

ADHD Medication

Rules

**Affiliate Guidelines
And Helpful Hints**

[CorePsych Blog Affiliate Link](#)

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1. How an affiliate partnership works

- First sign up for an affiliate URL that will look like this <http://www.corebrainstore.com/abcdxyz>
- Your link will automatically link to the [CoreBrain](#) shopping cart for specific credit.
- I will pay you quarterly on sales that come in under your link.

2. How to introduce *Rules*

- Discuss your understanding and success from using the information, the perspectives in *Rules*.
- Give hardcopy printed versions of your shrunken URL - that keeps your link intact
- Send it to family and friends troubled by ADHD med issues.

3. How to distribute to your connections

- Tweeting thru your Twitter account
- Business cards
- Signature in emails
- Blog links
- An emailing to colleagues
- A written overview of *Rules* for patients to distribute in your office
- Your link takes them to the [CoreBrain Sales page here](#)

4. How to customize your affiliate link

- Use <http://www.bit.ly> as discussed here
- Easier shrunken, because it's short and you can also customize it there

5. Specific samples of copy

- See this specific copy
- Write your own
- Brief handwritten note

1. How an affiliate partnership works

- With your specific affiliate link [e.g. “abcdxyz” in the example above] you will get credit for any sale using that link
- Your personal affiliate link will automatically link to the [CoreBrain](#) shopping cart for that specific credit.
- There you will be credited for every sale you make, and the credits will accumulate.
- I will pay you quarterly on sales that come in under your link.
- I have priced **Rules** at 37\$ so you can receive 15\$ on every sale.
- Payments will be made quarterly - by check or by a PayPal deposit - we’re still working on those options.
- I hope you read and enjoy **Rules** and talk it up everywhere in the ADHD community.
- I do hope we can work together to change the multiple problems out there.
- When you hear of a problem, you can suggest this solution - if you agree with me! ;-)

2. How to introduce **Rules**

- Discuss your understanding and success from using the information, the perspectives in **Rules**.
- I break the problems in to several sections - see the table of contents below - in summary:
 - **Targets**
 - Diagnosis - must become more functional
 - Biological variables that effect rate of metabolism
 - Drug interactions abound
 - Comorbid conditions often overlooked and mistreated
 - **Shooting at Those Targets**
 - How to measure cognition and affect in the office
 - How to measure the way the meds work in the office
 - How to work with your medical team
- Consider new dialog with
 - Patients: Give hardcopy printed versions of your shrunken URL - that keeps your link intact
 - Family: Send it to family and friends troubled by ADHD med issues.
 - Colleagues: Discuss with colleagues in your office or in your town.
 - Look for teleseminars at CorePsych Blog for more teaching opportunities and more affiliate partnerships.

3. How to distribute to your connections

- Tweeting thru your Twitter account - set up your own at <http://www.twitter.com> and use your name as your ID
- Connect with me at <http://www.twitter.com/drcharlesparker> and join the ADHD community out there #ADHD
- Business cards with your name on the front, - but don't waste the back, there you can recommend **Rules** and print your URL there for them to link when they follow your recommendation. For example

If you suffer with ADHD I recommend you read

***ADHD Medication Rules:
Paying Attention to the Meds for Paying Attention***

At

<http://www.bit.ly/abcdxyz>

- Signature in emails - you can put the hyperlink into your email signature by going to Mail>Preferences>Signature
- Blog links - this will be easy for anyone already blogging
- An emailing to colleagues with your comments on the book
- A written overview of **Rules** for patients to distribute in your office - one page.
- Your link takes them to the [CoreBrain Sales page here](#) but *must have your link* to get there, not this one.

Possible copy for a note to colleagues:

I have been reading this new book about the changes we all should consider regarding diagnosis and treatment of ADHD - it does appear to be a game changer. Interestingly, the author suggests that we are simply playing by ADHD Golf rules, when we should consider adding skills that facilitate the deeper game of ADHD Tennis... moving from more superficial diagnostic criteria to more functional and realistic criteria that work in my office. The book: *ADHD Medication Rules: Paying Attention To The Meds For Paying Attention*. There Parker suggests that we haven't been paying attention, that we haven't been thinking about thinking! Oh yeah. Most importantly *Rules* is not about just throwing out the old Rules, but adding some new ones on for the multiple treatment failures we see everyday in the office. Polemics are not his style. Think about it. <http://bit.ly/abcdxyz>

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4. How to customize your affiliate link

- Use <http://www.bit.ly> as discussed here - paste your link into the tan box, your short form will show in the green
- When you go there simply take your link, paste it in the box, shrink it and..
- Consider customizing it by changing the URL letters after .com/..... [the forward slash] with just a few letters
- Easier: the shrunken URL, because it's short and it is easier to copy and remember
- That new link will still keep your affiliate status at the CoreBrain store... the marvels of electronics - because it's your link, only shortened.

5. Specific samples of copy

- See this [specific copy at the website](#)
- See this specific copy on the [PR Web Launch Announcement](#)
- Write your own quick review and send it out: "I like it, I see the value, I saw a case where this exact mix-up occurred, etc."
- See this CorePsych Blog Post at launch [Why not use the science?](#)
- See this CorePsych Blog Post pre-launch [What to do about the Rules.](#)
- Consider also a brief handwritten note:

Example

"Do take a minute to consider looking at this book,

- it's about someone you know very well
- it's about our mother
- it's about brain injury and ADHD
- it's about my first husband
- it's about why I have been missed all these years
- it's about why the meds didn't work
- it's about why [name] failed out of college
- it's about why [name] failed at sobriety
- it's about why [name] ran away from home
- it's about why the bipolar/depression/anxiety meds aren't working
- it's about his problems with Prozac and stimulants... you get the picture. ;-)

I look forward to working together, drop me a note if I can help with your next steps. Thanks! - cp