Ebony 100 Keeping it 100%

The Ebony 100 Directory and the Affiliate Program

Ebony 100 Directory intends to list small and medium size black businesses or business of color in the locally, Nationally and Globally. Criteria for memberships includes Brick and Mortar and ecommerce business sites. With over 60% of consumers using their cell phones to find business with services like the ones our members provide we are keeping it Ebony 100 and being right on time. The present climate in business development and business application can be a challenging issue for Black businesses. Ebony 100 Intends to be the service businesses can use now and grow into all the features that are offeredin the directory!

Ebony 100 intends

To impact the digital divide through its Search Engine Optimized (SEO) directory website platform.

To give the member business an interactive means of marketing their videos, blogs and other content offered to their clients and to social media

To provide a digital advertising marketing strategy that exposes member businesses products and services to the local, national and global communities,

To attract and bring organic traffic to the member businesses

To provide a cooperative economic strategy within the directory model.

To promote B2B collaborations, collaborative marketing, contract development with corporations, non-profits, programs and other.

To give events that enhance member business learning education and information regarding the economic and political climate. Member businesses can now better recycle our money more times and support the building of sustainable businesses in our communities through this powerful directory.

In our directory each member business is an affiliate marketerand may choose to earn a new source of income for a little “sweat equity.”The Ebony 100 Directory is not only an interactive digital marketing and advertising strategy to bring new customers to member businesses it is an economic engine That can give businesses another source of income to add to their bottom line right within the directory.

With our innovative Affiliate Marketing Program member businesses,based on their enrollment status that refer, new businesses to the directory can be paid a healthyaffiliate fee.

Businesses must report businesses they refer to the president until referral links are coded on the individual webpages that hold the URL for the member business. The affiliate fee structure will be as follows:

This is not mandatory but if you see an opportunity.

Fee Schedule:

Bronze Free Members who are free are Paid

$50 for Silver Basic Members

$70 forGold VIP Members

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Silver Basic Members that Pay $30 monthly or $299 a year

$100 for Silver Basic Members

$250 for Gold ViPMembers

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Gold VIP Members are Paid$95 monthly $1,140 a year

$150 for Silver Basic Members

$400 for Gold VIP Members

Affiliate payments are collected when the referred member business pays in full or at the end of the year that member business makes its last payment. (Payments are subject to authorization by Ebony 100 President and the our Ebony 100 CPA)

Directory statistics tell us that 10% of all Bronze Free members will up-grade to Silver Basic. Therefore, we believe that there is opportunity for member businesses to acquire income if they invite businesses to the Bonze free listing to experience and understand the affiliate system. When they do perform the economic opportunity the member business will be paid first in accounts receivable then in cash payments to their business entity once or twice a year.

Ebony 100 realizes that all member businesses will be focused on their own business products or services first however, multiple streams of income is the “Order of This Day”

Keeping it Ebony 100!

Marie Firmin, President