

AFFILIATE & CREATOR KIT

# \$30 per sale. No caps.

Everything you need to promote Pyyrah+ honestly — swipe copy, banners, link rules, and the founding-cohort terms that lock for life.

PROGRAM OVERVIEW

# The deal. Plain English.

No tiers, no thresholds, no surprise clawbacks. Three numbers that matter.

PER QUALIFIED SALE

**\$30**

Flat. No sliding scale. No volume gates.

COOKIE WINDOW

**60 days**

Among the longest in SaaS. We chose this on purpose.

CAPS & MINIMUMS

**None**

No monthly cap. No referral minimum. No payout floor above \$50.

## Founding-cohort lock-in

Anyone approved during the founding affiliate window (open through Aug 31, 2025) gets these terms permanently. We may adjust rates for future affiliates as we scale. Founding members are unaffected — your \$30 stays \$30, indefinitely.

HONEST FRAMING

**We could have paid testimonials and called them affiliates. We didn't. This is the real economics.**

## HOW IT WORKS

# Three steps. Then you're live.

From apply to first promotion in about 72 hours.

- 01 Apply at [pyyrahplus.com/affiliate](https://pyyrahplus.com/affiliate).** Tell us where you'll promote (channels, audience size, niche). Most decisions land within 72 hours.
- 02 Get your link.** Your unique referral URL, dashboard login, and direct Slack channel invitation arrive together. Use the swipe copy in this kit or write your own.
- 03 Get paid.** \$30 per qualified sale tracked through your link. Payouts monthly on the 15th via Wise, PayPal, or bank transfer. First payout once your balance crosses \$50.

## What "qualified" means

- ✓ Sale completes through your tracked link
- ✓ Customer doesn't refund within 14 days
- ✓ Purchase wasn't from your own household / billing details
- ✓ No fraudulent click activity flagged

That's the whole list. We don't add hidden disqualifiers later.

## COMMISSION TERMS

# The full rules. **Nothing buried.**

## What we pay

- ✓ \$30 flat per qualified Pyyrah+ sale through your link
- ✓ Paid **monthly on the 15th** for the prior month
- ✓ **\$50 minimum payout** — balance rolls forward if under
- ✓ Choose payment by **Wise, PayPal, or bank transfer**
- ✓ Currencies supported: **USD, GBP, EUR, AUD, CAD**

## How tracking works

- ✓ Unique URL with your affiliate ID baked in
- ✓ **60-day cookie** from first click
- ✓ Last-touch attribution within the window
- ✓ Live dashboard at [pyyrahplus.com/affiliate/dashboard](https://pyyrahplus.com/affiliate/dashboard)
- ✓ Refund window: customer cancels < 14 days → commission reversed

## What disqualifies a sale

- ✗ Purchases made on your own email / payment method
- ✗ Bot-driven or incentivised click traffic
- ✗ Brand-bidding on "Pyyrah+" or close variations in paid search
- ✗ Coupon-site or rebate-site placements (we don't run them)
- ✗ Misleading claims about Pyyrah+ outcomes or features
- ✗ Cookie stuffing, redirect chains, or hidden iframes

## If you break a rule

First instance: we email, ask you to fix it. Second instance: 30-day pause. Third instance: removed from the program with any pending balance paid up to the point of removal.

### Disclosure requirements

FTC, ASA, ACCC, EU — all require clear affiliate disclosure. We require it too. "Affiliate link," "I get a commission," "ad," "#ad" are all fine. Hide it and the sale doesn't qualify. This protects your audience and ours.

## SWIPE COPY

# Pre-written. Sounds like you.

Copy it. Tweak it. Use your voice. These are starting points, not scripts.

## INSTAGRAM CAPTION · ~120 WORDS

Most "grow your audience" advice doesn't survive contact with a real niche. I've spent [X months/years] testing this — generic frameworks barely move the needle.

Pyrah+ is the first growth system I've used that's niche-specific by design. The DBC Method — decode what's working in your specific niche, build from that, compound monthly — is the only framework I've seen produce results I can show you.

The case studies are real. 34K views from an 8K-follower account. 12K views from 340 followers. Named, dated, checkable.

\$99 lifetime. No subscription. Link in bio. #ad (affiliate)

## YOUTUBE · 60-SECOND INTEGRATION SCRIPT

[On-camera, casual tone]

"If you're sitting at the part of this video where you're thinking 'okay, but how do I actually grow' — I want to mention the one thing I've found that works.

It's called Pyrah+. They teach a framework called the DBC Method — decode, build, compound. The basic idea: stop following generic creator advice and start decoding what's already winning in your specific niche.

What I like is it's one-time, ninety-nine dollars, no subscription, and the case studies are named real people. Link's in the description, full disclosure: I get a commission. But I'd recommend it without that. Back to the video."

## NEWSLETTER MENTION · 80 WORDS

One recommendation this week (*affiliate link, full disclosure*): **Pyrah+**. The DBC Method is the most niche-specific growth framework I've found for creators. It replaces generic templates with evidence drawn from your own niche. \$99 lifetime, no subscription, and the case studies are named and real. If you've been looking for a growth system that actually translates to what you make — [it's worth a look](#).

BANNER & ASSET SPECS

# Pre-sized. Ready to drop in.

Download from your affiliate dashboard. Specs listed for reference.

## Static banners

PLACEMENT	SIZE (PX)	FORMAT	FILE
Leaderboard	728 × 90	PNG / WebP	banner-leaderboard.zip
Medium rectangle	300 × 250	PNG / WebP	banner-medrec.zip
Skyscraper	160 × 600	PNG / WebP	banner-skyscraper.zip
Newsletter inline	600 × 200	PNG / WebP	banner-newsletter.zip
Instagram square	1080 × 1080	PNG / JPG	social-square.zip
Instagram story	1080 × 1920	PNG / JPG	social-story.zip
YouTube end-card	1920 × 1080	PNG	video-endcard.zip

### What's in each ZIP

- ✓ Light-background and dark-background variants
- ✓ Two messaging versions: short and long
- ✓ PNG and WebP formats (digital) — JPG only where required
- ✓ Source Figma file for your designer to recolour if needed

### Customisation rules

- ✗ Don't recolour the Pyyrah+ wordmark
- ✗ Don't change the "+ no subscription" line copy
- ✗ Don't add price claims we don't make ("only \$99 today!")
- ✗ Don't crop the CTA off for stylistic reasons

Need a custom size or co-branded variant? Email [affiliates@pyyrahplus.com](mailto:affiliates@pyyrahplus.com) — we usually turn requests around in 48 hours.

HIGH-CONVERTING FORMATS

# What's converting **right now.**

From our top affiliates. Not theory — what's actually pulling clicks and sales in the last 90 days.

FORMAT 01

### Long-form video review

10–15 minutes. Honest walkthrough, including what you'd change. Embedded affiliate link in description and pinned comment. Highest conversion rate we see — typically 4–8%.

FORMAT 02

### Newsletter deep-dive

Single-product issue. 600–900 words. Lead with the framework, follow with your honest take, close with the link. 1.5–4% conversion of opens.

FORMAT 03

### Case-study post (your own)

Document your own DBC Method results. Show before/after. Real engagement numbers. Pyyrah+ as the system you used. Slow-burn but compounds for years.

FORMAT 04

### Instagram carousel

7–10 slides walking through one DBC concept. Final slide: link in bio. Works best when the framework itself is the content, not the pitch.

LOWER CONVERTING — BUT WORTH A TRY

**Shorts/Reels:** Hook + claim + link. Volume game. **Twitter threads:** Worked well in 2023, less now. **Display banners alone:** Don't bother — banners support content, they don't replace it.

## AFFILIATE FAQ

# Quick answers.

**How fast can I start promoting after I apply?**

Approvals usually within 72 hours. Once approved, your link is live immediately. There's no warm-up or probation period.

**Can I promote Pyyrah+ alongside competing products?**

Yes. We don't require exclusivity. Honest comparison content is welcome — it usually outperforms one-sided promotion anyway.

**What if a customer churns or refunds?**

Pyyrah+ is a one-time purchase — no churn. Refunds within 14 days reverse the commission. After 14 days, the sale is locked in.

**Can I run paid ads with my affiliate link?**

Yes, with one rule: don't bid on "Pyyrah+" or close variations. Your own brand-led ads driving to a review post or your own landing page that links to Pyyrah+ is fine and encouraged.

**Will rates change?**

For founding-cohort affiliates approved before Aug 31, 2025 — no, your \$30 flat is locked. For future affiliates we may adjust. We'd tell you in writing 30 days before any change.

**Can my agency or team run my affiliate account?**

Yes. Add team logins from your dashboard. Commissions still pay to one account.

**What kind of support do affiliates get?**

Direct Slack channel with the founders. Monthly affiliate-only office hours. Pre-launch heads-up on new products. Custom asset requests turned around in 48 hours.

PYYRAH+

# Ready to promote honestly?

## **Apply**

[pyyrahplus.com/affiliate](https://pyyrahplus.com/affiliate)

## **Affiliate support**

[affiliates@pyyrahplus.com](mailto:affiliates@pyyrahplus.com)

Approvals within 72 hours. Direct Slack access for founding cohort.