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Welcome to Skinny's Webworks Street Team!

Skinny's Webworks (SkinnysWebworks.com) is a professional business services company offering internet, marketing, media, social, graphics and advertising services. From website design to television commercials and e-commerce, our experienced group of creative and individuals excel in helping you take a business idea...and make it a profitable reality.

What is the Skinny's Webworks Street Team?

The Skinny's Webworks Street Team is our external sales / referral / affiliate group where approved associates earn a commission-based income by offering our professional services to individuals and businesses. Commissions are paid upon the completion and payment by the client of a successful sale. Our associates fall into two categories of referrals:

1. Simple Referral (10% Commission)

Simple Referrals occur when an associate refers a potential client to Skinny's Webworks and the potential client contacts Skinny's Webworks with only general knowledge of our services. Typically, the potential client has been made aware of our services but the "sale" of our services must be completed by Skinny's Webworks.

2. Client Referral (20% Commission)

Client Referrals occur when an associate introduces a potential client to our services and secures permission for contact by Skinny's Webworks. Typically, the potential client has been "sold" on our services and the initial contact with Skinny's Webworks is for the scheduling of a meeting to discuss details.

Why Do You Utilize a "Street Team"?

Traditional advertising including online ads are ineffective for website and internet services businesses. The vast majority of all website business is initiated by "word of mouth" or "networking". While Skinny's Webworks utilizes these avenues for sales generation, nothing is more effective than having a motivated "sales person" representing our services.

How Much Commission Does an Associate Earn Per Sale?

Simple Referral Example: You perform a simple referral, speaking to a potential client about our services and hand them a business card. If this results in a typical, small business website sale of \$1500.00, you receive a 10% commission (\$150.00).

Client Referral Example: You refer one of your clients and arrange the initial contact. If this results in a typical small business website sale of \$1500.00, you receive a 20% commission (\$300.00).

What Services Does Skinny's Webworks Offer?

The following is a general list of services available through Skinny's Webworks. This list is intended as a general reference and may require additional explanation to associates. We will "train" you on what these services items include.

1. Websites

Desktop websites – Build, refresh, SEO, etc.
Mobile / responsive websites – Build, refresh, SEO, etc.
Landing pages – Destination for online advertising
Domain & hosting services – Choice, management, etc.
Email & forwarding services - @.com to Gmail, etc.
E-Commerce / store websites – ECWID, Ebay.com, custom stores
Payment processing – PayPal.com, Authorize.net, etc.

2. Advertising

Google AdWords – Online search advertising "Pay Per Click" – 80%
Bing / Yahoo ads – Online search advertising "Pay Per Click" – 20%
Facebook Ads - Your site / products advertised to Facebook customers
Amazon Ads – Your site / products advertised to Amazon customers
Graphics advertising – Design & print

3. Marketing

Full social media services – Setup & posting – Facebook, Twitter, Instagram, Blog, etc.
Brand building – Logos, etc.

4. 3rd Party Services (Managed by SWW)

Local billboard advertisements – Traditional, digital & graphics design
Local television commercials – AZA, WL, ThePoconoChannel.com, etc.
National television commercials – Filming, scripting, editing & syndication (Viamedia)

What Sales Tools Does Skinny's Webworks Offer?

1. SkinnysWebworks.com

Skinny's Webworks maintains a professional and informational website at SkinnysWebworks.com that includes many sales tools including a regularly updated list of services, landing pages with specific offers and messages, etc. Referring potential clients to our website is a valid method of Simple Referrals.

2. Business Cards

Skinny's Webworks will provide you with generic business cards for the purpose of distributing them directly to potential clients.

3. Personalized Tools & Services

Skinny's Webworks will work with the associate to assure they have everything they need to successfully complete a referral. For example...if you wish to display a sign at your place of business describing Skinny's Webworks services. We would likely provide this sign to you at our cost. If you have any questions...contact us.

How Do I Become an Associate?

Skinny's Webworks desires a professional and personal relationship with our associates. In order to actively refer customers to Skinny's Webworks you need to understand what we offer and what benefit each service has to any particular customer.

In short...contact us via our website or via the contact information included in this document. We will arrange a phone conversation, personal meeting, or whatever is required to provide you with the tools you need to succeed.

How Are Associates Paid Their Commission?

Once a client's website / work is completed and the client has made full payment for services and products...the associated will be paid their commission based upon the percentages described above. Payment will be made by check or PayPal.com to the associate.



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