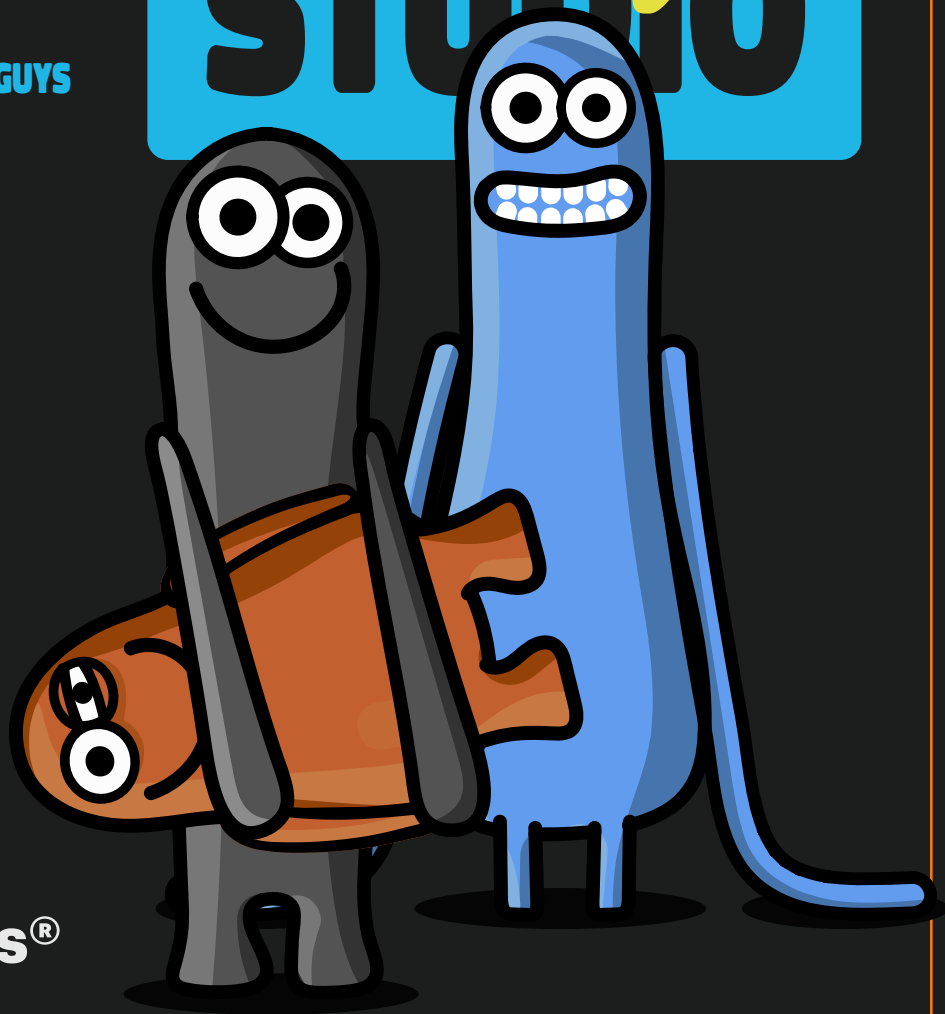


# These Guys

# CREATIVE *Advertising* STUDIO

WHERE IDEAS AND THESEGUYS  
ARE BOTH CRAY CRAY.



## TG™ Passive Paydays® Whitepaper

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## Introduction to TheseGuys

TheseGuys, a leading creative agency based in Islamabad, Pakistan, with an international footprint in England, Saudi Arabia, and beyond, focuses on transforming businesses through innovative branding. Our expertise in branding design has led us to develop a specialized Affiliate Program for branding services. This program is designed for professionals who wish to expand their network by promoting our tailored branding packages to new clients.

### Why Join Our Program?

**Exclusive Branding Solutions:** Offer your clients a chance to solidify their market presence with our expert branding services.

**High Earning Potential:** Earn from commissions on every branding project you bring to TheseGuys.

**Comprehensive Support:** Gain access to our branding resources, from templates to branding insights, to make your pitch compelling.

This white paper details our branding packages, the affiliate program's structure, benefits, operational processes, and KPIs for success.





## Program Objectives

Extend TheseGuys' branding expertise globally by leveraging affiliate networks. Increase brand awareness and client acquisition through motivated professionals. Foster partnerships that benefit from our specialized branding solutions.

## Affiliate Requirements

- Have at least 5 years of professional experience, ideally in branding or related sectors.
- Be legally settled in their respective country with the ability to conduct business.
- Exhibit high self-motivation, excellent communication skills, and a passion for branding.
- Be fluent in local languages and have a good understanding of local business cultures.

## Program Overview

- Promote our branding packages to potential clients.
- Use our branding tools and resources to effectively engage with and convince prospects.
- Earn commissions based on the branding projects they secure for TheseGuys.

## Branding Packages and Commission Structure

### Package 01: Bare Neccessities

Embark on your brand's journey with our Core Branding Package. This foundational package is perfect for startups and businesses looking to establish or refresh their identity. We deliver a comprehensive Brand Journal, a creative Brand & Logo Concept, and meticulous Brand Guidelines. All files are provided in industry-standard formats like Adobe Illustrator (.ai) and PDF, ensuring you have what you need to communicate your brand effectively across all platforms.

With a rapid 7-day turnaround, this package is the first step towards a consistent and impactful brand presence.

#### Deliverables:

- Brand Journal
- Brand & Logo Concept
- Detailed Brand Guidelines

#### Files Provided:

- Brand & Logo Concept (Adobe Illustrator (.ai) & PDF)





- Brand Guidelines (Adobe Illustrator (.ai) & PDF)
- PNG files of Logos and logo variations
- Brand Journal

Timeline: 7 days from project initiation.

Fee: **\$1,500**

Commission: 10%

## Package 02: Social Butterfly

Elevate your brand's social media presence with our Core Branding + Social Media Kit package. This package builds upon the essentials of our Core Branding Package by adding a tailored Social Media Kit. Along with your Brand Journal, Brand & Logo Concept, and Brand Guidelines, you receive optimized visual assets like a profile picture, cover photo, and Instagram highlight Icons, all designed to fit your brand's ethos.

This package ensures that your social media platforms reflect the professionalism and style of your brand from day one, still delivered in just 7 days for quick impact.

### Deliverables:

- Brand Journal
- Brand & Logo Concept
- Detailed Brand Guidelines
- Social Media Kit

### Files Provided:

- Brand & Logo Concept (Adobe Illustrator (.ai) & PDF)
- Brand Guidelines (Adobe Illustrator (.ai) & PDF)
- PNG files of Logos and logo variations
- Brand Journal
- Profile Picture (500x500px)
- Cover Photo (751x351px)
- Instagram Highlight Icons (500x500px)





Timeline: 2 days from project initiation.

Fee: **\$2,000**

Commission: 12%

### Package 03: Whole Shabang

Experience the full spectrum of branding with our Full Branding Package, which includes everything from the Core Branding and Social Media Kit, plus dynamic Packaging Design and a Social Media Rebrand Launch Post. This all-encompassing package is tailored for businesses ready to make a significant impact, providing not only the core identity elements but also tangible product packaging and a strategy for announcing your brand refresh across social media.

With technical drawings for packaging and a set of posts and stories for social media, this package is your complete solution for a brand overhaul, all within the lightning-fast 10-day timeline.

#### Deliverables:

- All from Core Branding + Social Media Kit
- Packaging Design
- Social Media Rebrand Launch Post

#### Files Provided:

- Brand & Logo Concept (Adobe Illustrator (.ai) & PDF)
- Brand Guidelines (Adobe Illustrator (.ai) & PDF)
- PNG files of Logos and logo variations
- Brand Journal
- Profile Picture (500x500px)
- Cover Photo (751x351px)
- Instagram Highlight Icons (500x500px)
- Three Social Media Posts and Three Stories
- Packaging Technical Drawings (Printable Files in Adobe Illustrator (.ai)/PDF/Print-ready JPEG)

Timeline: 10 days from project initiation.

Fee: **\$2,500**

Commission: 15%



## Operational Process

### 1. Affiliate Onboarding:

Prospective affiliates apply through our dedicated portal where they submit their professional background, experience, and motivation to join the program. We meticulously review applications to ensure candidates meet our criteria, focusing on experience, cultural fit, and network potential.

- **Comprehensive Training:** Once accepted, affiliates undergo a detailed training program:
  - Branding Masterclass:** A deep dive into what makes TheseGuys branding unique, including our methodology, past successes, and client testimonials.
- **Sales and Pitching Workshop:** Techniques on how to effectively communicate the value of our branding packages to prospective clients, including role-playing and feedback sessions.
- **Resource Provision:** Access to our Affiliate Resource Portal, which includes branding templates, pitch decks, case studies, and marketing materials.
- **Personalized Coaching:** One-on-one sessions with our team to tailor the affiliate's approach to their market and clientele.

### 2. Client Acquisition:

- **Lead Identification:** Affiliates leverage their networks, attend industry events, or use our provided marketing materials to identify potential clients. We encourage strategic outreach, focusing on businesses that would benefit most from our branding services.
- **Lead Submission:** Once a potential client is identified, affiliates submit lead details through our secure CRM system, providing all necessary information to allow for a tailored proposal.

### 3. Proposal and Negotiation:

- **Custom Proposal Creation:** Based on the lead information, our team crafts a specific proposal, selecting the appropriate package from our three options or customizing as necessary.
- **Affiliate Involvement:** Affiliates play a key role in the sales process, using their relationship with the client to assist in negotiations. They provide insights into client needs and preferences, helping to close the deal.
- **Interactive Presentation:** If needed, we can arrange virtual or in-person meetings where affiliates can present the proposal alongside our branding experts, ensuring all questions are answered.



#### 4. Project Handover:

- **Agreement Confirmation:** Once the client agrees to proceed, all contractual details are finalized, and the project is officially handed over to our creative team.
- **Timeline Management:** We maintain the promised 2-day turnaround for project initiation to delivery, keeping affiliates updated on progress through our project management tools.

#### 5. Feedback and Reporting:

- **Weekly Strategy Sessions :** Affiliates meet weekly with our team to discuss ongoing leads, share feedback on what's working, and strategize for future engagements.
- **Performance Dashboards:** Affiliates have access to a live dashboard where they can track their leads, conversion rates, and commissions earned, fostering transparency and motivation.
- **Client Feedback Loop:** After project completion, affiliates receive feedback from clients via our system, which helps in refining approaches and showcasing success stories.
- **Continuous Improvement:** Based on performance data and client feedback, we offer ongoing training and resources to ensure affiliates are always equipped with the latest strategies and tools.

#### 6. Support and Resources:

- **Dedicated Affiliate Support:** A support team is available to assist affiliates with any questions, technical issues, or additional resources they might need.
- **Marketing Collateral:** Regular updates to marketing materials to keep them fresh and relevant.
- **Networking Opportunities:** We organize or sponsor events where affiliates can meet potential clients or other professionals, expanding their network.

## Key Performance Indicators (KPIs)

#### 1. Lead Generation:

- **Number of Leads :** Monthly count of new leads submitted by each affiliate.
- **Quality of Leads:** Assessed by how well the leads match our target client profile or their potential for conversion.

#### 2. Conversion Rate:

- **Conversion Percentage:** The proportion of leads that convert into signed projects. Calculated as:  $(\text{Number of Projects Closed} / \text{Number of Leads Submitted}) * 100$
- **Time to Conversion:** Average number of days it takes from lead submission to project



- agreement, aiming for efficiency.

### 3. Revenue Contribution:

- **Total Revenue:** The sum of all project fees from clients acquired by the affiliate, providing a clear view of their financial impact on TheseGuys.
- **Average Project Value:** The average fee of projects brought in by an affiliate, indicating the quality and scale of projects they attract.

### 4. Engagement:

- **Meeting Attendance:** Percentage of weekly strategy sessions attended by the affiliate, highlighting their commitment.
- **Resource Utilization:** How frequently and effectively the affiliate uses provided marketing materials, templates, and tools.

### 5. Client Feedback:

- **Client Satisfaction Score:** Post-project surveys measuring client satisfaction, directly linked to the affiliate's interaction and the quality of the branding project delivered.
- **Net Promoter Score (NPS):** Gauges the likelihood of clients recommending TheseGuys to others, reflecting on the affiliate's ability to match clients with appropriate branding solutions.

### 6. Efficiency Indicators:

- **Proposal Acceptance Rate:** The rate at which proposals sent through affiliates are accepted by clients.
- **Follow-Up Efficiency:** Number of follow-ups needed per closed deal, aiming to optimize the sales process.

### 7. Affiliate Development:

- **Training Completion:** Percentage of training modules completed by the affiliate, indicating their investment in personal growth and understanding of TheseGuys' branding ethos.
- **Certifications or Awards:** Achievements in professional development or recognition from TheseGuys.





## 8. Market Expansion:

- **New Market Penetration:** Number of new clients from untapped markets or regions, showing the affiliate's effectiveness in expanding our reach.
- **Repeat Business:** Clients returning for additional services or referring others, suggesting long-term relationship building by the affiliate.

## 9. Operational Metrics:

- **Accuracy of Lead Information:** Quality of data provided with leads, which impacts the speed and effectiveness of our proposal and project management processes.
- **Compliance with Process:** How well affiliates adhere to the operational guidelines and timelines set by TheseGuys.

## 10. Performance Against Goals:

- **Goal Achievement:** Comparison of actual performance against personal goals set during onboarding or quarterly reviews.
- **Growth Rate:** Month-over-month or quarter-over-quarter growth in any of the above metrics, showing improvement and scalability.

## Tracking and Reporting:

- **Monthly Reports:** Detailed reports sent to affiliates, summarizing their performance against these KPIs.
- **Quarterly Reviews:** Formal review sessions where KPIs are discussed, with feedback given on areas of strength and improvement.

These KPIs serve as benchmarks for success within the affiliate program, providing a structured way to measure, reward, and guide performance. They are designed not only to track financial outcomes but also to ensure quality, engagement, and growth within the affiliate network.

## Strategy for Identifying Leads

### 1. Market Research and Segmentation:

- **Target Market Analysis:** Begin by researching the specific markets you are targeting, like England and Saudi Arabia. Understand the cultural nuances, industry trends, and local business practices.
- **Client Segmentation:** Segment potential clients based on industry, company size, stage of



- business growth, and existing branding needs. Focus on businesses that might benefit from a branding refresh or those launching new products or services.

## 2. Networking and Relationship Building:

- **Industry Events:** Attend trade shows, conferences, and local business events where potential clients might be present. Use these opportunities to hand out business cards, engage in conversations, and collect contact information.
- **Professional Associations:** Join or partner with local chambers of commerce, industry associations, or business clubs. This provides access to a curated list of businesses looking for services like branding.

## 3. Leveraging Existing Networks:

- **Personal and Professional Contacts:** Use your existing network to introduce TheseGuys' services. Ask for referrals from current clients or contacts who might know businesses in need of branding.
- **Alumni and Social Connections:** Reach out through LinkedIn or other professional networks where you have connections, especially those in marketing, sales, or executive roles.

## 4. Digital Marketing and Outreach:

- **Content Marketing:** Create or share content relevant to branding, such as blogs, case studies, or white papers on your LinkedIn profile or through email newsletters. This establishes you as an authority in branding, attracting leads organically.
- **LinkedIn Outreach:** Use LinkedIn Sales Navigator or similar tools to identify key decision-makers in companies that fit your ideal client profile. Personalized messages that highlight how TheseGuys can solve specific branding challenges are key.
- **Email Campaigns:** Develop targeted email campaigns for different segments of potential clients, using tools like Mailchimp to automate and track engagement.

## 5. Social Media Engagement:

- **Active Participation:** Engage on platforms where your potential clients are active, like LinkedIn, Twitter, or Instagram. Share insights, comment on relevant posts, and join industry-specific groups or conversations.
- **Social Listening:** Use tools to monitor social media for discussions about branding, business growth, or companies expressing interest in rebranding.



## 6. Local Business Directories and Platforms:

- Listings: Ensure TheseGuys is listed in local business directories in your target areas. Encourage reviews from existing clients to build credibility.
- Local Online Platforms: Engage with platforms where local businesses seek services, like local business forums, community boards, or advertising on local websites.

## 7. Strategic Alliances:

- Partnerships: Form partnerships with complementary businesses like PR firms, digital marketing agencies, or web developers who might refer clients needing branding services.
- Co-Marketing Initiatives: Collaborate on events, webinars, or content creation with partners to reach a wider audience.

## 8. Lead Qualification:

- Initial Contact: When leads come in, use a qualification process to assess their readiness to buy, budget, and decision-making power. Questions like "Are you currently considering a rebrand?" or "What are your current branding challenges?" can help.
- CRM Utilization: Feed all leads into a CRM system to track interactions, note preferences, and schedule follow-ups, ensuring no opportunity slips through the cracks.

## 9. Feedback Loop:

- Client Feedback: After each branding project, gather feedback not just on the project itself but also on how the client was initially approached. This information can refine your lead identification strategy.

## 10. Continuous Education:

**Stay Informed:** Keep abreast of industry news, trends, and changes in branding needs to anticipate where new opportunities might arise.

## Legal and Ethical Considerations:

NDA's and terms of service to ensure confidentiality and ethical practices.





## TheseGuys Branding Affiliate Reward System

### 1. Commission-Based Rewards:

- Bare Neccesities: 10% commission on each project sold.
- Social Butterfly: 12% commission on each project sold.
- Whole Shabang: 15% commission on each project sold.

### 2. Tiered Commission Structure:

- Bronze Tier: (0-5 projects per quarter) - Base commission rates apply.
- Silver Tier: (6-10 projects per quarter) - +1% additional commission on all projects.
- Gold Tier: (11+ projects per quarter) - +2% additional commission on all projects.

### 3. Bonus for High-Value Projects:

- An additional 5% commission for any project where the total value exceeds \$2,500.

### 4. Volume Bonuses:

- Quarterly Volume Bonus: For every 5 projects secured in a quarter, an extra \$100 bonus is awarded.
- Annual Volume Bonus: If an affiliate secures 20 or more projects in a year, they receive a \$1,000 bonus at year-end.

### 5. Referral Rewards:

- New Affiliate Referral: Receive a \$250 bonus for each new affiliate who signs up through your referral and completes their first project.

### 6. Performance-Based Rewards:

- Client Satisfaction: For every 5 projects with high client satisfaction ratings (measured by post-project surveys), affiliates earn an extra \$150.

### 7. Loyalty Rewards:

- Longevity Bonus: For each year an affiliate remains active with TheseGuys, they earn a \$500 annual loyalty bonus, increasing by \$100 each subsequent year.

### 8. Recognition and Exposure:

**Top Performer Awards:** Quarterly and annual awards for top affiliates, including public recognition





through our website, newsletters, and social media.

- **Featured Case Studies:** Affiliates who secure landmark projects might have their success stories featured in TheseGuys' marketing materials, enhancing their personal brand.

#### 9. Networking Opportunities:

**Special Events:** Invitations to exclusive networking events or dinners where affiliates can meet potential clients or other professionals in the industry.

Contact us:

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