

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 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](#)

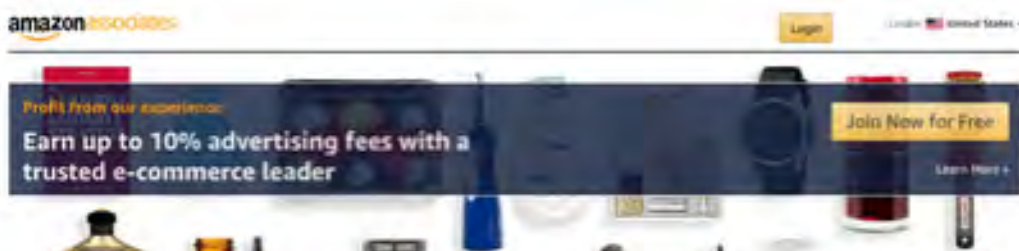
- Many say it helps to get approved if you [first sign up for an Amazon Business Account \(click here\)](#). The business account is free and you can get additional Amazon purchase discounts.

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 the note, 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 has an input field with "example.com or example.com/myblog" and an "Add" button. Below it, a list of websites is shown: "midwoofery.com", "business.facebook.com/thehealthyhappydog/", "business.facebook.com/midwoofery/", and "thehealthyhappydog.com". The mobile app section has an input field with "amazon.com/dp/B00AQLBVU4" and an "Add" button.

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 four steps: 'Account Information', 'Website and Email List', 'Profile', and 'Get Started Amazon Central'. The 'Profile' step is currently active. Below the progress bar, the heading 'Profile' is displayed. An important instruction reads: 'Important: Please read these instructions before you fill this form.' The main form contains several sections: 1. 'What is your preferred Associates Store ID? *' with a text input field containing 'midwoofery'. 2. 'Your Website List' with a text area containing 'midwoofery.com', 'business.facebook.com/thehealthyhappydog/', 'business.facebook.com/midwoofery/', and 'thehealthyhappydog.com'. 3. 'Your Mobile App List' with an empty text area. 4. 'What are your websites or mobile apps about? *' with a text area containing: '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.' 5. A smaller text area asking 'What site(s) do you visit most often? Do you recommend it? Why?' with the text: 'What site(s) do you visit most often? Do you recommend it? Why?'. 6. 'Which of the following topics best describes your websites or mobile apps? *' with a dropdown menu showing 'Home/Pets/Cooking/Weddings/Family/Arts & Crafts' and a secondary dropdown menu showing 'Select 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

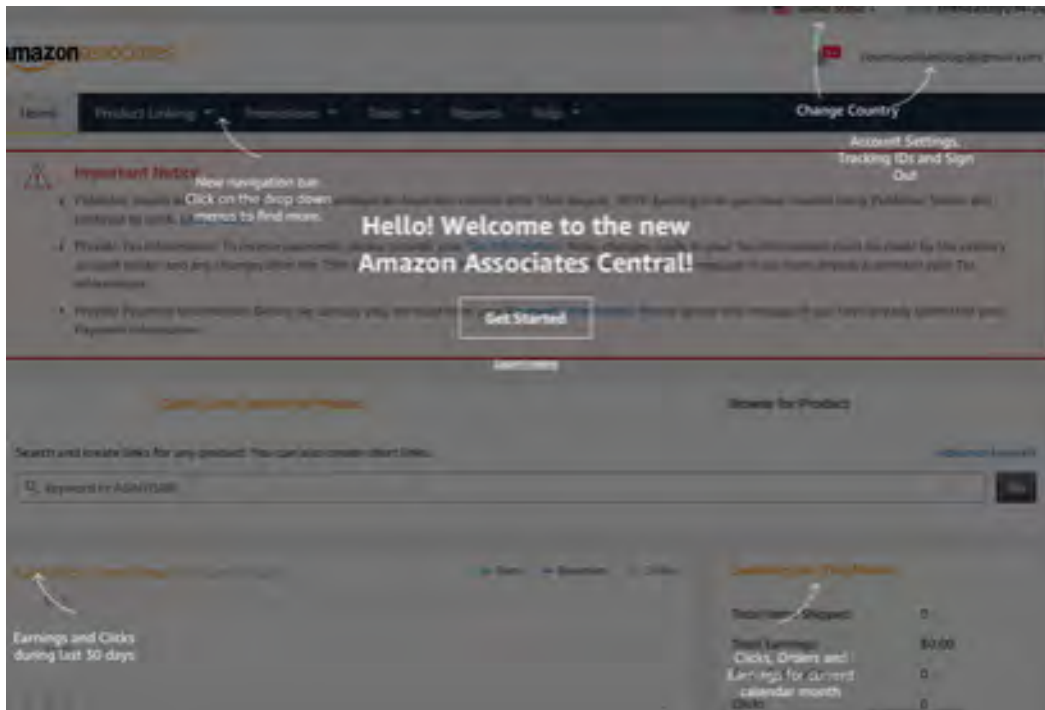
How many total unique visitors do your websites and apps get per month? *

- 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.

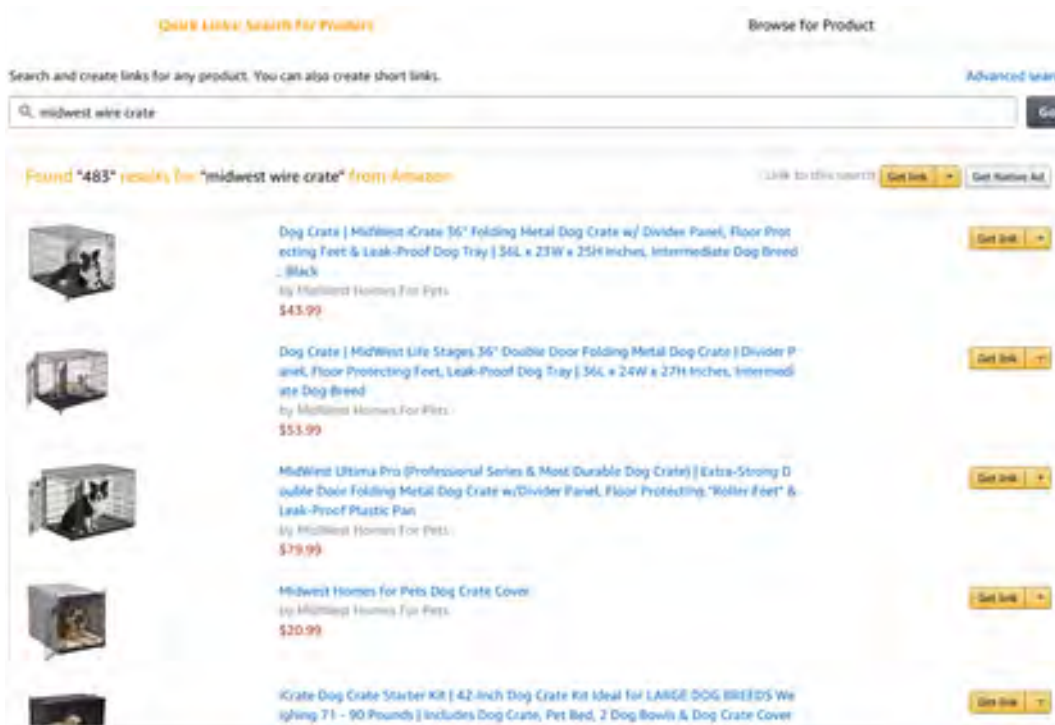


Step 3: Start Sharing Links!

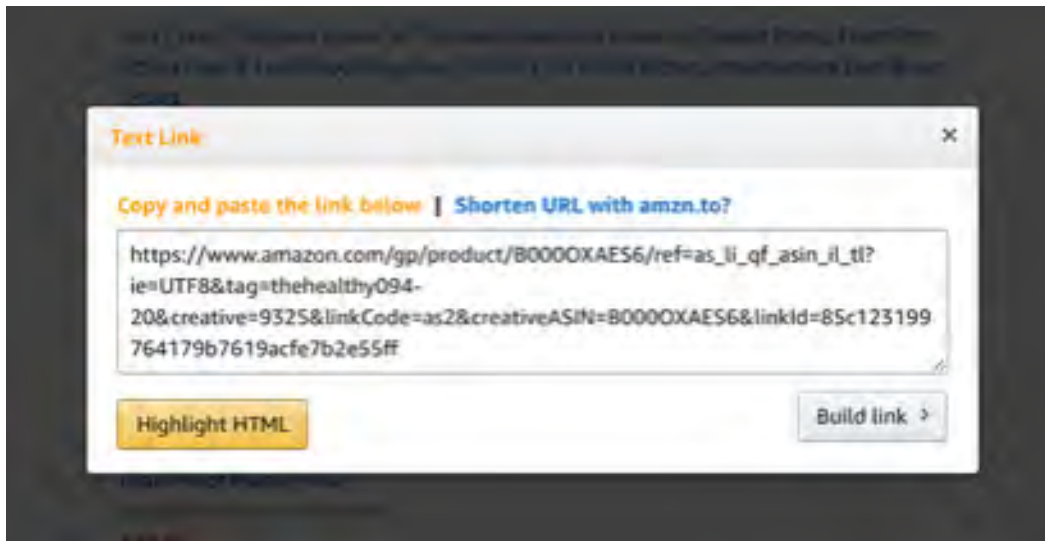
Once you have your account, you can find the products you need, then simply add the links to your website, puppy customer emails, or even text them. Here's how to do that. Go to your [Amazon Associates Dashboard](#).

Create your links

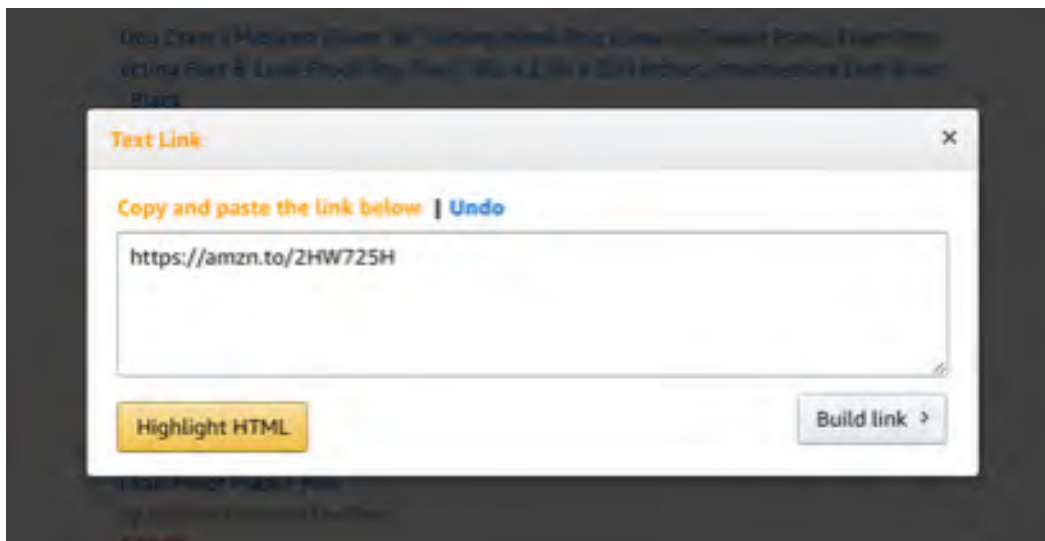
- At the top of the page you'll see a Quick Search bar.
- Enter the name of the product you are looking for.
- Click "Go" and all of the matching options will pop up.



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. Text Only Link:** This section includes options for 'Open link in new window' and 'Show border'. It also has color pickers for 'Background Color' (set to #FFFFFF), 'Title Color' (set to #0066C0), and 'Price Color' (set to #333333). A 'Reset Colors' button is located below these pickers.
- 2. Text and Image:** This section shows a preview of an Amazon ad for a 'Dog Crate' by 'McWheat'. The ad includes the Amazon logo, a product image, the title 'Dog Crate by McWheat', the price '\$43.99', and a 'Shop now' button.

Below these sections, there is a section titled '3. Get HTML Code for This Product Link'. It contains the instruction: 'Highlight and copy the HTML below; then paste it into the code for your Web site'. A code block contains 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=8
6204036125a723424413b227a2e4c&show_border=false&link_opens_in_new_window=false
&price_color=333333&title_color=0066C0&bg_color=FFFFFF">
</iframe>
```

A 'Highlight HTML' button is located below the code block.

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 screenshot shows the ShareASale website homepage. At the top, there is a navigation bar with the ShareASale logo (a star above the text 'ShareASale Part of Awin') on the left, and 'AFFILIATE LOGIN' and 'MERCHANT LOGIN' buttons on the right. Below the logo, there are links for 'WHAT IS AFFILIATE MARKETING?', 'MERCHANTS JOIN HERE', and 'AFFILIATE SIGN UP'. A blue horizontal bar contains categories: 'POPULAR MERCHANTS', 'HOME & GARDEN MERCHANTS', 'FASHION MERCHANTS', 'GREEN MERCHANTS', 'BUSINESS MERCHANTS', and 'MORE MERCHANTS'. On the left side, there are four blue buttons: 'FEATURES' (with a question mark icon), 'PRICING' (with a building icon), 'WHAT'S INCLUDED' (with a gear icon), and 'SIGN UP HERE' (with a star icon). The main content area features a large red banner with a white network diagram. The banner text reads 'THE NETWORK' in large white letters, followed by '4,000+ Merchant Programs' and '15 years of business experience'. A 'GET STARTED' button is located in the bottom right corner of the banner. Below the banner, a blue headline says 'Grow Your Online Sales Force & Only Pay When It Works!' with the subtext 'AFFILIATES WHO GENERATE TRAFFIC AND SALES ARE ONLY PAID UPON ACTUAL PERFORMANCE'. At the bottom, there are icons for 'REAL-TIME TRACKING' (a clock) and 'SEGMENTATION' (a group of people).

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.

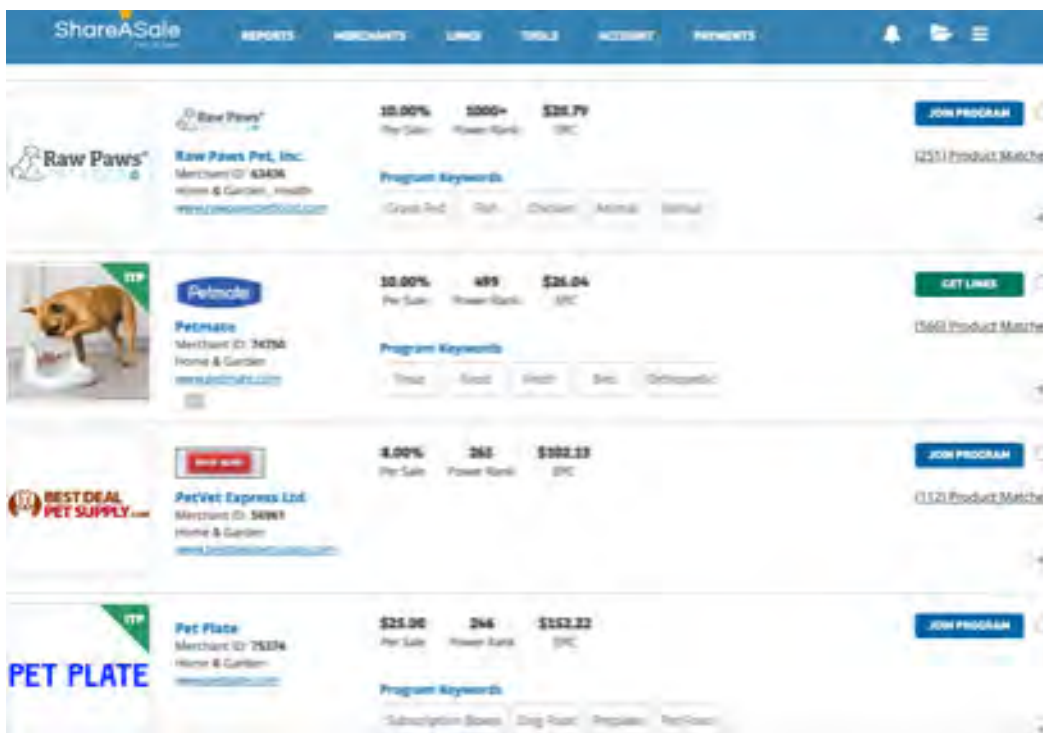
YESTERDAY

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.

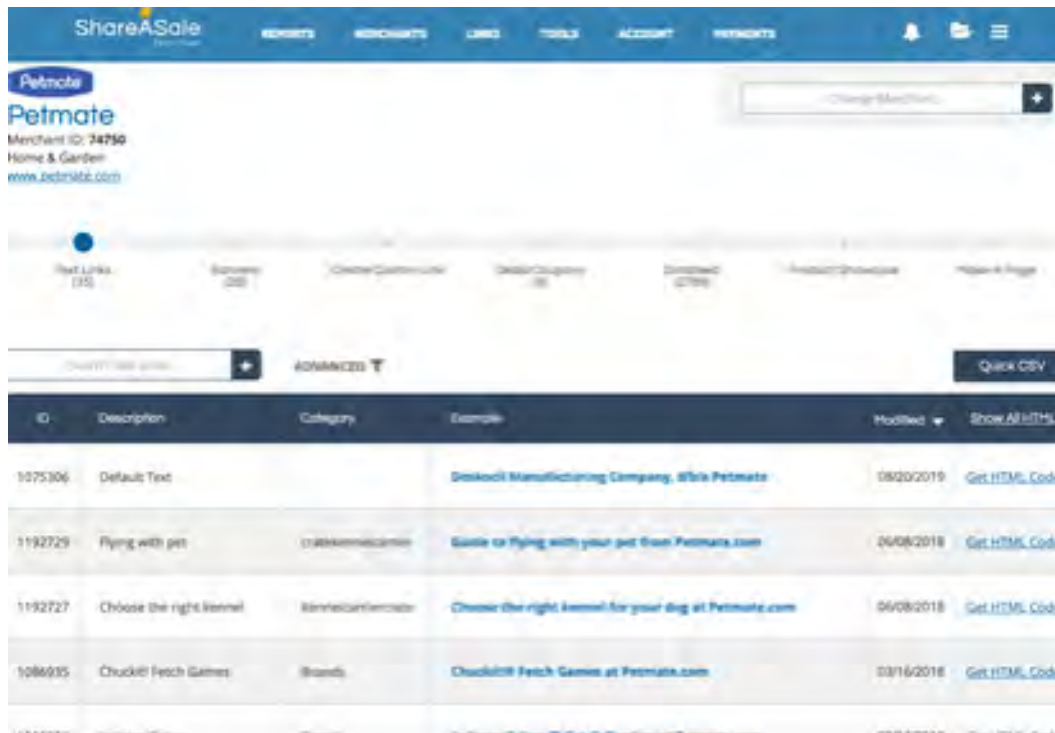


Click “Join Program” for those that interest you.

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 links for Reports, Merchants, Links, Tools, Account, and Settings. Below the navigation bar, there is a search bar and a list of metrics: Best Links (35), Sources (28), Other Campaigns, Other Campaigns (16), Products (276), Product Showcase, and Home & Page. A search bar with the text "Show HTML Code" and a "Quick CSV" button are also visible. The main content area displays a table of product links.

ID	Description	Category	Example	Modified	Show HTML Code
1075306	Default Text		Dorland Manufacturing Company at Petmate	08/20/2019	Get HTML Code
1192729	Flying with pet	Cats/Kennel/Carriers	Guide to Flying with your pet from Petmate.com	06/08/2018	Get HTML Code
1192727	Choose the right kennel	Kennel/Carriers	Choose the right kennel for your dog at Petmate.com	06/08/2018	Get HTML Code
1086035	Chuckit! Fetch Games	Stands	Chuckit! Fetch Games at Petmate.com	03/16/2018	Get HTML Code

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

ShareASale

Home My Account My Products

Petmate
Merchant ID: 74750
Home & Garden
www.petmate.com

Default Tein (13)

ID	Description	Category	Example	Modified	Show All HTML
1075306	Default Tein	Desktop/Manufacturing Company	af/a 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">Desktop/Manufacturing Company af/a Petmate</a>
```

Search All Show All HTML

#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 person, email, country, and currency. 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 information includes the advertiser's website URL, social media links, and a description of the affiliate program. The description states: "Earn when visitors buy from Petco.com through affiliate website commission for every sale generated during the cookie duration period when referring the visitor to Petco.com. Commission will be credited to your affiliate account in terms listed on terms listed on page made within the cookie duration period after the initial click through, even if the visitor returns directly to your affiliate website. This applies each time a visitor comes to Petco.com through a link on your site. Please note that commission is credited to Petco.com referring affiliate." Below this, it says "Please use our keyword link for direct affiliate paid search only."

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 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!