

Innovative Program Combines Customer Rewards and Affiliate Marketing

CANTON, OH – May 30 (SEND2PRESS NEWSWIRE) – ThinYourWay.com has found a unique way to build revenue through affiliate marketing while simultaneously rewarding customer loyalty. This distinctive combination goes beyond typical affiliate marketing, which pushes customers to online retailers and lines the pockets of only the originating site owner. CEO Beth Philley uses the affiliate links to reward loyal customers with a gift card to one of the affiliates.

By purchasing gift cards through the affiliate links, Philley reduces the effective cost of the cards, and when clients redeem the cards through the affiliate links, a percentage of the sale is returned to ThinYourWay.com. Customers benefit from a motivational incentive, ThinYourWay.com benefits by attracting clients with an innovative reward program, and the affiliated retailers benefit by increasing site traffic.

Affiliates include varied retailers such as Wal-Mart, 1-800-Flowers, Frederick's of Hollywood, ActionGear.com, and MenScience Androceuticals. From her own experience, Philley knows that overweight people often get sidetracked on their weight loss plans by choosing food rewards after reaching a short-term goal. Affiliates were carefully chosen to include only those whose primary focus was non-food related.

ThinYourWay.com is a coaching and motivational weight loss site for clients who are tired of fad diets. Using common sense techniques to reduce calorie consumption and increase activity level, clients are encouraged to slowly and safely achieve lasting weight loss. Most programs simply take the client's money and run, leaving the client lighter in the wallet, but nowhere else. ThinYourWay.com instead rewards clients for their weight loss to extrinsically motivate them to continue with the program.

After recently losing 40 pounds, Philley began the company to encourage other overweight people to take action to improve their health. Philley currently runs www.ProBizAssoc.com, a business support solutions company, in addition to ThinYourWay.com.

More information: www.ThinYourWay.com

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