



GUIDEBOOK FOR AFFILIATE MARKETERS

SUMMARY

SpecialSkills.in's affiliate guide explains a fully remote program where affiliates earn 50% commission by promoting corporate-focused Excel Data Management courses. It outlines the role—building relationships with trainees, HR, and C-suite contacts—and the key skills required. The guidebook describes the flagship Corporate Data Management Program (₹61,000) and additional courses, payout timing and refund policy, and the tools and links affiliates should use. Practical promotion steps, recommended channels and credibility assets are provided to help affiliates convert leads effectively.

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Earn Money Through Affiliate Marketing

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Independent Affiliate Marketer

Earn 50% commission on every enrolment.

COMPANY OVERVIEW

Specialskills.in empowers corporate teams to master MS Excel for data analysis and business growth through 300 + HD videos, eBooks, and practice files across Sales, Operations, Production, Costing, Budgeting, and Forecasting. Trusted by clients like Delve Insight Business Research LLP, this advanced training streamlines tasks and sparks creative solutions.

ROLE AND RESPONSIBILITIES

This is a fully remote Independent Affiliate Marketing Specialist role. In this position, you will proactively engage students, professionals, and corporate clients to promote our online courses and drive enrolments.

You will be required to **develop good relationships with C Suite people and people in HR** to make them understand the importance of this Excel Data Management Program.

IMPORTANT COURSE TO EARN COMMISSION:

Corporate Data Management Program

This self-paced, corporate-focused Excel training equips teams with advanced data-management skills to streamline operations and make data-driven decisions.

Program Fee Structure

Program Fee: ₹61,000 (excluding certification)

Link: <https://www.specialskills.in/data-management-programs/corporate-excel-training>

Certification (optional): ₹500 per trainee

Link: <https://rajeshpathak.graphy.com/courses/Corporate-Data-Management-Program-Copy-6899697dd8b6971c41af4b61>

Explore Other Programs

Pricing for our full suite of data-management and Excel courses varies by program. Visit my store to view details and enrol.

Link: <https://rajeshpathak.graphy.com/s/store>

QUALIFICATIONS

Key Skills for Affiliate Marketing

In this fully remote role, success hinges on a blend of marketing acumen, analytical prowess, and strong interpersonal skills—capabilities consistently highlighted by industry experts.

- **Digital Marketing, Online Marketing, and Affiliate Marketing skills**
Develop and execute affiliate programs, crafting multi-channel campaigns (email, social, paid ads, content) that drive enrolments.
- **SEO & SEM Fundamentals**
Leverage on-page and off-page SEO tactics, plus paid search strategies, to increase visibility and drive qualified traffic to course landing pages.
- **Technical Proficiency**
Operate affiliate-marketing platforms (Commission Junction, ShareASale, Impact) and troubleshoot tracking implementation (UTM parameters, conversion pixels).
- **Project Management & Organization**
Plan, prioritize, and execute outreach workflows independently, ensuring timely follow-ups and systematic campaign audits.
- **Negotiation & Persuasion**
Overcome objections and close affiliate agreements with clarity and confidence.
- **Performance Analysis**
Track key metrics (click-through rates, conversion rates, ROI) using tools like Google Analytics and affiliate-network dashboards to optimize campaigns.
- **Excellent interpersonal and networking abilities**
Identify, recruit, and nurture affiliate partners—students, professionals, corporate contacts—through persuasive communication and contract negotiation.
- **Content Creation & Copywriting**
Produce compelling promotional materials (blog posts, social media content, email copy) tailored to each audience segment's motivations and pain points.
- **Self-motivated and able to work independently in a remote setting**
Thrive in an autonomous environment, quickly adapting strategies based on performance data, industry trends, and stakeholder feedback.
- **Bachelor's degree in Marketing, Business, or related field will be a plus**

REMUNERATION

Commission Structure

- Earn a 50 % commission on every paid course enrolment, payable upon successful payment confirmation.
- Commissions are disbursed in a single lump sum per course within 72 hours of receiving full payment from Graphy or the client.

Issue Resolution

- Any technical difficulties or banking delays will be addressed collaboratively and resolved promptly.

WORK ENVIRONMENT

- No sales targets or quotas.
- Complete flexibility to work at your own pace and in your preferred setting.
- Primary focus on delivering outstanding results.

FAQs: AFFILIATE PROGRAM BENEFITS & DETAILS

Below are the key points to help you understand this commission-based role and set clear expectations:

1. Work Location

- Fully remote with no in-person commitments
- No fixed targets; work at your own pace and in your preferred environment

2. Compensation Structure

Commission Model

- Commission-only from day one
- 50% commission on every sale
- Payout via your chosen online payment method once the client's payment is received in full

Earning Potential

- Monthly income is directly tied to your performance
- Higher conversion rates lead to greater earnings

3. Refund Policy

- No refunds permitted after enrolment
- Refunds are not supported by the Graphy platform
- Full policy available here:

<https://rajeshpathak.graphy.com/refundpolicy>

4. Marketing Channels

- No restrictions on promotional platforms
- You may use LinkedIn, Instagram, paid ads, email campaigns, or any other channels you prefer

5. Promotional Support

- Upon registration, you'll receive a unique referral code on the Graphy platform
- You are responsible for creating and sharing your own marketing collateral
- Leverage your skills and creativity to engage prospects

6. Performance Tracking & Reviews

- Monitored via the Graphy dashboard and my internal Excel system
- Regular check-ins to discuss progress, address challenges, and refine strategies

7. Available Courses

- **Complimentary/Free Data Management Program**
<https://rajeshpathak.graphy.com/courses/Complimentary-Data-Management-Program-645467dde4b050c420f3ed43>
- Five additional paid courses on Graphy
<https://rajeshpathak.graphy.com/s/store/courses/Software%20&%20Technology>
- Advanced Corporate Data Management Program (₹61,000 value) offered off-platform; certificate available for ₹500.

Please coordinate directly with me for enrolments

<https://www.specialskills.in/data-management-programs/corporate-excel-training>

Steps for Trainees & Students

1. Register for the course using your personal credentials and the affiliate's referral code.
2. Affiliates can find their unique referral code in the affiliate dashboard.
3. To prevent technical issues or misunderstandings, notify me directly whenever a trainee completes enrolment.

Ready to Join as an Affiliate?

Please complete the registration form with the following details:

- Full name
- Email address
- Mobile number
- Submit PDF resume

Once submitted, you will be added as an affiliate on the Graphy platform and receive your referral code.

HOW TO PROMOTE COURSES

Welcome to the team!

As an affiliate, your goal is to share my training programs and services with people who'll benefit from them — and earn commission for every successful referral.

Here's how to do it right:

Step 1: Know What You're Promoting

SpecialSkills.in offers: Excel Data Management Online Certification Programs

Explore the courses to understand the value you're sharing with the clients.

Store Link: <https://rajeshpathak.graphy.com/s/store>

Refund policy: <https://rajeshpathak.graphy.com/refundpolicy>

Step 2: Use Your Unique Referral Code

Once you join the affiliate program, you'll receive a personalized referral code. Share this code in all your promotions — it tracks clicks and commissions.

Step 3: Promote on the Right Platforms

Here are proven places to share your link:

Write guest posts on my website on varied topics

Contribute engaging, non-controversial articles or blog posts to my website, and proudly share the link with your community. Include your name and photo in the piece for well-deserved recognition. This collaboration will spotlight both you as an affiliate marketer and my platform—building trust, expanding reach, and nurturing mutual growth.

WhatsApp & Telegram

- Share in relevant groups (students, professionals, freelancers)
- Use short, clear messages

YouTube & Instagram

- Create short videos or reels explaining the benefits of Excel automation
- Use hashtags like #ExcelTraining #DataManagement #SpecialSkills

LinkedIn & Facebook

- Write posts about how data skills help
- Tag professionals who might benefit

Blogs & Forums

- Write articles or comments on platforms like Quora, Reddit, Medium
- Share your experience and include your referral link

Host short webinars on programs on offer and know the following:

- Where to share (YouTube, LinkedIn, WhatsApp groups)
- How to talk about your courses authentically

Step 4: Leverage Your Resources to Strengthen Credibility

Use the following assets to showcase build trust, and foster engagement with prospective trainees:

- Share my LinkedIn profile to highlight my professional background and establish authenticity

Link: <https://www.linkedin.com/in/specialskillsin>

- Invite prospects to enrol in the '*Complimentary Data Management Program*' to give them a no-risk introduction to my teaching style and content
Link: <https://rajeshpathak.graphy.com/courses/Complimentary-Data-Management-Program-645467dde4b050c420f3ed43>
 - Direct them to the SpecialSkills Forum where they can explore advanced Excel techniques
Link: <https://www.specialskills.in/excel-forum>
 - Provide my blog link so they can sample your instructional approach and see practical, step-by-step tutorials
Link: <https://rajeshpathak.graphy.com/blog>
 - Highlight the '*Client Testimonials*' page to showcase real-world success stories and reinforce my credibility
Link: <https://www.specialskills.in/client-testimonials>
 - Encourage exploration of my *Digital Products* catalog to demonstrate the breadth of my offerings
Link: https://rajeshpathak.graphy.com/products#nav_bar
 - Showcase my Hall of Fame page to underline notable achievements, certifications, and endorsements
Link: <https://www.specialskills.in/hall-of-fame>
 - Send to the "*Why Learn Data Management in MS Excel?*" page to ignite interest by explaining the value and impact of mastering data management
Link: <https://www.specialskills.in/why-learn-data-management-in-ms-excel>
- By guiding prospects through these curated touchpoints, you'll inspire confidence to take the next step.

💡 **Step 5: Be Authentic**

People trust real stories. Share how SpecialSkills.in helped you or someone you know:

- Landing a job interview
- Improving productivity at work
Your story sells better than any ad.

Wishing you very best for your affiliate marketing career.