

Introducing:

www.cash-back-shop.co.uk

**A Completely Free to Join way to Save Money
on On-line Purchases and get REAL MONEY back
NOT Points or Coupons.**

Overview – Where Does the Money Come From?

When you shop online, you may or may not realise that you are generating revenue for the price-comparison or product review sites you visit.

This real money is paid to the last referral site you visit before making a purchase from most on-line retailers, so part of your spending funds their referral or review web-site.

This money is paid by retailers to generate sales leads – and now we can get it back as commission whenever we shop online. All you need is your OWN referral site, affiliated to hundreds of online retailers.

The BIG idea:

Sign up for your own FREE cash-back referral site, and you get commission into your own account when you purchase on-line. This applies to private and business purchases, so if you buy for a company you MAKE money on the purchases. The money stream is available to be paid to ANY site that refers business to the online retailer. With your OWN site, you get the income from your purchases.

How Does it work?

It is actually very simple. You sign-up online for your own on-line shopping web-site (This is free and only takes 5 minutes) – This “referral shop” is linked to the shops you would normally use online. Hundreds of retailers are currently live, with more being added daily.

When you – or anyone else - buys in your shop – or if you follow the links to retailers from your own shop, any commission on sales is recorded and paid to your own shop account.

Once the commission exceeds £20, it is paid to you – typically 1 – 2 months in arrears, in case any refunds or returns have to be deducted first.

The EVEN BIGGER idea:

If you tell other people about how you earn real cash back and how EASY it is – they can go to YOUR shopping site, check out how great it is and then follow a link and get THEIR OWN free shopping site, which works exactly the same as yours. They then get the same commission rates – but in addition, you now earn an extra commission on THEIR purchases as well.

This is extended to the first seven levels of friends you introduce, resulting in a potentially huge number of shops, all generating commission for you and your friends from their own purchases.

Everyone buys what they would do normally and Saves Money – Everyone Earns Commission £££

Read on to see how to make this work in more detail...

Part 1: How to save money shopping On-line with your own Cash Back Shopping Site

Buying On-line – The Basics

Buying on-line is a little different to actually going to the shops. You can compare more shops and prices and easily compare retailers across the country.

Using Google and various Price comparison and Product Review sites, it is possible to find better pricing and new suppliers that you may have ever found any other way.

Having found the right product, at the best price, we would normally click on the “Buy Now” button and wait for the goods to arrive... But there is a MUCH BETTER WAY!

Did You Know...

There are commission fees available on almost everything you buy on-line?

No? – Well, all the large retailers want to sell as much as possible to maximise their profits, so they use referral schemes to encourage Product Review and Price Comparison sites (for example) to earn commission by referring Internet users like you to their retail sites to buy on-line. These referral or affiliate schemes can generate huge incomes for their owners and it is this revenue stream that we can now tap into.

How to Save Money on Everything you buy (Well almost everything...)

With you own, Free web site, affiliated to hundreds of online retailers, you can buy from almost any retailer and get the affiliate commission paid to your OWN online account.

To Clarify, Buy whatever you would normally buy online, from the same shops or at the same price, but via YOUR OWN SHOPPING SITE – and the commission is paid to you.

Of course, you may choose to buy more online instead of actually going to the shops... This is not only “Green” but saves on Time, Fuel, wear and tear on your car, parking and so on – and best of all, You’re Earning Commission on your purchases as actual MONEY. What other idea is so “Green”? actually saves money, time and effort and PAYS you commission?

How Do I Get Paid – And When?

Payment is currently by Cheque or to a PayPal account. Other options will be added in due course. Commission payments are usually paid about 1 - 2 months after the transaction, when they exceed £20 in total.

How Much Do I Get Paid?

Commission rates vary greatly across different retailers and products. Standard food items usually earn no commission at all, whilst most other items will generally pay 2% – 4% but this only a broad guide.

Is it worth the trouble to get this commission?

OK, well – If you were going to buy the items anyway – and you’re getting REAL money back then WHY NOT?

Also, as you will see, this is just the tip of this Money-making-iceberg...

The REAL potential is when you show your friends how to save money as well, with their OWN site, just like yours – and you start Earning money on their purchases... And from their friends too...

Interested? - Read on....

Part 2: Earning money from Internet Shopping with REAL Cash Back from Purchases.

**No Fees – No Subscription – No Commitment – NO HARD SELL
You Shop – You Earn. Your Friends Shop – They Earn – AND SO DO YOU!**

An EVEN BETTER WAY to shop online:

While getting a little money back from our OWN shopping is good – we could do better. By introducing our friends to the idea, they get their OWN shops and the SAME commission rates and YOU get an additional commission from THEIR purchases – so now you are earning from your own purchases AND your friends purchases. Obviously this combines your spending power and you earn much more commission than you would alone.

Commission is paid from friends, friends of friends, friends of friends of friends and so on for 7 levels or 'generations' of friends from yourself. That's a LOT of people earning commission for themselves and for YOU...

How much money could I get?

This is VERY difficult to answer – but the figures mount up...

If you only introduce three active members, and they only introduce three active members each and so on, by the 7th generation, there are theoretically 2,187 people at the 7th level. If they each earn £1 commission in a year, then that equates to over £1,500 to you, seven levels higher.

Of course, in reality the structure will not be perfect – there will be different numbers of people at the various levels, but...

The above is based on £1 commission per year. Booking a holiday or insurance policy can easily generate £10 - £30 commission in a single transaction – most people do this every year, so £1 per MONTH on average could be realistic – maybe even £1 per week!

If only 10% of the 7th level generate £10 commission, instead of everyone generating £1 – that STILL generates the same £1500 payable to you.

Example:

Generation	%age Extra Commission	3 Friends per Generation	Extra Income from £1 Commission paid to each friend	5 Friends per Generation	Extra Income from £1 Commission paid to each friend
1	10%	3	£0.30	5	£0.50
2	4%	9	£0.36	25	£1.00
3	4%	27	£1.08	125	£5.00
4	4%	81	£3.24	625	£25.00
5	4%	243	£9.72	3125	£125.00
6	4%	729	£29.16	15625	£625.00
7	70%	2,187	£1530.90	78125	£54687.50
Totals:		3,282 Friends	£1574.76	97655 Friends	£55,469.00

As you can see – there is a huge difference between introducing three and five friends – But it is more beneficial to add more “depth” (i.e. generations) of friends than simply adding new people below yourself.

Continued...

As most of the income comes from the last level – building 3 or 5 small committed teams with most of the members two or more levels below yourself builds not only the required depth – but also ensures the people in the level below you are committed as they will also benefit from the structure when they encourage the exact same structure in those signing up on their own shop site, below them.

Don't worry if this is not too clear right now. The most important points were at the top of the previous page:

**No Fees – No Subscription – No Commitment – NO HARD SELL
You Shop – You Earn. Your Friends Shop – They Earn – AND SO DO YOU!**

There is NO membership, subscription or joining fee of any kind. Likewise you receive NO direct payment for just getting others to join. The referral system works when everyone uses their shops to buy what they would normally buy online – and that is increasing worldwide, month on month.

All the revenue generated and paid out comes from the shops paying commission for goods sold. Commission is usually paid within two months of the sale being confirmed.

One area where it is difficult to be specific is commission rates as these vary greatly. Food typically has no commission payable – but a Toaster does. Holidays and computer software can have very high commission values due to their cost – or profit margin, respectively.

How am I Paid?

Payments are made exactly the same as described earlier – except that you could now have *Thousands* of people contributing to your commission.

What Limits and Restrictions are there?

There are a few hard and fast rules – these are covered in more detail in the Terms and the FAQ, which you should read, but the following should be especially noted:

Firstly, there is no limit to how many people you can sign up below you – but you may want to help your immediate friends by adding others below them to get a better structure – see the Tips Below.

1. You can only have One shop per UK Resident – Self explanatory: You must have a unique Email address for each shop owner account. You risk losing ALL your shops if you break this rule.
2. Direct family members should only sign up directly below your own shop: This is actually in your own interest as it gives a good base from which you can start your own teams. If they signed up one under the other for 2 or 3 levels (or more), you naturally limit your own earning power, and stand to lose ALL the shops.
3. No Direct Web advertising of products on your site: Again, self explanatory – you risk losing ALL your shops if you break this rule. There is NO NEED to do this, as you would be trying to earn more from one shop than you would from *THOUSANDS* of shops by simply building your circle of friends. Also advertising costs money, when we want to MAKE money – not spend it.

Part 3: Helpful Information and Tips

1. What else can I do with a shop?

You may be in a position to create a shop for your business or company to use to source goods or services. Any commission on purchases will be paid to your account.

In addition to this, you may introduce other businesses, like you would people to the scheme and you will benefit from commission on all their purchases.

A particularly interesting idea is to introduce charities below your shop. They can earn an income by adding their own shop and introducing their contacts and members to use the charities own shop to generate revenue for the charity, as well members adding shops, providing both the charity and your shop with commission.

2. How do I build my team of friends?

We suggest looking to introduce between 3 and 5 friends directly below your shop, initially. If you have additional (non-family) friends, you may want to introduce them via your first line friends to get an extra level of friends that you can encourage to shop using their own shops, earn money and introduce further friends of their own.

There are no specific ideal numbers, but if you had 18 friends to introduce, it is probably better to introduce say 3 directly to your shop and then 5 to each of those first three shops, giving you 15 shops two levels below you where you can encourage them to shop, earn and spread the message – rather than 18 people directly below your shop, which would give a tiny very short term gain compared to the longer term advantage of a much better structure.

Remember, you can add more people to your shops direct friends at any time and there is NO limit, but a deeper, structured team is far more profitable both for you and the team members, ensuring a committed team below you, helping your revenue.

3. Can I see my team structure and my outstanding commission?

Once you complete the sign up process (see below) you receive a link to login to your admin area.

The admin area allows you see the structure below you, your expected commission, stats and banners for you to add to web sites etc.

4. How can I better promote my shop to get others to join?

You can add a domain name, as we have – rather than using the main shop address – this may be better for business cards, etc.

You can also send referral emails to multiple friends to introduce them to the site, although you may wish to customise this document to suit your site (changing the web site address on the first page – and on the “How to sign-up page and the referrers name, of course)

You can run adverts to promote the idea of people getting their own shop below yours, you could use a telephone information line tied to newspaper adverts even – see www.itams.co.uk/ivr-infoline.htm for an example of this.

Or you can simply use your shop site – and when the cheques start to arrive, tell your friends and let them in on the secret to making money on the Internet.

5. Should I wait – or start right now?

We are seeing a good take-up rate right now, but expect a sudden increase when the first cheques start being sent out around March when suddenly people will see real Money. The more friends you sign up in your teams right now, the less chance there is of losing them to other teams. This might sound unlikely but it WILL happen a lot, so to avoid losing out, we would advise getting in sooner rather than later. Apart from your time, there is little other investment – and even your time commitment is completely up to you.

Part 4: How Do I Sign Up?

1. Click on this link, or type it into Internet Explorer:

<http://www.cash-back-shop.co.uk>

This is EXACTLY what you will get as your own shop - except the name "Cash Back Shop" will be something that you choose. The name of your shop must not already be in use, so something unusual might be worth thinking about – Remember, it's mainly YOU that will shop in your own shop – others should be looking to sign up for THEIR OWN shops, so the name can be reasonably personal to you and your friends joining your team.

2. To sign up, click on the "**Find Out More**" button in the top right corner...

This takes you to some information pages where you can read about how the shops work.

3. Click the "**JOIN NOW**" link in the top right hand corner...

You will see the Signup Form - which should say "Referred by Robin Downs" when you sign up – and your own name when you use your referral link or site for your friends to sign up.

Note: When you get people to sign up, it will have YOUR name and you will get the first line of commission.

4. Enter your Real Name in the First Name and Last Name boxes...

The **Username** should be 4 - 12 letters and numbers - no spaces. It can be anything, but something like the shop name (without any spaces) works well.

5. Choose a **Password**, between 6 and 12 letters and numbers and enter it in both password boxes

6. Enter your own **email address** - this MUST be a working address or you won't be able to complete the signup.

7. Enter a **Shop Name**: This is shown on your shop in large letters, so go for something easy and simple. It needs to have not already been taken, so be creative - but don't worry too much about it.

8. Choose a **Colour** from the Colour scheme drop-down list, you can change this later.

9. Tick the **Terms of Service** box, when you're happy with the Terms (you should read these first!)

10. Finally... Click **Submit**.

11. You **MAY** then receive an email with a link in it. Click on the link to confirm your email address and make your shop live. Currently, automatic signups are enabled so this is NOT required.

12. You can now start shopping and earning commission in your own shop - and introduce other people to do the same. When they shop, they earn commission - AND SO DO YOU! Keep referring friends to get their own shops and everyone earns from their online purchases.

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Remember to keep the two email sent when you join – they contain your username and password, as well as the web site address of the admin site and your personal referral link to email friends.

Good Luck – and Enjoy!