THE AFFILIATE SETUP

TRACK EVERY REFERRAL



MICHAEL REIMER

HIGHLEVEL GUIDES · VOLUME 12 · AFFILIATE

BECOME A HIGHLEVEL AFFILIATE **AND TRACK EVERY REFERRAL.**

The HighLevel Affiliate Program pays a commission on each paying agency you refer. This guide takes you from joining the program to a working referral link, a payout method on file, a campaign built around your own landing page, and a dashboard that shows who signed up. At the end you will know exactly where your referrals and commissions live.

6	42	60 min
PARTS	STEPS	TO BUILD

Michael Reimer, Founder of CRM Pros · HighLevel Commander and Certified Admin

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WHAT YOU ARE BUILDING

WHAT YOU ARE BUILDING **AND WHAT IT DOES.**

You will have an active affiliate account inside the HighLevel Affiliate Portal with a referral token you chose, a Tipalti payment method and tax form on file, link variations for each channel you promote on, an affiliate campaign that points to a landing page you control, and a referrals dashboard that sorts every signup into trial, paying or cancelled. Each paying referral is tracked to your account and paid out through Tipalti on a fixed monthly schedule.

- ✓ An approved affiliate account with the HighLevel Affiliate Policy accepted
- ✓ A clean referral token your audience can recognize
- ✓ A Tipalti payout method and tax form completed so commissions can be sent
- ✓ SubID links for each channel so you know which source drives signups
- ✓ A referrals dashboard that shows Active / Paying, Signup, Lead and Canceled stages

BEFORE YOU START

BEFORE YOU START **HAVE THESE READY.**

The portal and payouts each have their own requirements, so gather these first.

- Agency Admin login to your HighLevel account, or an email address to register as a noncustomer at gohighlevel.firstpromoter.com
- Your business name, address and tax ID (EIN for US affiliates) for the Tipalti tax form
- A payment method: US affiliates choose Direct Deposit, PayPal or Debit Card; international affiliates choose ACH Transfers, PayPal or Debit Card
- The Tipalti invitation email if you received one, and the registration deadline it names
- A funnel, website or store in your subaccount if you plan to build your own affiliate campaign

A short list of the channels you will promote on, such as YouTube, email or a community

> **i** Join first, then set your token **before** you share any link. Changing the token later disables every link you already promoted.

PART 01 OF 06

01 JOIN THE AFFILIATE PROGRAM **AND ACCEPT THE POLICY.**

The program is open to HighLevel agency customers and to people who do not have a HighLevel account. Agency accounts receive a referral link automatically. Noncustomers register through FirstPromoter.

01 If you are a HighLevel agency customer, log in, switch to **Agency View** and click **Affiliate Portal** in the left hand menu to see your link and status.

02 If you are not a HighLevel customer, open **gohighlevel.firstpromoter.com** and register for an affiliate account.

03 Review the **HighLevel Affiliate Policy** at the link provided and accept it.

04 Complete the required onboarding resources in the portal, including the welcome course.

05 Save your affiliate login. Returning affiliates sign in at **affiliate.gohighlevel.com/login**.

i Agency accounts get a unique referral link the moment they sign up for HighLevel. Open the Affiliate Portal to confirm you are already an affiliate before you register a second time.

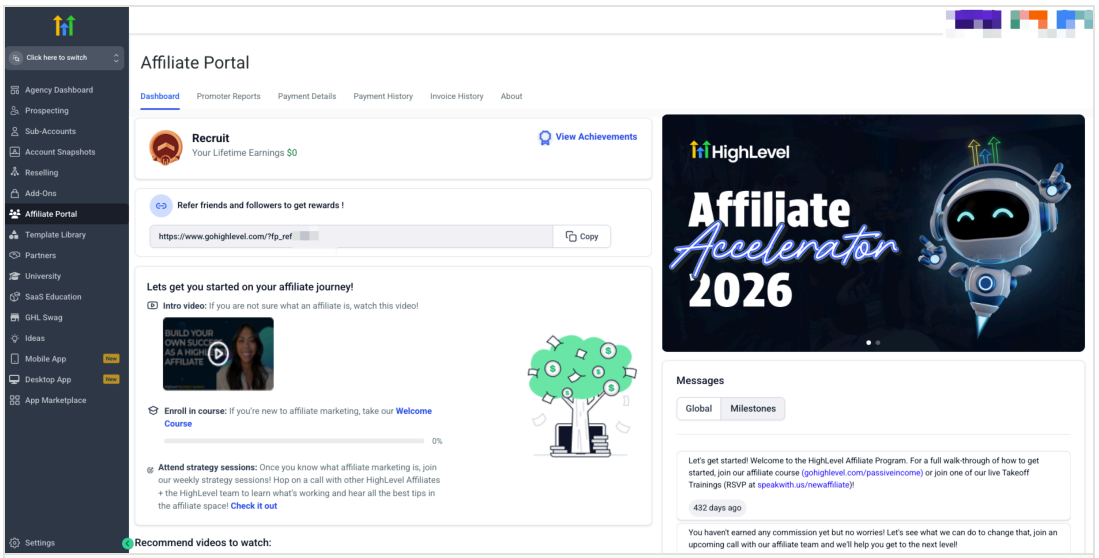
PART 02 OF 06

02 OPEN THE PORTAL **AND SET YOUR REFERRAL TOKEN.**

Your referral link ends in a token. The default token is a random ID. A custom token makes the link readable and easier for your audience to trust. Set it once and leave it alone.

01	Log into HighLevel and switch to **Agency View**.
02	Click **Affiliate Portal** in the left hand menu.
03	Open **Dashboard**.

04 Select the **HighLevel Affiliate Program** campaign.



The Affiliate Portal dashboard, where you select the campaign and customize your token.

05 Click **Customize Token** .

06 Enter a new token and save it.

07 Copy your updated referral link and store it where your team can find it.

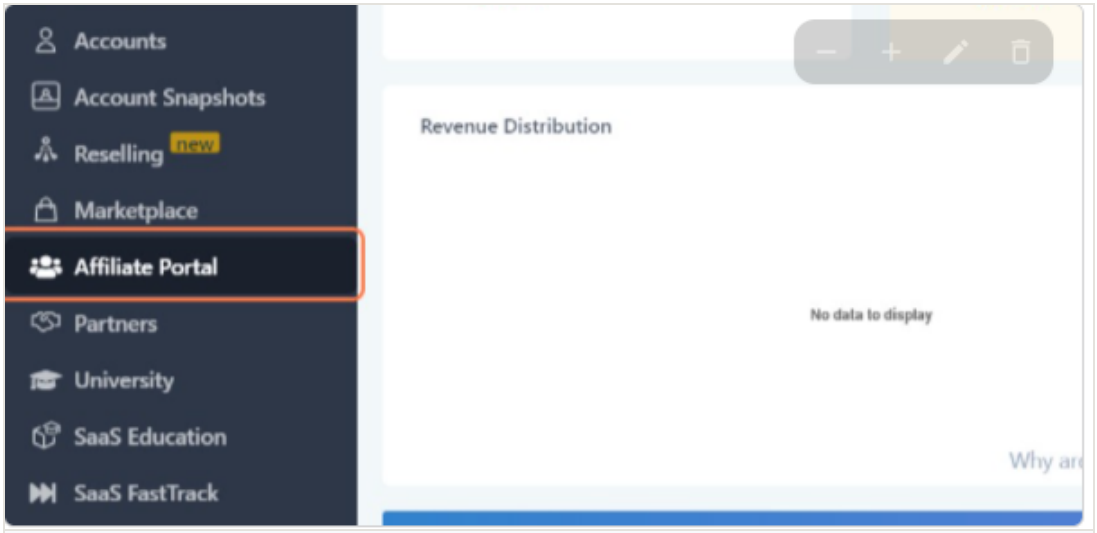
i Changing the referral token disables any link you promoted before. Do this before you publish anything, not after.

PART 03 OF 06

03 SET UP TIPALTI **SO PAYOUTS CAN BE SENT.**

All affiliate payouts go through Tipalti. Nothing is paid until the Tipalti setup and tax form are complete. Do this now so your first commission is not held.

01 In the **Affiliate Portal**, click **Payment Details**.



Payment Details is where Tipalti collects your payout method and tax form.

02 Follow the Tipalti onboarding steps on screen to create or link a Tipalti account.

03 If you do not have an active HighLevel agency, contact support for a Tipalti setup link instead.

04 Choose your payment method: **Direct Deposit**, **PayPal** or **Debit Card** for US affiliates, or **ACH Transfers**, **PayPal** or **Debit Card** for international affiliates.

05 Open **Tax Forms** and enter your EIN or other required tax information.

06 Submit the form and wait for the Tipalti email confirming your setup is complete.

07 If you need confirmation, email affiliatepayments@gohighlevel.com or open a support ticket.

i Payments are approved and sent on the 15th of each month for commissions earned the previous month. A $50 minimum in commissions is required before a payout is issued.

PART 04 OF 06

04 CREATE LINKS FOR EACH CHANNEL **AND EACH LANDING PAGE.**

One link tells you nothing about where a signup came from. SubIDs let you run several link variations under one promoter ID. The portal also holds ready made links for landing pages, including the Pro plan.

01 In the **Affiliate Portal**, open the **HighLevel Affiliate Program** campaign.

02 Create a **SubID** for your first channel, such as your YouTube channel.

03 Create one more SubID for each channel you promote on, such as email or a community.

04 Copy each SubID link and label it by channel in your own notes.

05 Find the landing page you want to promote in the portal and generate its unique affiliate link.

06 Review the list of existing links in the portal, including the referral links for the Pro plan, and pick the ones you will use.

07 Open each link in a private browser window to confirm it lands on the right page.

No special plan is required to create affiliate links. Link creation is part of the HighLevel Affiliate Program.

PART 05 OF 06

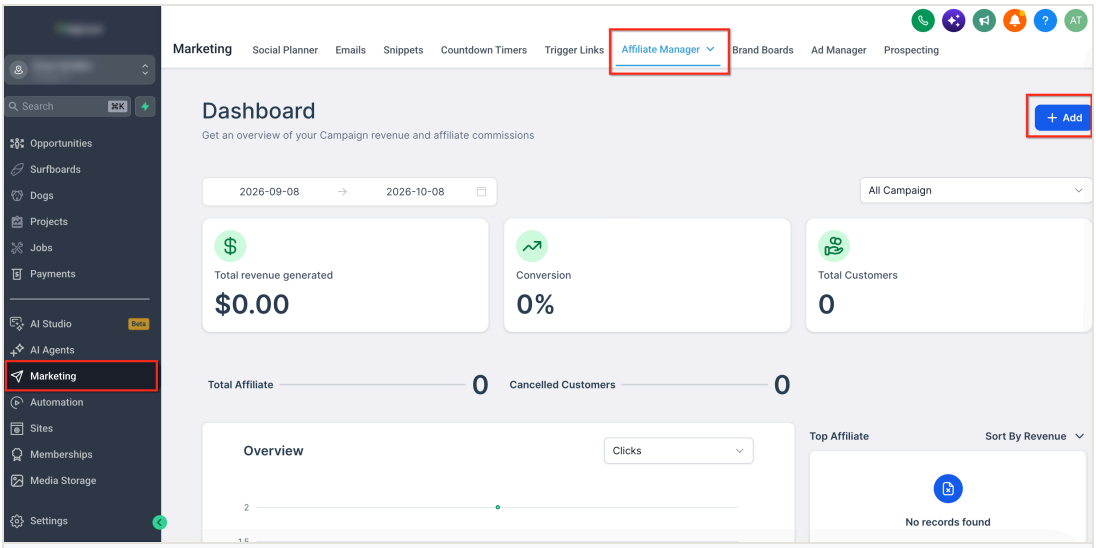
05 BUILD AN AFFILIATE CAMPAIGN **AROUND YOUR OWN PAGE.**

The Affiliate Manager in your subaccount lets you run a campaign that points to a funnel, website or store you control. Use it when you want your own landing page in front of the HighLevel offer, or when you bring on subaffiliates.

01 Go to **Affiliate Manager** and click **+ Add** .

02 Select the campaign source: a **funnel** , **website** or **store** .

03 Choose the landing page where potential customers arrive. The campaign URL is generated with an affiliate ID placeholder.



The campaign builder: pick the source, the landing page and the commission structure.

04 Review the product list and add or remove items.

05 Set a default commission as a flat fee or a percentage.

06 Open **Advanced Commissions** and enable multitier commissions if you plan to use subaffiliates, then assign a rate to each tier.

07 Adjust the additional settings: **Email templates**, **cookie duration**, **payout terms**, **include setup fees**, **enable subaffiliate signups** and **autoenroll new customers as subaffiliates**.

08 Click **Publish**, or save the campaign as a draft.

i Only funnels, websites and stores support product sales. Forms, surveys and calendars track leads. If you change the source later, a new referral URL is generated and the old one stops tracking.

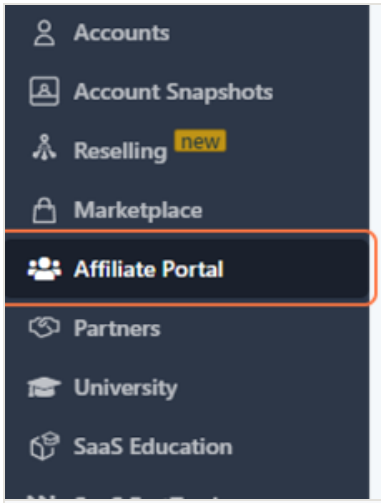
PART 06 OF 06

06 TRACK REFERRALS **AND SUPPORT EACH SIGNUP.**

The dashboard sorts referrals by stage so you know who is on trial, who is paying and who cancelled. Commission only applies to paying customers. The first weeks after a signup decide whether they stay.

01 Log into HighLevel and click **Affiliate Portal**.

02 From the **Affiliate Dashboard**, click **Referrals**.



Referrals sorted by stage: Any, Active / Paying, Signup, Lead and Canceled.

03 Open the **Active / Paying** tab to see who is currently paying.

04 Check the **Signup** and **Lead** tabs for trials that have not converted yet.

05 Click **View Campaign** under the **Supercharged software Program**, then open **Referrals** and the **Rewards** tab to see commissions from customers on the $497 Pro plan.

06 For each new referral, recommend a plan that fits their size and experience: **Starter**, **Unlimited** or **Founder**.

07 Send each new referral to **HighLevel University** and have them book a free kickoff call while they are still in trial.

08 Join the weekly Affiliate Strategy Sessions to learn what other affiliates are doing.

i Existing customers you refer to Pro become split customers. They do not appear in your referrals list, but their commission still shows in the Rewards tab.

TEST IT

TEST IT
BEFORE YOU PROMOTE ANYTHING.

Run through these checks once so you are not chasing a broken link or a held payout later.

01 Open your referral link in a private browser window. It should land on the HighLevel signup page with your token in the URL.

02 Open each SubID link the same way. Each should load and carry its own SubID.

03 Open **Affiliate Portal**, then **Payment Details**. Your payment method should be listed and the tax form should show as complete.

04 Check your inbox for the Tipalti email confirming setup. If it has not arrived, email affiliatepayments@gohighlevel.com to confirm.

05 Open **Referrals** on the dashboard. The stage tabs should load with no portal errors.

06 If you built a campaign in **Affiliate Manager**, open its referral URL and confirm it reaches your chosen landing page.

WHEN A STEP FAILS

WHEN IT FAILS
HERE IS THE FIX.

Most affiliate problems come from the token, the tax form or how attribution works.

Links you already shared stopped working

You changed the referral token, or changed a campaign source. Both generate a new URL and disable the old one. Replace every published link with the new one and test it before you promote again.

Invalid EIN error during Tipalti setup

Log in at suppliers.tipalti.com/HighLevel/Account/Login and correct the EIN on the tax form page, or reenter it in the Affiliate Portal under Payment Details, then Tax Forms. If validation still fails, open a support ticket with your affiliate email and referral link.

Payment stuck on pending

Pending payments can be flagged as self referrals when the same IP, name, email or phone number appears on both sides. Open a support ticket with your affiliate email and referral link.

Commission showed but no payout arrived

A $50 minimum in accrued commissions is required before a payout is sent. Payments go out on the 15th for the previous month, and a submitted payment can take 1 to 3 days to arrive depending on the method.

A customer you referred is missing from Referrals

If they were an existing HighLevel customer who moved to Pro, they are a split customer. They will not show in your referrals, but their commission appears in the Rewards tab of the Supercharged software campaign.

Request failed with status code 400 in the portal

Create a support ticket, include your affiliate email and referral link, and title the ticket with the affiliate portal issue.

FROM THE FIELD

MICHAEL'S **TAKE.**



Michael Reimer

FOUNDER OF CRM PROS · HIGHLEVEL COMMANDER

Here is what I would do first. Lock in your token before you share a single link. People publish a link in a video, change the token a week later, and every click from that video goes nowhere. Then go straight to Payment Details and finish Tipalti, tax form included. Nothing gets paid until that is done, and a held payout is the fastest way to lose interest in the program.

Where people go wrong is tracking. One link for everything tells you nothing. Set up a SubID per channel on day one. After a month you will know whether your signups come from YouTube, email or your community, and you can put your time where the referrals actually come from. The dashboard already does the sorting. You just have to give it something to sort.

This build pays off when you treat a referral as a relationship, not a click. Commission only applies to paying customers, so a trial that never converts is worth nothing. Get each new signup into HighLevel University and onto a free kickoff call while they are still in trial. That is the work that turns a signup into an active account, and it is the part most affiliates skip.

GO DEEPER

THE FEATURES **BEHIND THIS BUILD.**

Every feature this guide touches has its own page in the library, with the settings, limits and Michael's notes.

HIGHLEVEL AFFILIATES PROGRAM

How to become a HighLevel affiliate and earn recurring commissions

HIGHLEVEL AFFILIATES PROGRAM

Using the affiliate portal in HighLevel to track links and earnings

HIGHLEVEL AFFILIATES PROGRAM

First Steps to be a Successful HighLevel Affiliate

HIGHLEVEL AFFILIATES PROGRAM

Affiliate payouts in HighLevel: How the new Tipalti system works

MARKETING

Creating and managing affiliate campaigns in HighLevel

HIGHLEVEL AFFILIATES PROGRAM

Creating affiliate links from HighLevel landing pages

HIGHLEVEL AFFILIATES PROGRAM

Using referral tabs in HighLevel affiliate portal to track customers and commissions

HIGHLEVEL AFFILIATES PROGRAM

Affiliates first steps in HighLevel: Guide for referrals