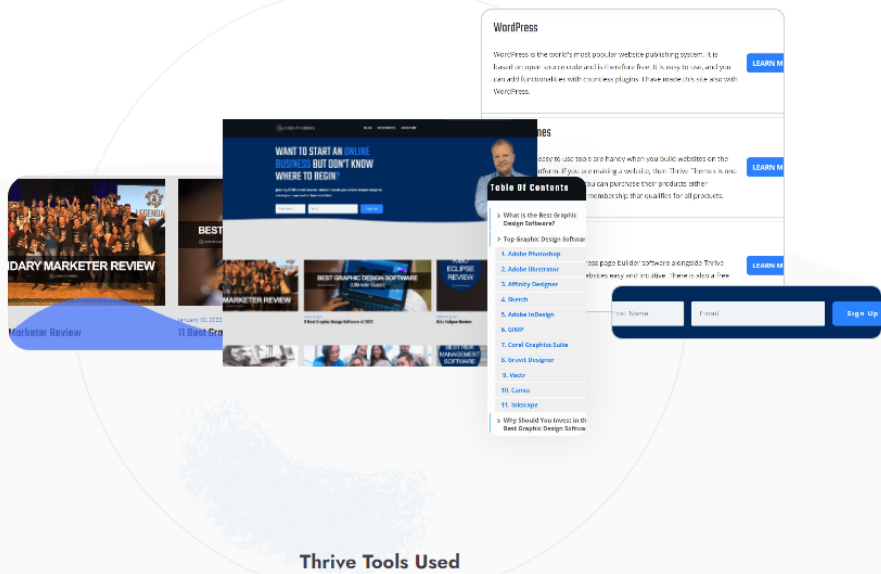


Jussi Hyvarinen




From corporate drone to online entrepreneur, [Jussi's story](#) shows that anyone can build a profitable affiliate model website using WordPress and the tools inside Thrive Suite. His website uses the professional [blog post templates](#) available in Thrive Theme Builder to create a simple, clean and stylish design for his content, giving him lots of opportunities to promote products and services to his readers. In his own words *"Affiliate marketing is the most passive online business model, which is exactly what I wanted."*

We love these features...


Improve blog readability and engagement with Reading Progress Indicators

Reader engagement is *key* to any content publisher, especially when affiliate referrals are the main business model. That's why Jussi's blog posts include a dynamic [Reading Progress Indicator](#) to help visitors see *exactly* where they are in long-form posts.

 Thrive Theme Builder


Feature a professional blog sidebar Table of Contents for long-form content

But Jussi's blog has another trick up its sleeve, with a dynamic Table of Contents element — *in the sidebar!* — to provide quick links to important sections. Jussi's blog is making great use of all the best reader engagement tools available in Thrive Suite.

 Thrive Theme Builder

Consistent branding and design with SMART colors and typography

Jussi wants to focus on what he does best: writing great content and encouraging affiliate referrals. That's why his Thrive Theme Builder website automatically takes care of his branding, keeping it *consistent across the site*, with globally managed SMART color technology and [typography](#).

 Thrive Theme Builder

Jussi Hyvarinen
at Jussi Hyvarinen

Thrive Suite, Architect and Leads are great tools. I'm never going to switch to anything else because they're serving my business very well.

If you choose Thrive Suite, you cannot go wrong. I've been very happy.

