

HOW THE AMBASSADOR PROGRAM WORKS



Introduce a trade or home service business to Hard Labor Marketing. When they become a client, you get **\$500 flat**, paid once the contract is signed and the first payment is received.

START TO FINISH

Example: Mike, a supply house rep, introduces Sarah, owner of a \$1.2M plumbing company. The days are a guide; every deal moves at its own pace.

- 1 You make the intro** Day 0
Email killingit@hardlabormarketing.com with the owner CC'd, and let them know you may get a referral fee.
Example: Mike emails us with Sarah CC'd.
- 2 We reach out** Day 1
We reply within one business day, thank you, and book a call with the owner. We move you to BCC so you're not stuck in the thread.
Example: Sarah books a discovery call.
- 3 We handle the sales** Days 3-10
Discovery call, proposal, pricing, contract. That's all on us. You don't need to sell anything, and we'll keep you posted.
Example: Mike gets a text: call booked, then proposal sent.
- 4 They sign and pay** Day 12
The owner signs a services agreement and makes their first payment. We let you know it's done.
Example: Sarah signs and pays her first invoice.
- 5 You get \$500** Within 14 days
Once their first payment clears, we send \$500 by ACH or check.
Example: Mike gets paid. If Sarah had passed, we'd tell him that too.

WHO TO INTRODUCE

Owners of trade and home service businesses: HVAC, plumbing, electrical, roofing, general contractors, remodelers and more.

- Doing \$500K+ a year
- Not already an HLM client or talking with us in the last 6 months
- The owner (or whoever makes the call) is open to the intro

INTRO EMAIL TO COPY

To: killingit@hardlabormarketing.com
CC: the owner

Hard Labor Marketing team, meet [Owner], owner of [Company]. [One line on what they do or what they're after.]

[Owner], Hard Labor Marketing works with trade and home service businesses on leads, branding and websites. Full disclosure: I'm part of their Ambassador Program and get a referral fee if you work together.

I'll let you take it from here.

YOUR PART

- ✓ Make a warm intro with the owner CC'd
- ✓ Tell the owner you get a referral fee
- ✓ Leave pricing, results and guarantees to us
- ✓ Sign the agreement and send a W-9 (one time)

OUR PART

- ✓ Reply within one business day
- ✓ Handle every sales conversation
- ✓ Keep you posted at each step
- ✓ Pay \$500 within 14 days of payment clearing

GOOD TO KNOW

- One \$500 fee per business. Renewals and added services don't pay again.
- The business needs to sign within 6 months of your intro.
- If two people introduce the same business, the first email we received counts.
- Your \$500 is yours to keep, even if the client leaves later.
- No cap. Introduce as many businesses as you want.
- Full terms are in your Ambassador Agreement.