

Preemie Parents to Launch New Affiliate Program

(March 19, 2011) The newly launched, PreemieParents.com has added yet another feature to its website to assist those with a similar mission – providing resources and support to parents of premature babies. PreemieParents.com has launched a groundbreaking affiliate program for people who want to offer ***Preemie Parents, 26 Ways to Grow with Your Premature Baby*** to their audience. The affiliate program is committed to help partners gain income and knowledge from the sale of this one of a kind book for parents of premature babies.

PreemieParents.com's affiliate program, called Beyond the Banner®, helps their partners generate more income by providing a wide array of tools and regular sales training! The sales training will be led by Tami C. Gaines, the author of Preemie Parents. With an MBA from Columbia University's Graduate School of Business and more than a decade of hands-on sales and marketing experience, Tami's intent is to help Preemie Parents' affiliates make more money not just selling Preemie Parents but any product they offer.

"I've been affiliated with many companies that pay you commission for recommending their products but I've always felt a bit stranded." Gaines says. "The idea for Beyond the Banner® is to give our affiliates two things: (1) in-depth information on Preemie Parents to help them understand its strength and position in the market; and (2) general sales and marketing training to help them sell more of anything! Their success, ultimately contributes, to ours."

In addition to the monthly sales training calls, PreemieParents.com provides its affiliates with :

- Downloadable FAQs
- A dedicated affiliate email contact to answer inquiries
- Testimonials from the readers
- Keywords for Search Engine Optimization; and
- Many other teasers so that buyers can "test drive" Preemie Parents to help their decision-making process

Preemie Parents will monitor the sales of the affiliates to ensure that minimum requirements are met.. This allows for the serious-minded affiliates to be a part of an elite group of successful partners that get even more support.

Those who are interested in an affiliate relationship with Preemie Parents should visit <http://www.preemieparents.com/wp-content/plugins/wp-affiliate-platform/affiliates/index.php> to register right away. Registered affiliates will have the opportunity to take part in a contest to win a Compaq computer, as well as our first sales training to be held on April 1st

About Tami Gaines

After navigating the most difficult and transformational two years of her life, that included a six-week stay in the hospital; an 18-month journey with her 25-week-young twins in the Neonatal Intensive Care Unit; an unexpected divorce after nearly 12 years of marriage; and losing both of her grandmothers within three months, Tami finally agreed to do what doctors, nurses and parents had been asking her to do – share her story of triumph and her process for successfully emerging from her challenges as a more empowered person. In ***Preemie Parents: 26 Ways To Grow With Your Premature Baby*** she helps

parents learn to cope – as she has – by opening their hearts to learning life’s lessons. With an MBA from Columbia University and 25 years as an entrepreneur and executive, Tami could not have foreseen the events that would take her from the board room to the hospital room. www.premieparents.com

