



The Spend & Refer loyalty reward program from weallsendcards.com provides a reward to their members for helping them grow. This reward can be transferred as cash to a UK bank account or PayPal account. With this program members can earn a monthly passive income of many thousands of pounds.

What makes this loyalty program unique?

This is different to a typical loyalty program which tends to pay a small percentage of the expenditure of a customer which can be used to offset future purchases. Instead they operate a two-pronged system which could pay back many thousands more than what a member spends every single month:

- 1) For every weallsendcards.com greeting card a weallsendcards.com member purchases, they will be eligible to earn a percentage of the value of purchases made by a *segment* of the weallsendcards.com customer base (instead of their own) for a 30-day period.
- 2) The number of members this segment will include depends partly on how many referrals the member has made; however, the loyalty scheme rules means that just five personal referrals from that member could be complimented by many thousands of referrals from other members so the segment could include around 100,000 members or more over time.*

What could my reward be?

If all members maintain eligibility and introduce just five new members (one a month for the first five months in these examples) then for an expenditure of £3.29 per month (assuming the card is delivered to a UK address) a member would:

- start earning reward bonus from month 1
- Earn enough to pay for a card purchase from month 5.
- be earning rewards of over £300 per month from month 12,
- earning rewards of over £3,500 per month from month 18,
- and earning rewards of over £9,500 per month from month 24,
- rising to around £11,700 after around 3 years.

Is this for real?

These levels of income might seem extremely high and you might feel these are unrealistic, however in reality, the cost to weallsendcards.com to maintain this is a maximum 25.6% of the card price. This means it is a sustainable marketing approach for any levels of business both over the short and long term.

Although weallsendcards.com can make the capital available for the reward scheme, they cannot dictate how often members will buy a card, or whether they refer anyone to join the Spend & Refer loyalty program, which means an accurate level of income cannot be predicted. The reward program is designed to provide an elevated level of motivation through high levels of potential income.

* Segment growth

The reward paid to each member is based on the number of cards purchased by other members in that members segment.

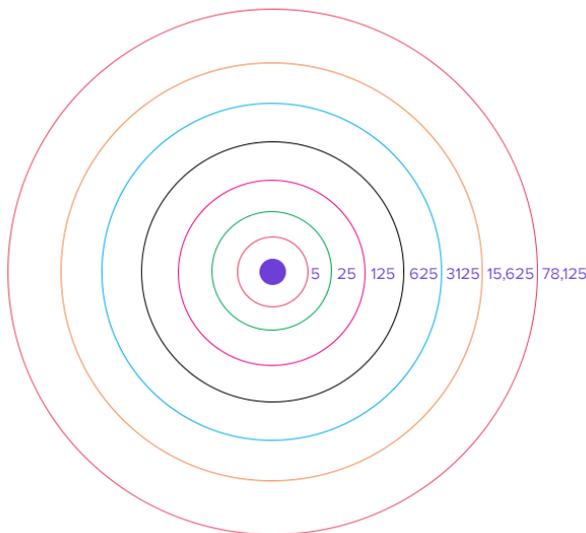
A segment will include everyone that a member recommends, everyone they recommend, everyone they recommend, everyone they recommend, everyone they recommend and everyone they recommend.

- If every member introduces three members, then a segment would grow to 3279 members.
- If every member introduces four members, then a segment would grow to 21,844 members.
- If every member introduces five members then a segment would grow to 97,655 members.

There is no limit to the number of members that each member can introduce. Some members will introduce more, others less.

An example segment (Based on five introductions per member)

You are the centre dot. The inner red line represents the people you introduce, the green line who they introduce etc. The total of all the numbers represents the size of your segment. This is based on members all introducing just five members each.



Just in case

You may mistakenly worry this is a pyramid or Ponzi style scheme. It is not, it is a valid business model, very much like those used by typical corporations around the world. More information about this type of model (which is a clever use of mathematics) vs a pyramid scheme (which is illegal), can be found here <http://www.dsa.org.uk/consumer-advice/illegal-schemes/> and just to clarify:

- There are no start-up costs
- There is no inventory to buy
- Rewards are only paid from the sale of cards purchased by our members

So, what should you do now?

1. Register at <http://wasc.co> for free and purchase a card or card credit to activate your eligibility
2. Start sharing our literature and our links to help our customer base grow

Each additional card you purchase will extend your eligibility by a further 30 days.