



ASA PUBLISHING CORPORATION
BOOK PUBLISHING DEPARTMENT



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VOLUNTEER COMMISSION

CUSTOMER LEADS & REFERRALS



The BIRD DOG Program

No outsource contracting – This is strictly a volunteer service to refer us a customer!

GET PAID FOR YOUR VOLUNTEER SERVICES

1. **What is a Bird Dog?** – A bird dog is in reference to an individual who has knowledge of a potential customer and provides that referral to a sales individual or some type of business and receives a volunteered paid commission for that potential customer once converted into a client, and established his or her membership with us has been completed.
2. **Volunteer Commission** – This is a paid commission for referring a customer to ASA Publishing Corporation without any strings attached. That means there is no commitment, no employment, no tax deductible - strictly volunteer, and that ASA Publishing Corporation is just paying you for the appreciation for referring a customer to our establishment. This is strictly volunteer. However, the customer must become a client to receive a bird dog.
3. **How much am I able to get paid from sending guaranteed committed referrals?** – We have a scale that we go by, a similar scale we provide for our public relations team, the only difference is that they are employed with us, and you are only volunteering without any commitment to us. Even though you are only a volunteer, keep in mind of the potential (self-profit) appreciation amount that you can receive according to our **Bird Dog Scale.**

Just imagine someone you know of, or someone approaching you saying that they want to publish a book, or just need editing, or a good book cover, or book repair, etc. What an easy way to receive more than just pocket change for something as simple as a referral. Again, without any commitment, contract, or any strings attached, just an enjoyable “appreciation pay for referring” a potential customer to us, who in return becomes one of our clients, then you receive a gift paycheck. It's our way of saying thank you for a positive referral.

BIRD DOG SCALE

(Note: There's a 30 Day wait period. A customer/client commitment has to be fulfilled.)

% Percentage Earned	Volunteer Pay % Percentage	A committed customer who pay within this range amount, you receive a volunteer's pay percentage from it.
0%	20%	\$50 - \$1,000
2%	22%	\$1,001 - \$5,000
2%	24%	\$5,001 - \$10,000
3%	27%	\$10,001 - \$15,000
3%	30%	\$15,001 - \$20,000
5%	35%	\$20,001 - UP

4. How does it work?

- You can email or call us and let us know who you referred.
- The referral will either email, call, or come in and tell us who referred him/her/them.
- We then let you know that your referral connected with us.
- “If” the referral establishes a client commitment with our publishing house, we will notify you.
- If not, there is no volunteer compensation; appreciation pay.
- If so, we multiply the commitment amount by the Volunteer Pay Percentage.
- We will then email you a payout form for you to sign in order for you to get paid.
- Within 30 days knowing that the commitment is “actually” solid, the next following day we will automatically send you a check or money order.
- The best part is that you can provide more than one referral to us.
- It's that simple!

Enjoy getting an Appreciation Pay during this Covid era!