

Resellers, referrals and affiliates

Start from nothing, grow on other people's effort



Here other people's marketing is the business. You supply the product or the system; they sell it for a commission or a margin.

How it earns: where the money comes from. **Who grows it:** the people whose effort brings the next customer. **Build:** Low is days, Medium is weeks, High is months.

NO.	BUSINESS	HOW IT EARNS	WHO GROWS IT	BUILD
71	Reseller hosting (others sell your hosting)	Wholesale margin	Freelance designers reselling it	Low
72	Agency partner scheme for your software	Recurring share kept by you	Agencies selling to their clients	Low
73	Recurring-commission affiliate scheme for your products	Revenue after commissions	Bloggers, video makers and reviewers	Low
74	Give-a-month, get-a-month referral loop	Subscription growth	Existing customers	Low
75	Affiliate network for one niche	A share of every sale	Merchants and affiliates alike	High
76	Lead exchange (buy, check and resell enquiries)	Margin per lead	Lead suppliers and buyers	Medium
77	Ambassador scheme for clubs and schools	Product sales	Club secretaries and teachers	Low
78	Website packages sold by local sales agents	Package price less commission	Commission-only sales agents	Medium
79	Domain registration through your own storefront	Margin per domain	Customers buying through your sites	Low
80	Bundles of other makers' software	Commission per bundle	The makers promoting the bundle	Low
81	Newsletter sponsorship brokerage	Commission on placements	Newsletter owners and advertisers	Medium
82	Comparison widget other sites embed	Affiliate revenue share	Site owners embedding it	Medium

Where to start

- Set the commission so it is still worth doing after the support each sale brings.
- Hand partners ready-made material: words, pictures and a demo they can show.
- Pay on time, every time. It is the cheapest way to keep good partners selling.

Thinking of building one?

Most of these ideas are, at heart, a well-built website: a directory, a booking system, a membership site, a course platform or an online shop. That is the part we build. Tell us what you have in mind and we will give you an honest view of what the first version should do.

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Ideas to think with, not financial advice. What any business earns depends on the market, the work put in and many things outside anyone's control.