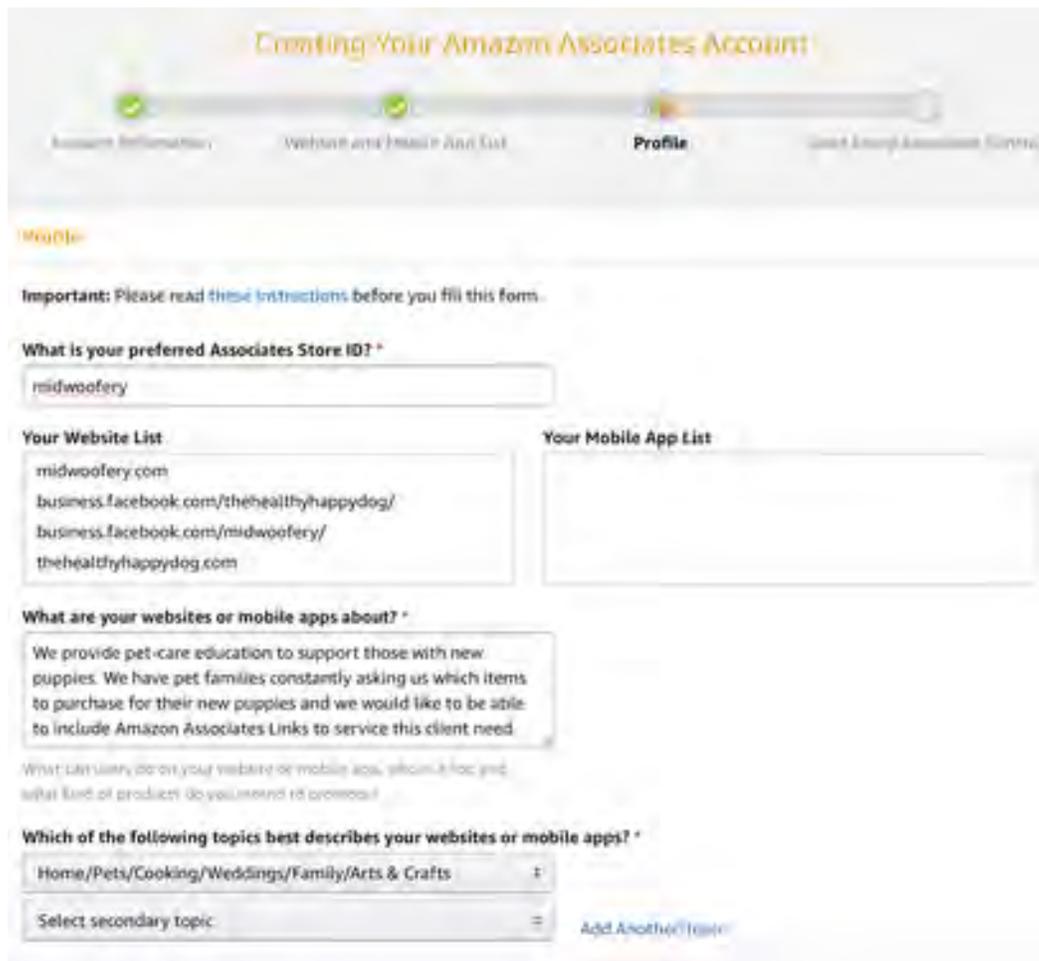
Enter your account information, your website address (it can be a youtube channel or a social media site).

Amazon looks for an existing website, blog, youtube channel, or social media page when you apply. Be sure to enter as many links for those as you have.

A screenshot of the "Creating Your Amazon Associates Account" form. At the top, a progress bar shows four steps: "Account Information" (completed), "Website and Mobile App List" (current step), "Profile", and "Start Using Associates Central". Below the progress bar, the section is titled "Your Website and Mobile Apps". An important note reads: "Important: Please read these instructions before you fill this form." Below this, instructions state: "List all the top level domains and/or mobile apps on which you plan to display banners, widgets, Special Links, or other ads from Amazon Associates. You need to add at least one website or mobile app. You can add up to 50 websites or mobile apps." There are two input sections: "Enter Your Website(s) \*" and "Enter Your Mobile App URL(s)". The website section contains a list of example URLs: "example.com or example.com/myblog", "midwoofery.com", "business.facebook.com/thehealthyhappydog/", "business.facebook.com/midwoofery/", and "thehealthyhappydog.com". The mobile app section contains the URL "amazon.com/dp/B00AQLBVU4".

Please see the images below for how we answered our application. Answer truthfully, but be sure that your answers show Amazon that you have a legitimate business and market.

For the traffic question, tell Amazon how you drive traffic. If you don't have a busy website or social media page, I would recommend including Email and Forums, if those apply, as well as any others that may apply. Most of us send emails to our puppy families and share products or advertise puppies in forums, so these are both true and useful answers.



The image shows a screenshot of the Amazon Associates account creation process, specifically the 'Profile' step. At the top, a progress bar indicates the following steps: Account Information, Website and Email List, Profile (current step), and Get Started Amazon Central. The 'Profile' section is titled 'Profile' and includes an important instruction: 'Please read these instructions before you fill this form.' The form contains several fields: 'What is your preferred Associates Store ID?' with the value 'midwoofery'; 'Your Website List' containing 'midwoofery.com', 'business.facebook.com/thehealthyhappydog/', 'business.facebook.com/midwoofery/', and 'thehealthyhappydog.com'; 'Your Mobile App List' which is currently empty; 'What are your websites or mobile apps about?' with the text: 'We provide pet-care education to support those with new puppies. We have pet families constantly asking us which items to purchase for their new puppies and we would like to be able to include Amazon Associates Links to service this client need.'; 'What are your sites or apps about?' with the text: 'What are your sites or apps about? What kind of products do you recommend or promote?'; and 'Which of the following topics best describes your websites or mobile apps?' with 'Home/Pets/Cooking/Weddings/Family/Arts & Crafts' selected as the primary topic and 'Select secondary topic' as the secondary topic. An 'Add Another Topic' link is also visible.

What type of Amazon items do you intend to list on your websites or mobile apps? \*

- |   |  |  |
|---|--|--|
| <input checked="" type="checkbox"/> Books             | <input type="checkbox"/> Clothing, Shoes & Jewelry | <input type="checkbox"/> Computers & Office    |
| <input checked="" type="checkbox"/> Digital Downloads | <input type="checkbox"/> Electronics               | <input type="checkbox"/> Health & Beauty       |
| <input checked="" type="checkbox"/> Home & Garden     | <input checked="" type="checkbox"/> Kindle         | <input type="checkbox"/> Movies, Music & Games |
| <input type="checkbox"/> Sports & Outdoors            | <input type="checkbox"/> Toys, Auto & Industrial   | <input type="checkbox"/> Toys, Kids & Baby     |

What type are your websites or mobile apps? \*

Content or Niche Website

Blog

[Add Another Type](#)

Traffic @ Month(s)

How do you drive traffic to your website(s)? \*

- |   |   |   |
|---|---|---|
| <input checked="" type="checkbox"/> Paid Search     | <input type="checkbox"/> Display Advertising        | <input type="checkbox"/> SEO                        |
| <input checked="" type="checkbox"/> Email           | <input checked="" type="checkbox"/> Social Networks | <input checked="" type="checkbox"/> Blogs           |
| <input checked="" type="checkbox"/> Shopping Portal | <input checked="" type="checkbox"/> Forums          | <input checked="" type="checkbox"/> Lead Generation |
| <input type="checkbox"/> Offline                    | <input type="checkbox"/> Referral                   | <input checked="" type="checkbox"/> Other           |

How do you utilize your websites and apps to generate income? \*

E-commerce/Online Retail

Select secondary

[Add Another](#)

How do you usually build links? \*

HTML Editor

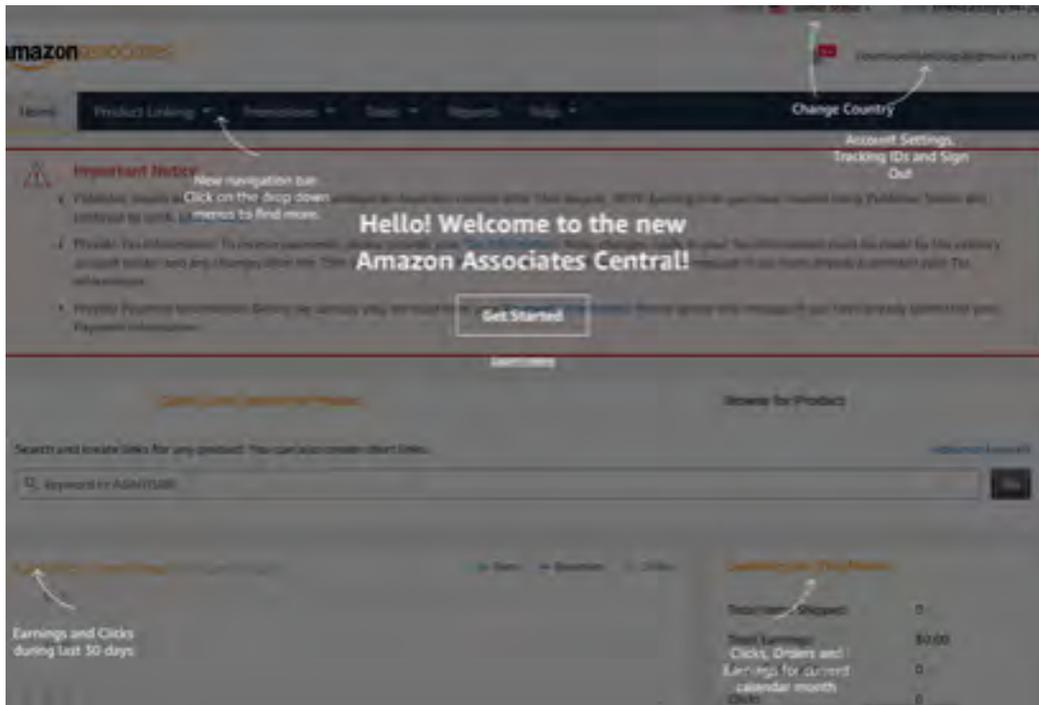
How many total unique visitors do your websites and apps get per month? \*

From 501 to 5,000

What is your primary reason for joining the Amazon Associates Program? \*

To get rich content for my site

Once approved, add your payment and tax information so you can get paid, then check out your Amazon Associates Dashboard and take note of the getting started tips.

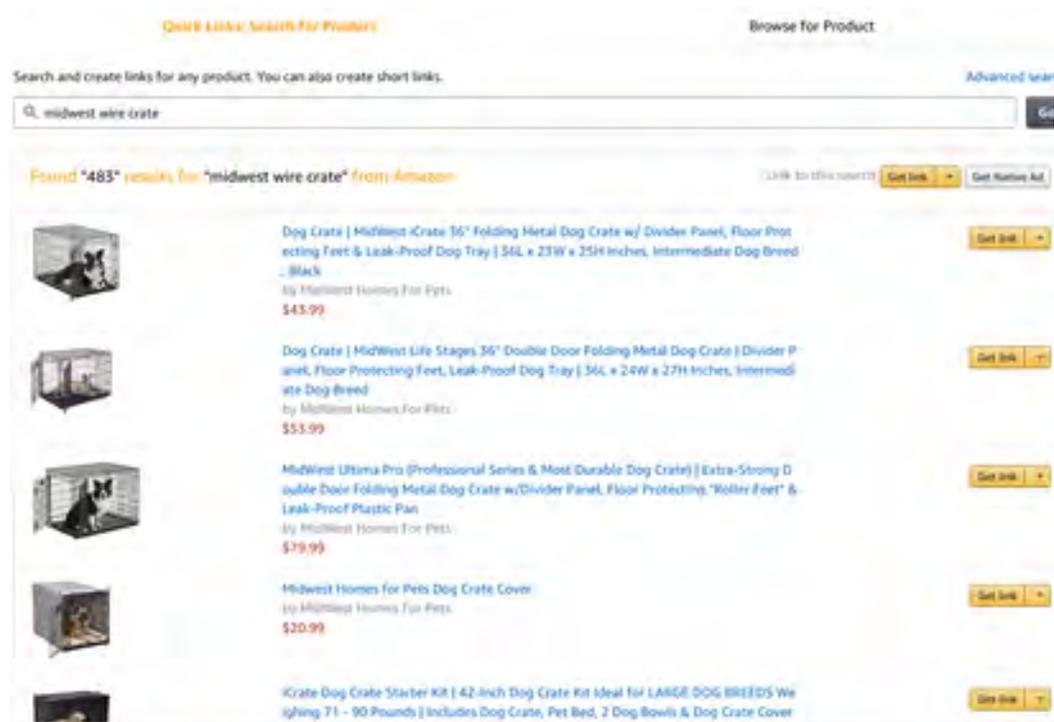


## Step 3: Start Sharing Links!

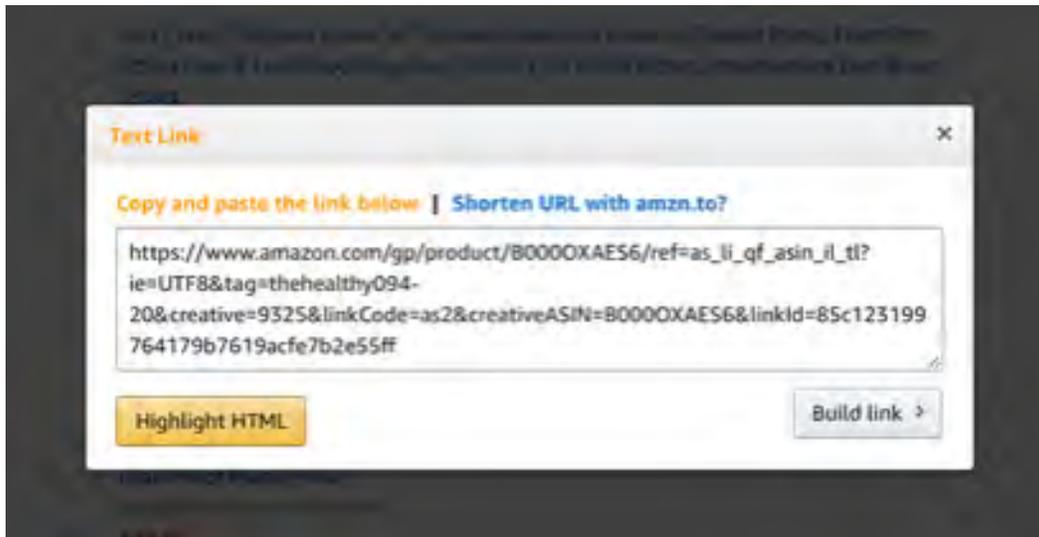
Once you have your account, you can find the products you need, then simply add the links to your website, puppy customer emails, or even text them. Here's how to do that. Go to your [Amazon Associates Dashboard](#).

Create your links

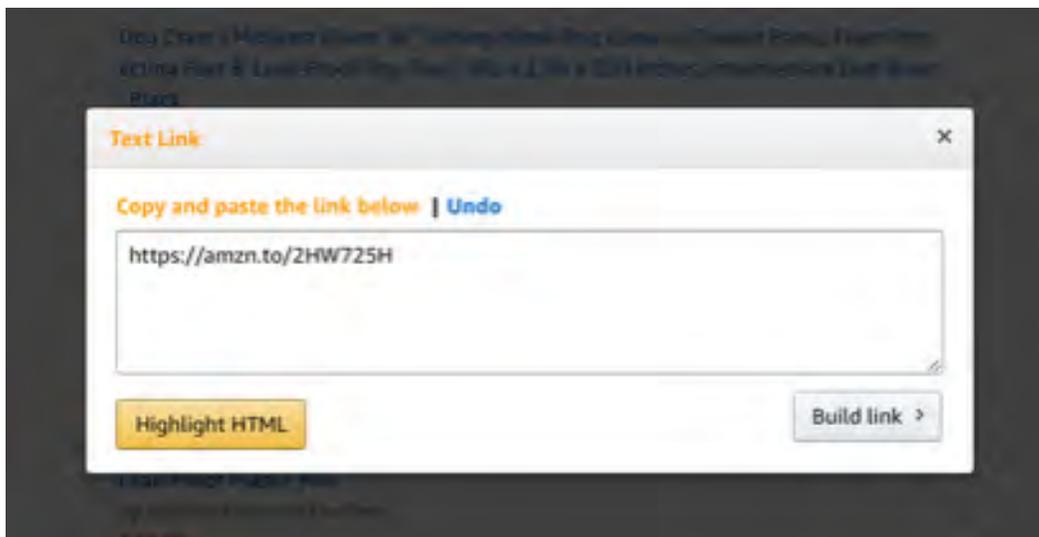
- At the top of the page you'll see a Quick Search bar.
- Enter the name of the product you are looking for.
- Click "Go" and all of the matching options will pop up.



Find the item you want to share and click the down arrow next to the “Get Link” button.



You can use the long link, or click on the “Get Shortened Link” tab for a shorter link.



If you want to build a page with clickable ad images, click on the “Get Link” button, copy the HTML code, and add that to your website.

The screenshot shows the Amazon Associates 'Get Link' interface. At the top, there are three tabs: 'Text Only' (selected), 'Image Only', and 'Text and Image'. Below the tabs, there are two main sections: '1. Customized Link' and '2. Get HTML Code for This Product Link'. The '1. Customized Link' section includes options for 'Open link in new window' and 'Show border', and color pickers for 'Background Color' (set to #FFFFFF), 'Title Color' (set to #0066C0), and 'Price Color' (set to #333333). The '2. Get HTML Code for This Product Link' section contains a text area with the following HTML code:

```
<iframe style="width:120px;height:240px;" marginwidth="0" marginheight="0" scrolling="no"
frameborder="0" src="//us-na.amazon-adsystem.com/widgets/q?
ServiceVersion=20070822&OneJS=1&Operation=GetAdFromMarketplaceUS&sourceack&ref=
=of_sq_asin_3f44&type=product_link&tracking_id=th2healthy094-
20&marketplace=amazon&region=US&placement=B0000XAES6&asin=B0000XAES6&linkid=
B204036125a723424413b227a2e4c&show_border=false&link_opens_in_new_window=false
&price_color=333333&title_color=0066C0&bg_color=FFFFFF">
</iframe>
```

Below the code block is a 'Highlight HTML' button. To the right of the code block, there is a preview of an Amazon product link for a dog crate, showing the Amazon logo, a product image, the title 'Dog Crate / McWheat Crate', the price '\$43.99', and a 'Shop now' button.

Your Amazon Associates ID is embedded in all of those options, so sales from those links will be credited to you if the person makes their purchases.

•Time frames that your affiliate cookies last for are explained in [the Amazon Associates Policies](#). Since their policies can change frequently, I'm including the link instead of giving the information here so that I don't inadvertently give you outdated info.

Then simply share your links on your website, texts, emails, or social media!

NOTE: the downside to Amazon is that product prices as well as availability are not stable and you'll need to check in monthly or quarterly to ensure your links are still valid.

### #3: Share-A-Sale

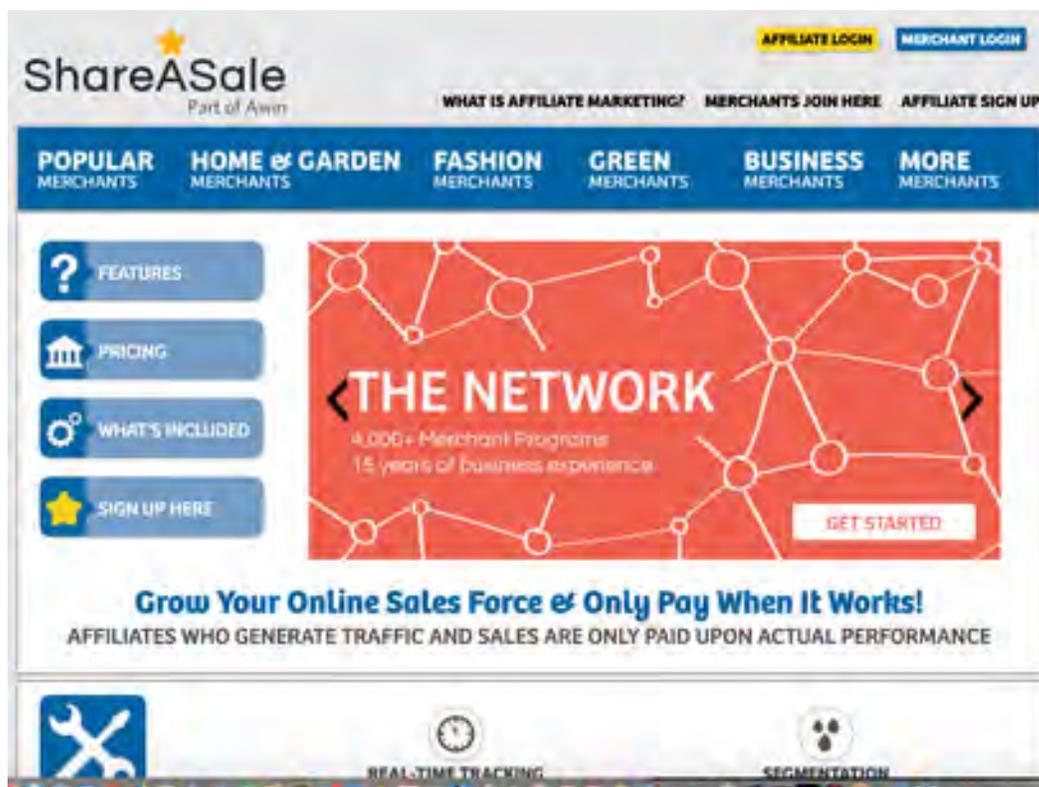
Most people know about Amazon. Not everyone, however, knows about Share-A-Sale.

Not every company is big enough to manage their own affiliate program. That's where Share-A-Sale comes in.

Share-A Sale provides affiliate services for smaller companies.

- You sign on to Share-A-Sale as an affiliate and you can apply to work with hundreds or even thousands of companies, many of which are in the pet niche.

- [Click here to sign up for Share-A-Sale.](#)



The image shows the homepage of ShareASale, a platform for affiliate marketing. The page features a blue header with the ShareASale logo (a star above the text 'ShareASale Part of Awin') and navigation links for 'AFFILIATE LOGIN' and 'MERCHANT LOGIN'. Below the header, there are several menu items: 'POPULAR MERCHANTS', 'HOME & GARDEN MERCHANTS', 'FASHION MERCHANTS', 'GREEN MERCHANTS', 'BUSINESS MERCHANTS', and 'MORE MERCHANTS'. A central banner titled 'THE NETWORK' highlights '4,000+ Merchant Programs' and '15 years of business experience', with a 'GET STARTED' button. To the left of the banner are four blue buttons: 'FEATURES', 'PRICING', 'WHAT'S INCLUDED', and 'SIGN UP HERE'. Below the banner, a blue headline reads 'Grow Your Online Sales Force & Only Pay When It Works!', followed by the text 'AFFILIATES WHO GENERATE TRAFFIC AND SALES ARE ONLY PAID UPON ACTUAL PERFORMANCE'. At the bottom, there are icons for 'REAL-TIME TRACKING' and 'SEGMENTATION'.

Fill out the information form

DEVELOP A TRUSTED  
**ONLINE SALES FORCE** -  
PAY ON PERFORMANCE

 NO-SOFTWARE  
POLICY

 REAL TIME  
TRACKING

 19+ YEARS OF  
EXPERIENCE

 RESPONSIVE  
SUPPORT

[Make sure to read and understand our Privacy Policy and Terms of Agreement](#)

ORGANIZATION OR COMPANY:

CONTACT NAME:

EMAIL ADDRESS:

CONTACT PHONE:

YOUR WEB SITE:   
\* This must be a valid, operating web site to be approved.

ADDRESS:

ADDRESS 2:

CITY:

COUNTRY:

STATE:

ZIP:

PICK A USERNAME:   
Usernames may consist of the following characters only: a-z, 0-9, -, \_

PICK A PASSWORD:

I have read and agree to the ShareASale Privacy Policy and Terms of Agreement

**Sign Me Up!**

Then head to the Merchant Search pages where you can find the companies you want to work with.

ShareASale  
Part of Avazu

REPORTS MERCHANTS LINKS TOOLS ACCOUNT PAY

**SEARCH FOR MERCHANTS**

- MERCHANT STATUS
- DATAFEED MERCHANTS
- COUPONS AND DEALS
- BLACK FRIDAY AND CYBER MONDAY DEALS
- MERCHANT INVITATIONS
- DOWNLOAD YOUR MERCHANT LIST
- DOWNLOAD MERCHANTS ITP STATUS

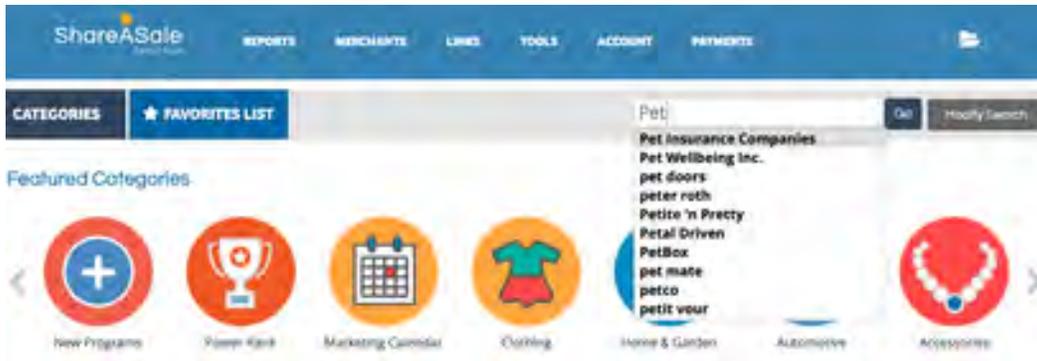
Activity Feed

1 merchants

Vita Living has updated their catalog. Search products.

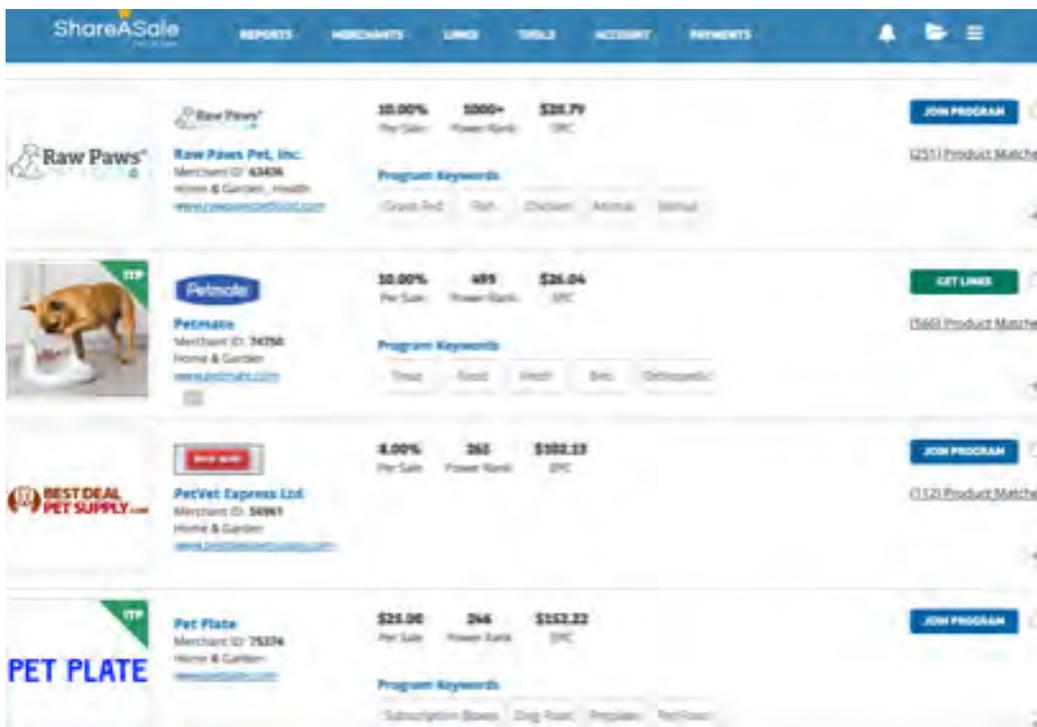
YESTERDAY

For Pet supplies, enter “Pet” or whatever search term interests you in the search box.



As of this writing, I found over 600 merchants and over 8,000 products.

Search through those and find the ones you want to start with. Commission schedules vary by merchant, so you'll have to read each to see what you will earn.

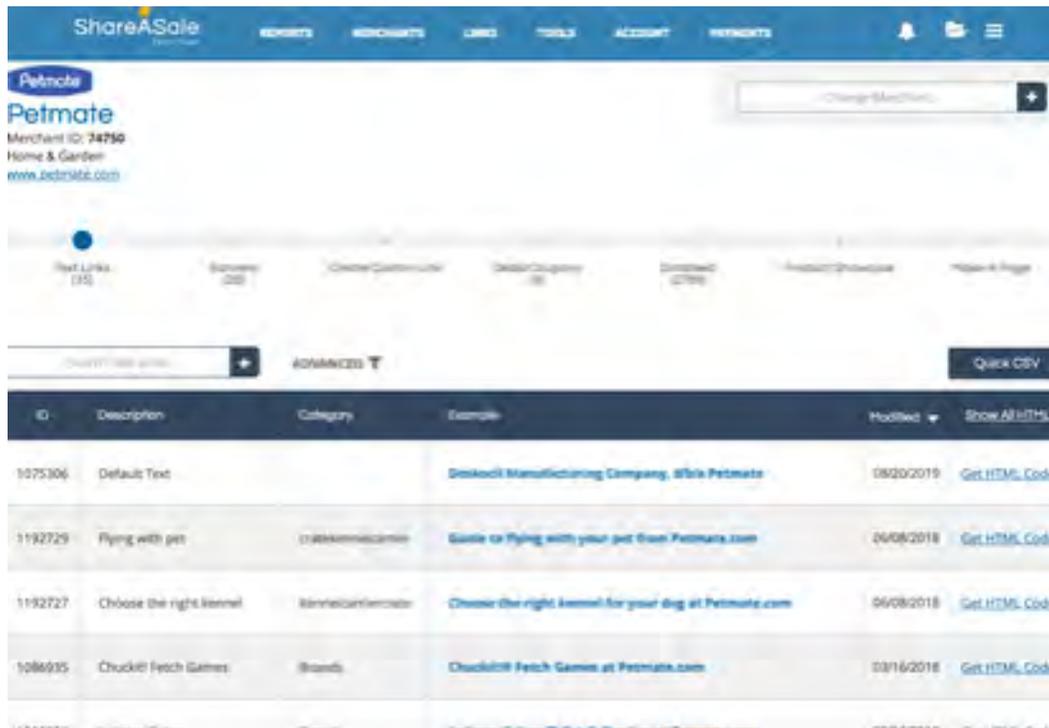


Click “Join Program” for those that interest you.

Some will accept you automatically, others have an application process.

Once you have joined, you can click on “Get Links” and look through specials and products to link to.

Find the product or offer you are interested in promoting, and click on the “Get Link” button.



The screenshot shows the ShareASale dashboard for the merchant Petmate. The dashboard includes a navigation bar with options like REPORTS, PRODUCTS, LINKS, TOOLS, ACCOUNT, and SETTINGS. Below the navigation bar, there's a search bar and a list of product links. The main content area displays a table of product links with the following columns: ID, Description, Category, Example, Modified, and Show HTML Code. The table contains several rows of data, including a default text link and specific product links like 'Flying with pet', 'Choose the right kennel', and 'Chuckit! Fetch Games'.

ID	Description	Category	Example	Modified	Show HTML Code
1075306	Default Text		<a href="#">Doracoll Manufacturing Company, at Petmate</a>	08/20/2019	<a href="#">Get HTML Code</a>
1192729	Flying with pet	CrabKenneled.com	<a href="#">Guide to Flying with your pet from Petmate.com</a>	06/08/2018	<a href="#">Get HTML Code</a>
1192727	Choose the right kennel	Kenneled.com	<a href="#">Choose the right kennel for your dog at Petmate.com</a>	06/08/2018	<a href="#">Get HTML Code</a>
1086035	Chuckit! Fetch Games	Beats	<a href="#">Chuckit! Fetch Games at Petmate.com</a>	03/16/2018	<a href="#">Get HTML Code</a>

Copy the HTML code, paste in your website, and you are good to go!

ShareASale

Home | My Account | My Links | My Reports | My Products | My Settings

Petmate  
Merchant ID: 74750  
Home & Garden  
[www.petmate.com](http://www.petmate.com)

Default Text (1)

ID	Description	Category	Example	Modified	Share All HTML
1075306	Default Text	Desktop Manufacturing Company at Petmate		08/20/2019	Hide Code

Copy and Paste HTML code

```
<a href='\"https://shareasale.com/r.cfm?b=1075306&u=1849174&m=74750&urlink=&afftrack=1\">Desktop Manufacturing Company at Petmate</a>
```

Select All Copy HTML Code

## #4: CJ Affiliate

CJ Affiliate (formerly Commission Junction), has the same business model as Share-A-Sale. They call their affiliates "publishers," but it's exactly the same principle as Share-A-Sale.

[Click here to apply to sell through CJ.](#)

When you are accepted and you log into your CJ dashboard, click on the Advertisers tab and search for your keyword (like "dog" or "pet").

When you click on a company name, you get all kinds of valuable information about the company and its affiliate program.

The screenshot shows the Petco affiliate program details on the CJ Affiliate dashboard. The page includes the Petco logo, contact information, and a 'Join Program' button. A 'MORE INFO' section provides details about the advertiser, including their name, contact info, and website. A 'Top 5 Countries Based on Conversion Data in the Previous Month' donut chart is also visible, showing the following data:

Country	Conversion Rate
UNITED STATES	0.99%
RUSSIAN FEDERATION	0.26%
BULGARIA	0.15%
CANADA	0.07%
UKRAINE	0.06%
OTHER	0.49%

Additional details include the advertiser's name (PETCO Animal Supplies), contact information (1-714-708-1170), website (www.petco.com), and a 'Join Program' button. The 'MORE INFO' section lists the advertiser's name, contact info, and website. The 'Top 5 Countries Based on Conversion Data in the Previous Month' donut chart shows the following data:

Country	Conversion Rate
UNITED STATES	0.99%
RUSSIAN FEDERATION	0.26%
BULGARIA	0.15%
CANADA	0.07%
UKRAINE	0.06%
OTHER	0.49%

One of the nicest features about CJ is they provide rankings regarding how good affiliate commissions/sales are (it's called a "Network Earnings" score).

I look for a rating of 3 or better.

## #5: Chewy

I put Chewy last because their affiliate program runs on a platform called "Partnerize."

In my opinion and experience, Partnerize is difficult and frustrating to use. I don't use it because of that, so I'm not covering details here.

[If you want to try it for yourself, here's the link to apply.](#)

Note: I contacted Chewy directly about how I don't sell their products because I find Partnerize too hard to work with. They said that they are aware of the problems and are looking for alternatives.

# Now Set It and Forget it!

Once you get your affiliate links set up, you don't have to do any extra work.

You are already sharing information and links with your puppy families about what to buy.

Now you simply replace your old links with your affiliate links, and proceed as usual, except now you can receive commissions on your sales!

# This Is Just a Starting Point!

**Affiliate links give you a *ONE-TIME* commission, but you can also earn commissions on purchases your puppy families make for the *LIFETIME* of their puppy!**

Using affiliate links is just the beginning of what you can do!

Think about it: If you are able to service the family with products over the life of the puppy and receive commissions on that lifetime of sales, in many cases you can as much as double the money you make on your puppy.

**My affiliate links are less than 10 percent of extra commissions I have learned how to earn.**

For information about how to further increase your average sale per puppy customer, please contact me at [midwoofs@gmail.com](mailto:midwoofs@gmail.com) or 352-448-5642 or [read more here](#).

There are additional ways to earn residual income that are even easier and more lucrative than affiliate sales and I am happy to show you more!