



AFFILIATE GUIDE

ABOUT ACADEMY HOUR

Academy Hour is a company providing online training courses. These courses are designed primarily for law enforcement and other emergency response personnel (firefighters, EMS, dispatchers, etc.) – called “Public Safety” careers. However, there are others who could benefit from the training – anyone who encounters, or responds to, emergency situations that have some sort of public safety element, social justice, or emergency response – E.R. doctors & nurses, security personnel, judges, etc. Academy Hour focuses primarily on law enforcement, as these individuals are required to receive training hours each and every year, and many states require them to include mental health training hours as part of that.

Academy Hour provides online training, making it easy for law enforcement to attend – they don’t have to leave their shift work, if they are a patrol officer or detective, for instance – they can watch on a computer, a tablet, or even their phones, making it very convenient. The only classes have a start-and-resume option, so if an officer is viewing a course and has to stop, whenever he is able to get back to it s/he can simply resume where they left off and keep viewing the course.

SALES POINTS

Cost-efficient: Law Enforcement agencies & departments typically have small training budgets. It costs them the training fees to send officers – registration, etc. and it also will cost them other expenses – travel costs, paying overtime to other officers to take their place while they’re out at training, etc. Taking online courses is very cost-efficient.

Required training: Law Enforcement officers have to meet a required number of training hours every year, and each U.S. state has a POST (Peace Officer Standards & Training) agency which tracks their hours and also offers training or accredits/certifies training. In Oklahoma, for example, CLEET (Council on Law Enforcement Education and Training) is the POST agency. All Academy Hour courses are accredited through CLEET, which means CLEET has approved them and will give officers training credit for Academy Hour courses. However, officers typically can submit training for credit that isn’t state-POST-accredited. So, even if Academy Hour hasn’t accredited a course for a particular state, an officer in that state can submit their Academy Hour training for credit – Academy Hour provides certificates to officers upon completion of a course, specifically for this purpose.

Specialty: Officers can easily find training on topics like crime scene investigation, interrogation techniques, firearms, etc., and these types of training are obviously essential to them being able to do their jobs. But they have a harder time finding mental health training, and sometimes end up taking the same courses multiple times. Academy Hour offers unique mental health topics, and develops new courses every month, so officers have lots of options and never have to take the same courses twice.

SALES POINTS (CONTINUED)

Convenient: Academy Hour courses are online and can be viewed from any type of device. This makes it easy for individual officers to watch their training at any time, from anywhere. This is particularly beneficial for those who work overnight shifts because they don't need to arrange to attend daytime training outside of their regular shift hours.

Group training option: Academy Hour offers individual courses, and an officer could select/ purchase just one course at a time. However, if a department wanted to show one of our training courses to their whole group, they could opt for the Agency Subscription. This provides them one login, with access to all of the courses, and they can then show that training course/video in a group setting. This is the easy way to get a whole group trained for just one cost, and since Academy Hour releases new courses every month, an agency could set up a monthly training session for their officers showing them new courses. Each attendee would get a certificate for attending, which goes toward their annual training hour requirement.

Training library: Since Academy Hour adds new classes every month, officers or agencies can return every year and select the training library of existing courses and also continue gaining access to new courses being continuously released. This ever-growing training library will provide them a lot of options for training their officers and getting training hours completed.

WHO TO CONTACT

Most law enforcement agencies have someone assigned to manage training – typically a “Training Officer.” Counties typically have sheriff departments and cities typically have police departments. There are also other types of agencies, as well as security companies, state agencies, and federal agencies. A list of all types, for every state, can be found here:

https://en.wikipedia.org/wiki/List_of_United_States_state_and_local_law_enforcement_agencies

All of these have “Commissioned Peace Officers” in the form of agents, officers, etc. Larger agencies are usually very good at providing their own training in-house, but they would be ones who may benefit from the agency subscription option.

WHAT TO SELL

Individual courses: The more you know about each course, the better you will be able to promote it – you will be given full access to all Academy Hour courses so that you can view them if you'd like. Courses are assigned a number of training hours – typically 2, 3 or 4 hours each, and prices are assigned to each individual course. The individual purchasing the course will be offered the option of a certificate in his/her name at the end of the course. They will have access through the end of the current calendar year.

Individual subscription: Individual subscriptions are assigned to one individual, and their certificates are offered for that individual only. This subscription allows full access to all courses for the current calendar year.

Agency subscription: Agency subscriptions are assigned to one email address for the agency, and allows one person to be the main contact person for the agency. This provides full access to all courses, for the current calendar year, and they will receive a blank certificate PDF which they can then customize & distribute to any of their officers who take the course in-house at the agency.

Other options:

Special pricing: If an agency wants a different sales/pricing option – for instance, if they want to purchase agency-access to just one course, I will gladly work with them to make this happen. Whatever their request is, just contact Amy Morgan about it (amorgan@AcademyHour.com) and you'll receive a proposal for them. These require setup of a customized "coupon code" for them in the system, and so need special handling.

Invoicing vs. paying online: There are agencies who can only pay via check, and so they will be unable to purchase online. They will request an invoice. Contact Amy Morgan and one will be sent – and it will be noted that you made this sale. Since online purchases use your affiliate link to track and enter into your dashboard, these will need to be manually entered. Once payment is received (Amy Morgan/ Academy Hour, 1100 Caddell Ln, Norman OK 73069) it will be entered into the system and added to your Affiliate account, as long as you let us know ahead of time that you made the sale and you've requested the invoice. Again, this requires special entry into the system and also requires special access be granted to the agency or officer.

If an officer or agency wants a price-break on a course, contact Amy Morgan – a proposal will be given to you that you can choose to offer the officer or agency. All Affiliate commissions are based on the final sales price.

If you want to offer a "special" and need a coupon code, please request approval before marketing it. If approved, a coupon code will be sent to you for use, and will have an expiration date.

MARKETING STANDARDS

Logos: If you would like to use Academy Hour logos in your marketing, we'll be happy to send you those. Please never alter the logos in any way.

Colors: Please use only approved standard Academy Hour colors – this is the navy, black & white used in the logo and online classroom.

Communication: Please always carefully proofread emails and marketing communication – social media, etc. for grammatical correctness, typos, etc. The more professional your communication, the more credibility you have as a representative of Academy Hour.

Job Title: In emails, please use the title "Sales Affiliate," unless you have specifically been assigned a different role at Academy Hour. Provide your own phone number and email address, and always list the Academy Hour website – but be sure and use YOUR affiliate link as the URL assigned to it. If you need help setting this up, please request a customized signature block.

Formats: You may use social media (Facebook, Twitter, Instagram, LinkedIn, etc.) for marketing using your Affiliate link, but please remember this is a professional business, and posts must be of a professional nature and tone at all times. When representing Academy Hour, please do not engage in opinion discussions about law enforcement, politics, etc. If there is, at any time, a concern by the company as to the appropriateness of an Affiliate post, the Affiliate relationship may be terminated. Email may also be used, and is encouraged, as a marketing tool. If you make contact in person or via phone, follow up with an email that includes your Affiliate link. Only sales tracked on your dashboard using that link will be assigned to you unless you specifically notify Academy Hour of a sale made through another avenue prior to the sale completion. If you do not know how to attach a customized URL link to text within an email or social media post, please ask for assistance.

AFFILIATE PAYMENTS

Commission: Your Affiliate link will be set up for 25% of every sale to be credited to your Affiliate account. For subscriptions, this provides 25% of the sale price each time the customer pays their subscription (so for a monthly subscription cost of \$100/month, you would earn \$25/month for as long as that customer pays their subscription (should be through Dec. 31 of the current calendar year).

Payment Schedule: You will be able to see your sales & Affiliate commission on your online dashboard. You may choose to be paid your commission payments weekly or monthly. If weekly is selected, payments will be distributed every Friday for the week prior to that current week (i.e. Sales for Sunday-Saturday of week 1 will be paid on Friday of week 2). If you choose to be paid monthly, payment will be distributed on the 5th of the month for sales from the previous month (i.e. Sales for August will be paid on Sept. 5).

Payment Format: You may choose to be paid through PayPal, Venmo or by check (mailed). Please indicate your preference via email to: AMorgan@AcademyHour.com.

Taxes: As an Affiliate, you are a contractor (self-employed) and will, at the end of the year, receive a statement of Affiliate payments, which you would report on your taxes using the Form 1099. Contact your tax accountant as well as your own state & local laws for instructions and details. Academy Hour withholds no taxes from your Affiliate payments.

YOUR AFFILIATE ACCOUNT

Sign up for your Affiliate account & custom URL link here:
https://academy-hour.mykajabi.com/affiliate_users/sign_up

Once you've registered, **access your online account** here:
https://academy-hour.mykajabi.com/affiliate_users/sign_in