

## Memorandum

To: Odin's Army  
From: Paul Black  
Date: March 14, 2022  
RE: Program Outline

Thank you for your interest in Odin's Innovations Affiliate Program! This program has been structured around the very culture of Odin's Innovations....a culture to do things better! Do things differently! Grow the company through "guerilla warfare" ...working with our avid fans and their fellow hunters.

### **How does the program work?**

1. When you sign up for our Affiliate Program, you are given a link to our website that is **UNIQUE TO YOU**. With that, we can make sure the credit goes to you.
  - When you share the link with someone in your circle and they go to our website you are paid! You make money when they just open our website...not much money, but it seems to add up nicely for Google and Facebook....we'd much rather pay our friends!
  - When that person purchases something, you are paid again – a percentage of their expenditure (not including freight & taxes).
  - No code required - nothing for them to remember to enter.
2. You will receive special purchase options for our products.... discounts that are exclusive to our Affiliates only!
3. There will be monthly prizes to reward activity; anywhere from free product, a t-shirt, a hat.....or, all the way up to the prize of a cellular trail camera!

How do you get paid? The monies you earn are automatically added to your own PayPal account. Added the day after the purchase. This is then your money. You can use it to purchase anything you like. Anything! Take your family to dinner.....buy some new gear.....get clothes for the kids. Good anywhere PayPal is accepted.

You can get involved as little or as much as you'd like; from using the product, sharing your unique link, posting on social media, or recruiting your favorite store to be a dealer for Odin's Innovations. All of these things cost money for our business to grow; we would rather pay the "*feet on the street*" that have relationships (this is why our dealers are independents, not big box stores!) than a marketing company. Plus, our Affiliate Team is spread across the entire country!

# Odin's Innovation, LLC



| Affiliate Program Name   | Level 1 Comp (purchases) | Level 2 comp purchases | Website Visitor | Product Discount | Bonus Comp   |
|--------------------------|--------------------------|------------------------|-----------------|------------------|--|
| Pro Staff Director       | 5%                       | 5%                     | \$.10           | 40%              | Flat Fee Bonus 90-days after reaching number   |
| <b>Affiliate</b>         | <b>5%</b>                |                        | \$.10           |                  | <b>Everybody starts here</b>   |
| Field Staff              | 5%                       | 2%                     | \$.10           | 20%              | Tied to Instagram, Facebook, TikTok, et. al. Must have a minimum of 2,000 followers                                      |
| State Specific Pro Staff | 10%                      | 2%                     | \$.10           | 40%              | Must add content to Dropbox file. Must have a minimum of 5,000 followers. There will be a very limited number per state. |

Show us what you've got! Every new member of our posse will start off as an Affiliate.

We have some current Pro Staff and Field Staff that will go into the program at this level. We will monitor the activity to determine if there is a need to change their affiliate level.

Then, if you've got game.....we'll move you up. Show us some traffic on our website and we'll promote you to Field Staff.....then you start getting paid for the affiliates that you recruit (the 2%) and you'll get 20% off of all your purchases. For these discounts, we expect that you have at least 2,000 followers and are active on social media.

Got more runway? If you want to be on the Pro Staff, we need the professionals that have 5,000 followers or more and the network to recruit Field Staff. We will be selecting a very limited number of Pro Staff per state. Good quality content to upload to our file to be used in our marketing efforts. Tell us stories; trail cam pictures showing very little activity BEFORE you put out Odin's but then activity. Pictures on day one and multipole days up to 30-days showing how long it was effective. Tell the story that YOU would want to hear to try the products.

**Questions? Reach out to [PSD@odinsinnovations.com](mailto:PSD@odinsinnovations.com)**

# Odin's Innovation, LLC



## Affiliate Discount Codes:

| Affiliate Classification        | Discount Code | Discount Level              | Parameters      |
|---------------------------------|---------------|-----------------------------|-----------------|
| <b>Tony</b>                     | APD Tony      | 40% off all purchases       | expires 5/31/22 |
| <b>Filed Staff</b>              | FieldStaff    | 20% off first time purchase | Expires 5/31/22 |
| <b>State Specific Pro Staff</b> | ProStaff      | 40% off first time purchase | Expires 5/31/22 |