# Partners, Affiliates and Influencers Who Sell for You

*A one-page working kit for LoftyBiz 087. Use the Sheet for live formulas. Currency: USD. Follow your local rules on labelling paid posts.*

## 1. What a customer is worth, and the share you can afford

- Write your average first order, how often a typical customer comes back in a year, and the share of sales you can afford to pay a partner.
- A lifetime reward (a share of every future order, not just the first) turns partners into long-term promoters.
- Example only: Kalinda — first order about $40, most customers ordered three times, 15% of every order for as long as they kept buying. Bilal offered 10% of every sale, for good.

## 2. List ten people who fit, then invite three

- Choose partners whose audience already buys what you sell, and who you would be proud to be seen next to — not anyone with followers.
- Check comments, not just follower counts. Skip sudden follower jumps, and anyone who promoted products you would not sell.
- Invite your first three with a short, personal message.
- Example only: Kalinda listed interior stylists, wedding planners and lifestyle bloggers. In month one, only 3 of 12 posted. She called, asked, and sent a sample to photograph.

## 3. Hand them a ready-made kit

- Product photos, three short captions, a short video or still, a personal link or code, a free guide they can share, a one-page note on what they can promise, and how they will be paid.
- Pay on the same day every month. Send a short note showing what they earned and which post worked best.

## 4. Track, pay on time, and (if you want) add a second tier

- Every partner needs a link or code that records clicks and sales. Keep the list, the sales and the commission in one place (the Track and pay sheet, or Systex at loftybiz.net).
- A simple second tier: a partner who introduces another good partner earns a small extra share of that person's sales for a year.
- Example only: after four months Kalinda had 9 active partners, about 140 new customers, about $2,200 a month in partner sales, and about $330 in commission, paid only after each sale.

## 5. If you work with influencers

- Vet by trust. Offer a reason that is not only money, plus a code for every future sale. If you are opening, launch before you open.
- Start small, collect results, then approach one larger creator with those results. Keep your best creators close.
- Do not pay big fixed fees up front. Do not hide the deal.
- Example only: Bilal invited 10 creators to a private tasting one week before opening. About 400 people came on the opening weekend. In the first three months, creator codes brought around 600 orders, and he paid about $2,100 in commission and gift boxes.

## Three mistakes to avoid

- Recruiting for follower numbers alone. A small, trusting audience often sells more than a big, bored one.
- Slow or confusing payments. Nothing kills a program faster.
- No rules. Write down what partners can promise, and ask them to label paid posts clearly.

These are examples, not promises. Change the yellow cells in the Sheet to your own figures.