



# FRIENDS & AMBASSADORS AFFILIATE SCHEME



## Friends and Ambassadors of NLP MasterCLASS Affiliate Scheme – Agreement Summary

### Welcome

In the pages of this document, we have detailed and summarised the Friends and Ambassadors of NLP Master Class Affiliate scheme. It's a long title so from now on we will refer to it as F & A.

We like to keep things simple; this helps prevent misunderstandings and ensures we are all on the same page. This is as simplified as we can make it, and yet there is still a lot of detail simply because there are several moving parts that must be in place to ensure referral schemes work for everyone involved.

Perhaps the most important thing to get correct from the very outset are the intentions.

One of our intentions is to financially reward affiliates who recommend students (leads) to us who then sign up, pay for and attend any of our affiliate-approved training, products, or services.

A secondary intention is for us to assist affiliates to build a substantial income revenue stream (full or part time) through their affiliate actions and efforts.

A third (and perhaps our primary intention) is best summed up by our mission as copied from the website

*“Our mission is to create a positive global change. Through training NLP and hypnotherapy, we empower students to transform and achieve true fulfilment.”*

### **Be The Change You Want To See In The World**

Are we on the same page?

If the above intentions resonate with you then read on...

So, if we can assume you are still reading and that we are all on the same page we have the opportunity to work together to create a Win-Win-Win scenario for you, your network, and us.

A collaborative synergy where we are all conspiring to make the world a better place.

We have done our best to give enough detail without overwhelming and enough simplification without missing any key points.

This is not our first rodeo when it comes to running an affiliate scheme, I (Steve) still recall the thrill of writing a £70,000 cheque for that month's commissions due to a friend who had signed up to a program I ran with my IT training company. Her intention was to run a part time business and bring in some extra income. She seized the opportunity and her first month commission of £70,000 was the first of many. She ended up clearing her mortgage and her debts plus some more left over.

We don't know how successful this scheme will be, however what I do know is we have the opportunity, potential and ability to deliver the same levels of success as did my IT training company.

To achieve this degree of success we know the importance of giving support to anyone committed to being part of a referral scheme. If you are at any time unclear about any aspect of F&A then contact us, we are here to help.

We hope you will decide to join us in this grand adventure, past affiliate schemes have reaped great rewards for all involved, and we see this being no less successful.

Thanking you in advance for your work and collaboration.

Warmest Regards

***Tina Taylor and Steve Crabb***

## General Summary

This document summarises the Affiliate Scheme for products and services supplied by NLP MasterCLASS and the International College of Clinical Hypnotherapy (ICCH).

The affiliate scheme is an agreement between NLP MasterCLASS Ltd (NLPMC) and approved affiliates whereby NLPMC agrees to pay a referral fee for approved products and services sold to the affiliates network based upon this agreement.

The company uses I Dev Affiliate to track and monitor referral links made by affiliates and their network to NLPMC's websites the system prepares reports to enabling commissions due to be reconciled paid to approved affiliates. <https://www.idevdirect.com/> The I Dev Affiliate portal also enable s approved marketing materials to be supplied to the affiliates.

General Guidance Notes - Affiliates are preapproved subject to:

1. Their registering on the I Dev Affiliate portal
2. Their registering confirms their agreeing to the terms and conditions of the Affiliate scheme details of which are found on the company website and on the I Dev Affiliate portal.
3. Their subsequently returning a completed and signed self-billing invoice agreement to [info@nlpmasterclass.co.uk](mailto:info@nlpmasterclass.co.uk) and their receiving by return a signed copy confirming the agreement.
4. Their linking a PayPal or stripe account enabling self-billing payments to be made direct to bank.
5. The application, self-billing and linked bank accounts must match to be approved and for commissions due to be paid.
6. Affiliates agreeing to only use marketing materials, logos and materials (unaltered) supplied by NLPMC through either the I Dev Affiliate portal or through a hidden members only page on the company's main website.
7. Affiliates once they have returned their signed self-billing invoice agreement will be given a link to register for the Student Dojo on the main website [www.nlpmasterclass.co.uk](http://www.nlpmasterclass.co.uk) they will then be given access to the Affiliates Page where updates and additional materials to assist them be a productive affiliate can be found.
8. Affiliates will have their own codes to use when promoting which will link all visits to the website to their activities, when a referral purchases, the system will allocate the sale to the affiliates account.
9. Affiliate cookies and codes work on a first to visit the site basis with no expiry date.
10. The referral will be registered to the affiliate and any subsequent purchase made of products and services which are registered on the scheme, will earn a commission based upon the referral and commission fee table below.
11. Friends are affiliates who have made between 1 to 10 approved referral earning sales. They are eligible to use all the approved marketing materials (unaltered) to promote to their network.

12. Ambassadors are affiliates who have made 11 or more approved referral earning sales. They are eligible to use all the approved marketing materials (unaltered) to promote to their network. In addition, they will be invited to work with NLP MasterCLASS to identify potential markets and use additional marketing materials supplied by NLP MasterCLASS to develop their affiliate business.
13. NLP MasterCLASS Ltd reserves the right without prejudice to alter, amend or cancel any affiliate arrangement. Commission due up to the point of altering, amending, or cancelling will be paid out in accordance with the referral and commission fee pay-out terms.

### REFERRAL & COMMISSION FEES (RCF-001)

<b>ENTRY LEVEL PRODUCTS AND SERVICES</b>		
	<b>FRIENDS</b>	<b>AMBASSADORS</b>
<i>Free e-books</i>	0	0
<i>Paid for e-books</i>	0	5
<i>NLP Guest Masterclass (free)</i>	0	0
<i>NLP Guest Masterclass (paid)</i>	0	10
<i>Fundamental Hypnosis (online seminar)</i>	0	5
<b>LEVEL ONE PRODUCTS AND SERVICES</b>		
<i>NLP Practitioner</i>	150	250
<i>NLP Business Practitioner</i>	150	250
<i>NLP Master Practitioner</i>	150	250
<i>ICCH Foundation (online)</i>	25	50
<i>ICCH Diploma</i>	150	500
<i>Business Alchemy Retreat</i>	150	250

***Referral and Commission fees as of August 2022.***

14. Additional products and services will be added to the approved list and the referral and commission fee table will be updated as they are published and ready to promote.
15. Discounts, Coupon & Promotion Codes will be used to help promote the uptake of products and services. Where a customer uses any Discounts, Coupon & Promotion Codes to make a purchase the referral and commission fee due will be limited to the amount shown under Friends in table (RCF-001)

### REFERRAL & COMMISSION FEE PAYOUTS (RCFPO-001)

<b>CALENDAR DATES FOR AFFILIATE FEES</b>			
	<b>START</b>	<b>END</b>	<b>PAY OUT DATE</b>
<i>Quarter 1</i>	1 <sup>st</sup> January	31 <sup>st</sup> March	14 <sup>th</sup> April
<i>Quarter 2</i>	1 <sup>st</sup> April	30 <sup>th</sup> June	14 <sup>th</sup> July
<i>Quarter 3</i>	1 <sup>st</sup> July	30 <sup>th</sup> September	14 <sup>th</sup> October
<i>Quarter 4</i>	1 <sup>st</sup> October	31 <sup>st</sup> December	14 <sup>th</sup> January

15. All commissions will be paid out on day 14 following the quarters end, allowing time for accounts to reconciled and checked.
16. Sales which have been made and services delivered during the quarter will be eligible for payment. If a sale has been made in one quarter but is supplied in a following quarter, it will be allocated to the quarter in which the service is provided and paid out on day 14 following the quarters end. This is to allow for no shows, cancellations, and refunds to be considered and reconciled.
17. Where a sale is either cancelled or refunded for any reason the commission due is forfeited although the customer will remain a referral attributed to the affiliates account.

## ADDITIONAL SUPORTING MATERIALS

18. [www.nlpmasterclass.co.uk](http://www.nlpmasterclass.co.uk) is the company’s main website where all products, services, supporting information and updates are posted. Additional guidance notes will be found in the Affiliate Dojo, watch the explainer video for instructions on how to register.
19. There are additional Terms and Conditions plus FAQ questions and answers posted on the I Dev Affiliate please familiarise yourself with these.

## SPECIMEN SELF BILLING AGREEMENT (SBA-001)

**Self Billing Agreement for Affiliate Scheme**

This is an agreement to a self-billing procedure between

Customer name  VAT number

and

Affiliate name  VAT number

The self-biller (the customer) agrees:

1. To issue self-billed invoices for all supplies made to them by the self-billee (the affiliate) until the termination of the agreement by either party via email.
2. To complete self-billed invoices showing the supplier’s name, address and VAT registration number ( if relevant), together with all the other details which constitute a full VAT invoice.
3. To make a new self-billing agreement in the event that the self-billee (the affiliate ) VAT registration number or circumstances changes.
4. to inform the supplier if the issue of self-billed invoices will be outsourced to a third party.

The self-billee (the affiliate) agrees:

1. To accept invoices raised by the self-biller on their behalf until the termination of the agreement by either party via email.
2. Not to raise sales invoices for the transactions covered by this agreement.
3. To notify the customer immediately if they
  - change their VAT registration number
  - cease to be VAT registered, or
  - sell their business or part of their business

Signed by ..... Signed by .....

Customer ..... Affiliate

On behalf of ..... On behalf of .....

Date ..... Date .....

## TERMS & CONDITIONS

To be an authorized affiliate of NLP MasterCLASS Ltd, you agree to abide by the terms and conditions contained in this agreement.

Please read this agreement carefully before registering and using the NLP MasterCLASS Ltd, service as an affiliate. By signing up for the NLP MasterCLASS Ltd, affiliate program, you indicate your acceptance of this agreement and its terms and conditions. Upon approval, you will submit a signed copy of the self-billing agreement which will be emailed to you enabling NLP MasterCLASS Ltd to make commission payments.

The Affiliate Terms and Conditions are a set of terms (number 11) from the NLP MasterCLASS Ltd full Standard Terms and Conditions which relates to events, products, and services a copy of which can be obtained by visiting [www.nlpmasterclass.co.uk](http://www.nlpmasterclass.co.uk)

### **11. Affiliates**

- a. NLP MasterCLASS Ltd operates a reward affiliate scheme providing financial compensation for the promotion of specific events, products, and services. The scheme is known as “The Friends and Ambassadors of NLP MasterCLASS Affiliate Scheme.”
- b. NLP MasterCLASS Ltd operates a Certified Accountability policy where we are open to all communications related to working with our affiliates so we may support a successful collaboration and assist them to build a profitable affiliate business.
- c. The scheme operates two categories of affiliates “Friends” and “Ambassadors.” Friends are affiliates who have referred between 1 and 10 clients who have registered/paid and attended for approved products or services as shown in table REFERRAL & COMMISSION FEES (RCF-001). Ambassadors are affiliates who have referred 11 or more clients who have registered/paid and attended for approved products or services as shown in table REFERRAL & COMMISSION FEES (RCF-001)
- d. Participation in the scheme is by application through the company’s affiliate portal, the application is immediately approved, but is subject to the affiliate completing and submission by the applicant of the required documentation. The final decision for approval or rejection is made by NLP MasterCLASS Ltd without prejudice.
- e. The affiliate operates as an independent entity from the NLP MasterCLASS Ltd responsible and liable for their own actions and does not represent the company in any way other than as an independent advocate/promoter for its products and services, affiliates have permission to use approved promotional and marketing materials all available through the affiliate’s dashboard. They are not to make claims outside of the approved materials or amend them in any way.
- f. Affiliates are required to submit their application online and provide banking information and return a signed self-billing agreement. They are liable for their own taxation, marketing, and administration costs.
- g. Commissions are payable on a quarterly basis as shown on REFERRAL & COMMISSION FEE PAYOUTS (RCFPO-001) as displayed in the Summary Document. Details of these are posted on the company's website. Accounts for an event will be reconciled once the event is over

and commission summaries are paid on the dates shown. MasterCLASS Ltd will generate a self-billing invoice on behalf of the affiliate. Any disputes are to be raised via email within 7 days for consideration.

h. MasterCLASS Ltd offers a pay-per-sale reward scheme that has various levels of compensation depending upon the product or service. **IMPORTANT NOTE** - The Affiliate system tracks purchases and shows them ALL as being Level 1 Pay-Out. The actual referral commission due to the affiliate is based upon rates shown in table REFERRAL & COMMISSION FEES (RCF-001)

i. Level 1 Pay-Out – is a £150 compensation for approved sales resulting from the affiliate's marketing and promotional efforts. This level of pay-out applies to the first 10 sales attributable to the affiliate and for products and services as shown in table REFERRAL & COMMISSION FEES (RCF-001).

ii. Level 2 Pay-Out – The compensation level rises to £250 for approved sales resulting from the affiliate's marketing and promotional efforts. This level of pay-out applies to the first 10 sales attributable to the affiliate and for products and services as shown in table REFERRAL & COMMISSION FEES (RCF-001).

i. When a referral has used a promotion/coupon or discount code to make a purchase, the commission pay-out due to the Affiliate will always revert back to the FRIENDS level.

j. The system uses cookies assigned to the affiliate, enabling us to track purchases made on the NLP MasterCLASS Ltd website. We operate a “First to Send The Visitor” Policy

k. Referrals are regarded as lifetime clients so the affiliate will be eligible for all approved sales for referrals assigned as their customer by the system.

l. NLP MasterCLASS Ltd reserves the right to amend, update, suspend and cease the agreement without prejudice. All amends and updates will be submitted and notified through the affiliate platform they will require the affiliate's agreement to maintain and continue their agreement. If the scheme is halted all commissions registered in the system will be paid to the affiliate as per the payment calendar schedule.

## CONTACT INFORMATION

Please address all correspondence related to the affiliate program whether accounting, processing or technical to me Steve Crabb in writing via email using the email address [info@nlpmasterclass.co.uk](mailto:info@nlpmasterclass.co.uk)