

Offer Structure and Commissions

Business Vision Academy · affiliate program
Document 1.1

Three sellable products, each in two payment structures. Six purchasable configurations.

A. The catalogue

	ONE-TIME (instant access)	SUBSCRIPTION (10 payments)
AI MADE SIMPLE 10 courses	\$134 + upsell/downsell	10 × \$28 (\$280) + upsell/downsell
AI FOR PROFESSIONALS 11 courses	\$152 (or \$97 as downsell)	10 × \$39 (\$390)
AI MASTERY ACCELERATOR 21 courses	\$260 no upsell	10 × \$47 (\$470) no upsell

AI for Professionals appears twice: as a standalone product, and as the upsell / downsell inside the AI Made Simple funnel.

B. Commission — one-time path

Step	Product	Customer pays	Commission	Rate
Front	AI Made Simple	\$134	\$100.50	75%
Upsell	AI for Professionals	\$152	\$114.00	75%
Downsell	AI for Professionals	\$97	\$72.75	75%

Scenario	Customer pays	Affiliate earns
Front only	\$134	\$100.50
Front + upsell accepted	\$286	\$214.50
Front + upsell declined, downsell accepted	\$231	\$173.25

Standalone product	Customer pays	Commission at 75%
AI Mastery Accelerator	\$260	\$195.00

C. Commission — subscription path

Commission is paid per cleared monthly payment, up to ten.

Step	Product	Customer pays	Per month	Full term
Front	AI Made Simple	10 × \$28	\$21.00	\$210.00
Upsell	AI for Professionals	10 × \$39	\$29.25	\$292.50
Downsell	AI for Professionals	10 × \$28	\$21.00	\$210.00
Standalone	AI Mastery Accelerator	10 × \$47	\$35.25	\$352.50

Scenario	Customer pays	Affiliate earns over full term
Front only	\$280	\$210.00
Front + upsell accepted	\$670	\$502.50
Front + upsell declined, downsell accepted	\$560	\$420.00

D. Maximum per customer

Path	Maximum	Timing
Subscription: AI Made Simple + upsell	\$502.50	Over 10 months
Subscription: AI Made Simple + downsell	\$420.00	Over 10 months
Subscription: AI Mastery Accelerator	\$352.50	Over 10 months
One-time: AI Made Simple + upsell	\$214.50	Same day
One-time: AI Mastery Accelerator	\$195.00	Same day

Headline figure for affiliate recruitment: Up to \$502.50 from a single customer

Every figure above is calculated at 75% from the listed prices. If the vendor's actual schedule differs on any product, correct the number here first — every other document in this kit derives from this page.

E. What the maximum figures do and do not mean

A maximum commission is what is payable when every step is accepted and every scheduled payment clears. It is not a forecast, and it should never be presented to affiliates as one.

Three variables sit between the maximum and the reality:

Variable	Effect	Status
Refund rate	Reverses commission already paid	Unknown — vendor must supply
Subscription completion rate	A customer cancelling at month four pays 40% of the projected commission	Unknown — vendor must supply
Upsell take rate	Determines whether the \$214.50 or the \$100.50 figure is typical	Unknown — vendor must supply

Publishing \$502.50 as an expected outcome without these three numbers is the kind of claim that generates affiliate complaints and ClickBank account reviews. Publish it as a ceiling, label it as one, and attach the earnings disclaimer from document 6.1.

F. Strategic implications

- 1. The subscription is worth 2.3× the one-time on the same funnel** — \$502.50 against \$214.50 — but only if customers complete the term. That "if" is the largest unknown in the entire commercial model.
 - 2. The one-time pays today.** For an affiliate buying media with limited capital, cash flow beats lifetime value. Spend recycles in 24 hours rather than over ten months. This is the correct starting point for paid traffic.
 - 3. \$28 is the acquisition weapon.** You are not selling a \$280 course. You are selling a \$28 first step. That single framing changes every ad in this kit, and it is why the subscription converts colder traffic than the one-time.
 - 4. AI Mastery at \$260 is the highest-payout single transaction with the simplest funnel** — no upsell to manage, one decision for the customer. It suits high-intent search traffic and does not suit cold TikTok traffic.
 - 5. AI for Professionals has the weakest standalone positioning** because it is primarily designed as an upsell. Where it works standalone is LinkedIn and manager-targeted search, where the audience has budget and low price sensitivity.
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G. Open items — required before launch

Item	Why it blocks
Refund rate per product	Media buyers ask in the first message
Subscription completion rate	Every lifetime figure depends on it
Whether commission continues after cancellation	Changes the value of the subscription path
Cookie / attribution window	ClickBank default is 60 days — confirm
Sales page conversion rate	Needed to model spend
Average order value including upsell	Needed to model spend
Written consents for any testimonial used	Legal exposure — see 6.1 section D
Final course titles for all three products	Landing pages carry indicative titles until supplied