FOR STUDENTS & SCHOOLS

Student Affiliate Booklet

Earn and learn. Real client work for real local businesses - with coaching behind you the whole way.



RezConnect.store - Student Affiliate Program
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WHY THIS PROGRAM EXISTS

Many times people fail because they are not coached

That is the founding idea behind this program. You are not handed a login and wished good luck. You learn a real platform, you work with real merchants, and you have a coach, playbooks, and fellow students behind you.

> **Technology doesn't fail businesses - the lack of coaching does.** That is why every part of this program pairs the tool with a person.

What you get out of it

- **Income** - a simple, transparent share of every subscription you bring in (next page).
- **Skills** - sales, onboarding, customer relationships, and business software you can put on a resume.
- **Impact** - every subscription also funds a local nonprofit *you* choose.

How merchants can work with you

- They do it themselves, with you guiding them.
- You do it for them, hands-on.
- You mentor each other - the learning goes both ways.

THE COMPENSATION PLAN

The split is the whole plan

No tiers. No points. No bonuses. No separate growth track. Every paid subscription splits three ways - to you, to your chosen nonprofit, and to RezConnect.store.

Monthly subscription - $97/month

$40	$7	$50
YOU, EVERY MONTH*	YOUR NONPROFIT	REZCONNECT

Annual subscription - $997/year (saves the merchant $167)

$400	$97	$500
YOU, ONE PAYMENT	YOUR NONPROFIT	REZCONNECT

* Monthly: paid each month the account stays active and paid. Annual: paid once, after the $997 is collected. RezConnect.store tracks the nonprofit share and remits donations monthly in aggregate.

> Ten active monthly merchants = **$400/month** to you. That math never changes - which is exactly the point.

Beyond the Mailbox

Three income streams. One affiliate. The split is just the beginning.

TIER 3 — THE CEILING YOU SET

$10K–$100K/mo

Agency Revenue

Recruit accounts, build a team, and scale. Your agency, your revenue.

TIER 2 — THE ACCELERATOR

$50–$100/hr

Project Money

Build-out and scope work, billed by the hour. The merchant chooses: do it themselves — or hire you.

TIER 1 — THE FOUNDATION

$40/mo per merchant

Mailbox Money

Recurring split from every active $97 subscription. Shows up whether you lift a finger or not.

The $7 that becomes $97

On monthly plans, $7/mo goes to the affiliate's chosen nonprofit ($84/year). On the $997 annual plan, that same gift multiplies to a $97 annual donation — more for the cause, and one more reason the annual plan wins for everyone.

$7/mo × 12 = $84/yr → **$97 annual gift**

What the Math Looks Like

Same affiliate. Same program. Four stages of growth.

STARTER

5 merchants

$200/mo Mailbox: 5 × $40

$1,350/mo Projects: 3 merchants × 6 hrs × $75

≈ $1,550/mo
combined monthly

BUILDER

20 merchants

$800/mo Mailbox: 20 × $40

$4,500/mo Projects: 10 merchants × 6 hrs × $75

≈ $5,300/mo
combined monthly

AGENCY

50 merchants

$2,000/mo Mailbox: 50 × $40

$11,250/mo Projects: 25 merchants × 6 hrs × $75

≈ $13,250/mo
combined monthly

EMPIRE

100 merchants

$4,000/mo Mailbox: 100 × $40

$22,500/mo Projects: 50 merchants × 6 hrs × $75

≈ $26,500/mo
combined monthly

Project math assumes the midpoint: $75/hr × 6 hrs/mo per project merchant. Student affiliates handle standard build-outs; expert affiliates take on complex scope requiring deeper expertise.

YOU NAME THE NONPROFIT

Your cause. Your community.

Every student affiliate names the nonprofit they want to support, right in the affiliate agreement. The $7 monthly (or $97 annual) share is RezConnect.store's own write-off, repurposed for education and community good - and it goes where *you* point it.

- You choose the nonprofit when you sign your agreement.
- RezConnect.store tracks every dollar and remits donations monthly, in aggregate.
- At the merchant's door, it becomes a genuine closing moment: *"Part of this supports a local cause - and I get to name it."*

> One honest rule: the donation is RezConnect.store's contribution, never presented as the merchant's own charitable deduction. We keep the story straight - that is what makes it worth telling.

Why it matters

Local businesses like supporting local causes and local students. When you walk in representing both, you are not a salesperson - you are a neighbor with a platform, a paycheck, and a purpose.

KNOW THE OFFER

What you are offering merchants

RezConnect.store is a business software and marketing platform for independent merchants - especially restaurants. 48% of diners check ratings and reviews before choosing where to eat, and RezConnect keeps fresh reviews flowing with automated review requests after every visit.

Tool	What it does for the merchant
CRM & pipelines	Every lead and customer in one place
Website & funnel builder	Pages that turn visitors into bookings
Unified inbox	SMS, email, chat, and social in one thread
Scheduling & reminders	Appointments booked, no-shows cut
Email & SMS marketing	Campaigns that bring guests back
Reputation management	Automated review requests, replies tracked
Automation & mobile app	Follow-up that runs while they work

The offer: $97/month, or $997/year. You need working knowledge to demo and deliver - not expert depth on day one. Training builds it module by module.

FIND MERCHANTS - MAKE THE PITCH

Start with businesses you already know

Finding merchants

- Start local: the coffee shop, salon, and restaurant you already walk into.
- Keep it short at the door: the leave-behind sheet, a 30-second opener, and book the follow-up.
- Track three numbers: doors knocked, conversations held, follow-ups booked.

The conversation, in order

- **The problem:** 48% of diners check ratings and reviews first - stale reviews cost real guests.
- **The platform:** one system for reviews, bookings, messages, and marketing.
- **The working modes:** do it yourself, I do it for you, or we mentor each other.
- **The nonprofit piece:** part of every subscription supports a local cause you name.
- **The close:** book the assessment. Michael runs the needs assessment and closes with you.

> The two objections you will hear: *"I don't have time"* and *"Will this actually work?"* The answer to both is coaching - that is the whole model. And when a merchant is not a fit, walk away kindly and protect the relationship.

Launch in 2-3 working sessions

The launch sequence

- Set up the merchant's sub-account and core tools.
- Turn on the automated review-request flow.
- Send the first campaign together.
- Agree on what "done" looks like for launch - both sides, in writing.

How you work together after launch

Borrowed from a simple delegation framework, and it will make you look like a pro:

- When you have a question, bring a recommendation: *"Here's what I'd do, and why."*
- The merchant decides what you need: information, coaching on judgment, or just permission.
- Together you set standing rules - for example: *"Reply to every review within 24 hours. If one is angry or names someone, bring it to me. Otherwise, reply and move on."*

> The goal: you own more decisions over time, and the merchant stops getting pulled into every small one. That is coaching working in both directions.

GETTING PAID - YOUR NEXT STEP

Simple rules, paid straight

- **Monthly subscriptions:** you earn $40 for every month your merchant stays active and paid.
- **Annual subscriptions:** you earn one $400 payment after the $997 is collected.
- **Your nonprofit:** $7 monthly or $97 annual, tracked by RezConnect.store and remitted monthly in aggregate.
- **On cancellation:** monthly earnings stop with the subscription - keeping merchants happy is how the income lasts.

Ready to start?

- Sign the Student Affiliate Agreement (parent/guardian consent if you are under 18).
- Name your nonprofit in the agreement.
- Work through the training modules: product, offer, finding merchants, the pitch, onboarding, and staying sharp.
- Knock on your first doors - with a coach behind you.

Talk with Angie, our AI assistant: (616) 612-1774
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Visit: RezConnect.store

Second Chance Pathways, Inc. dba RezConnect.store. Compensation is paid on subscriptions actually collected, per the Student Affiliate Agreement. This booklet summarizes the program; the signed agreement governs.

EDUCATORS CARRY IT

Teachers learn it. Then they teach it.

Educators participate first — they walk the path themselves and learn the ecosystem from the inside. Then they teach it at an enterprise level: the classroom becomes where students meet real earning, real merchants, real responsibility. A teacher who learns this once can teach it for a career.

> **The money, straight:** you earn **$40** for every month your merchant stays active, or one **$400** payment on the $997 annual plan. Your nonprofit gets **$7** monthly or **$97** annual — and you name the nonprofit. That's the rule.

Grand Haven is the first at-bat

Grand Haven schools, working with Mary Jane Evink, are learning the model so the school system itself can run it. The horizon is 13,000+ school districts — and 3,000 of them would be more than enough.

Students earn. Teachers teach. Nonprofits get funded.

CONTINUE YOUR PATH

Every path connects.

Walk the Beat and the student affiliate program are one system. Wherever you enter, the whole path is open to you.

Walk the Pathway — Student to Expert:
tinyurl.com/Student-to-Expert-Pathway
Ten stops. Ten choices. Walk it on your phone.

The other booklets

BOARD & MISSION	VENUE PARTNER	BAND & ARTIST
Booklet (PDF)	Booklet (PDF)	Booklet (PDF)

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