



Your guide to our Affiliate programme

## Why BuBul?

There are over 5 million micro SMEs in the UK (a micro SME is a business that employs one to ten people).

There is a high risk to starting your own business as 6 out of 10 don't last 5 years, with 1 in 5 failing in their first year. **That means approximately 1,400 SMEs go out of business every working day!**

Getting the right advice (ie tailored to the individual business) is key to business success as it **cuts the rate of failure by 40%.**

Not only that, several research studies have shown that **SMEs who take advice grow twice as fast as those that don't!**

However, 3 out of every 4 UK SMEs do not get the right advice. Although there is a lot of free advice available, it is generic and may not be the right advice. For example, a small business looking to increase income may think they need more leads so will spend time and effort increasing marketing activity. It is likely that they don't need any more leads than they already have – it could be that they need to improve their conversion, retention or repeat purchase rates. They are unlikely to realise this unless someone asks them the right questions.

Normally they need a business adviser, mentor or coach to ask those questions. As the typical cost is £150 an hour this is unaffordable for many small businesses.

So, why BuBul when there is already masses of platforms that offer business advice?

**BuBul is different.** It is the world's first platform that asks the questions a good business adviser would and uses the answers to work out what advice a business needs. It then delivers a set of recommendations specific to that business. Each recommendation has a link to an advice page created by a subject matter expert. BuBul users can contact individual experts to receive a further 30 minutes advice at no additional cost.

BuBul was designed by a micro SME for micro SMEs. Our vision is to make it easy and affordable for small businesses to get the advice they need to survive and thrive!

## How SMEs can get a BuBul licence

SME BuBul licences are available from our website (<https://www.bubulexpert.com/existing-sme/>). They cost £20 + VAT per month.

SMEs can also get BuBul from their accountants (if they offer it). We offer accountants a white labelled BuBul portal so they can offer BuBul to their clients. It costs them £500 + VAT for the portal and then a monthly fee which varies according to how many licences they buy.

## How our affiliate scheme works

1. You apply to become a BuBul affiliate at <https://www.bubulexpert.com/affiliates/>.
2. We'll send you immediate confirmation that we have received your application.
3. Within 2 working days we will confirm you have been accepted and send you a link to your personal BuBul affiliate dashboard. If we have any questions about your application we will email you in the same timescale.
4. On your dashboard you will need to add your Stripe account details (this is how we pay affiliates so you will need an account if you don't already have one).
5. Your dashboard will tell you what your personal BuBul affiliate URL is. You can create more if you need them – for example you can use a different URL for different social media channels.
6. Your dashboard will also include a link to our affiliate marketing material such as brand guidelines, hints and tips on how to get the most from being a BuBul affiliate, social media images and suggested marketing messages.
7. Your dashboard also has details of how to contact us by email or phone for help and support as a BuBul affiliate.
8. You start to market BuBul to SMEs and/or accountants using your unique URL(s) and our approved marketing material (if you need anything else please ask). We will pay you for successful referrals (see more details below).
9. When SMEs or accountants use your URL to buy a BuBul licence or portal their details will be recorded on your dashboard, including how much income you will receive.
10. When we receive payments your dashboard will be updated to show what income you have earned and from whom.
11. We will pay your share of income by the 14<sup>th</sup> of the month following the one where income is received (in other words, you will get your share of January's income by 14<sup>th</sup> February).
12. You can also get paid if you introduce another affiliate. You will receive £100 single fee once they have generated £500 income for BuBul.
13. We will also show any cancellations on your dashboard to keep you fully informed.

## Notes:

As an affiliate you will need to display this message on any website page where you use your personal BuBul link:

“Some of the links on this page may be affiliate links as the owner is a member of the BuBul Affiliate Scheme. This is an advertising programme which helps websites to earn advertising fees by linking to BuBul. If you buy BuBul through an affiliate link, you will pay the same as you would if you bought directly from us, but the website owner will automatically receive a small commission”.

SMEs can sign up for a free trial (limited) version of BuBul for 7 days on our website using your URL. We will then send them reminders to upgrade to BuBul Grow. You won't receive any income unless they buy a licence.

Accountants can request a free trial of BuBul. We will send them reminders to buy a BuBul portal. You won't receive any income until they do.

## BuBul affiliate income share

### SMEs

Individual SMEs pay £20 + VAT per month and affiliates receive 50% of the first month's subscription and 20% of each ongoing subscription (all net of VAT). We stop paying you when the SME stops paying us!

That means, for each successful referral of an SME, a BuBul affiliate receives £10 in month 1 and £4 in each subsequent month.

An affiliate who referred 4 SMEs each month would earn a MAXIMUM (assuming zero cancellations) of:

	Year 1	Year 2	Year 3
Introduction	£520	£520	£520
Ongoing	£1,056	£2,304	£3,552
Total in year	£1,576	£2,824	£4,072

## Accountants

An accountant pays a single fee of £500 + VAT for a white labelled portal. They then pay a minimum of £50 +VAT per month for BuBul licences (they need a licence for each client they offer BuBul to) - see below:

10 licences    £50

25 licences    £100

50 licences    £175

100 licences   £300

200 licences   £500

Affiliates receive 50% of the portal fee, 50% of the first month's licence fee and 20% of subsequent licence fees (all net of VAT). If the accountant cancels after the first month we don't refund the portal fee in normal circumstances. When the accountant buys more licences you will get 20% of the additional income we receive.

That means, for each successful referral of an accountant, a BuBul affiliate receives £275 in month 1 and a minimum £10 in each subsequent month. If the accountant cancels their licences we will stop paying the affiliate.

An affiliate who referred 1 accountant each month would earn (assuming each accountant buys the minimum number of licences and none cancel):

	Year 1	Year 2	Year 3
Portal	£3,000	£3,000	£3,000
First licence fee	£600	£600	£600
Ongoing licence fees	£660	£2,100	£3,540
Total in year	£4,260	£5,700	£7,140

## How to become a BuBul Affiliate

Apply [here](#). You can see our affiliate terms and conditions [here](#).

Wait for the email confirming your application has been approved which will give you a link to your dashboard.

## Need to know anything else?

You can email us at [hello@bubulexpert.com](mailto:hello@bubulexpert.com) or call us Monday to Friday between 9am and 5pm on **01484 905422**