

Construct Zero, Inc.
Strategic Partner Program

Welcome Kit

Quick Facts:

25-50% 1st-tier
5% 2nd-tier
Lifetime Customers
Ownership of All Viral Growth
Exclusive Invitation-Only
Weekly Pay Outs

CONFIDENTIAL

Please know that the information contained
in this kit is confidential and for the
eyes of authorized Strategic Partners only.
Duplication and distribution is
expressly prohibited.

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Introduction

Dear Friend,

First, please allow me to extend my warm welcome to you.

As you know, the Construct Zero Strategic Partner program is not open to the public. Unless you have passed our screening process, you would not be reading this.

What does that mean?

It means that I only want to work with serious-minded professionals who have met a number of criteria:

1. A Positive Mental Attitude
2. Demonstrated Trustworthiness and Ethics
3. Proven Marketing Skill
4. Belief in the Ideas of Construct Zero
5. Dedication to Consistent Integrated Promotion
6. An Understanding of Business

If I haven't spoken with you myself to learn more about you, someone I trust has most likely vouched for you.

I believe very firmly in the ideas of Construct Zero and I feel they are important enough to protect in this way. Sometimes the integrity of a message can be watered down or damaged by improper handling.

That's why we're so strict in this selection process.

Well, there's a selfish reason, too. See, I only want to work with people with whom I'll enjoy working.

What is life if it's not enjoyable?

If you can combine good times with people you love and profitability ... How can you beat that?

With that said, here are some important bits of information about the program. Every line of this document is important, so please do read through it thoroughly.

It's especially that you understand the ground rules as outlined below.

If you have any questions at all, please use our help desk system and someone should contact you right away:

<http://www.constructzero.com/support>

We're eager to help you and are looking forward to hearing about your marketing initiatives.

All the best,

Mark

Mark Joyner
Founder of Construct Zero, Inc.

1. Setting Up Your Account

A Strategic Partner account was automatically set up for you following approval of your Partner Application.

2. Logging in to Your Account

To edit your Strategic Partner profile and track your results, please log in here:

<https://czsecure.com/delavo>

Just enter your email address and password, sent to you inside your approval email.

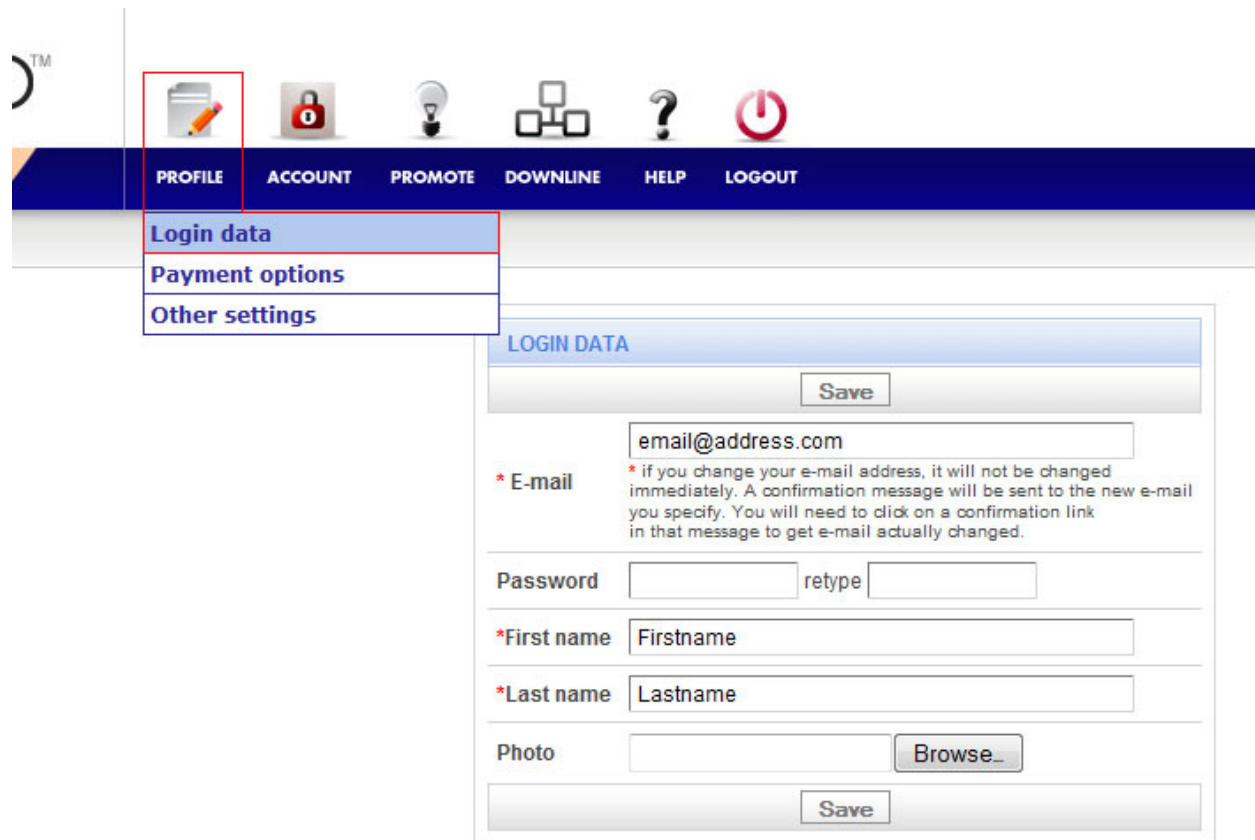
If you do not know your Strategic Partner log in password, there is a “Forgot Password” form available on the log in page.

NOTE: Please do not give the above URL to anyone unless they have been approved by me.

3. Editing Your Login Data

Once you are logged in to your CZ Partner Account, you may edit your login data by going to "Login Data":

CZsecure.com > Delavo > Profile > Login Data
<https://czsecure.com/delavo/auth/profile/login.html>



The screenshot shows the user profile interface. At the top, there is a navigation bar with icons for Profile (pencil), Account (lock), Promote (lightbulb), Downline (network), Help (question mark), and Logout (power). Below the icons is a menu with the following items: PROFILE, ACCOUNT, PROMOTE, DOWNLINE, HELP, and LOGOUT. The 'PROFILE' menu is expanded, showing a sub-menu with 'Login data', 'Payment options', and 'Other settings'. The 'Login data' option is selected, and the 'LOGIN DATA' form is displayed. The form contains the following fields and controls:

- Save** button at the top of the form.
- E-mail** field: Contains 'email@address.com'. A note below the field states: '* if you change your e-mail address, it will not be changed immediately. A confirmation message will be sent to the new e-mail you specify. You will need to click on a confirmation link in that message to get e-mail actually changed.'
- Password** field: Two adjacent input boxes labeled 'password' and 'retype'.
- *First name** field: Contains 'Firstname'.
- *Last name** field: Contains 'Lastname'.
- Photo** field: An input box followed by a 'Browse...' button.
- Save** button at the bottom of the form.

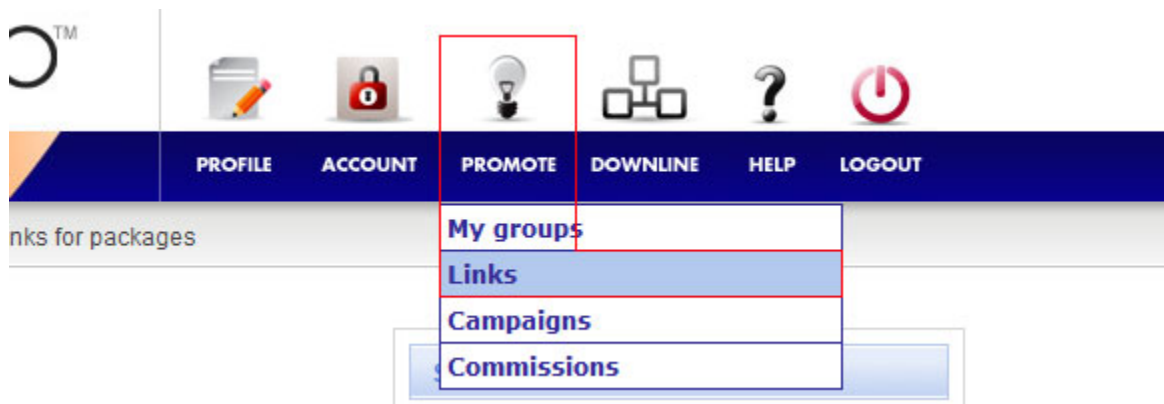
NOTE: Upon first log in, you are instantly offered the chance to edit the above details.

4. 2nd-Tier Partners

If you would like to invite someone to the CZ Partner Program, thus becoming your 2nd-tier Partner of whom earn you 5% commissions on anything they sell, have them fill out the Strategic Partner application form, just as you did.

To send people to the application form and ensure that it's tracked with your Partner ID, please use the URL shown inside the Links section:

CZsecure.com > Delavo > Promote > Links
<https://czsecure.com/delavo/member/promote/links.html>



Looking at the Links page, you will notice the complete set of CZ Products and Services that you can begin promoting now.

SEARCH

Keyword (Title or ID)

PROMO LINKS FOR PACKAGES				
ID	Title	Locked	Campaign	
188	CZ Partner Application (2nd-Tier Referral Link)	locked	▼	order link promotion
170	Integration Marketing Big Deal	locked	▼	order link promotion
169	Integration Marketing Level 123	locked	▼	order link promotion
149	Integration Marketing Level 3	locked	▼	order link promotion
148	Integration Marketing Level 2	locked	▼	order link promotion
147	Integration Marketing Starter Kit	locked	▼	order link promotion

Depending on your privileges as a CZ Partner, your set of CZ Products may vary, in which case, to find the CZ Product you wish to promote you may have to conduct a search. In the case of your 2nd-tier Partner link, conduct a search for "CZ Partner."

SEARCH

Keyword (Title or ID)

PROMO LINKS FOR PACKAGES				
ID	Title	Locked	Campaign	
188	CZ Partner Application (2nd-Tier Referral Link)	locked	▼	order link promotion

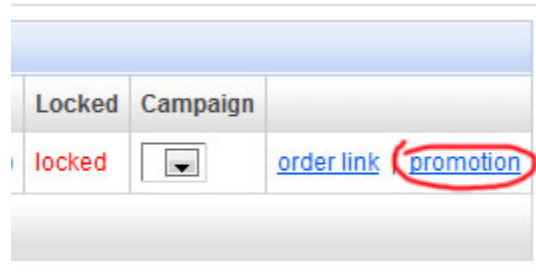


Click the "promotion" link (pictured above) and a pop-up window will display your 2nd-tier Partner referral link.

5. Promotional Links & Campaigns

Each CZ Product has a promotional link for you to use in your promotions.

Each link can be found by clicking on the "promotion" link:



Each link appears much like this:

<https://czsecure.com/delavo/188uo/-YOUR-PARTNER-ID-/order>

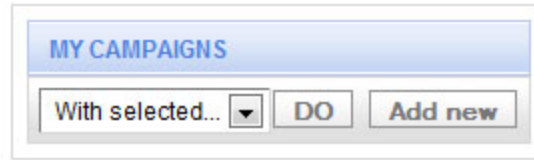
While the above format will track the Customer you refer to CZ Products, to track your link's Clicks and Sales and laser focus your marketing, use the Campaign tracking feature; allowing you to design and track an unlimited number of advertising and marketing campaigns.

To create (and track) a Campaign, go to the Campaign section:

CZsecure.com > Delavo > Promote > Campaigns
<https://czsecure.com/delavo/member/promote/campaigns.html>



Click on the "Add New" button:



Once on the Add New page, enter a descriptive title for the promotion, click "Enabled" to enable Campaign tracking, then click the "Save" button.

NOTE: If your Campaign is not Enabled (as pictured above), the tracking for that particular Campaign will be disabled. All Sales will still be credited to you, you simply won't be able to track which link the Sale originated from.

With the ability to create unlimited Campaigns, you can even go as far as creating a Campaign for each promotional link (for the same CZ Product) in one piece of advertising or marketing, as pictured below:

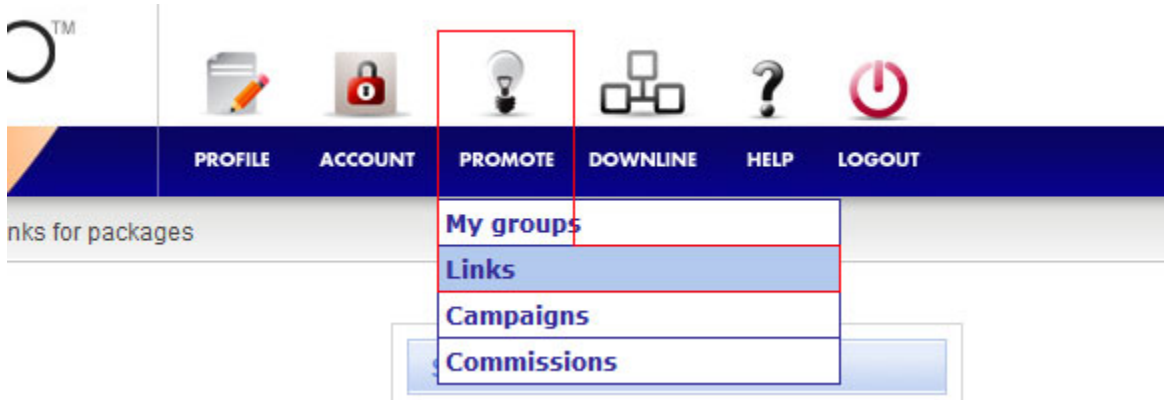
MY CAMPAIGNS							
			Title	Enabled	Clicks	Sales	Ratio
<input type="checkbox"/>			Newsletter Announcement 2010-01-01 first link	enabled			
<input type="checkbox"/>			Newsletter Announcement 2010-01-01 second link	enabled			
<input type="checkbox"/>			Newsletter Announcement 2010-01-01 third link	enabled			

With selected...

As you'll also notice from the picture above, each Campaign has a tracking report for the number of Clicks to the Campaign link, the number of Sales as a result of coming through the Campaign link, and a Click-to-Sales ratio to give you fast facts on how well the Campaign link is performing.

Returning to the Links section:

CZsecure.com > Delavo > Promote > Links
<https://czsecure.com/delavo/member/promote/links.html>



Once you create and enable your Campaigns, each Campaign will appear in a drop-down menu for each CZ Product:

PROMO LINKS FOR PACKAGES				
ID	Title	Locked	Campaign	
188	CZ Partner Application (2nd-Tier Referral Link)	locked	<input type="text"/>	order link promotion
170	Integration Marketing Big Deal	locked	Newsletter Announcement 2010-01-01 first link Newsletter Announcement 2010-01-01 second link Newsletter Announcement 2010-01-01 third link	order link promotion
169	Integration Marketing Level 123	locked	<input type="text"/>	order link promotion
149	Integration Marketing Level 3	locked	<input type="text"/>	order link promotion
148	Integration Marketing Level 2	locked	<input type="text"/>	order link promotion



Select the Campaign you wish to tag on to your CZ Product promotional link:

PROMO LINKS FOR PACKAGES				
ID	Title	Locked	Campaign	
188	CZ Partner Application (2nd-Tier Referral Link)	locked	Newsletter Announcement 2010-01-01 first link	order link promotion
170	Integration Marketing Big Deal	locked	<input type="text"/>	order link promotion
169	Integration Marketing Level 123	locked	<input type="text"/>	order link promotion
149	Integration Marketing Level 3	locked	<input type="text"/>	order link promotion
148	Integration Marketing Level 2	locked	<input type="text"/>	order link promotion

Then click the "promotion" link (pictured above) and a pop-up window will display your Campaign link, which will look much like this:

https://czsecure.com/delavo/188uo/-YOUR-PARTNER-ID-/order?camp_id=4

Any person that then clicks on the above link and/or purchases a CZ Product as a result of clicking on the above link, those numbers will be displayed in your Campaign stats:

MY CAMPAIGNS							
			Title	Enabled	Clicks	Sales	Ratio
<input type="checkbox"/>			Newsletter Announcement 2010-01-01 first link	enabled	10	10	100%
<input type="checkbox"/>			Newsletter Announcement 2010-01-01 second link	enabled			
<input type="checkbox"/>			Newsletter Announcement 2010-01-01 third link	enabled			

With selected...

6. Sales & Commissions

You will earn commissions on all Customers whom you refer, of whom purchase a CZ Product.

The CZ Partner Program rewards commissions on two tiers:

- *1st-tier*: You will earn between 25-50% for select CZ Products purchased by Customers whom you directly referred.
- *2nd-tier*: You will earn 5% for all CZ Products purchased by Customers your 2nd-tier Partners refer.

Depending on the CZ Product, and the marketing introduced in any given sales process, commission amounts will vary, but are always rewarded as a 25-50%/5% cut of the final sale price. Example: If a 1st-tier Customer purchases a \$97.00 product, and the commission is 25%, you will earn \$24.25.

7. Weekly Payouts

Commission Payouts are issued each week as long as you meet the following criteria:

1. Your commission total is over the amount of \$100.00.
2. You supply a valid PayPal email address to receive payment.
3. You supply a signed W-9 form if you are a resident of the United States with an annual payout from Construct Zero, Inc. of \$600.00 or more.

NOTE: All CZ Products have between a 30-day and 60-day guarantee. As such, all related commissions of any CZ Product will not be paid until after the guarantee period has expired. If one of your Customers is issued a refund during the guarantee period, you will lose the commission related to the refunded purchase.

8. How to Increase Results

As I write this document the effectiveness of various Partner Campaigns is ranging from 2-7% visitor to Simpleology 102 (a paid CZ Product) sign up rate. Meaning 2-7% of visitors to the Simpleology 102 sales page, sign-ups and makes a purchase.

About 47% of all visitors are signing up for the free Simpleology 101 course (a free CZ Product). Meaning 47% of visitors create their free CZ Customer Account.

In both cases, the Customer is "locked in" as your Customer-for-Life; anything they purchase for the life of their account, you will earn a commission on.

As you can see from the numbers above, promoting our free offers will increase your chances of generating far more Customers for life. Customers that at one point or another, purchase at least one, of hundreds, of Products (which you will earn commissions on).

Why the big range in results?

It all has to do with the "frame" from which your visitors enter the site.

If they go to the site with a believable expectation of something great, they are more likely to purchase than someone who goes in with no expectation whatsoever (or even a negative expectation).

This is the most powerful concept in affiliate marketing.

All you have to do to is adjust that frame and your conversion rate will dramatically increase.

How is this done?

a. Your Honest Heartfelt Opinion

Tell people your honest experiences with CZ Products so far. When they see that it has affected you so positively, they will want some of that for themselves.

b. Zeigarnik Effect

Hint at some of the things they will learn when they get inside without revealing what they are.

c. Make it Tangible and Real

Make it so they can almost taste getting in there and starting the course right now.

d. Make it Seem Easy

Focus on the fact that the whole thing culminates in a simple 15 minute a day exercise.

Focus on how everything is spoon-fed in little bite size videos each day.

e. Quantify

Have you experienced an increase in energy? More done each day? More income?
What are the measurable effects of your experience so far?

f. Make it Believable

You can add little things in there that add to the believability of your statements. For example, pointing out something that some may see as a negative (without going too overboard) and then excusing it will add to the believability of your statements.

For example:

“Even though simple•ology has had more impact on my life than any other personal development program I have ever experienced, I do have to warn you that it will only work if you do what it asks. There is no such thing as a magic pill. simple•ology is boiled down to a short 15 minute exercise that you perform every day. If you want the incredible changes in your mastery of Time, Energy, and Money, you must do the fun exercise every day. The changes aren’t going to happen unless you do.”

See what happened there? We focused in on a possible negative, but couched it around all of these positives – making our positives more believable.

Don’t go overboard here. Just one thing like this is enough ...

g. Tell a Story

People love stories, and if you have one relating to your CZ experience, that will greatly increase your results.

You’ll notice I’m not including any pre-written marketing materials here ... Why? Because your from-the-gut story will out-pull anything I could ever write for you.

9. Cool Features

Here are some cool features of the program you may not know about:

a. Viral Growth is Yours

This is something about which I'm very excited. Here's how it works.

Since there is no affiliate program for simple•ology (a CZ Product), your Customers are not motivated to tell others out of greed. This is important. I don't want this to become the next program on the block that is "flogged" to death by people who don't believe in it.

People will tell others about simple•ology for one reason: it is having an impact on their lives.

Example: we have a lady who set up a blog about her simple•ology experience the very day after our launch. Is she getting money for that? Nope. She just wants to share because it's helping her.

When your customers tell others, we're going to do everything we can to mark them as your Customer, too.

What does that mean?

Let's say you tell Bob. Bob is your Customer.

Now, Bob tells Angel through our TAF form on the site and Angel signs up. Bob isn't a partner, so he isn't making any money.

Who is?

You are. Angel is your Customer.

Now, when Angel tells Alina, Alina is your Customer, too – and so on to infinity. Every person you bring has the potential to become a little cluster of customers.

I'll be adding more features as we go that will stimulate this even more.

b. Life-Time Customers

As we add more courses and products to the line up, the only way our members will be able to purchase them is through the member area. This gives us great accuracy in tracking.

As they purchase new products, you get commissions on those purchases as well for the lifetime of the Customer.

I plan to continually add to and improve this product line.

c. Campaign Tracking

This was explained above.

d. Just Give It Away

Rather than sell people on a CZ Product, all you have to do is give away access to them. Let us do all the selling from there.

Sure makes your life easier ...

e. Weekly Pay Outs

This was explained above.

10. The Real Power

The real power in this program will be unleashed when you work with me on any “Integration Marketing” initiatives.

Integration Marketing is a term I coined to describe marketing that integrates into another marketing process.

For example, when you purchase a book online and on the thank you page the product from another company is offered to you, that’s integration marketing.

This is one of the most powerful forms of marketing in the world, but people just don’t do it.

Why?

Because they’re lazy. Integration Marketing takes effort and thought in the beginning. The beauty, though, is that once that little effort has been made, it continues to pay dividends for years and years.

Let’s do this together.

I want you to look at every product you sell, every newsletter you ask people to sign up for ... Every process you have ...

And let’s see how we can integrate your CZ partnership into it so we can pull money out of thin air together.

Here are some things you can do immediately:

- a. When someone signs up for your newsletter, immediately tell them a story about your CZ experience on the thank you page.
- b. When someone signs up for your newsletter, include a short plug for CZ in your confirmation email.
- c. When someone purchases a product from you, immediately give them a gift: free access to one of the many CZ Products.
- d. Whenever you ship a product, include an insert telling them about your experience with CZ.

I would love to hear about your potential initiatives. Please contact me and I’m happy to give you a hand.

11. Ground Rules

You probably know all of this already, but it bears repeating:

- f. Please do not broadcast about the existence of this program. It's invitation-only.
- g. Please do not include your CZ Partner link in spam or any type of abusive Internet advertising.
- h. Please keep it real, honest, and have fun!

That's it!

As you know, I have a long-term vision for simple-ology and I am very proud to include you as part of that plan.

I want to help you set up a passive, hands-off source of income and as you now realize, that's very possible with the system we've built. I'm only going to improve this system every day.

I do my Daily Target Praxis every single morning and am always focused on finding ways to make this better for you every single day.

Let us know how we can help!