



30 East Main Street, Suite 201
Uniontown, PA 15401
(724) 550-4175
www.axomeducation.com
stacey@axomeducation.com

Axom Education

Sample Revenue Calculations

For the purposes of these examples, an "affiliate" sale is one where the user first signed up for the Axom site through a link from an affiliate that had their affiliate code embedded. Axom Education itself does not act as an affiliate and does not take the affiliate percentage for new users we generate through our own marketing. The following examples are based on a base split of 50%:

If you sell a \$30 course and the sale was not generated by an affiliate:

50% of the sale price goes to you (\$15)

50% of the sale price goes to Axom (\$15, and the credit card fees and CLE fees are always deducted only from Axom's share).

If you sell a \$30 course and the purchaser originally joined the Axom site from another affiliate's link:

40% of the sale price goes to you (\$12)

40% of the sale price goes to Axom (\$12)

20% goes to the affiliate bar association that generated the sale (\$6)

If you sell a \$30 course through your own affiliate link:

60% of the sale price goes to you (40% for the course sale and 20% for the affiliate sale) (\$18 total)

40% of the sale price goes to Axom (\$12)

If a user signs up for the site through your link and then later buys a \$30 course from another course presenter you will earn 20% (\$6) from that sale. Once a new user comes in through your link, you are entitled to 20% of their future sales from other courses and the extra percentage for your own sales from them forever, so that's a great reason to help promote the site to bring in new users!