



**Ken Collins**  
**MARKETING**

# Account Representative

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Our Account Representative opportunity is a great way to build a career! Our clients are local business owners – good, hard-working people – and our mission is to help them succeed. This is the reason we do what we do – and we want you to love it as much as we do!

*If you are intelligent, quick-thinking, and great with people, you have all you need to succeed in this position.*

## What we do?

We are a digital marketing agency. Our services revolve around the Internet. Our core services are website design/hosting/support, review funnel, local search engine optimization (SEO), and Facebook advertising – but we do more than that. **Take a quick look through [our website](#) for more details.**

## What do our Account Representatives do?

In this position, you would talk with business owners, discover their marketing needs, and recommend our services. Sounds like selling? That's because it is – but that's where the selling ends. Our clients are on monthly retainers, so when you bring a client in, they stick with us for months – even years – and you collect a commission every month for maintaining a relationship with that client.

*There is no technical work involved with this position. Your one and only job will be to bring in new clients and maintain a relationship with any client you've already brought in – that's it!*

## How do you get paid?

Currently, our account rep positions are independent consultants. This means, you operate independently, on your own schedule, and from any location you like. This also means there is currently no salary associated with the position – it is strictly commission. However, we would MUCH rather pay our account reps a salary – so that is what the future holds for the people who perform in this position. In fact, the better you do, the quicker we can pay you a salary!

# Account Representative Commissions

We have various services at various rates ranging from \$60/month to \$1,000/month – see below for our core service and their associated client fees – and commission structure.

## Client Fees and Account Rep Commissions

Service	Client Fee	Commission Rate	Commission Payment
Review Funnel	<b>\$75</b> <i>every month</i>	<b>25%</b>	<b>\$18.75</b> <i>monthly</i>
	<b>\$750</b> <i>every 12 months</i>	<b>15%</b>	<b>\$112.50</b> <i>yearly</i>
Website Support	<b>\$60</b> <i>every month</i>	<b>15%</b>	<b>\$9</b> <i>monthly</i>
	<b>\$600</b> <i>every 12 months</i>	<b>15%</b>	<b>\$90</b> <i>yearly</i>
Website Design	<b>\$750</b> <i>one-time, up-front</i>	<b>15%</b>	<b>\$112.50</b> <i>once – then... Support commission</i>
Website Design + 12 Month Support Up-Front Discount	<b>\$1,000</b> <i>one-time, up-front</i>	<b>15%</b>	<b>\$150</b> <i>once – then... \$90/year for Support</i>
Local SEO	<b>\$1,000</b> <i>every month</i>	<b>15%</b>	<b>\$150</b> <i>monthly</i>
	<b>\$5,000</b> <i>every 6 months</i>	<b>15%</b>	<b>\$750</b> <i>every 6 months</i>
	<b>\$9,000</b> <i>every 12 months</i>	<b>15%</b>	<b>\$1,350</b> <i>every 12 months</i>
Facebook Advertising	<b>\$500</b> <i>every month</i>	<b>25%</b>	<b>\$125</b> <i>monthly</i>
	<b>\$2,500</b> <i>every 6 months</i>	<b>25%</b>	<b>\$625</b> <i>every 6 months</i>
	<b>\$5,000</b> <i>every 12 months</i>	<b>25%</b>	<b>\$1,250</b> <i>every 12 months</i>
Online Sales Funnel	<b>\$1,000</b> <i>every month</i>	<b>25%</b>	<b>\$250</b> <i>monthly</i>
	<b>\$5,000</b> <i>every 6 months</i>	<b>25%</b>	<b>\$1,250</b> <i>every 6 months</i>
Messenger Bot	<b>\$100</b> <i>every month</i>	<b>15%</b>	<b>\$15</b> <i>monthly</i>
	<b>\$1,000</b> <i>every 12 months</i>	<b>15%</b>	<b>\$150</b> <i>every 12 months</i>
Logo Design	<b>\$300</b> <i>one-time, up-front</i>	<b>25%</b>	<b>\$75</b> <i>once</i>
Website Support w/Reviews	<b>\$120</b> <i>every month</i>	<b>15%</b>	<b>\$18</b> <i>monthly</i>
	<b>\$1,200</b> <i>every 12 months</i>	<b>15%</b>	<b>\$180</b> <i>every 12 months</i>

Our Website Support Package offers the smallest commission payment, but these can add up. The Support Package accompanies our Website Design service – so selling a website design will earn you a one-time commission for the design, and either a monthly or yearly commission for the support.

Our Online Sales Funnel service offers the largest commission payment, but is much more difficult to sell.

Our Facebook Ad service offers the one of the best opportunities to make worthwhile commissions. The fee for this service is affordable enough for many businesses and our associated client costs are low – allowing us to maintain a 25% commission rate on the service. For this reason, we’ve provided some examples below of how your commission payments might progress over a 12-month period.

## EXAMPLE 1

Let’s say it’s January and you sign 1 client each month through December for a total of 12 clients after 1 year. Each of these clients was signed on a Facebook Advertising service at \$500/month. The numbers below show how your \$125 monthly commission (25% of \$500) stacks up each month.

Clients	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125
2		\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125
3			\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125
4				\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125
5					\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125
6						\$125	\$125	\$125	\$125	\$125	\$125	\$125
7							\$125	\$125	\$125	\$125	\$125	\$125
8								\$125	\$125	\$125	\$125	\$125
9									\$125	\$125	\$125	\$125
10										\$125	\$125	\$125
11											\$125	\$125
12												\$125
<b>Total</b>	<b>\$125</b>	<b>\$250</b>	<b>\$375</b>	<b>\$500</b>	<b>\$625</b>	<b>\$750</b>	<b>\$875</b>	<b>\$1,000</b>	<b>\$1,125</b>	<b>\$1,250</b>	<b>\$1,375</b>	<b>\$1,500</b>

## EXAMPLE 2

In this example, you would sign 4 clients every month, each on the same \$500 Facebook Ad service. Your commission each month would be 4 X \$125 = \$500.

Clients	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
4	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
8		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
12			\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
16				\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
20					\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
24						\$500	\$500	\$500	\$500	\$500	\$500	\$500
28							\$500	\$500	\$500	\$500	\$500	\$500
32								\$500	\$500	\$500	\$500	\$500
36									\$500	\$500	\$500	\$500
40										\$500	\$500	\$500
44											\$500	\$500
48												\$500
<b>Total</b>	<b>\$500</b>	<b>\$1,000</b>	<b>\$1,500</b>	<b>\$2,000</b>	<b>\$2,500</b>	<b>\$3,000</b>	<b>\$3,500</b>	<b>\$4,000</b>	<b>\$4,500</b>	<b>\$5,000</b>	<b>\$5,500</b>	<b>\$6,000</b>

While bringing in one new client every week on a Facebook Advertising service is a lofty goal, it is achievable with determination and hard work. It's important to note, that doing so is also a sure-fire way to guarantee that you'll be offered a salaried position in the Ken Collins Marketing Agency – possibly even managing other account reps.

Your best bet is to focus on providing value to the client – by listening and offering services appropriate to the client's needs. What starts out as a Website Design automatically turns into Website Support. Maintaining a relationship with this client could lead to the up-sell of a Review Funnel or Local SEO. Continued support of this client could then lead you to adding Facebook Advertising to the list of services we provide this client. In this story, what might have been a "No" when approached about Facebook Advertising could turn into a nice monthly commission – just by listening and offering the right service at the right time.

## Questions?

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If you are interested in this opportunity, but still have questions – don't be shy! Ken tends to be a "numbers guy" so he goes crazy with them. It's how things become clear to him and it's how he makes decisions, but we understand you might not be the same kind of person.

Feel free to give Ken a call (or email him) – he'll answer any question you have.

Ken Collins

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