

Affiliate Program

Earn a recurring commission for every paid subscriber you refer. Designed for newsletter writers, podcasters, RIAs, and creators whose audiences would value a disciplined, research-first options-income publication.

COMMISSION 30% <i>of subscription revenue</i>	DURATION 12 months <i>from each conversion</i>	COOKIE WINDOW 30 days <i>from click to checkout</i>
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What you're recommending

Value Options Letter is a \$99/month subscription research publication for individual investors who want to use options for income on stocks they'd be comfortable owning at a fair price. It is **not** investment advice and it is **not** a signal service.

Every published trade comes with the full thesis, the valuation anchors that produced it, the position-management plan, and disclosure of where the publisher and its principals sit in the position. Subscribers get a weekly letter, in-app position tracking, real closed-trade history, and an education library that explains the framework piece by piece.

The audience that fits best is value-investing-curious, options-curious, or both. Readers who already understand put-writing and covered calls find a disciplined process here; readers new to options find a conservative on-ramp backed by long-form education.

How it works

- 1. Apply.** Email the publisher with a quick note about your audience. We're selective — the program works best when the audience fit is real. Approval is a conversation, not a form.
- 2. Get your link.** On approval you're assigned a slug like `valueoptionsletter.com/a/your-handle` that 302-redirects readers to the lead-magnet page and quietly attributes them to you for thirty days.
- 3. Promote in your voice.** Newsletter, podcast, video, social, anywhere your audience is. We provide a one-page overview if you want it, but the best affiliate copy is yours, in your words.
- 4. Earn for twelve months.** Each paid conversion attributed to you accrues 30% of the subscription revenue for the first twelve calendar months, snapshotted at conversion. Refunds within thirty days are clawed back; that part protects everyone.
- 5. Get paid.** Manual payout today — PayPal, bank transfer, or check. Stripe Connect comes once the program scales. We send a CSV of your conversions on request.

Copy guidelines

The program runs under the same compliance standards as our own marketing. The SEC's publisher exemption requires that VOL stays a research publication, not an advisory service. That puts a couple of light constraints on

affiliate copy:

Allowed: “research publication,” “trade ideas,” “weekly letter,” “disciplined options income for value investors,” “educational,” track-record numbers paired with past-performance disclaimers.

Not allowed: “advisory service,” “personalized advice,” “tailored to you,” “guaranteed returns,” or any framing that suggests a one-on-one investment management relationship.

FTC disclosure required: affiliate copy must disclose the relationship somewhere reasonably visible — e.g., “I earn a commission on subscriptions referred through this link.” This is your obligation under FTC rules; we send the boilerplate language with your welcome email.

Apply

Send an email with a short note about your audience. Include your channel, audience size, and why you think VOL fits your readers. Replies typically come within a few business days.

Email: tim@valueoptionsletter.com

Subject: Affiliate program inquiry

Value Options Letter is a research publication and not an investment adviser. Subscribers do not receive personalized investment advice through this publication. Past performance of any individual trade is not indicative of future results. Affiliate commissions are paid out of subscription revenue and do not affect subscriber pricing.

Tim Travis is the editor of Value Options Letter and separately the principal of T&T Capital Management LLC, a registered investment adviser. The two operate under different regulatory frameworks; affiliate copy must not blur the line between them.