



THE CUSTOMER FACTORY AFFILIATE QUICK-START GUIDE

This is an educational guide with general advice on how you might maximize your results from this unique side hustle as an affiliate of The Customer Factory.

What Is The Customer Factory?

Helping Local Businesses Turn Strangers into New Customers — Without Risky and Expensive Marketing

The Customer Factory (thecustomerfactory.com) is a family-owned company in Atlanta, GA that's been helping small business owners grow since 2012. Founded by author and marketing expert John Nesbit, we offer a simple, affordable way for local service-based businesses to become better known and attract more customers in their local area.

Your Role as an Affiliate

Your role is simple: Introduce qualified business owners to our Discovery Call.

The Discovery Call is a free, 20-minute, no-pressure conversation with one of our marketing specialists. It's not a sales pitch — there's nothing to buy. We simply help the business owner evaluate how they currently get new customers and see whether our services could help.

If they're a good fit and they sign up, you earn monthly recurring commissions (approx \$212/month) — up to \$5,000 per client over time.

- You don't need to sell or explain anything about our program
- You don't need to understand the technical details
- You just need to get them curious enough to attend the call

The number of commissions you earn is directly proportional to the number of qualified business owners you refer who attend Discovery Calls.

What to Do

1. Identify a qualified business owner (see business types below)
2. Ask if they're looking for more new customers
3. Offer the Discovery Call
4. Schedule the call (make sure decision-makers attend)
5. We handle everything from there

You'll be notified if they become a client. Your commissions begin and our Affiliate Coordinator ensures things run smoothly.

How to Invite a Business Owner

Most business owners already believe: "If more people knew about us and the good work we do, we'd be packed."

Use questions like:

- "You do such great work — do you think more people should know about you?"
- "What would it look like if you had twice as many customers coming in?"
- "How are you planning to get more visibility this year?"
- "What's your game plan to get more people in the door?"
- "Are you doing enough on social media?"

Then offer the Discovery Call:

"I know a company that's helping local businesses get seen — and it's working. Want me to book you a short, no-pressure call with them?"

! Only Invite Decision Makers

Only refer people who can authorize buying decisions.

- No junior staff
- No marketing assistants “checking it out” for the owner

If they're not authorized to spend money, the call is a waste.

If there are multiple decision-makers, make sure they all attend the call.

🚧 When They've Tried and Failed Before

A lot of businesses have tried marketing that failed. When you mention marketing or advertising they may bring this up. Listen and let them vent.

Then ask: “What were you hoping that marketing would do for you?”

(Answer is usually: “Get more customers.”)

Then ask: “Do you still want that?”

If yes, even reluctantly:

“That’s exactly what this company does — and it’s low-cost, low-risk. Worth checking out.”

🔑 The Key: Just Sell the Call

Don't explain the service. Don't get into details. Don't pitch. As an affiliate you don't have the information, or the authorization to try to sell someone the program. You're simply there to make the connection.

Once they start asking you questions about the company or the program you've got them. Simply tell them the only place to get their questions answered is on the discovery call - and get them scheduled.

If they insist on an answer about price ask them if they have \$1,500 a month budget for something that works. If they say they do, say "good because the program costs less than that."

If they don't have any budget then you should move on to another prospect.

Use mystery. Spark curiosity. That's how you get people on the call. The more you try to tell them about the program, the less likely you are to get them on the call. Let their desire to know the answers be what brings them to the call.

Here are a few useful responses when they ask for details:

- "That's a great question — and exactly the kind of thing they go over on the call."
- "Honestly, I don't have all the details, but I know it's something you'll want to hear about directly from the expert."
- "It's new, it works, and you'll understand why once you've heard how they do it — and the call is totally free."
- "They explain everything really clearly on the call — I wouldn't do it justice trying to explain it."
- "They've helped a ton of local businesses like yours, and the people I've sent always say it was worth it."

Keep it simple. Your job is to build curiosity, not to convince or explain.

Once they're on the call, our sales team handles everything.

Your Intention Matters

If your goal is to help, people will feel that.

We're not just talking about raw profits — these businesses support families, serve communities, and provide real value. You're helping them thrive.

Before reaching out, ask yourself:

“Am I willing for this business person to succeed?”

That intention goes a long way.

Who to Refer (and Who Not To)

Great Fits

These are the types of businesses that benefit most from our program — all serve their local communities either at a physical location or through services delivered locally:

Brick-and-Mortar Retail & Service Locations:

- Restaurants, cafés, bakeries, ice cream shops, pizza shops
- Salons, barbershops, nail studios, day spas
- Gift shops, florists, clothing boutiques, moving companies
- Bookstores, pet stores, hobby shops, pet daycare
- Gyms, yoga studios, fitness centers, karate dojos
- Laundromats, dry cleaners, tailoring services, junk removal
- Auto repair shops, tire centers, oil change stations
- Local hardware stores, paint stores, garden centers, tutors
- Apartment complexes, dance studios, daycares

Health & Wellness Practices:

- Chiropractors, dentists, orthodontists
- Optometrists, podiatrists, physical therapists
- Massage therapists, acupuncturists, med spas
- Family practice clinics, urgent care, wellness centers
- Veterinarians, animal clinics
- Local Insurance agents, real estate agents,

Trades & Home Services:

- HVAC, non-emergency plumbing, electrical, roofing
- General contractors, remodelers, handymen, window and door replacements

- Landscapers, lawn care, tree service, pest control
- Fence and deck builders, driveway paving
- Pool maintenance, septic tank services
- House cleaning, window cleaning, pressure washing
- Garage door repair, appliance repair
- Solar panel installers, flooring installers, painters
- Mobile car detailers, locksmiths

If you can drive by it, walk into it, or hire it to come to your home, it's probably a good fit.

Not a Fit

We avoid certain categories due to regulations, platform restrictions, or ethical boundaries:

- Cannabis, smoke, or vape shops
- Bars, liquor stores, or adult entertainment
- Psychiatric, psychological, or mental health services
- MLMs, crypto, biz-ops, or speculative finance/investments
- Online-only businesses (e-commerce, info products, coaching)
- Businesses that primarily sell to other businesses (B2B)

Not sure? Ask the Affiliate Coordinator before referring.

Meet Your Affiliate Coordinator

Your direct contact for support, guidance, and tracking.


They'll:

- Ensure commissions are tracked and paid

- Confirm referrals are handled professionally
- Send you case studies, updates, and even occasional leads
- Give access to exclusive resources and private groups

There are no dumb questions. Ask anything.

How to Refer Someone

1. Email their info to:  michaelan@thecustomerfactory.com
 2. Call or Text:  678-916-8686
 3. Schedule them directly:  <https://thecustomerfactory.com/referral>
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Tips to Earn More Commissions

- The more qualified calls you book, the more you'll earn
- Make sure they show up to the call
- Ensure decision-makers are on the call
- Don't over-filter — we serve many industries
- Out of warm contacts? Go local and meet more owners

You're helping people — and earning recurring income.

Legal Disclaimer

This guide is for **training and educational purposes only. **

The official agreement governing this your role as an affiliate is located here:  <https://www.thecustomerfactory.com/affiliate-agreement-2/>

By referring anyone, you agree to the terms outlined there. There are no guarantees of income.

Your earnings depend on your effort, consistency, and ability to refer qualified decision-makers.
Use your best judgment