

LIFEBOOK

AFFILIATE PROGRAM



BECOME A LIFEBOOK
AFFILIATE

Share Lifebook With Your List. **Earn** Generous
Commissions. Help Us **Transform** 1 Million Lives.

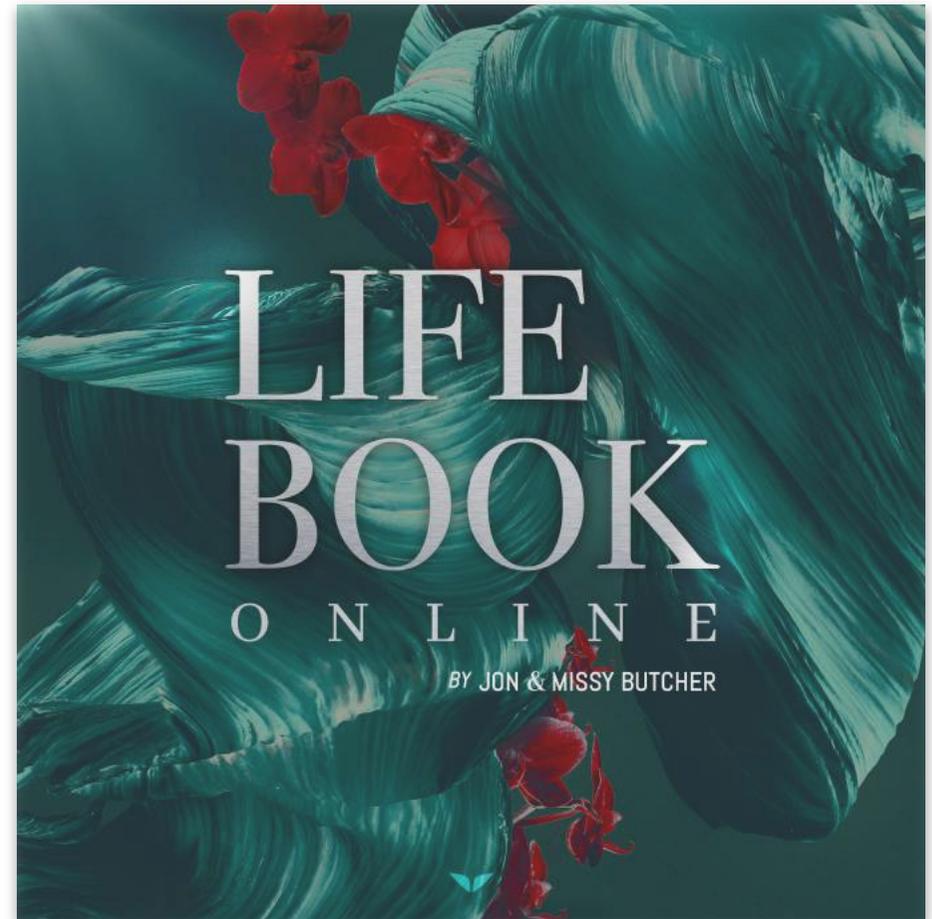
WHAT IS LIFEBOOK

Lifebook Online is the world's premier lifestyle design system.

Facilitated by Lifebook founders **Jon and Missy Butcher**, this critically acclaimed 6-week program empowers people to envision and achieve their personal definition of success in all 12 dimensions of life.

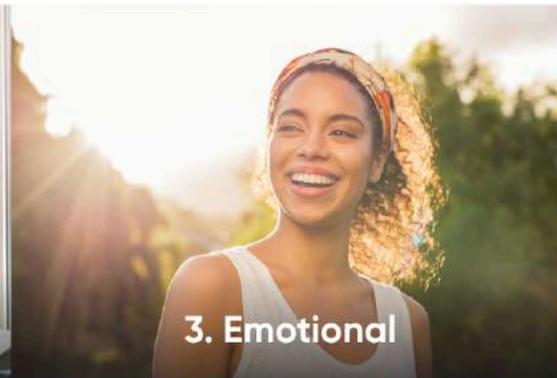
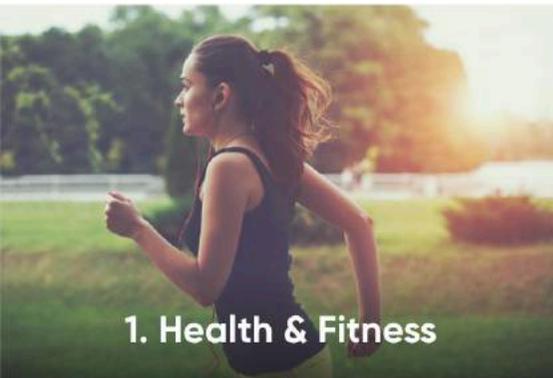
People from all walks of life love Lifebook. It has tens of thousands of success stories. And it's ranked by our publishing partner Mindvalley as their top-rated and no. 1 bestselling program.

That's how we know your list will fall in love with Lifebook. And so will you when you see the positive impact you create, and the rewards you earn for supporting our mission.



THE LIFEBOOK DIFFERENCE

Most personal growth programs only focus on career, wealth, health, and relationships – but in reality there are many more areas of life that shape your success and happiness. Lifebook transforms the 12 dimensions of your life.



MEET JON & MISSY BUTCHER



Jon and Missy Butcher are the founders of Lifebook— but they're not personal growth teachers.

They're serial entrepreneurs, lovers, and adventurers with a life most people would call "impossible".

Jon and Missy have founded 19 companies together – and they own the Precious Moments family of companies, which has achieved over \$10 billion in sales.

But unlike many financially successful people, they've also gained incredible mastery over every other area of their lives too.

Jon & Missy have synthesized every belief, strategy, life hack, and model of reality they've learned, into the Lifebook Online curriculum. And now, they're on a mission to share it with 1 million people worldwide.

WHY BECOME A LIFEBOOK AFFILIATE



A high-converting, one-of-a-kind offer

Lifebook Online is not promoted as a typical paid program. Instead, new students are invited to submit a \$500 'accountability deposit', which they can get back upon program completion. And while the vast majority of students complete the program, only 30% ever request the refund. It's a **unique and irresistible offer**, consistently drawing in maximum conversions and net profit.



A product that everyone loves

The beauty of Lifebook is it doesn't only appeal to a certain niche or subset of people: it's an elegantly simple and accessible process that **everyone falls in love** with. So whatever the demographics and psychographics of your list, you can be sure Lifebook Online will strike a deep chord with them.



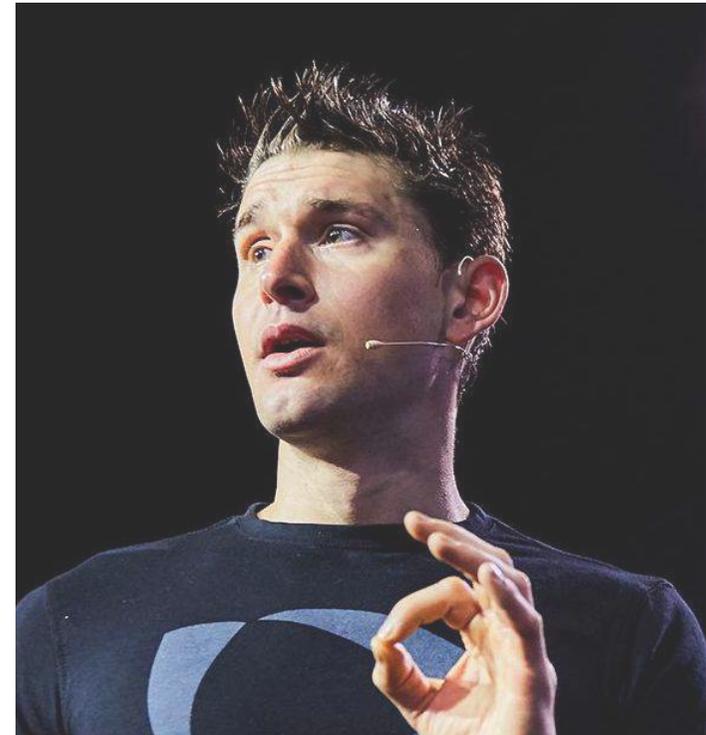
A proven and highly optimized marketing funnel

Lifebook Online is supported by a team of the industry's top digital marketers, developers, and content creators. **Our most recent launch earned \$3.5 million** in revenue, making it the most profitable launch in the history of Lifebook and Mindvalley. \$250,000 of that revenue went straight to affiliate commissions.

WHAT PEOPLE SAY ABOUT LIFEBOOK

"When I did Lifebook, the first thing I thought was *whoa - I should have done this years ago*. And, I wanted my friends and family to do it too. **It's probably the most important personal growth tool anyone will ever use in their lifetime** - and the Lifebook affiliate program is the perfect way to both spread the life-changing process of Lifebook and profit via the simple system that Mindvalley has created. Making a positive impact and getting rewarded for it has never been easier."

Ben Greenfield
Leading Biohacker & Longevity Expert





“There is no doubt I’ll be implementing all of this in my life.”

I’ve done a lot of things, I’ve been a therapist for 43 years. Be fair to say, I know a lot—but I found Lifebook really extraordinary because it covers all 12 categories. I think it was marvelous.

Marisa Peer

Voted UK’s #1 Therapist, World-Renowned Speaker



“First it was life-giving, and then it was life-changing.”

Taking Lifebook was the absolute best decision I could have ever made. It was life-changing. I’ve never gone through a program that allowed me to so thoroughly orchestrate and navigate my future.

Lisa Nichols

NYT Best-Selling Author, Transformation Coach, Speaker



“Lifebook is the most amazing thing ever done in Personal Development.”

Lifebook is the most amazing thing ever done in Personal Development. I’ve been through it, and everything else in the self-help world does not even hold a candle to Lifebook.

Joe Polish

Creator of Genius Network® and President of Piranha Marketing Inc.

COMMISSION STRUCTURE

Your leads invests \$500 in Lifebook Online.

You receive a **30% commission per sale (\$150)** at the end of the refund period.

IMPORTANT DATES

June 17th - 23rd: Masterclass screening

June 24th: Sales page cart opens

June 30th: Sales page cart closes

July 1st: Lifebook Online program starts

WHAT YOU'LL BE SHARING

You have two options for promoting this launch: **Free Masterclass & Sales Page**. You're free to decide on your own mailing schedule - but based on past launches, our best-converting & preferred mailing schedule is: 2 emails promoting the Masterclass and 2 emails directly to the sales page.

FREE MASTERCLASS

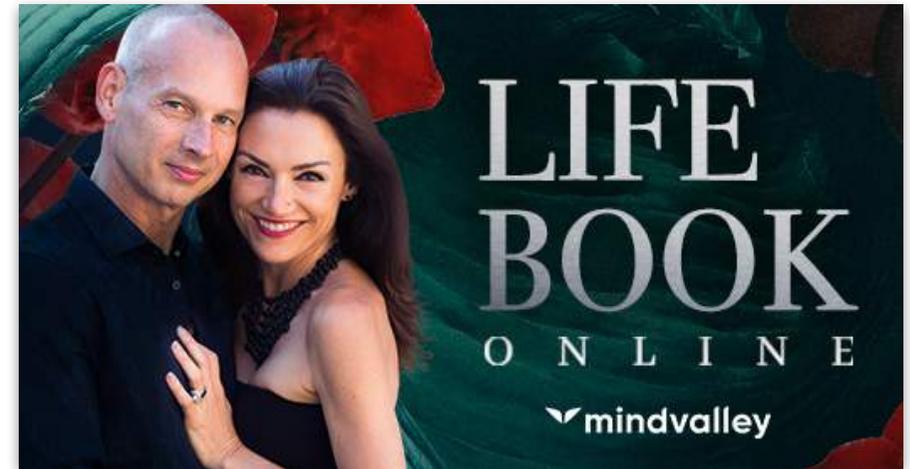
Share Between **June 17th - 23rd**



The Lifebook Masterclass is our high-converting lead generator. We suggest you promote it to your audience, and let our follow-up sales funnel do the rest of the work.

SALES PAGE

Share Between **June 24th - 30th**



You can also send your leads directly to our launch sales page.

HOW WE'LL SUPPORT YOU

As our affiliate, you'll get a variety of done-for-you marketing assets for boosting your conversions. All you need to do is share it with your list, and start earning commissions right away. This includes:

- High-converting launch assets
- Email swipes
- Raving testimonials
- Graphic banners
- Custom emails, sales pages & banners, interviews with Jon & Missy Butcher*

* *Subject to your list size and commitment level.*



CAN'T WAIT TO PROMOTE LIFEBOOK?

FANTASTIC!

Just email our rockstar affiliate manager
AINUR at ainur@mindvalley.com to get started.

