



Building Your Referral Marketing Business

THE SECRET OF MY-
SUCCESS



AFFILIATE BUSINESS MANUAL



Our Devotion: "To inspire every community to rise up, unite, and build a lasting legacy of strength, empowerment, progress and wealth for generations to come."



Our Mission: "To empower the lives of those we can reach, so we can inspire others to succeed!"

Welcome



unite

Referral Marketing Opportunity

We're absolutely thrilled to have you join UNITE because you are an integral part of our mission *"to empower the lives of those we can reach, so they can inspire others..."* UNITE, believes in the power of collaboration for maximum growth, and our affiliate program is designed to create a symbiotic relationship where everyone profits and benefits.

This manual serves as your comprehensive guide to maximizing your personal, professional and financial potential as an affiliate. Whether you're a seasoned marketer or new to the world of referral marketing, you'll find valuable insights, strategies, and resources to help you thrive.

Within these pages, you'll discover:

Understanding Referral Marketing: You can expect to gain a deep understanding of the benefits of referral marketing, and you will learn why it's such a powerful tool for driving growth and building community.

Getting Started: Step-by-step instructions for cultivating the winning activities that attracts success and you will learn to navigate the website and your affiliate dashboard. Lastly, you will learn what to do with your UNITE affiliate link and promotional materials.

Marketing Strategies: Explore proven techniques and the best practices for effectively promoting UNITE products and services to your target audience, including tips on con-

tent creation, social media marketing, and for launching effective advertising campaigns.

Tracking and Analytics: Learn how to track your referrals, monitor your performance, and leverage analytics to optimize your marketing efforts to maximize your earnings.

Support and Resources: Gain access to a wealth of resources, including promotional materials, FAQs, and dedicated support channels to assist you every step of the way.

Earning Opportunities: Discover the various ways you can earn commissions through the UNITE affiliate program, including tiered commissions, bonuses, and incentives.

Community Engagement: Engage with fellow affiliates, share insights, and collaborate on joint promotional campaigns to amplify your impact and expand your reach.

Continuous Learning: Stay updated with the latest trends, strategies, and updates in the world of referral marketing through our ongoing training sessions, webinars, and resources.

As an Unite affiliate, you're not just promoting products – you're advocating for empowerment, transformation, and positive change.

Together, we have the opportunity to make a real difference in the lives of others while achieving our own personal and professional goals.

Thank you for joining us on this journey. We're excited to empower lives together!



unite

Business Overview

Who We Are: UNITE is a dynamic referral marketing company and we are dedicated to empowering individuals and businesses through innovative financial and networking solutions.

What We Do: We provide a premium NFC (*Near Field Communication*) **Influencer/Connect Card** crafted from eye-catching materials, offering exclusive benefits accessible through a monthly membership. Our platform enables members to leverage referral marketing to generate residual income by enrolling customers, affiliates, and business owners into one's membership network.

Where We Operate: UNITE operates online, making our services and opportunities accessible nationwide.

When We Started: UNITE was created in 2026 to bridge the gap between premium financial products, business networking, and wealth-building opportunities. Our mission is to provide sustainable income to our independent business operators.

Why We Exist: We believe in economic empowerment through community-driven commerce. By combining high-quality financial tools with a lucrative referral marketing program, UNITE provides members with the opportunity to build long-term financial stability while supporting and promoting financial wellness.



How It Works: As an **Affiliate of UNITE**, you can earn commissions in multiple ways:

- **Residual Income:** Earn a percentage of every monthly membership payment from members within your network.
- **Multi-Tier Referral System:** Build an **infinitely wide** network that pays up to **seven tiers deep**.
- **E-Commerce Sales:** Receive commissions on merchandise sold through the UNITE store.

By joining UNITE, you gain access to a **business-building system** that rewards you for growing an active network of members.



Understanding Referral Marketing



Before diving into the specific steps for successfully launching your business, let's first explore what **referral membership marketing** is all about.

Referral marketing is the intentional act of recommending a product or service to friends, family, acquaintances, or even a stranger. When that person decides to try it out based on your influence, a powerful chain reaction of recommendations begins.

Think about it this way: Imagine you discover an incredible new restaurant in town and enthusiastically share your experience with others. Your excitement convinces them to visit, and after enjoying their meal, they, in turn, tell their friends. This word-of-mouth sharing continues, creating a growing customer base for the restaurant. Now, wouldn't it be amazing if the restaurant rewarded you with discounts, freebies, or even cash for bringing in new customers?

That's exactly how **UNITE** works! Just like sharing a great dining spot with someone seeking a fantastic meal, **UNITE allows you to earn compensation, bonuses, perks & rewards for your recommendations.**

The best part? This business is **simple and built naturally** — you now can build a residual income from what you've done for years without even thinking about it. Now, with **UNITE**, you have access to **powerful marketing tools** to amplify your word-of-mouth referrals and to maximize your success!

**YOUR
INFLUENCE
MATTERS!**





UNITE is designed to help you succeed in two key ways— independently or with support. No matter how you choose to grow, there's a **S.Y.S.T.E.M.** (*Save Yourself Time, Energy & Money*), in place to guide you onward to success.

Your **Affiliate Dashboard** is the first tool you can use, packed with marketing resources to help you attract business. Additionally, **advertising product promotional cards** featuring high-demand items such as **self-defense products, vehicle steering wheel locks, home security systems, and more are available to you**—making it easy to generate interest and sales.

Beyond these tools, **UNITE provides ongoing support** through training calls, conferences, and video tutorials and most importantly, know that your **sponsor/mentor** has an interest in your success. Staying in touch with them for guidance and advice can be invaluable as you build your business.

UNITE gives you everything you need to grow and thrive!

Unlock Your Financial Potential

Embarking on a journey toward **financial empowerment** begins with a single, crucial step—one that many people put off. Yet, this step holds the power to **transform your life**. Through **Referral Marketing**, you can shift from earning nothing for your everyday word-of-mouth recommendations to being **well-compensated** for sharing products & services.

Getting started with **UNITE** is often the hardest part. **Hesitation leads to missed opportunities**, and a slow start could mean never starting at all. But once you take that initial first step, you swing open the door to limitless possibilities.

The beauty of **UNITE** lies in its **simplicity and accessibility**. If you've ever recommended a great movie, restaurant, or product to a friend, you

already know how this opportunity works! Unlike traditional business ventures that require **large investments, complicated operations, or financial risks**, with **UNITE** you're simply **leveraging what you already do**—sharing quality products and services you believe in.

Think about it: many companies already **profit from your customer recommendations** without compensating you. When a car dealership puts its name on your license plate frame, it's using you for free advertising! **UNITE flips the script**—now, **you** get rewarded for your referrals instead of the big corporations.

By introducing others to this revolutionary membership and shopping platform, you're **enhancing their experience** while creating a powerful **financial opportunity** for yourself.

Why UNITE Stands Out

Other business opportunities require hefty upfront investments or complex strategies—often leading to frustration, wasted time, or financial loss. Not so with **UNITE**

How is UNITE is different?:

Joining as an Affiliate is Simple

Membership cost is Low .

Earn residual income – Your network continues to generate income and you can **receive Bonus Pay!**

Success with **UNITE** comes from a simple shift in mindset. **It's not about working harder—it's about working smarter**. By consistently taking the correct actions, you will unlock a future of **financial freedom**.



Cultivate a Winning Attitude to Attract Success



Before diving into the practical steps of becoming a successful **UNITE** affiliate, it's essential to develop a **winning mindset** that will drive your success and influence your business growth. **Here's how:**

Believe in Your God-Given Abilities: Confidence is key. Trust in your abilities and believe that success as an affiliate marketer is within your reach. Positive self-talk and affirmations can help reinforce this mindset.

Set Clear & S.M.A.R.T Goals: Define your objectives for joining **UNITE**—whether it's earning extra income, building a thriving network of like-minded entrepreneurs, or gaining valuable skills. Setting **Specific, Measurable, Achievable, Relevant, and Time-bound (SMART)** goals keeps you focused and motivated.

Stay Persistent: Success in affiliate referral marketing doesn't happen overnight. It requires commitment, resilience, and the ability to **push forward despite challenges and setbacks**. Stay the course, and results will follow.

Embrace Learning: Always be open to learning new strategies, techniques, and industry trends. Continuously educate yourself on effective marketing tactics and stay engaged with **UNITE's** evolving opportunities. Staying informed isn't complex—it's simply about **staying involved and interested** in what **UNITE** has to offer you and your team.

Network and Collaborate: Surround yourself with **motivated, success-driven individuals** who share your vision. Engage with fellow affiliates, seek mentorship, and collaborate to expand your reach and impact. **Success thrives in community.**

Your Success is in Your Hands: Being a successful **UNITE** affiliate means achieving your goals and unlocking your potential. It's about using this opportunity as a **vehicle** to take you where you want to go. **Dedication, personal growth, and perseverance** are and will be the keys to your success.

Remember, success isn't just measured by wealth or the status that follows — it's also about **fulfillment, happiness, and the positive impact you create**. Your journey is uniquely yours, shaped by your **values, aspirations, and purpose**—and **UNITE** is here to **support you every step of the way**.



Debit Card: **COMING SOON**



ABOUT YOUR **UNITE** CONNECT CARD

What is the UNITE Card & Why Does the UNITE Opportunity Exist? The **UNITE Card** is a **symbol of collective economic empowerment, unity, and financial independence**. Designed to **support individuals and businesses alike**, the UNITE Card provides a **better way to shop, spend, and connect**.

Why UNITE Exists

For far too long, **consumers and marginalized communities** have been **disregarded, disrespected, and undervalued**. Yet, many of these communities possess **immense economic power**—power that, when directed intentionally, can **create real change**.

The **UNITE opportunity and e-commerce** section of the website offers an **alternative place to spend one's hard earned money** where **respect and appreciation are guaranteed**. This collective of products allow you to **redirect your purchasing power within a company that aligns with your values**.

The Shift in Wealth Starts Now
The **UNITE movement** is about **economic transformation**. It's time for many marginalized communities to **recognize their power** and make a shift:

- ⇒ **Support a business that respects and values you**
- ⇒ **Circulate wealth within your communities and family**

Exclusive Benefits of UNITE Card

UNITE takes this mission further by offering **custom-designed NFC business cards** in a **variety of premium materials**, giving our clientele access to:

- **Unite Brand Shopping**
- **Unite Business Perks**
- **Tools to Build Wealth**
- **Financial Stability**

The **UNITE Card and opportunity** are about more than transactions—its about **transformation**.

By choosing to **spend with the purpose to empower yourself and those around you** while securing a **better financial future for generations to come**.

The time is now. Join UNITE. Spend wisely. Build significantly.



JoinUniteNow.com



To Effectively Promote



Your objective and goal is to promote the **UNITE** opportunity in the simplest and most effective way using **various marketing methods**, including a **PDF presentation**.

Target Audience Identification: Decide **who** you want to reach and **how** you'll introduce them to UNITE's products and services.

Will you:

- Use the **PDF presentation** to clearly explain the opportunity?
- Take orders using a Unite sales **catalog** featuring must-have, in-demand products?
- Distribute **promotional cards** to drive interest in popular items, such as your UNITE NFC Connect Card.

Marketing Tactics: Marketing can seem complex, but **UNITE** makes it easy so you can maximize your efforts and **earn substantial rewards**.

In today's **high-tech world**, **personalized customer service** is often overlooked. Many people—especially those who prefer a more per-

sonal touch—appreciate a caring, one-on-one approach.

This personal touch can lead to **significant earnings** as you:

- Sit down with someone and walk them through a **UNITE PDF presentation**.
- Share a **jewelry catalog** for example or any other of our product collections.

Hand out **promotional cards** in high-traffic areas, place them on parked cars, or collaborate with local businesses to include them in **customer orders and/or shopping bags**.

Follow-Up Strategy: You don't need to spend excessive amount of time on following-up, but a little intentional effort can go a long way. **UNITE** supports you by sending **personalized follow-up emails or messages** to those people who've interacted with your **PDF presentation, catalog, or promotional materials**.

Both **UNITE and your thoughtful engagement** can encourage recipients to reach out for more information or place additional orders.

As always, we ensure that **all marketing efforts comply with legal and ethical standards**, respecting privacy regulations and **providing honest, transparent information** about UNITE's products and opportunities.

By implementing this marketing approach, **UNITE affiliates can effectively expand their reach and increase their earning potential**.



Setting goals for yourself in **UNITE** is essential for staying motivated and growing your impact. When you have clear objectives, you create a sense of direction and purpose, making it easier to stay consistent in sharing UNITE with others.



1. Set Clear and Measurable Goals

Decide how many new people you want to introduce to UNITE each day, week, or month. For example, you might set a goal to share with **three new people daily** or **invite 20 people to an event each month**. Having specific targets will keep you accountable and help you track progress.



2. Keep Expanding Your Contact List

Your contact list is your spectrum of influence. The more people you add to your contact list, the more opportunities you have to share the message of UNITE. Make it a habit to:

- Reconnect with old friends and see if they'd be interested.
- Meet new people by attending events, joining community activities, or networking online.

- Ask for referrals—if someone appreciates UNITE, they likely know others who will also.

3. Stay Motivated Through Growth

Each new name on your contact list represents a person who could benefit from UNITE. Seeing your list grow will encourage you to keep sharing, knowing that your efforts are making a difference.



4. Follow Up and Build Relationships



















Don't just add names—engage with the people on your list. Follow up with them, answer questions, and show genuine care. People are more likely to embrace UNITE when they see your commitment and sincerity.

By setting goals and actively working to grow your contact list, you create momentum. The more you share, the more lives you impact, and the stronger the UNITE movement becomes. Keep pushing forward and make it a part of your daily mission!





YOUR CONTROL CENTER: **DASHBOARD**

 Affiliate Dashboard
∨ Profile
 Edit Your Account
 Change Your Password
 Payout Details
∨ Marketing
 Affiliate Links
 Campaigns
 Creatives
 Landing page
 Product Links
 Referrals
 Payments
∨ Reports
 Reports
 Traffic Log
 Campaign Reports
 Referrals History
 Multi-Level Marketing
 Help
 LogOut

Welcome the **UNITE Affiliate Dashboard** — the command center of your affiliate business and it's your personal portal for tracking your success, commissions, referrals, and resources.

The UNITE Affiliate Dashboard has been designed to be simple, yet a super powerful tool to help you manage and grow your member's network, access marketing materials, and track your earnings in real-time.

Why The Dashboard Matters

Your UNITE Affiliate Dashboard isn't just any ole tool — it's your very own personal headquarters within UNITE. It gives you full visibility over your promotional performance and your business growth. Whether you're referring customers, business owners, or new affiliates, the dashboard keeps you informed, organized, and in control.

By using your dashboard regularly, you can:

- Monitor how well your marketing efforts are paying off
- Discover which promotional efforts and marketing strategies are bringing you the most success
- Track you commissions & payouts
- Get inspired and stay motivated as you watch your membership network grow and expand

This is where your affiliate journey becomes measurable and meaningful.

What Your Dashboard Does

Here's a partial breakdown of just a few of the many essential functions that you'll find

inside your **UNITE Affiliate Dashboard**:

- **View Your Referral Stats:** See how many people you've referred, how many new members you and your team have signed up, and how much income you've earned from all of those referrals.
- **Access Affiliate Links & Marketing Tools:** Instantly grab your unique referral links, banner ads, social media advertising graphics, and other promotional resources designed to help you attract new potential members.
- **Track Commissions and Payouts:** Monitor your earnings in real time.
- **Monitor Sub-Affiliates:** View your downline and the performance of your sub-affiliates.
- **View Transaction Logs:** Stay on top of every commission and transaction generated through your efforts.
- **Check Your Rank and Progress:** You can see how close you are to your next reward milestone.

The **UNITE Affiliate Dashboard** is more than just a backend page — it's your partner in progress. **Make it a habit to log in regularly**, check your stats, and take advantage of the tools provided. **The more you engage with your dashboard, the better you'll understand your business and the faster you'll grow within UNITE.**

Remember, knowledge isn't power until put into action — and your dashboard puts that power in your hands.



4 SIMPLE STEPS TOWARD SUCCESS





Prospecting

Successful prospecting is all about connecting with people and showing them the value of **UNITE**—whether they're potential customers, future affiliates, or business owners looking to expand their reach. The key is to **engage, educate, and excite** them about what UNITE has to offer.

Approaching a Potential Customer

Customers are always looking for **unique, high-quality products** that stand out. When speaking with a potential customer, focus on the benefits of **UNITE's exclusive products** and the rewards of becoming a member.

Example Conversation:

"Hey [Name], I know you appreciate quality and style, so I wanted to show you something unique—our custom business card. It's sleek, durable, and comes with exclusive

perks when you become a UNITE member. Plus, we offer other must-have items like self-defense tools and security products. Would you be interested in checking them out?"

Approaching a Potential Affiliate

Affiliates are people looking for a **side hustle or full-time income opportunity**. When prospecting for affiliates, highlight the **earning potential, flexibility, and simple system UNITE provides**.

Example Conversation:

"Hey [Name], have you ever thought about earning extra income by sharing products you already love? With UNITE, you can get paid to introduce people to our exclusive NFC business cards, plus other top-tier products. There's a system in place that makes it easy, and you can start earning right away—whether you want a little

extra cash or a full-time income. Would you be open to learning more?"

Approaching Business Owners

For business owners, emphasize how **UNITE helps businesses grow by increasing visibility, for attracting customers, and for creating new revenue streams**.

Example Conversation:

"Hey [Name], I love what you're doing with your business, and I wanted to share an opportunity that could help bring in more customers while also creating another income stream for you. UNITE is all about economic empowerment, and as a business owner, you can benefit from more exposure while also earning commissions when customers or affiliates sign up through you. It's a win-win! Would you be open to a quick chat about how this could work for your business?"

A Few Final Thoughts

Prospecting is about **starting conversations, building relationships, and providing solutions**. Whether you're speaking with a **customer, a future affiliate, or a business owner**. Keep it natural, confident, and engaging, and you'll be well on your way to growing a strong network!



Use Social Media the Right Way

Social media is a **powerful tool** for UNITE Affiliates to share the opportunity, connect with potential customers, and grow their network. However, it's essential to use it **ethically, professionally, and in compliance with MLM best practices and legal guidelines.**

By following these **best practices**, you'll ensure that your approach is **effective, credible, and compliant** while avoiding any potential issues with misleading claims or improper business promotion.

Authenticity & Personal Experience

Share Your Experience, Not Just the Business – People are drawn to **real stories and genuine enthusiasm.** Instead of saying, *"Join UNITE and make money fast!"*, try:

"I love how UNITE connects businesses with consumers looking to shop with purpose. It feels great to be part of a movement that empowers our community!"

Show, Don't Just Tell – Post about how **UNITE has positively impacted you**, whether it's access to some aspect of the amazing financial benefits, or connections you've made.

Be Compliant & Avoid Misleading Claims No Income Guarantees or Exaggerations

– Avoid making statements like *"This is an easy way to make six figures!"* Instead, focus on the real benefits:

"UNITE provides an incredible opportunity to earn while merchandise you will love. Your success depends on your marketing effort and consistency."

Don't Call UNITE a "Job" – UNITE is an **opportunity, not employment.** Be clear that **Affiliates are independent business operators, not employees.**

No Product or Business Hype – Avoid language that makes UNITE sound like a **get-rich-quick scheme** or something that is "too good to be true." Keep it **honest, clear, and professional.**

Engage, Don't Spam

Avoid Cold DMs & Mass Tagging – Don't message people randomly with copy-paste scripts. Instead, **engage naturally** with people in conversations and let curiosity lead them to ask about UNITE.

Use Attraction Marketing – Post valuable content that educates and inspires people about the **UNITE mission**, rather than just constantly asking everyone to sign up.

Be Consistent, Not Overwhelming – Share about UNITE **regularly**, but don't flood your timeline with only UNITE-related content. Balance it with your own **lifestyle, inspiration, and personal insights.**

Educate & Invite Instead of Pitching

Be a Resource, Not a Salesperson – Instead of saying, *"You NEED to sign up for UNITE today!"*, offer value:

"Did you know that many consumers have over \$1 trillion in buying power? Imagine if we intentionally supported one another. That's why I love UNITE!"

Invite People to Learn More – Use social media to **start conversations, not force decisions.** Example:

"I'm hosting a quick Zoom to share how UNITE is

changing the way we shop and support one another. Let me know if you'd like to join!"

Build Relationships & Community

Engage with Comments & Messages – If someone interacts with your post, **respond genuinely.** Ask questions and show **real interest** in their perspective.

Join & Create Facebook Groups – Instead of just posting on your page, **create a community** where people can discuss **business, economic empowerment, and the UNITE opportunity.**

Support Other Affiliates & Businesses – UNITE is about **collaboration, not competition.** Share other members' posts, **highlight businesses in the network, and celebrate the success of others.**

Be Ethical, Professional & Mission-Driven
UNITE is **more than just a business opportunity**—it's a movement to **empower marginalized communities, shift wealth, and create lasting impact.** How you represent it **on social media matters.**

By **staying compliant, leading with authenticity, and focusing on relationships rather than hype**, you'll build a **strong, credible business that attracts the right people.**

Stay real. Stay ethical. Stay mission-driven. That's how you WIN with UNITE!





How to Set an Appointment to Explain UNITE

Setting an appointment is **crucial** when introducing UNITE to a **potential teammate, customer, or business owners**. Your goal is to secure a **specific time** for a conversation, whether in person, over the phone, or via video chat. Here's how to do it effectively:

1. Steps to Set an Appointment

Be Direct but Friendly – Keep your invitation simple, confident, and to the point.

Highlight the Value – Let them know why it's worth their time.

Offer Two Options – Giving choices increases the likelihood they'll commit.

Confirm & Follow Up – Send a reminder before the appointment.

2. Example Conversations For a Potential Customer

"Hey [Name], I came across something I think you'll love—our premium NFC business cards. They're stylish, durable, and come with great benefits. I'd love to show you how they work! Would you be free for a quick chat tomorrow at 3 PM or would 6 PM work better?"

Follow-up: *"I'm Looking forward to catching up later today at 6 PM! Here's a quick link to check out some of the benefits before we talk: [insert link]. See you soon!"*

For a Potential Affiliate:

"Hey [Name], I know you're always looking for new ways to earn extra income. UNITE has a simple way to make money by sharing products people already love, and I think it could be a great fit for you. Let's set up a quick call—would later today at 4 PM or tomorrow at 1 PM work better?"

Follow-up: *"Excited to share this with you today at 4 PM! Trust me, it's worth your time. Talk soon!"*

For a Business Owner

"Hey [Name], I love what you're doing with your business, and I wanted to share an opportunity that could help bring in more customers and create an extra revenue stream for you. UNITE helps businesses like yours get more exposure and earn commissions just by sharing the opportunity. Let's set up a quick 15-minute chat—would tomorrow at noon or 3 PM work better?"

Follow-up: *"Can't wait to chat at noon tomorrow! I think you'll really see how this can benefit your business. Talk soon!"*

Final Tips for Success

Keep it casual & confident – No pressure, just controlled competent excitement.

Use their interests – Highlight how UNITE fits their goals.

Be flexible – Offer multiple times to increase the chances of booking.

Follow up – Confirm the appointment and send reminders.

With this approach, you'll secure more appointments and have more opportunities to **grow your UNITE network!**



Income Opportunity – Affiliates can earn commissions by referring customers and businesses.

Explain the Benefits Based on Their Interest (5-7 min)

For Customers: Highlight the premium products and membership perks.

“Imagine having a sleek NFC business card that not only looks amazing but also gives you access to exclusive benefits.”

For Affiliates: Emphasize the potential to earn income.

“By simply sharing UNITE, you can create a stream of residual income. You’ll earn commissions from your personal referrals and from all of the affiliates that they refer.”

For Business Owners: Show how UNITE can help them gain exposure and extra revenue.

“Your business can partner with UNITE to attract more customers and create an additional income stream. It’s a simple way to increase visibility and grow your brand.”



Now that you’ve set an appointment, your goal is to **clearly and confidently introduce UNITE** in a way that excites and engages your prospect. The key is to **keep it simple, highlight the benefits, and answer questions effectively.**

“Hey [Name], I appreciate you taking the time to chat! Before we dive in, tell me a little about what you’re working on these days. What’s keeping you busy?”

Prepare for the Meeting

Know Your Prospect – Are they a potential customer, affiliate, or business owner? Tailor your presentation to their needs.
Have Your Materials Ready – Whether it’s a PDF, website, or product samples, make sure you have everything you need.
Set the Tone – Be professional but relaxed. This should feel like a conversation, not a sales pitch.

Introduce UNITE (3-5 min)

Explain what UNITE is and why it’s exciting.

“UNITE is a referral marketing company that offers high-quality NFC business cards, plus other exclusive products with amazing benefits. But beyond that, it’s also a way to earn extra income by simply sharing products and an opportunity people love.”

The UNITE Presentation Flow Builds Rapport (2-5 min)

Start by making a personal connection. Ask about their interests, career, or goals.

Key Points to Cover:

What UNITE Offers – A NFC business cards, security products, and other high-demand items.

Membership Perks – Exclusive benefits attached to membership.

STEP 3

CONTINUE

KEEP PRESENTING



Show the Compensation Plan (3-5 min)

"One of the best things about UNITE is its powerful referral system. You earn commissions on every membership and product sold in your network, which can grow infinitely wide and seven tiers deep."

Passive income potential – Earn from personal referrals and from sales made by your team.

Flexible and scalable – Work at your own pace, full-time, part-time or even in your spare-time.

No complicated selling – Just share and refer; the Unite system does the rest.

Handle Questions & Overcome Objections (5-10 min)

Encourage questions and be ready with answers.

"I know this might be new, so what questions do you have?"

If they ask about cost:

"The membership is very affordable, especially considering the benefits. Plus, the potential to earn can quickly cover the cost and more."

If they're skeptical about earning money:

"I totally understand! But think of it like this—you already recommend things you love, right? This just allows you to earn from those recommendations."

Close the Deal (5 min)



"I'd love to help you get started today! Signing up is simple—I can walk you through the process now. Are you ready to take the next step?"

Offer an **easy next step** – Sign up now or set a follow-up date.

If they need time, **schedule a follow-up** – *"I totally get it! Let's check back in a couple of days after you've had time to think it over."*

Follow Up After the Meeting

Send a recap message – Summarize key points and thank them for their time.

Answer any final questions – Be available to address concerns.

Encourage them to take action – Remind them of the benefits of joining now.

Final Tips for Success

Keep it simple – Don't overload them with details; focus on the key benefits.

Use enthusiasm – People are drawn to excitement and confidence.

Listen more than you talk – Make it a two-way conversation.

Follow up! – Success is often in the follow-up.

By following this structure, you'll maximize your chances of turning your prospect into a **customer, affiliate, or business partner!**



Show off your story in the Forward Momentum Magazine

Once a prospect has decided to join **UNITE**, your work isn't over—it's just beginning! The key to **long-term success** is helping your new teammate, customer, or business partner get started **quickly and confidently**. Here's how to effectively **follow up and follow through** after they've joined:

Immediate Follow-Up (Within 24 Hours)

Your first follow-up should happen **immediately after they sign up**.

Welcome Them Personally

"Hey [Name], welcome to UNITE! I'm so excited to have you on board. You've just taken the first step toward something amazing, and I'm here to support you 100%."

Congratulate them on their decision. Reassure them they made the right choice. Set expectations for what comes next.

Help Them Log In & Get Familiar

Guide them through logging into their **Affiliate Dashboard** and exploring their **marketing tools**.

"Take a few minutes to check out your Affiliate Dashboard. This is where you'll find everything you need, including marketing materials and your referral links. If you have any questions, I'm here to help!"

Send them their login details and a short guide.

Show them where to find essential resources.

Encourage them to explore and ask questions.

First 48-72 Hours: Getting Them Started

This is the most **critical time** to keep their momentum going!

Schedule a Quick Training Call

Set up a **15-30 minute call** to walk them through **the basics of UNITE**.

"Let's jump on a quick call so I can answer any questions and help you hit the ground running! What time works best for you?"

On the call, go over:

How to share UNITE (PDFs, catalogs, promo cards, etc.).

How they earn commissions and get paid.

The first step they should take (inviting others, making a post, handing out materials, etc.).

Help Them Get Their First Referral

The fastest way to **boost their confidence** is by helping them get **a win early**.

"Who are 3-5 people you think would love what UNITE offers? Let's reach out to them together!"

Role-play conversations if they're nervous.

Provide sample scripts or messages they can use.

Encourage them to **invite their first prospect** to an appointment or presentation.

First Week: Keep Them Engaged & Excited

Most new affiliates **quit** because they feel lost or overwhelmed. Keep them engaged!



First Week: Keep Them Engaged & Excited

Most new affiliates **quit** because they feel lost or overwhelmed. Keep them engaged!

Plug Them Into the Community

"We have an amazing UNITE community! Be sure to join our private group, attend training calls, and stay connected."

Add them to **team chats, social media groups, and training calls**. Encourage them to **ask questions** and get involved.

Introduce them to other successful affiliates.

Follow Up Every Few Days

Check in to see how they're feeling and offer support.

"Hey [Name], just checking in! How's everything going so far? Anything I can help with?"

Keep the conversation **open and supportive**. Offer **encouragement and small action steps** to keep them moving forward.

☑ Remind them **success takes consistency** and to trust the process.

Long-Term: Keep Them Motivated & Growing

Once they're comfortable, help them **grow their business and stay engaged**.

Recognize & Celebrate Small Wins

"Congrats, [Name]! You just got your first referral! This is just the beginning—keep up the amazing work!"

Celebrate **milestones** (first referral, first payout, first rank-up, etc.). Give **shoutouts** in team groups or messages.

Remind them that **success is a journey, not an overnight event**.

Encourage Leadership & Independence

As they grow, encourage them to **train their own team** and develop leadership skills.

"You're doing great! Have you thought about mentoring others who join? It's a great way to build even more residual income!"

Encourage them to **start helping new affiliates**.

Teach them how to **host presentations and train their team**.

Keep them **plugged into events and advanced training**.

Final Thoughts

By following up **consistently and strategically**, you'll help your new UNITE member **stay excited, engaged, and successful**.

First 24 Hours: Welcome them, set up their account, and schedule a call.

First 3 Days: Train them, help them get their first referral, and keep them moving.

First Week: Plug them into the community and keep checking in.

Ongoing: Celebrate wins, keep them motivated, and encourage leadership.

Your success in UNITE isn't just about signing people up—it's about helping them thrive. When they succeed, you succeed!





LEVERAGING YOUR SOCIAL MEDIA FOR GROWTH

Step 1: Optimize Your Social Media

Before promoting UNITE, ensure that your social media profiles reflect credibility. Use a high-quality profile picture, write a compelling bio mentioning your role as a UNITE affiliate, and include a link to your referral page.

Step 2: Identify Your Target Audience

Define who you are trying to reach. Are they entrepreneurs, small business owners, or individuals looking for financial growth? Understanding your ideal audience will help tailor your content and outreach strategy.

Step 3: Create Engaging Content

- **Educational Posts:** Share content explaining the benefits of UNITE, including how it helps Black-owned businesses, offers financial rewards, and promotes community growth.
- **Success Stories:** Post testimonials or success stories from affiliates and customers who have benefited from UNITE.
- **Unboxing & Product Reviews:** Use the catchphrase "*Cha Ching Ching, it's a UNITE Card Thing*" in engaging videos showcasing UNITE products.
- **Live Streams & Q&A Sessions:** Go live on Instagram, Facebook, and TikTok to answer questions, share insights, and build trust with your audience.
- **Short-Form Videos:** Utilize TikTok, Instagram Reels, and YouTube Shorts to create quick,

engaging videos explaining how UNITE works and why people should join.

Step 4: Viral Marketing Strategies

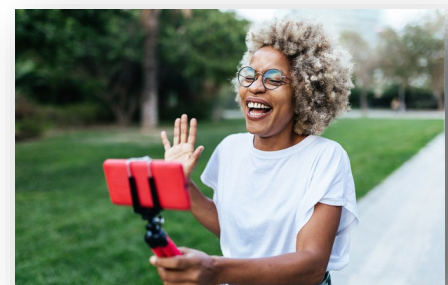
- **Hashtags & Trends:** Use relevant hashtags like #UNITECard, #BlackOwnedBusiness, and #AffiliateMarketing to increase visibility.
 - **Challenges & Giveaways:** Create engagement through challenges (e.g., "Share how you'd use your UNITE card") and giveaways to attract new followers.
 - **Collaboration with Influencers:** Partner with business influencers and content creators to expand reach and credibility.
- ## Step 5: Leverage Direct Messaging without SPAMMING (DMs) & Community Engagement
- **Engage in Facebook & LinkedIn Groups:** Join groups related to entrepreneurship and Black-owned businesses, providing value and subtly introducing UNITE.

- **Personalized Outreach:** Send direct messages to potential affiliates and customers, offering value before presenting the opportunity.

- **Comment & Interact:** Engage with posts from entrepreneurs, influencers, and potential customers to build relationships.

Step 6: Showcasing & Selling UNITE Products on Social Media

- **Live Product Demos:** Host live streams showcasing UNITE products in action. Demonstrate their benefits and answer questions in real time.
- **Unboxing & First Impressions:** Record engaging unboxing videos using the catchphrase "*Cha Ching Ching, it's a UNITE Card Thing*" to create excitement.
- **Before & After Comparisons:** Show the difference before and after using a UNITE product, whether it's a financial tool or a branded merchandise item.
- **User-Generated Content (UGC):** Encourage customers and fellow affiliates to post their experiences with UNITE products, re-sharing their content for social proof.
- **Story Highlights & Polls:** Use Instagram and Facebook Stories to showcase products daily, run polls, and engage followers with interactive content.
- **Affiliate-Exclusive Discounts & Bundles:** Offer special deals or limited-time bundles for new customers and to drive conversions.





How to Introduce Businesses to UNITE

As a UNITE Affiliate, you have the opportunity to connect businesses with a growing nationwide movement designed to increase visibility, attract new customers, and support entrepreneurship. Here's a simple and effective way to introduce business owners to UNITE.

Identify the Right Businesses

UNITE is designed for businesses that want to grow and expand their reach. Look for businesses that:

- Want more customers and repeat business
- Are open to new promotional opportunities
- Value partnerships and collaboration
- Want increased visibility beyond their local area

Approach with Confidence & Purpose

When introducing UNITE, keep your tone friendly, professional, and conversational. You don't need a long pitch — just open the door to interest.

Here's a simple example: "Hi [Business Owner's Name], I really like what you're doing with [Business Name]. I'm an Affiliate with UNITE, a growing business and shopping network that helps businesses like yours gain more visibility and attract new customers. We're connecting businesses nationwide and creating promotional opportunities designed to help entrepreneurs grow. I'd love to show you how it works and see if it could be a good fit for you."

Explain the Benefits of Joining UNITE

Once they show interest, briefly highlight the key benefits:

Increased Visibility & Customer Reach

UNITE helps businesses get discovered by a growing network of customers looking for new products and services.

Event & Collaboration Opportunities

UNITE creates opportunities for businesses to participate in special promotions, partnerships, and future events.

Customer Loyalty & Repeat Business

UNITE helps businesses build stronger customer relationships and encourage repeat customers.

Part of a Growing Network

Businesses become part of a larger movement focused on supporting entrepreneurship and business growth.

Address Questions & Provide Next Steps

If they ask about cost or commitment, keep it simple:

"Joining UNITE connects your business with a growing customer base and promotional opportunities. It's designed to help businesses grow without complicated requirements. I can send you the link or help you get started right now."

If they're interested:

- Provide your website link
 - Offer to help them sign up
- Answer any questions they may have

Follow Up & Build the Relationship

After your initial conversation:

- Follow up within a few days
 - Offer assistance if needed
 - Encourage them to take advantage of promotions
 - Stay connected and build long-term partnerships
- Strong relationships create stronger growth.



Success in UNITE is not just about how many people join your network—it's about how you handle challenges, objections, and setbacks with grace, confidence, and resilience. Here's how to maintain a strong yet gracious posture, handle objections with diplomacy, and bullet-proof yourself against disappointment when things don't go as planned.

Maintain a Strong & Gracious Posture

Be Confident, Not Pushy – People are drawn to confidence, but they resist pressure. Share UNITE as an exciting opportunity, not something you're begging them to join.

Detach from the Outcome – Your goal is to present, not persuade. If someone isn't interested, smile, thank them, and move on.

Lead with Value – Focus on how UNITE benefits them, not just how it benefits you. Ask questions, listen, and show genuine care.

Handling Objections with Diplomacy

Objections are natural and

often stem from lack of understanding, skepticism, or fear of the unknown. Instead of becoming defensive:

Acknowledge & Validate – Say something like, "I completely understand where you're coming from. I felt the same way at first!" This makes them feel heard.

Ask Questions – Instead of arguing, say, "What concerns you the most about it?" This helps you address their specific hesitation.



Share Stories, Not Arguments – Facts tell, but stories sell. Share testimonials or personal experiences to help shift their perspective.

Bullet-proof Yourself Against Disappointment

Not everyone will say yes. And even those who do may not take action. Here's how to stay strong when things don't go as expected:

Don't Take It Personally – A "no" is not a rejection of you—it's just a decision not to join right now. Stay professional and keep the door open for the future.

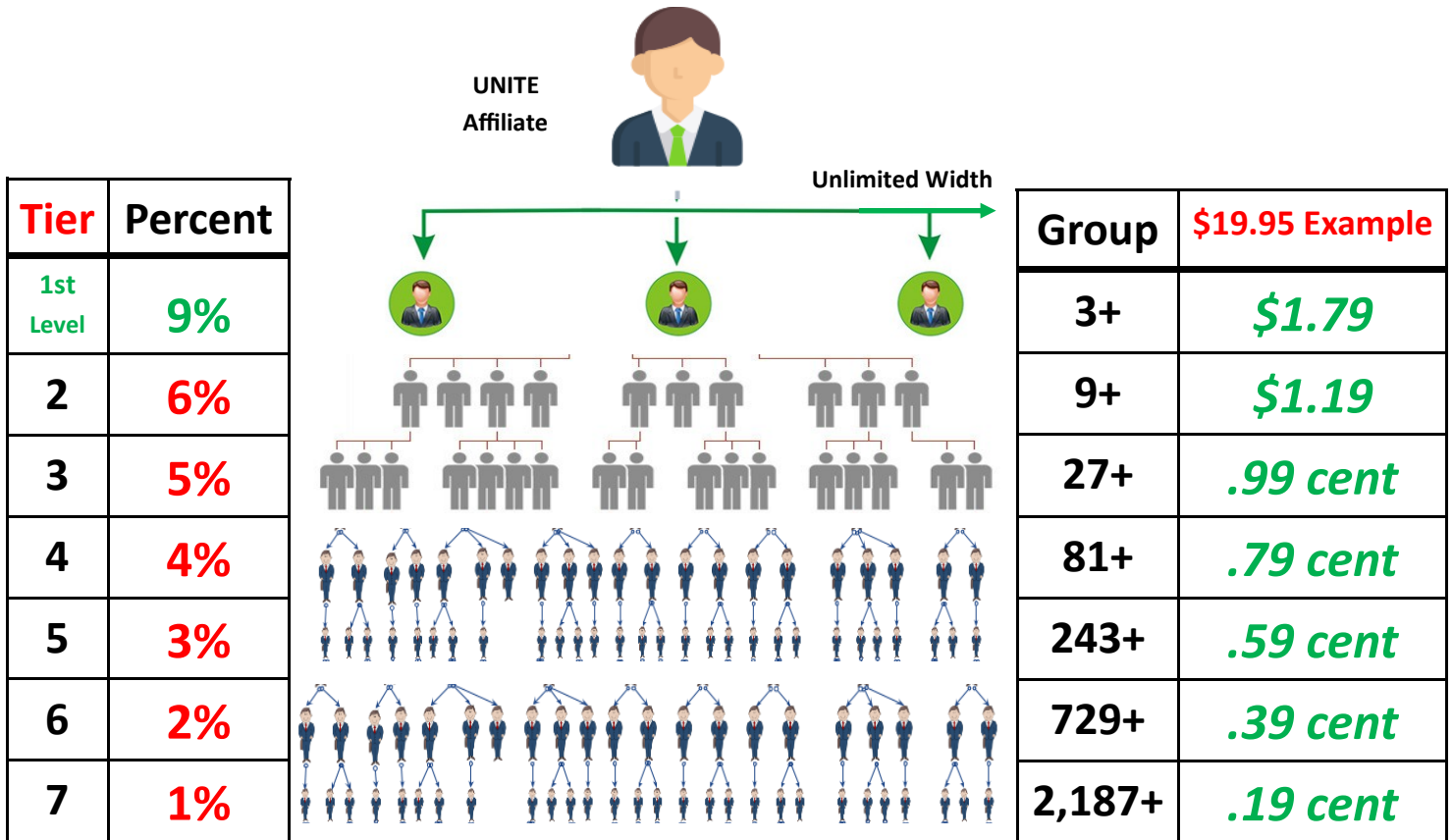
Only Work with the Willing – Energy is precious. Instead of chasing those who are unmotivated, invest your time in coaching and empowering those who are eager.

Remember the Bigger Picture – Every great leader in UNITE faced setbacks, but their success came from staying consistent, learning from challenges, and continuing to grow their network.

Final Thought: Stay Positive & Keep Moving Forward
UNITE is about building relationships, creating opportunities, and helping others succeed. Some will, some won't—so what? Keep sharing, keep growing, and your tribe will find you!



UNDERSTANDING THE COMPENSATION PLAN



Your earning potential as an UNITE Independent Business Owner (IBO) increases as customers & affiliates enter your shopping network. Your own personal monthly subscription entitles you to consistently earn income from the paid memberships and the purchase of merchandise offered via the UNITE website. Affiliates qualify to receive up to **30%** in total commissions from every purchase made by shoppers within your (**unlimited width x 7-tier deep**) referral network. The above example is based on an \$19.95 Affiliate membership although commissions could be lower from Customer memberships or higher from the purchase of merchandise from either a customer or an affiliated as offered from any merchandise sold by UNITE on its website.

EARN ADVANCEMENT BONUSES

Advancing in Rank & Earn **Bonuses**

Beyond your initial bonuses, enrolling **UNITE Affiliates & Customers** opens doors to **rank advancements and one-time advancement bonuses** as you grow your network. To reach the prestigious **Vice President & PRESIDENT ranks**, here's what you need to know:

Chief Executive – Personally enroll **100 active Affiliates** on your **first tier** and upgrade to a **greater membership** to become eligible for **Vice President**.

Regional Vice President – Have **1-2 personally enrolled Chief Executive** in your network.

National Vice President – Have **3-4 personally enrolled Chief Executives** in your network.

Senior Vice President – Have **5 personally enrolled Chief Executives** in your network.

PRESIDENT— Have **five personally enrolled Chief Executives** in your network, plus and additional 400 members for a minimum total of 1,000 members.

Each step you take not only **elevates your status** but also unlocks **greater financial rewards and leadership opportunities**. Stay focused, support your team, and keep building —your journey to success with **UNITE** starts now!

Personals	Rank/Title	BONUS
3	Promotion Specialist	\$25
6	Marketing Specialist	\$50
9	Growth Strategist	\$75
12	Brand Ambassador	\$100
25	Regional Director	\$200
50	National Director	\$400
75	Senior Director	\$800
100	Chief Executive	\$1,000

Vice PRESIDENT	BONUS
1st Chief Executive	\$2,000
2nd Chief Executive	\$3,000
3rd Chief Executive	\$4,000
4th Chief Executive	\$5,000
5th Chief Executive	\$6,000

PRESIDENT	BONUS
TOP UNITE POSITION	\$10,000





Achieve the Highest Rank: **PRESIDENT**

Reaching the prestigious rank of **President** in **UNITE** is the ultimate milestone for Affiliates dedicated to building a thriving network and maximizing their earning potential. As a **President of UNITE**, you establish yourself as a leader within the company, unlocking **exclusive rewards and financial benefits**.

How to Achieve the Rank of President

To reach the rank of **President**, you must:
Personally enroll and maintain 100+ active Affiliates in your first Tier.

Develop at least 5 Chief Executives (Affiliates with 100 members) within your network.

Maintain a total volume of 1,000 shopping club members in your organization and the point volume to match.

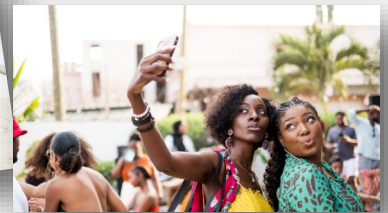
Exclusive President-Level Rewards

\$10,000 One-Time Bonus – When you achieve the rank of President, you will receive a **one-time \$10,000 bonus** as a reward for your leadership and dedication.

Elite Recognition & Perks – Presidents are recognized as **top-tier leaders** in UNITE, gaining access to exclusive opportunities, networking events, and **premium earning potential**.

Sustained Residual Income – By maintaining an **active, growing network**, you continue to **earn significant commissions** while empowering others to succeed.

Becoming a **President** is more than a title—it's a testament to **your vision, commitment, and ability to inspire and lead a thriving UNITE network**. Stay focused, support your team, and **step into the highest level of financial success!**



Personals	Network Requirement	Rank/Title	BONUS	Volume
3	Affiliates or 6 customers	Promotion Specialist	\$25	60 pts
6	Affiliates or 12 customers	Marketing Specialist	\$50	120 pts
9	Affiliates 18 customers	Growth Strategist	\$75	180 pts
12	Affiliates / +1 Customer	Brand Ambassador	\$100	240 pts
25	Affiliates / +2 Customers	Regional Director	\$200	510 pts
50	Affiliates / +3 Customers	National Director	\$400	1,020pts
75	Affiliates / +4 Customers	Senior Director	\$800	1,540 pts
100	Affiliates / +5 Customers	Chief Executive	\$1,000	2,080 pts
1st Chief Executive	200 Affiliates in Network	Regional Vice Pr1	\$2,000	4,160 pts
2nd Chief Executive	300 Affiliates in Network	Regional Vice Pr2	\$3,000	6,320 pts
3rd Chief Executive	400 Affiliates in Network	National Vice Pr1	\$4,000	8,640 pts
4th Chief Executive	500 Affiliates in Network	National Vice Pr2	\$5,000	10,960 pts
5th Chief Executive	600 Affiliates in Network	Senior Vice Pre	\$6,000	13,380 pts
5+ Chief Executives	1000 Affiliates in Network	PRESIDENT	\$10,000	21,280 pts

In the journey toward financial empowerment with UNITE, success is built upon **personal effort, network growth, and leadership development**. The **graph above** outlines the clear and achievable requirements to **advance in rank**, helping Affiliates understand exactly what it takes to move forward.

Understanding Rank Advancement

To progress through the ranks, UNITE Affiliates must meet specific **personal enrollment goals** and grow their **networks**. Each rank comes with its very own set of qualifications, including:

- **Personal Enrollments** – The number of personally enrolled Affiliates required at each level.
- **Network Requirement** – The total number of active members within your organization.
- **Rank/Title** – Your new leadership status.
- **Bonus Earnings** – The one-time financial reward you will receive.

Total Network Volume – The minimum shopping club membership volume required to maintain your

rank and unlock ongoing residual income.

Achieving Leadership Ranks

As an Affiliate builds their **team and customer base**, they unlock **higher ranks and greater financial rewards**. The key milestones include:

- **Chief Executive** – Requiring **100 personally enrolled active Affiliates (preferably on your 1st Tier)**, this position serves as the foundation for higher leadership.
- **Vice President Ranks** – Progressing through **Regional, National, and Senior Vice President** levels depends on developing **other leaders** within your network.

President Rank – The pinnacle of achievement, requiring **five personally enrolled Chief Executives** and a **total network volume of 1,000+ shopping club members**. **Presidents receive a \$10,000 one-time bonus** and enjoy the highest level of benefits.

Keys to Success in UNITE

1. **Consistent Action** – Focus on **daily outreach**, sharing UNITE with new people.
2. **Support Your Team** – Help your new team members enroll **their first three teammates** within their first **30 days** to create momentum.
3. **Stay Educated & Engaged** – Attend UNITE events, training sessions, and leadership calls.
4. **Leverage the Community** – Utilize the **UNITE platform, perks, and special events** to **attract businesses and customers** to your network.

Remain Resilient – Every "no" is one step closer to a "yes." Stay committed, and **your efforts will compound over time**.

Your Journey Begins Now!

Whether you're just getting started or working toward the **top ranks of UNITE**, the opportunity is in your hands. By **following the roadmap laid out in the graph**, staying committed to **consistent action**, and **supporting your team**, you can unlock **economic**

INDEPENDENT BUSINESS OWNER (IBO) TERMS & CONDITIONS **Effective Date:** 12 August 2025

These Terms and Conditions ("Agreement") govern the relationship between **UNITE, LLC** ("UNITE," "Company," "we," "us," or "our") and the individual ("Affiliate," "Independent Business Operator," or "IBO") who enrolls in the **UNITE Affiliate Program**. By registering as a **UNITE Affiliate**, you agree to the following terms:

1. Independent Business Owner/Operator Status

1.1. No Employment Relationship – UNITE Affiliates operate as **independent contractors**, not employees, partners, or legal representatives of UNITE. As an IBO, you are responsible for your own taxes, expenses, and business activities.

1.2. No Franchise or Joint Venture – This Agreement does not create a franchise, joint venture, or employer-employee relationship between you and UNITE.

1.3. Independent Business Control – Affiliates have full control over their business operations, schedules, and customer interactions within the guidelines of this Agreement.

2. Enrollment & Qualification

2.1. Eligibility – To become a UNITE Affiliate, you must:

- Be at least **18 years old** (or legal age in your jurisdiction).
 - Reside in a country where UNITE is legally operating.
 - Provide accurate and complete enrollment information.
- 2.2. Approval & Acceptance** – UNITE reserves the right to approve, deny, or terminate any application at its discretion.
- 2.3. Personal Business Account** – Affiliates may only **operate one UNITE account** under their name. Duplicating accounts is strictly prohibited.

3. Ethical Marketing & Compliance

3.1. No Misrepresentation – Affiliates must present **UNITE's products, services, and compensation plan accurately** without exaggeration or misleading claims.

3.2. No Income Guarantees – Affiliates **must not promise or imply guaranteed income**, fi-

ancial freedom, or "get-rich-quick" opportunities. Earnings depend on **personal effort, skill, and market demand**.

3.3. No False Product Claims – Affiliates may not make unverified health, safety, or performance claims about UNITE products or services.

3.4. No Employment Misrepresentation – UNITE is not a job or salary-based opportunity. Affiliates **must not** refer to themselves as "employees" of UNITE.

4. Social Media & Online Conduct

4.1. Professional Representation – Affiliates must maintain a professional, ethical, and compliant presence when promoting UNITE online.

4.2. No Spamming or Cold Messaging – Affiliates may not engage in **unsolicited mass messaging**, excessive tagging, or spam-like behaviors on social media.

4.3. No Unauthorized Paid Advertising – Affiliates may not purchase online ads using **UNITE's name, logo, or trademarks** without written approval.

4.4. Personal Branding – While promoting UNITE, Affiliates must ensure their branding aligns with UNITE's **mission and ethical standards**.

5. Compensation & Bonuses

5.1. Earnings Based on Performance – UNITE's compensation plan rewards **sales and network growth**, not recruitment alone.

5.2. No Front-Loading or Inventory Requirements – Affiliates are **never required to purchase inventory** to qualify for commissions.

5.3. Bonus Qualifications – Certain bonuses require maintaining **active status and meeting rank qualifications**.

5.4. Commission Payments – Commissions are paid **according to UNITE's published payout schedule**. Affiliates are responsible for any applicable **taxes or fees**.

6. Prohibited Activities

6.1. Cross-Recruiting & Poaching – Affiliates may **not solicit or recruit** other UNITE members into competing MLMs or businesses.

6.2. Selling or Transferring Accounts – An Affiliate's business **cannot be sold, transferred, or assigned** without UNITE's written consent.

6.3. Unauthorized Use of Trademarks & Branding – Affiliates may **not create their own UNITE-branded materials** or misrepresent themselves as corporate representatives.

7. Affiliate Termination & Compliance Enforcement

7.1. Voluntary Resignation – Affiliates may cancel their UNITE account at any time by submitting a written request.

7.2. Termination for Cause – UNITE reserves the right to terminate any Affiliate who violates this Agreement, including for:

- Engaging in fraudulent or unethical conduct
 - Violating marketing policies or making false claims
 - Spamming, deceptive recruiting, or policy breaches
- 7.3. Appeals & Dispute Resolution** – Affiliates may appeal terminations or disputes by submitting a written request within **30 days**.

8. Changes to Agreement & Policies

8.1. Policy Updates – UNITE reserves the right to modify these Terms at any time. Affiliates will be notified via email or company communication channels.

8.2. Affiliate Acknowledgment – Continued participation in UNITE after policy updates constitutes acceptance of the revised Terms.

9. Governing Law & Legal Compliance

9.1. Jurisdiction – This Agreement is governed by the laws of **[Insert State/Country]**.

9.2. Legal Compliance – Affiliates agree to comply with **all applicable laws** in their country or region regarding business operations and marketing practices.

10. Contact Information

For questions regarding these Terms & Conditions, please contact:

Support Email: Support@JoinUniteNow.com
Website: JoinUniteNow.com

Acknowledgment & Agreement

By enrolling as a **UNITE Affiliate & IBO**, you confirm that you have **read, understood, and agreed** to these Terms & Conditions.

I Agree to the UNITE Terms & Conditions
 I Understand That I Am an Independent Business Owner



 **Unite**
JoinUniteNow.com

