



REFERRAL PROGRAM



Give \$10. Get \$15. It's the BEST Customer Referral Program in the industry!

Our new customer Referral program is simple, fun and really lucrative for all involved. The new customer saves \$10. The referring customer earns \$15 in REWARDS points. The upline Brand Partner gets credit for C.A.B. bonuses, retail bonuses over \$15, and the ongoing commissions generated from customers' future orders. And the upline team enjoys incremental volume from a customer they probably never would have contacted.

Here's how the program works for the prospect

During the checkout process at thehappyco.com, prospects can enter a referral code, provided by the referring customer or Brand Partner. Alternatively, the code is automatically applied when a prospect accesses the site through a provided referral link. Discount links and referral codes can be generated in the Brand Partner's Back Office and customer's account dashboard.

As long as the prospect/new customer spends \$40, a \$10 discount will be applied to the order subtotal. In the U.S. market, this can be promoted as "free shipping and handling" since the \$10 discount will offset the S&H fee.



You share It.

Send your code to friends.
Find your code in your
account dashboard.



Friends use it.

Referral enters code or uses
link before checking out.



Win, Win.

You earn Rewards Points.
Your referral gets \$10 off.

Here's how the program works for the referring customer

When a prospect becomes a new customer with a purchase of \$40 or more, the system automatically activates 2,250 REWARDS points for the referring customer (equivalent to \$15 in free products). The system also automatically adds the referring customer's ID to the new customer's record. If the referring customer becomes a Brand Partner, he/she may have previously referred customers included in his/her downline.



Here's how the program works for the Brand Partner and upline team

Most Brand Partners have three to ten times more customers than they do Brand Partners. The Customer Referral Program creates incremental sales. Incremental means “extra” or “in addition to.” Therefore, the program unlocks an opportunity for 300%-1,000% more referring and recruiting happening in your business!

When a customer refers another using a code or link, as long as that new customer spends \$40 or more, the upline Brand Partner (enroller of the referring customer) gets credit for C.A.B. bonuses, retail bonuses over \$15 (the first \$15 in retail commissions goes to the REWARDS points of the referring customer), and the ongoing commissions generated from the customer's future orders.

The Brand Partner also now knows that the referring customer is an excellent candidate to become a Brand Partner as this person has shown the ability to successfully share our products. Because the price is being discounted by \$10, the CV/QV will be reduced by 10 points. But remember, these orders coming from customer referrals are all NEW orders that wouldn't have happened without this program.

Can a Brand Partner offer his/her prospects a \$10 discount? Yes!

Your web alias code acts as your referral code for your prospects. If your web alias is: TheHappyCo.com/SusanSmith then your referral code is *SusanSmith*. You can continue sharing your replicated site or you can direct prospects directly to TheHappyCo.com and ask them to enter *SusanSmith* at checkout. This opens up more sharing by Brand Partners because the conversation becomes so much easier – “*use my code and save \$10 on your first order!*”

Spread the word

Download and share these social media images with your customers to help them promote the program.

