

Affiliate Program

Help Others Discover FOUNDio

The goals of the FOUNDio Affiliate program are as follows:

- Help others recover valuable items if lost.
- Help raise funds for your School, Church, Charity or yourself by selling labels.
- Teach young people basic business and entrepreneur skills.

Setting up your Affiliate business

FOUNDio is always free to use. However, there is an opportunity for individuals and groups to provide label making and tagging services by becoming an **Affiliate**. The only requirement is that you have an active FOUNDio Tag ID with confirmed Email address. Affiliates can even charge a nominal fee for services like labeling and tagging items. It's great for fund raising!

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

2 Steps to selling the service

Step 1 - Your Service "pitch" (this is what you can say to explain your business)

"Hi, I like your phone. 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, and other stuff. The website is completely free but I can provide you a nice color label for your phone for \$5. I can also show you how to label your phone for free yourself. Do you like any of these colors (show them the choices)?"

Step 2 – Creating their Tag ID and tagging their phone or item

The next step is to create their Tag ID **before** you write it on the label to make sure it is available.

- Go to FOUNDio .com and choose "Create Tag ID".
- Enter **their** new Tag ID (use their initials or ask if they have a special nickname). Be friendly!
- Enter **their** email address for FOUNDio to notify them (or their parents) if they lose an item.
- Enter **your** Tag ID in the "Referred by" field.
- Once their Tag ID is created, give them a label and have them write their Tag ID **clearly** on it. Stick it on the back of their phone and they are all set!

In business, you need to make sure that you sell a service for enough money to cover your costs (also called “expenses”) and to make a little extra (called “profit”).

Your Selling Price

A good rule of thumb is to charge **\$5 for a single label** or **\$10 for three** labels so friends can go in together. That should cover your costs and provide a reasonable profit.

Your Expenses (Supplies)

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

For fun, calculate ***your*** total label cost \$_____ per label (hint: this number should be less than 15 cents per label)

Your Profit

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

A company needs to make a profit to stay in business. If you sell 100 labels at \$5 each and have total expenses of \$15 (15¢ * 100 labels), then your profit will be \$485...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 School, Church, Charities or even yourself!
- Have fun helping others and smile!