



The 121 Business Network Affiliation Opportunity

121 Affiliation – The Package

- Utilising the Successful 121 Business Network & the innovation of 121 Links, the affiliate will have the sole role of selling 121's products to subscribers. The affiliation arrangement is therefore conduits to:
securing ongoing subscribers, the affiliate's role will be to get subscribers, help build the network numbers and then to assist with ongoing renewals.
- The affiliate deal will enable the affiliate to build a substantial recurring income, at desired base levels the affiliate could easily build a recurring income which could last (and hopefully build and increase) for many years of around £50,000 per year.

121 Affiliation – The Cost

To become an affiliate of the 121 Business Network, an individual or business needs to be evaluated and then sign an affiliate agreement with 121 and pay a fee.

Option 1

- Pay a one off affiliation fee of £2,495 + VAT, with a monthly ongoing Fee of £97 per month.

Option 2

- £250 per month for 12 months + VAT, with a monthly ongoing Fee of £97 per month, this has a minimum contractual period of 3 months.

121 Affiliation – Proposal

- In the initial approach to potential customers the 121 affiliate will be looking to sell the 121 Business Network. This is priced at £170 + VAT as annual subscription or £50 per quarter + VAT. The subscriber is therefore getting the 121 Business Network & the 121 widget.
- They will be invited to renew their subscription in year 2 (and all subsequent years) for the relevant price (which at the time of writing is £170 + VAT but this may change in future years) and will hopefully become long term subscribers.
- The affiliate retains their income rights over the subscription income for the entirety of their agreement.
- Affiliates need to build the subscriber numbers in their region.

121 Affiliation – The Activity

Get the business community engaged into subscribing to the 121 Business Network and utilising 121 Links – which means

- Networking
- Meeting & Presenting to businesses
- Selling

This is helped in a major fashion by the nature of the 121 links widget, which once taken by one business immediately brings another ten into play as the link partners or businesses they would like to be connected to. These ten then present links of their own and so on. It doesn't take many multiples to reach a very high number!

121 Affiliation - Remuneration

Affiliates will sell the 121 subscription and/or the 121 Links widget to businesses and/or business people for a sum of £170 (+ VAT) or £50 + VAT per month— this will be split between the affiliate and 121 at a rate dependent on sales per month.

- 0-20 sales per month: £85 to 121/£85 to the affiliate
- 21-50 sales per month: £75 to 121/£95 to the affiliate
- 51+ sales per month: £65 to 121/£105 to the affiliate
- Any sale sold at a quarterly rate will be paid £20 per quarter
- Any affiliate selling over 20 Annual subscriptions per month will also have their £97 refunded

121 Affiliation – Remuneration continued

Upon a subscriber renewing their 121 membership in subsequent years , as an affiliate you will receive:

- £25 per renewal per annual 121 subscription renewal / or £6.25 per quarter after the first 4 quarterly payments
- This figure will increase dependant on the number of renewals per month

Additional Opportunities

- ✓ A Finders Fee of £250 will be paid to an affiliate who recommends a potential new affiliate who then pays £2495 + VAT
- ✓ Additional incentives will also be available

121 Affiliation - Overview

- Support - You will be supported initially with a structured induction which will supply all the tools that you require to succeed quickly. Ongoing support will be available with a support team and by your account manager who will be making connections for your subscribers, affiliate sales support, regional marketing, IT Assistance and access to all systems as required.
- Training - Initial & ongoing training both online & off line, with updates when required
- Payment - paid per subscription & renewals, retrospectively the following month
- Review - Expectations being met, sharing best practise, team meetings.

121 Affiliation – Why it works

- The affiliate opportunity is your chance to get involved with a sensational **new idea** within the world of online networking.
- It allows you to get into a market that is blossoming before our eyes and to build **a very substantial recurring income for life.**
- This is one of **the best referral schemes** ever invented and you can be part of this in your region.
- It can be combined by people who are looking to **develop business connections** with other business interests they have or for anyone wanting to run their own successful business in its own right.
- It suits anyone looking to have a **flexible business arrangement**, with completely free terms for the affiliate to work when they like, either on their own or to recruit their own team of mini affiliates.
- **Full support** and back up is provided from the 121 Business Network
- The 121 affiliate arrangement will enable you to build a customer base of commercial clients in your community.
- The 121 affiliate opportunity will bring you into direct dealing with hundreds of SMEs in your area.