



Thank you for your interest in the **FIRST-IMPRESSION** Affiliates Program.

The **FIRST-IMPRESSION Affiliates Program** is open to anyone who is 16 years of age or older.

1. Affiliate Program Benefits

- a. Personal Website URL to be shared in social media
- b. Personalized video bubble on your First-Impression Website (a new video can be uploaded weekly)
- c. Website back-office with tools to grow and monitor your business
- d. Commissions will be earned for DIRECT customer sales on your website (level 0), and for DIRECT customer sales by any sub-affiliate that signs up under you (level 1)
- e. US\$5.00 one-time bonus for every sub-affiliate that signs up directly under you
- f. Commissions will be paid every Friday for your **active customers** (level 0) and for your sub-affiliates' **active customers** (level 1), who made their monthly payments through the previous Tuesday.
 - **Note:** An active customer is one that is up to date with its First-Impression subscription payments
- g. Commissions on Yearly and 3-Year Customer Plans will be prorated and paid monthly.
 - **Note:** This provision is necessary in order to account for possible customer plan cancelations
- h. Commission payments will follow the percentages outlined in the chart below:

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First-Impression reserves the right to approve/decline/cancel an affiliate and to modify this program, at any time



LEVEL-0 COMMISSION on Month 1	LEVEL-0 COMMISSION Month 2 and beyond	LEVEL-1 COMMISSION on Month 1 (5%)	LEVEL-1 COMMISSION on Month 2 and beyond (3%)
25%	15%	5%	3%
25%	15%	5%	3%
25%	15%	5%	3%
25%	15%	5%	3%

2. Commission payments - detailed breakdown example:

Notes:

- **LEVEL-0 PAYMENTS:** Payments for customers that signed up directly under your link
- **LEVEL-1 PAYMENTS:** Payments for customers that signed up directly under your sub-affiliate's link

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COMMISSIONS PAID MONTHLY FOR ALL PLANS										
			LEVEL-0 PAYMENTS				LEVEL-1 PAYMENTS			
SINGLE WEBSITE	Discount	COST	LEVEL-0 COMMISSION on Month 1	Comm. PMT Month 1 (25%)	LEVEL-0 COMMISSION Month 2 and beyond	Comm. PMT Month 2 and Beyond (15%)	LEVEL-1 COMMISSION on Month 1 (5%)	Comm. PMT Month 1 (5%)	LEVEL-1 COMMISSION on Month 2 and beyond (3%)	Comm. PMT Month 2 and Beyond (3%)
Monthly		\$24.95	25%	\$6.24	15%	\$3.74	5%	\$1.25	3%	\$0.75
Yearly (12 Months)	15% off	\$254.49	25%	\$5.30	15%	\$3.18	5%	\$1.06	3%	\$0.64
3-Years (36 Months)	30% off	\$628.74	25%	\$4.37	15%	\$2.62	5%	\$0.87	3%	\$0.52

			LEVEL-0 COMMISSION on Month 1	Comm. PMT Month 1 (25%)	LEVEL-0 COMMISSION Month 2 and beyond	Comm. PMT Month 2 and Beyond (15%)	LEVEL-1 COMMISSION on Month 1 (5%)	Comm. PMT Month 1 (5%)	LEVEL-1 COMMISSION on Month 2 and beyond (3%)	Comm. PMT Month 2 and Beyond (3%)
MULTIPLE WEBSITES	Discount	COST								
Monthly		\$74.95	25%	\$18.74	15%	\$11.24	5%	\$3.75	3%	\$2.25
Yearly (12 Months)	15% off	\$764.49	25%	\$15.93	15%	\$9.56	5%	\$3.19	3%	\$1.91
3-Years (36 Months)	30% off	\$1,888.74	25%	\$13.12	15%	\$7.87	5%	\$2.62	3%	\$1.57

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3. Affiliate Program Costs

Includes personal website, back-office to track your business and Affiliate Support system.

- a. One time sign up fee of US\$24.99
- b. Monthly Charge US\$2.99 (automatic credit card deduction)

4. Commission Payments

- a. Payments will be made via PayPal **every Friday** by **11:59pm (ET)**, and they will include commissions for all active/paid customers who made their monthly payments through the previous Tuesday
- b. Commissions will be paid once they have reached an accumulated amount of US\$10.00. Balances below US\$10.00 will be held in your account until the US\$10.00 minimum balance is reached.
- c. If you do not have a PayPal account, please open one for free at www.paypal.com and update your **First-Impression** back-office with your PayPal email information.

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TIPS TO CREATE YOUR FIRST-IMPRESSION VIDEO BUBBLE:

1. Position your camera close enough so that the video shows at least from your waist up
2. Speak loud, clear and sound up-beat. Smile!
3. Select a plain un-cluttered background
4. Make sure that lighting is good
5. The clothing you wear to record the video should be appropriate business or business-casual attire. No nudity.
6. Use one of the script options provided below for your video message.
7. Videos that do not follow these guidelines will be rejected.

Option 1:

Hi there! Do you see how you couldn't resist responding to my waving you? People get frustrated with those chat bots and annoying messages popping up on their screens saying "How can I help you? ... Blah blah blah". We understood this customer experience and came up with a better solution. Greet your website visitors without annoying them, while at the same time directing them to your desired action. Curiosity will make them click on your video and listen to what you have to say! Now it's your turn to add your own personal message to welcome YOUR customers!

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Option 2:

Hi! Do you see how you couldn't resist responding to my waving you? People get frustrated with websites where there is a lot of information and pop-ups, they just want to quickly get an idea of what is being offered so they can make their purchase decision. We understood this customer experience and came up with a better solution. Greet your website visitors while at the same time directing them to your desired action. Curiosity will make them click on your video and listen to what you have to say! Now it's your turn to add your own personal message to welcome YOUR customers!

Option 3:

Hi! Would you like to welcome your website visitors with a personal and friendly video? Your potential customers will get to know you and hear directly from you about all the company news and services. Keep your video current by updating your content on a weekly basis. Your welcoming message will make you stand out from other companies, and they will remember you when making a final purchase decision. Build a trust relationship and turn your website visitors into customers! It is super easy, get started today!

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