

A man with a beard and short hair, wearing a black t-shirt and black shorts, is standing barefoot on a large, dark, jagged rock. He is holding a blue kettlebell with both hands, one behind his head and the other in front of him, as if performing a kettlebell swing or a similar exercise. The background shows a vast, rocky landscape under a cloudy sky. The text 'CAVEMAN TRAINING' is overlaid in large, bold, black letters across the middle of the image. The letters 'A' and 'M' in 'CAVEMAN' contain small white silhouettes of a cavewoman and a caveman, respectively.

# CAVEMAN TRAINING

High-commission

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**Fitness  
Affiliate  
Marketing**

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# Monetize Your Passion

As a Cavemantraining affiliate you can keep doing what you love and **earn money** with it.



# Affiliate Partnership

With single product pay-out  
commissions as high as \$127.50



Promote top-notch online, digital, or  
printed kettlebell education.



Affiliate partner with the premier online  
kettlebell education provider.



Increase your brand visibility, credibility,  
and online following.



Be part of a team and community  
rather than just an asset.



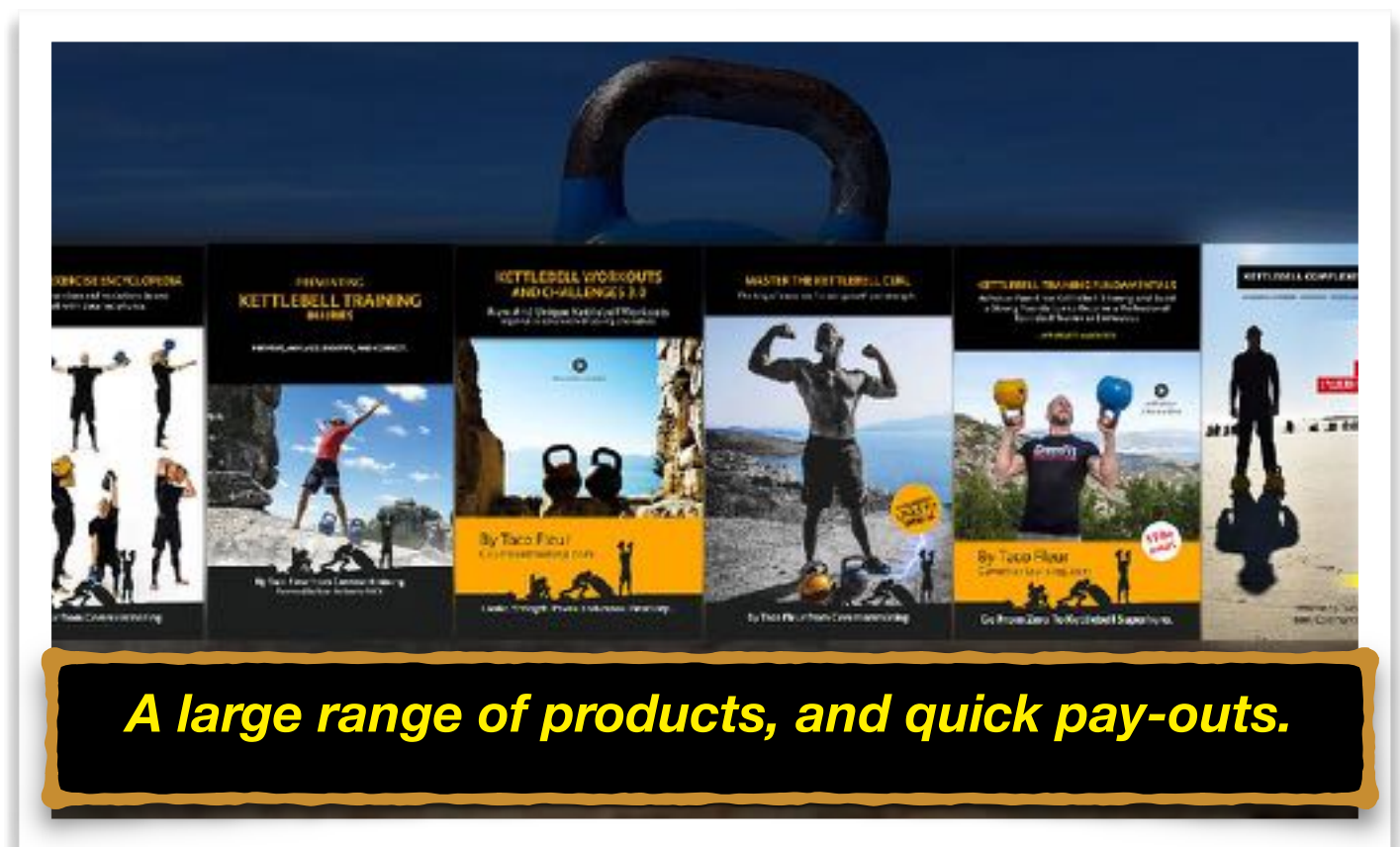


# Products and Services

At Cavemantraining we have a wide range of kettlebell and fitness-related products that are sold from our online shop which has been operating successfully for over a decade. As a Cavemantraining Sales Affiliate, you will have the opportunity to promote any of those products and services to earn a high commission.

What follows is a summary of our **best-selling** products and services with the highest commission rates. You are welcome to ask any questions about those and become more familiar with them. We firmly believe that your earnings will increase two-fold if you understand and believe in the items you promote. Your audience will feel it when you are simply putting something in front of them for the sake of selling. If you invest in knowing the products and services then that will reflect in the commission you earn.

The products are offered as is, but for affiliates that have a following/reach of over 10,000 we can discuss creating custom packages and campaigns



*Some of Cavemantraining's kettlebell books available from our shop or Amazon.*

that would be more suitable to your audience. For example, combining products and offering a discount coupon. Make sure you check out the resources you have access to when creating your campaigns.

All our digital products and services can be viewed online in our shop

which can be found at [www.cavemantraining.com/shop](http://www.cavemantraining.com/shop).

If you have any questions about any of the products please email us at [info@cavemantraining.com](mailto:info@cavemantraining.com) and make sure to follow up after 48 hours if you've not received an answer as your email might have ended up in the spam folder.

# Caveman Inner Circle

Our Caveman Inner Circle has been running for 3 years and is a product upon which we provide **100%** commission. The joining fee is \$30 which goes to you after they complete the sign-up process. The member pays Cavemantraining a low monthly fee and receives the following benefits:

- ✓ A new weekly workout to complete
- ✓ Optional form assessment and coaching
- ✓ 160+ workouts to pick from
- ✓ Follow-along workout video and much more

Link: [go.cavemantraining.com/cic](https://go.cavemantraining.com/cic)



**10 referrals  
EARN \$300**



**50 referrals  
EARN \$1,500**





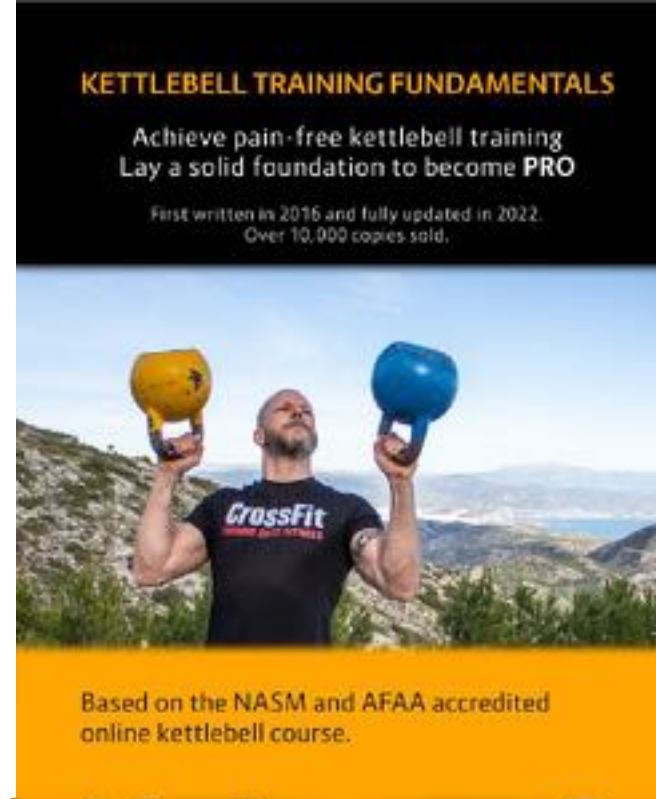


## Online Certifications

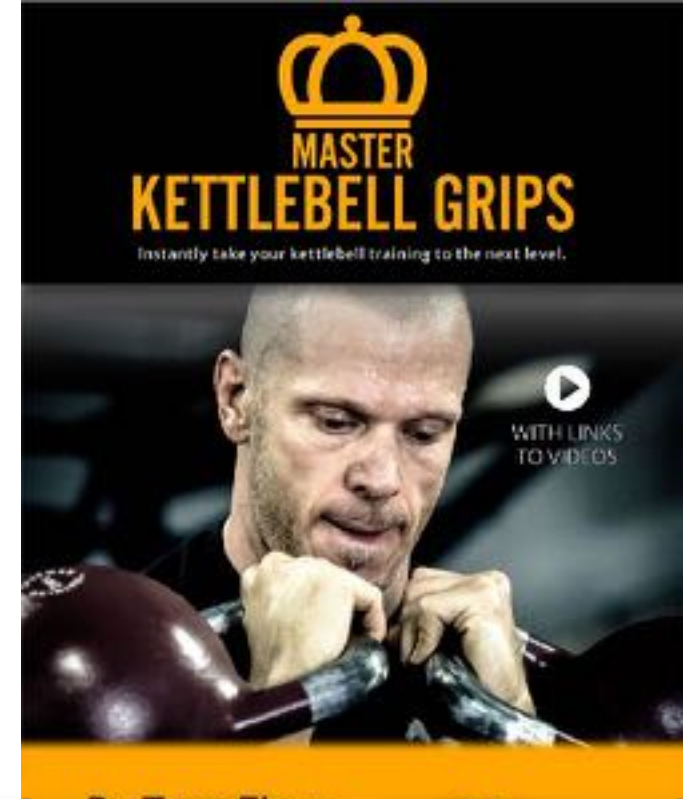
Our online kettlebell certifications range from \$129.95 to **\$850** with the most popular certification being the Kettlebell Fundamentals Trainer L3.0 at \$349. At a referral commission of 15%, you would get **\$52.35** per sale. The client receives:

- ✓ Certificate
- ✓ Coaching
- ✓ Video content
- ✓ Assessments

Link: [go.cavemantraining.com/kbfundamentals](https://go.cavemantraining.com/kbfundamentals)



**10 referrals  
EARN \$523.50**



**50 referrals  
EARN \$2,617.50**



# Accredited Course

The online certifications are more aimed at trainers and others who have a profession in the fitness industry.

We also have a CEU **accredited** course that is based upon the same content from the *Kettlebell Fundamentals Trainer* certification but is not a certification. If you want to know the difference between a certification and other courses, check [this link](#) out.

Our accredited course is for trainers that need to get their CEU credits in for each year. The course provides 1.4 NASM and 14 AFAA CEU credits.

The CEU accredited course can be combined with certification if you're asked about this.

You can find the CEU accredited course here [go.cavemantraining.com/ceu](http://go.cavemantraining.com/ceu).



*Cavemantraining is a NASM and AFAA approved provider.*

Here is a great comparison chart between the online courses for trainers and at-home users [www.cavemantraining.com/learn-kettlebells-home/](http://www.cavemantraining.com/learn-kettlebells-home/) but do let us know if you feel that you need more info on the difference between an online certification, online course with CEU credits, and online course.

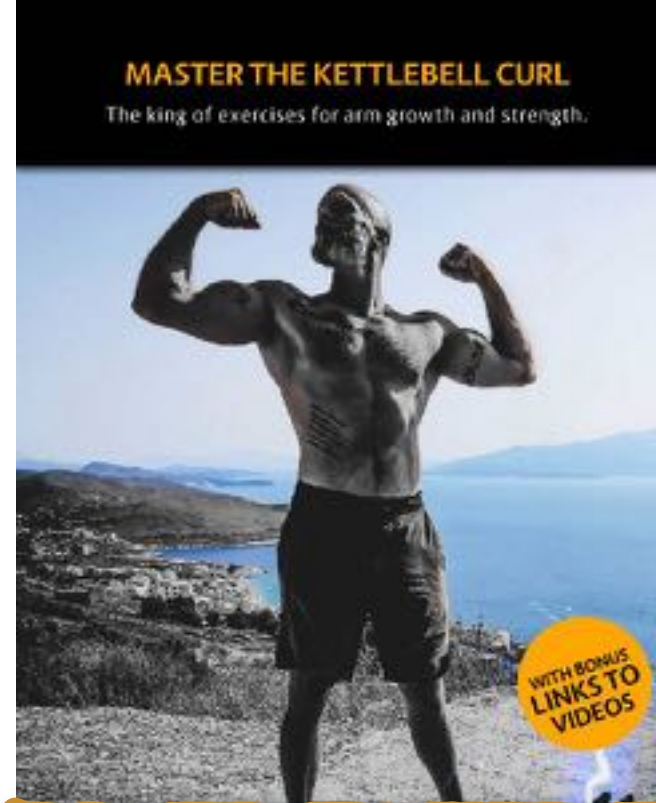




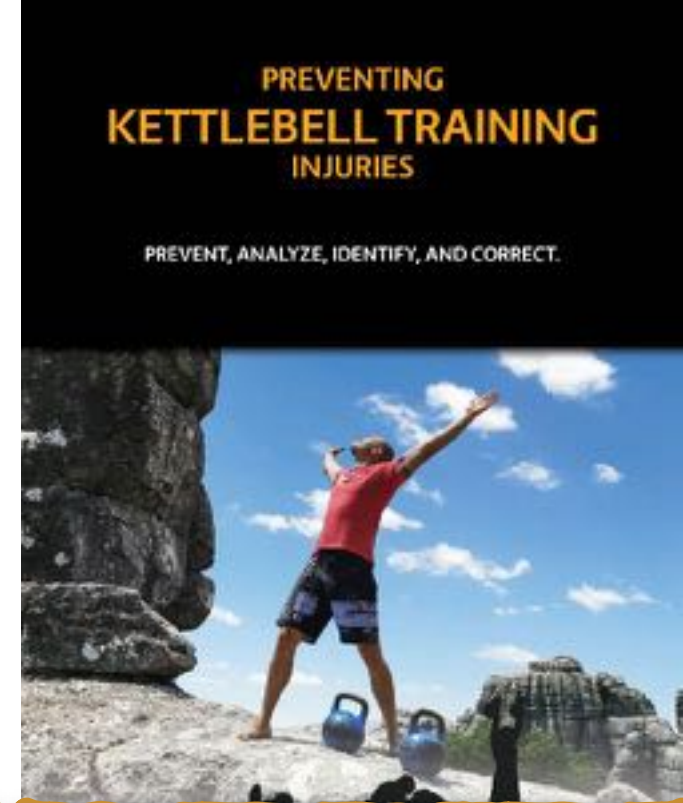
## Digital Books

Our ebooks are easy to sell as the cost is low and the value is high. We have books that help beginners learn how to work with kettlebells, books that help the more advanced to understand kettlebell exercises in depth, and books with kettlebell workouts suitable for everyone. The ebooks generally range from \$24.95 to \$39.95.

Link: [go.cavemantraining.com/ebooks](http://go.cavemantraining.com/ebooks)



**10 referrals  
EARN approx. \$45**



**50 referrals  
EARN approx. \$225**





# Product Recap + Audience

Above were just some of the many products we have available from our shop, all of which you can advertise and earn an affiliate commission on. A quick recap plus others:

- ▶ Caveman Inner Circle (weekly online workouts)
- ▶ Online Kettlebell Certifications
- ▶ Online Kettlebell Course With CEU Credits
- ▶ Online Kettlebell Courses for At-Home Users
- ▶ Ebooks
- ▶ Printed Books
- ▶ Kettlebell Workout Videos
- ▶ Amazon Books
- ▶ Educational Videos

## ▶ Coaching

Our products are aimed at beginners, trainers, at-home users, intermediate level, male, and female.

Our audience is English-speaking, predominantly male (70%) with an increasing female (30%) audience. The age group is 55% between 25—44, 25% between 45—64, and the remaining percentage over 65.

The location of our audience is, in order: USA, UK, Canada, Australia, Germany, Netherlands, Italy, Sweden, France, Ireland, Spain, and New Zealand. With the first 4 representing the majority of our audience.

## Interests:

	Sports & Fitness
	Sports & Fitness/Fitness Products & Services/Fitness Classes & Personal Training Services
	Sports & Fitness/Fitness Products & Services/Exercise Equipment
	Financial Services/Investment Services
	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
	Employment
	Business Services/Business Technology
	Home & Garden/Home Decor
	Real Estate/Residential Properties/Residential Properties (For Sale)
	Apparel & Accessories/Women's Apparel



# Kettlebell Workouts

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Our most popular books are the *Kettlebell Workouts and Challenges* books, we have 3 books in this series, all available from our shop but also on Amazon and iBooks.

These workouts can be advertised as:

- ✓ Unique and designed by Cavemantraining
- ✓ Detailed with photos and bonus video links
- ✓ Effective for strength to cardio
- ✓ Suitable for beginners to advanced

Each book has a completely new set of kettlebell workouts. If you are an Amazon affiliate, you can also earn commission by referring to the books on Amazon ([amzn.to/3HOZ7Dr](https://amzn.to/3HOZ7Dr)). It's great for people that want physical books. In other words, if your campaign revolves around one of our digital books, you don't want to lose out on the people that prefer a printed copy. This works for any of our books.

# Kettlebell Education

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This is really the place everyone that picks up a kettlebell should start, this is where people learn the important things about kettlebell training like staying safe and injury-free.

In this category we have:

- ▶ Preventing Kettlebell Training Injuries
- ▶ Kettlebell Training Fundamentals
- ▶ How to Program for Kettlebell Training
- ▶ Master The Kettlebell Clean
- ▶ Snatch Physics
- ▶ Kettlebell Exercise Encyclopedia
- ▶ And more...



# Sales Strategy



## How to promote our products successfully?

The first steps to take with our products are:

- ➔ Become familiar with them
- ➔ Put them to the test
- ➔ Ask questions about them
- ➔ Be prepared to answer questions from your following

Explain how your audience would benefit from our product in your promotion. Who are you targeting? Personal trainers, at-home users, beginners, those that want to learn, or those that want to work out? Speak to your target audience with the words that **they** want/need to hear.

Questions to ask when creating your campaign:



*Cavemantraining Kettlebell Certified T-shirt*

Do you need custom-made graphics for your campaign?

Do you need a dedicated page on our website for your campaign?

Do you want to run a challenge?

Do you need a custom video?

Does the campaign need promotion on any of our channels? Instagram, Facebook, groups, communities, Pinterest, YouTube, mailing list, etc.

We highly recommend that you become a member of our online communities with tens of thousands of potential buyers. Be prepared to answer any questions they ask. For



example, a lot of people ask for split programs, when you see this, reply with info and your affiliate link to **our** split program. The same goes for learning about kettlebells, people frequently ask when they first join “where to start?”, you can link to our products, but make sure the reply is genuine and not just a link.

# Affiliate Resources

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As an approved Cavemantraining affiliate you may\* have access to:

- ★ Discounts to offer your audience
- ★ T-shirt giveaways
- ★ CEU giveaways
- ★ Ebook giveaways
- ★ Workout giveaways



*Cavemantraining Stock Photography (also available to affiliates)*

- |  |  |
|--|--|
| ★ YouTube – 60K+ subscribers               | ★ Mailing list – 13K+                  |
| ★ Facebook groups – 100K+ combined         | ★ Website – 40K to 60K views per month |
| ★ Instagram – 12K+ followers               | ★ Video co-op and production           |
| ★ Pinterest – 200K to 300K views per month | ★ Graphic and PDF design               |

- ★ Original kettlebell stock photography
- ★ Use of our public videos
- ★ Cross-promotion
- ★ Infographics

\*Contact your affiliate manager to discuss your access by presenting a plan that involves promoting our products. You may also be eligible to sample or receive one of products yourself for certain approved campaigns.



*Cavemantraining Stock Photography (also available to affiliates)*

# Expectations

From a successful affiliate relationship we expect one of the following from a campaign:

- 1) Product sales
- 2) Mailing list subscribers

3. Increased followers/subscribers on:

- I) Instagram
- II) Facebook groups
- III) YouTube
- IV) Rumble

As an approved affiliate partner, it is likely that you already know how to create engaging promotional content. However, we want to mention the usual avenues of promotion for consideration. Cavemantraining and our products/programs can be promoted via:



- A. Instagram feed posts and stories (a link in your bio is also great)
- B. YouTube (or another video platform)
- C. TikTok
- D. Facebook
- E. Website articles/content
- F. Mailing lists
- G. Discord
- H. Or any other means you have of promoting Cavemantraining

*If you seek to promote the brand/products in an unorthodox manner, be sure to run the idea by us first.*

## Our Channels

Our social media channels can be found on the following links:



*Cavemantraining Stock Photography (also available to affiliates)*

\* [www.youtube.com/Cavemantraining](http://www.youtube.com/Cavemantraining)

\* [www.facebook.com/Cavemantraining/](http://www.facebook.com/Cavemantraining/)

\* [www.instagram.com/realcavemantraining](http://www.instagram.com/realcavemantraining)

\* [www.facebook.com/groups/KettlebellTraining](http://www.facebook.com/groups/KettlebellTraining)

\* [www.pinterest.com/Cavemantraining](http://www.pinterest.com/Cavemantraining)

\* [www.facebook.com/groups/crossfit.wod.and.programming](http://www.facebook.com/groups/crossfit.wod.and.programming)

\* [www.facebook.com/groups/kettlebell.workout](http://www.facebook.com/groups/kettlebell.workout)

\* And more on [go.cavemantraining.com/social](http://go.cavemantraining.com/social)

# How to Create Your Referrals

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To create your referrals and start earning money, simply link to our products or website directly using your affiliate ID.

You can retrieve your affiliate ID from the affiliate area after signing in here [www.cavemantraining.com/affiliate-area/](http://www.cavemantraining.com/affiliate-area/).

You can link to any of our pages or products by adding your ID like so, if the URL is [www.cavemantraining.com/shop/](http://www.cavemantraining.com/shop/) it will turn into [www.cavemantraining.com/shop/partner/750/](http://www.cavemantraining.com/shop/partner/750/). Your id and the part that is added is partner/750/ where 750 would be your ID. Your ID can also be included as [www.cavemantraining.com/?partner=1](http://www.cavemantraining.com/?partner=1)

You can generate these URLs on our website from the affiliate area by pasting the page you want to link to in the *Page URL* and then clicking *Generate*



*Cavemantraining Stock Photography (also available to affiliates)*

*URL*. Your affiliate URL will be ready to copy from the *Referral URL*. If you need any help, contact us.

You can just link to any of our products in your campaigns, but it's always better to include relevant information with the link, a sales pitch. It's even better when you truly understand and are confident in our product and are able to talk to your audience with genuine passion.

**Cookie expiration** is set to 7 days. Longer expirations can be negotiated after sales have been realized.





# Campaign Ideas

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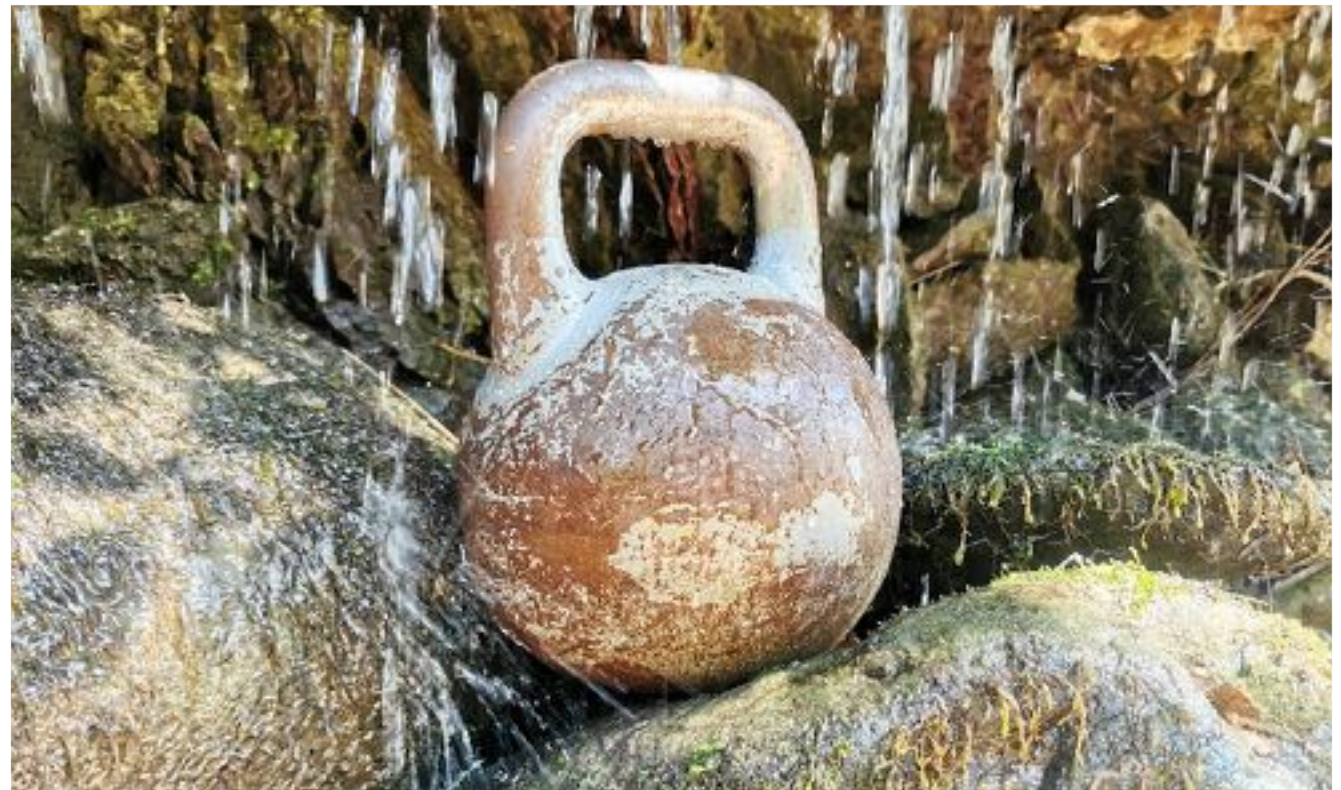
There are plenty of campaigns that can be created to earn a commission, but here are some ideas.

**Instagram** post containing your own photo or our product photo and sales description with a link to the product.

**Website** page advertising our product on your site linking to us for the purchasing process.

**YouTube** or Instagram video demonstrating one of the awesome kettlebell complexes. Explain how to perform the complex or just demonstrate a few reps. Make 100% sure you know what you're doing, feel free to ask for feedback in our online communities or via email. This campaign can link to our book *Kettlebell Complexes Made Simple*, kettlebell workout books, or a book/video to learn how to train with kettlebells like *Kettlebell Training Fundamentals*.

**Become a Community Expert** in one of our groups with tens of thousands of kettlebell



*Cavemantraining Stock Photography (also available to affiliates)*

enthusiasts. Apply to join our groups, let us know and we add you as an expert. Once you're in, you can reply to questions that people have, for example: "How do I start kettlebell training?", "What is a good split program?", "I'm having problems with the snatch", "How do I avoid kettlebell injuries?", etc., and all of these

can be linked to one of our products in the online shop.

As a community expert, you also boost your own profile. Highly active community experts will also be listed on our website and group banners.

Run an **online kettlebell challenge** with or without our support. You can organize an online challenge that involves something that is covered in our books or videos. People can join the challenge and pay (optional or not) for the additional material. When you run a challenge it can also be used to build up your own mailing list or even cross-pollinate our mailing lists if you have one. The challenge can be advertised in our groups, pages, mailing list, and other channels if approved.

Send out a newsletter to your **mailing list**. Include a piece of information from our books, a video, a tip you recorded yourself, and direct the recipient to buy the book or video from our website.

Create a **TEN DAYS OF...** information about a certain exercise, complex, workout, or something else related to our content which allows you to post something every day for an X number of days and create an interest/following. At the end of those X days, prompt the audience to buy the book, course, or video from our website.

**Author** an engaging and well-written article for our website and link to the products on our website with your affiliate ID. Promote the article to your audience in any legal shape or form and keep earning an ongoing commission as sales are realized through the article.



*Cavemantraining Stock Photography (also available to affiliates)*

#### **In summary:**

- |                               |   |
|-------------------------------|---|
| ✓ Instagram post              | ✓ Mailing list  |
| ✓ Your website                | ✓ X days of information campaign                      |
| ✓ Become a Community Expert   | ✓ Author an article                                   |
| ✓ Online kettlebell challenge | ✓ Post our infographics on your Instagram or Facebook |



After you decided on your campaign, make sure it all works. You're welcome to run a test transaction through the system, verify that the affiliate software works, let us know, and we'll refund your transaction. Make sure to request prior approval if the transaction surpasses \$25.

You can also verify if all other reporting works in your affiliate area, things like visits via your affiliate link.

If you have a campaign that involves our resources, then make sure to stay in constant communication throughout the campaign.

And remember, you can get help from us with your campaign, assuming you have a large following/audience to promote our products to. That help can include, but is not limited to graphics, videos, articles, short links, ideas, text, etc.

**Have you introduced yourself yet?** Don't stay in the dark, we prefer to be in constant communication with our affiliates.

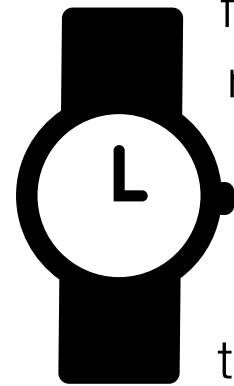


*Cavemantraining Stock Photography (also available to affiliates)*

[info@cavemantraining.com](mailto:info@cavemantraining.com)

Please note that physical products, like our kettlebell t-shirts, do not attract any affiliate commission as there is hardly any profit on the sales. If you have a large campaign in which they would be suitable to promote, then make contact to discuss. We can also print custom design t-shirts for a campaign.

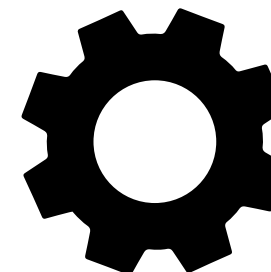
**Repetition** and **duration** play a huge part in a successful campaign. If you put a product in front of your audience one time then it just warms them up to it. The second time they get more familiar with it and start thinking more about it, from the third time onwards there is more of a chance that the promo turns into a sale. Keep that in mind with your campaign.



The most effective campaign is one that focuses on just one product for a week or longer, i.e. people don't make up their mind right there and then but have to see it several times in front of them before they make a decision. They might even click on the link the first time and close it, on the second time and more there is a higher chance that click will turn into a sale.

You want to be less obvious with the sales pitch in the first exposure and provide more value. The second pitch has more info on where to buy, and the third pitch and onwards is a lot clearer with the sales pitch and where to buy.

The audience also needs to warm up to the company they are buying from, who are they, how long have they been in business, why should I buy from them, all these questions are valid and need to be answered.



In summary, a good campaign strategy is to:

1. Get their interest
2. Provide value
3. Pitch the product
4. Continue providing value and pitching the product

Their interest is obtained with cool impressive and effective stuff, strength, endurance, and things they've not seen before.

You provide value with explanations or information they did not know before.

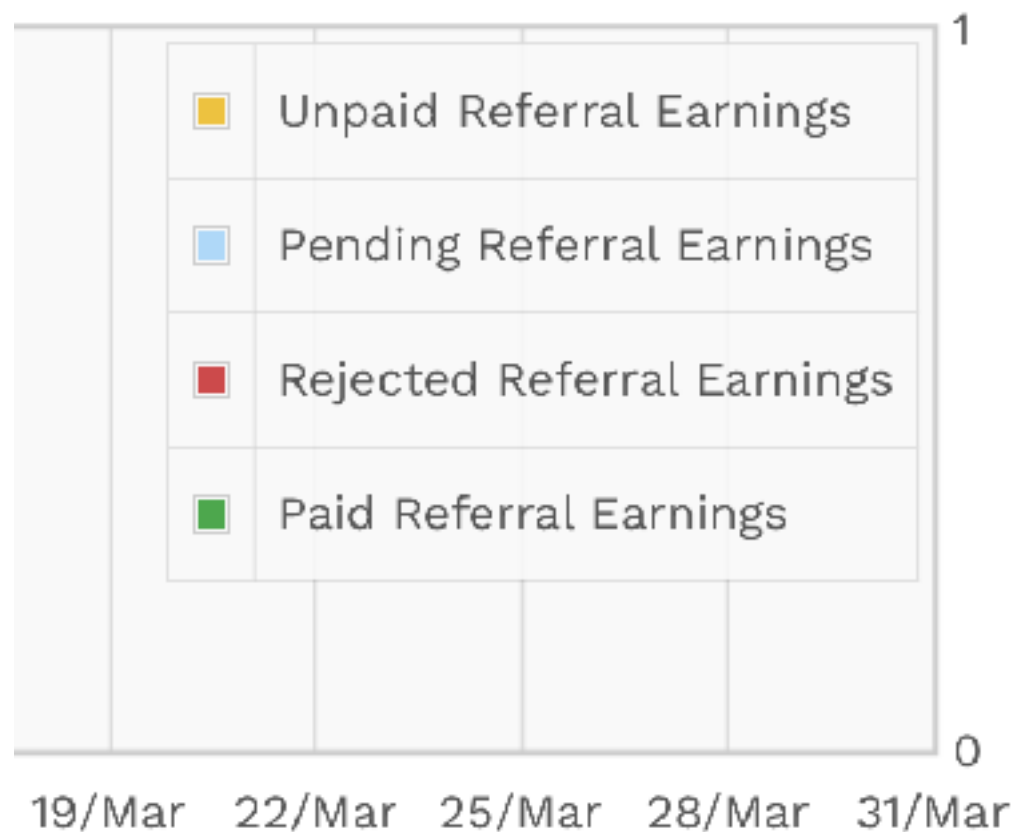
**Pitch the product in a clear and concise manner. Repeat steps 2 to 4 for at least a week or longer.**



# Payout

## How is the payout handled?

Since we do not offer refunds on digital products, therefore we do not have a long waiting period to make sure that the money does not have to be refunded to the buyer, and this allows us to make prompt payouts to our affiliates.



PayPal Logo

All payouts are promptly made to your PayPal account. Accounts that earn larger commissions can request for their earnings to be transferred via a bank account to lower and bypass the fees that PayPal charges.

You can view a report of your earnings in your affiliate area on our website after signing in. Your report will include Unpaid Referrals, Paid Referrals, Visits, and Conversion Rate.



# Why Partner With Cavemantraining?

**TO BE PART OF SOMETHING AWESOME AND EARN MONEY!**

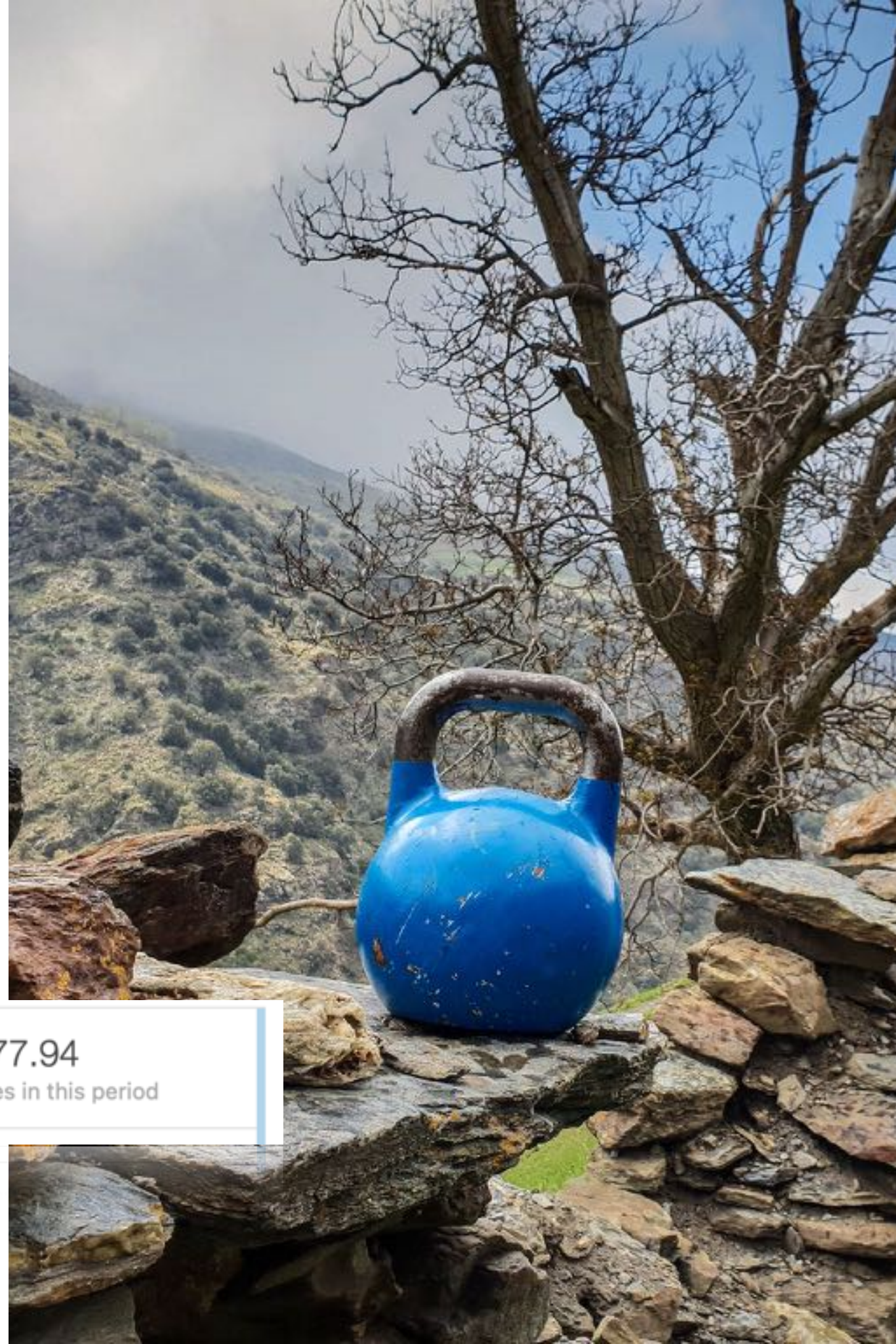
**T**he reason to partner with Cavemantraining can be very simple, money, one of the highest affiliate commissions in the kettlebell affiliate marketing industry. But... that's not your only reason, you want to partner with a unique brand that screams professionalism, quality, high-standard, correct form and technique, and above all, a brand that treats you as a human being and not a number.

**Enter a partnership that earns you an income, helps grow your brand, following, and subscribers.**



**\$89,277.94**

gross sales in this period





# Cavemantraining

## The kettlebell training brand

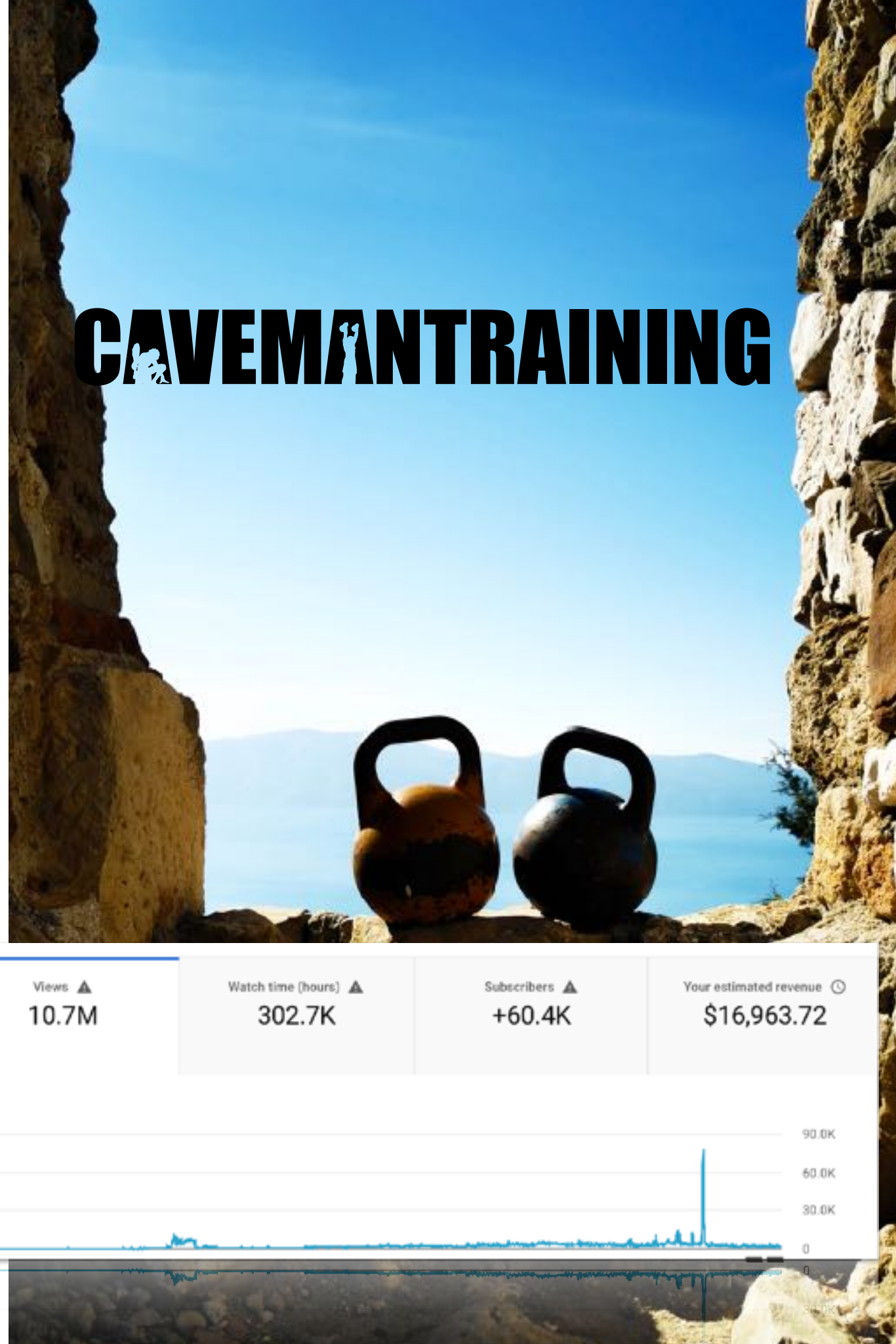
**T**he brand image of Cavemantraining is rough and raw. However, we focus on teaching our audience proper form and solid technique.

Our objective is to improve overall physical health and promote longevity – we are not overly concerned with looks or aesthetics.

Cavemantraining's teachings focus on kettlebell workouts and hybrid training. (Hybrid training, meaning bodyweight exercises that aim to improve flexibility, mobility, cardiovascular health, strength, power, weight loss, and every aspect of physical fitness.)

Our name is written as **Cavemantraining** (preferred) or CAVEMANTRAINING – not Caveman Training. Our hashtag is #Cavemantraining

Check out our website: [www.cavemantraining.com](http://www.cavemantraining.com)





# Free Resources

## Tasters

**T**o allow people to get a taste of what to expect from paid products, you can direct them to several products that we have made available for free from our shop.

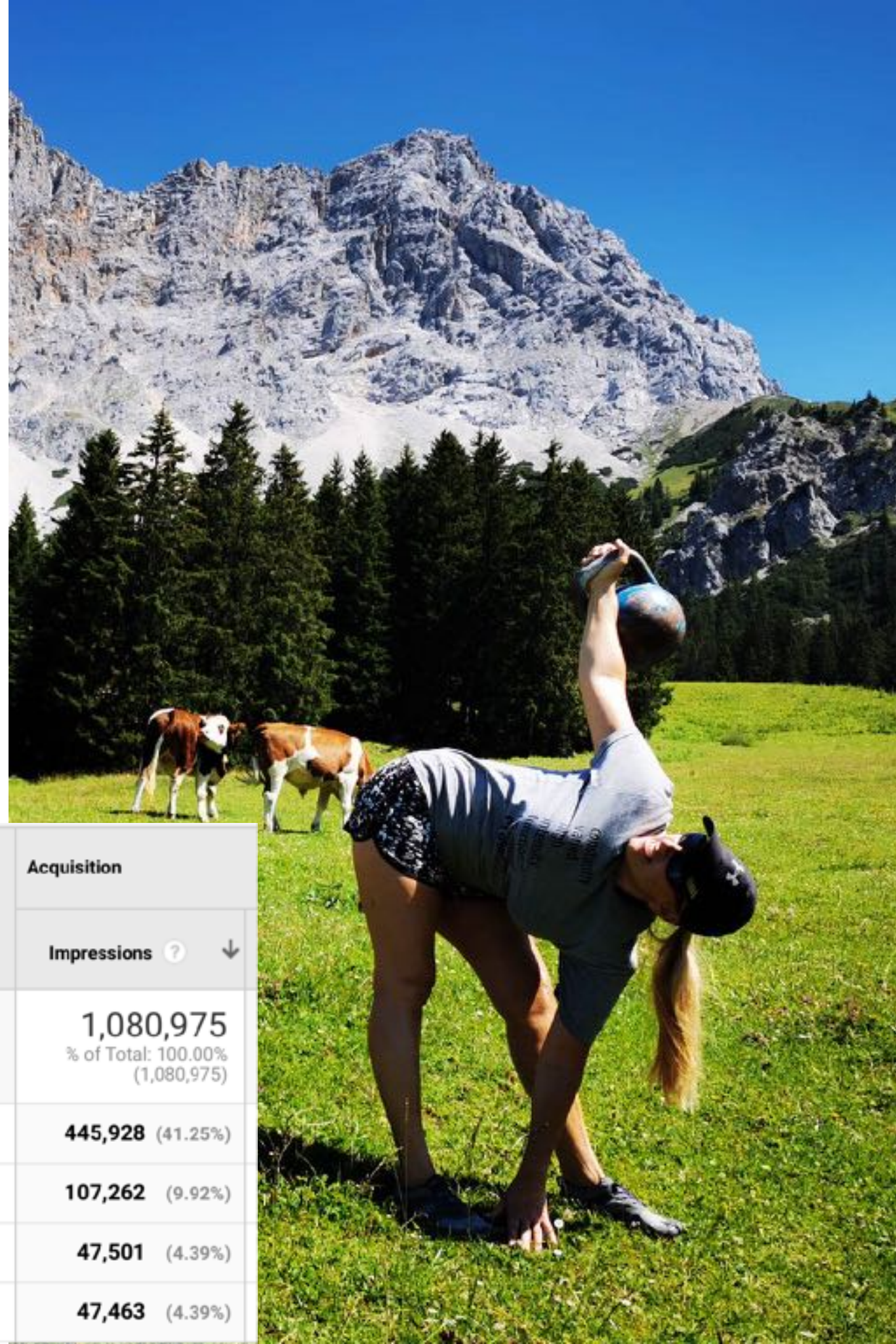
[Master Kettlebell Grips](#)

[Master Kettlebell Racking](#)

When you link to those, make sure to link with your affiliate ID as it will show in visits and the cookie will remain active for 7 days, capturing any sales that might result from that visit.

Our website is also packed with tons of free information you can re-use and/or link to as long as you make it clear that the information is from Cavemantraining and you're using it in a campaign to promote a product.

Country ?	Acquisition
	Impressions ? ↓
	<b>1,080,975</b> % of Total: 100.00% (1,080,975)
1.  <a href="#">United States</a>	<b>445,928</b> (41.25%)
2.  <a href="#">United Kingdom</a>	<b>107,262</b> (9.92%)
3.  <a href="#">Canada</a>	<b>47,501</b> (4.39%)
4.  <a href="#">Australia</a>	<b>47,463</b> (4.39%)





# Contact Details

Please feel free to contact us via:

- ▶ [info@cavemantraining.com](mailto:info@cavemantraining.com)
- ▶ Taco Fleur  
[me@tacofleur.com](mailto:me@tacofleur.com)
- ▶ Anna Junghans  
[me@annajunghans.com](mailto:me@annajunghans.com)
- ▶ Instagram @realcavemantraining
- ▶ Facebook @cavemantraining
- ▶ WhatsApp +34 663 468 840 or +355 68 228 7297
- ▶ [www.cavemantraining.com](http://www.cavemantraining.com)

# CAVEMANTRAINING





