

FOUNDio is pleased to announce the Affiliate Program. The goals of the program are:

- Help others recover valuable items if lost
- Help Affiliates earn extra money by providing labeling/tagging services
- Teach young people basic business and entrepreneur skills

### **Setting up your Affiliate business**

The FOUNDio service is always Free. However, there is an opportunity for motivated individuals to provide label making and tagging services for friends and family by becoming an **Affiliate**. The only requirement is that you have an active FOUNDio Tag ID with confirmed Email address. Affiliates can charge a nominal fee for additional services like labeling and tagging items.

***If you are under the age of 18, you must ask your parents for permission before proceeding.***

### **Your Service “pitch” (this is what you can say to explain your business)**

“Hi, have you ever seen one of these labels (show them your phone with a FOUNDio label)? It’s a free service called FOUNDio that helps people recover lost things like cell phones, book bags, etc. FOUNDio is completely free but I can provide you a nice color label for your phone for three dollars or I can show you how to label your phone yourself. Do you like Pink, Red, Purple or Yellow (show them the choices)?”

When you help them create their Tag ID, try using their initials first. Remember, they will need an email address for FOUNDio to notify them (or their parents) if they lose an item. Make sure you put **your** Tag ID in the “Referred by” field. Once you have helped them create their Tag ID, you can then help them with labeling their item(s).

### **Your Selling Price**

A good rule of thumb is to charge **\$3 for a single label** or **\$5 for two** labels so friends can go in together. That should cover your costs and provide a reasonable profit.

## Your Expenses (Supplies)

In business, you need to make sure that you sell a service for enough money to cover your costs (also called “expenses”). If you are going to provide color labels **you must allow** for the cost of the blank labels **AND** the color ink cartridges in your printer (called supplies or “inventory”); don’t use up your parents printer ink without replacing it! Basic materials should cost less than \$.15 (15 cents) per label as follows:

- Avery Inkjet Labels (#8160, 30 per sheet) - about \$15 for a 25-sheet pack (750 labels or 2 cents per label)
- Ink cartridges – price varies, estimate \$25 to print 250 labels or 10 cents per label

Calculate **your** total label cost \$\_\_\_\_ per label (this number should be less than 15 cents per label)

## Your Profit

$$\text{Profit} = \text{Selling Price} - \text{Expenses}$$

In business, a company needs to make a profit to stay in business. If you sell 100 labels at \$3 each and have total expenses of \$15 (15¢ per label), then your profit will be \$285...not a bad business!

## Tips for a Successful Business

- Always focus on helping people, not just making money. Don’t be pushy!
- Help your customers choose a personal Tag ID; use their initials or a nickname they like.
- Make sure you create their personal Tag ID in FOUNDio before writing on a custom label!
- Print one sheet of labels at a time and sell those before printing more.
- Raise money for charities, school
- Have fun helping others and smile!