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.