



# WillMaker – Nolo

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The **WillMaker-Nolo Affiliate Program** offers affiliates the opportunity to earn competitive commissions by promoting one of the most trusted names in DIY legal solutions. Ideal for personal finance influencers, legal professionals, and content creators, this program helps you monetize your audience by offering valuable legal and estate planning tools.

## About Nolo & WillMaker

**Nolo.com** is a pioneer in self-help legal resources, offering attorney-written articles, legal forms, books, and software for consumers and small businesses.

**Willmaker.com** is America's #1 estate planning software that helps users easily create:

- Wills
- Living Trusts
- Health Care Directives
- Powers of Attorney
- Final Arrangements

Trusted for over 40 years, Nolo and WillMaker offer professional-grade legal tools at a fraction of the cost of hiring an attorney.

## Affiliate Program Benefits

- **Commission Rate:** Competitive commissions on all referred purchases from **WillMaker** and **Nolo.com**
- **Cookie Duration:** 45-day cookie window
- **High-Conversion Products:** DIY legal software, forms, and books with broad appeal
- **Brand Credibility:** Promote a brand trusted by millions since 1971
- **Marketing Support:** Banners, links, and seasonal creatives available