

01 / PARTNER PLAYBOOK

The Partner Playbook

A dated working guide for partner conversations

The Fix Sprint terms, Referral schedule and agency calculator match the public pages checked on 13 October 2026. Use the current page and the buyer's applicable order version when quoting an offer.

What we measure

We measure what ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode tell buyers when they ask for software in a category. We record which companies are named, which own domain pages are cited and whether statements about a company are wrong or stale.

The Category Audit uses ten buyer questions, five engines and three scheduled runs: 150 planned observations, with receipts and separate measures. Findings arrive within 48 hours of category confirmation.

A public record people can check

The September Absence Index covers 14 categories and 286 vendors across 2,095 valid answers. Wrong About You records software facts and provisional wrong or stale classifications. The AI Written RFP records 2,003 selection criteria across 14 categories.

A study is a dated record under its stated method. A fresh Category Audit measures the buyer's own company and category; it is not inferred from an old public snapshot.

Research: Absence Index, DOI 10.5281/zenodo.22907695; Wrong About You, DOI 10.5281/zenodo.23270124; The AI Written RFP, DOI 10.5281/zenodo.23271935. The AI Source Standard: DOI 10.5281/zenodo.23225776.

[Published method v1.1](#)

02 / PARTNER PLAYBOOK

Choose the right partner track

	Referral Partner	Strategic Partner
Your part	Introduce an eligible buyer, then step back.	Find the prospect, hold the conversation in your own way and remain the relationship contact.
Our part	Accept orders and deliver the work.	Accept orders and deliver every order.
Schedule	New schedule dated 13 October 2026; earlier accepted rights remain fixed.	Fixed v2026-10-SP, issued 8 October 2026; unchanged.

Referral economics

The Referral Partner earns a flat \$225 for every eligible referred client whose first Fix Sprint is paid (the upfront fee collected, or the pay-when-named charge collected after its request window), plus 10% of collected and retained program revenue for up to 12 paid months; no commission on the \$490 Category Audit; a referred buyer who starts with the Audit and buys the Sprint within the protection window earns the partner the \$225 on that Sprint.

Strategic economics

50% of the first collected invoice, then 20% of further invoices collected from that client within twelve months of the first payment, after the published exclusions and refund conditions. For the program, the first invoice is the first monthly \$4,500.

Joining requires the approval and agreement for the chosen track. A website update does not change an existing signed version. Participation creates no priority in hiring and no authority to bind Broadcastwell.

[Partner tracks and fixed schedules](#)

[Master terms, version 2026-10-13-three-rates-v1](#)

03 / PARTNER PLAYBOOK

The offers and the economics

Offer	Client price	New Referral	Strategic first / later
Category Audit	\$490 once	No commission	\$245 / \$98
Fix Sprint, direct	\$2,900 upfront, or \$0 at order with the conditional fee	\$225 on the first eligible paid Sprint	\$1,450 / \$580 on \$2,900 collected
Fix Sprint after a paid Audit	\$2,410 after one \$490 credit	\$225 on that first eligible paid Sprint	\$482 on the later \$2,410 collected
The program	\$13,500 per 90 days; \$4,500 monthly	10% of collected and retained revenue for up to 12 paid months	\$2,250 on the first monthly invoice; \$900 on later monthly invoices
Agency wholesale	\$1,000 first client monthly; \$490 each additional	No schedule agreed	Not commissionable
White label Category Audit	\$490 per client report	No schedule agreed	Not commissionable

The \$490 credits once against the \$2,900 Fix Sprint within 30 days of delivery, so the Sprint is \$2,410.

A saved card or a \$0 order is not collected revenue. Commission depends on eligibility, actual collection and the published refund condition. Credits are counted once; taxes, refunds and separately itemized third party costs are excluded under the applicable schedule.

These are contractual examples based on published prices, not typical or promised earnings. Agency resale pricing belongs to the agency; it is separate from referral commission.

[Prices and credit rules](#)

[Partner tracks and fixed schedules](#)

[Master terms, version 2026-10-13-three-rates-v1](#)

04 / PARTNER PLAYBOOK

Three measures, two payment tests

Terms version 2026-10-13-three-rates-v1 • effective 13 October 2026

Applies to Fix Sprints ordered on or after 13 October 2026; earlier orders keep the terms they were bought under.

Pay when named: the published page wording

We charge \$2,900 (\$2,410 if you paid for the Audit) only if at least one of three measured rates is higher than at your baseline: the number of answers that name you, the number of answers that cite a page on your own site, or the number of statements about you classed wrong or stale, which must be lower. If none moves, we charge nothing and the work stays yours.

Nothing is charged on day 30. Our day 30 result email gives you five business days to request one repeat measurement at no cost. If you do not request it, we charge on business day six only if at least one of the three measures passes. If you request it, that result decides under the same three rules and no charge occurs before that result or the end of the request window. Business days are Monday through Friday, in Bloomington, Indiana time. The email and your account show the exact deadline.

Upfront: the published guarantee

Guarantee, for upfront Fix Sprints ordered on or after 13 October 2026. At day 30 we repeat the same ten buyer questions on ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode, with three scheduled runs under method v1.1. The test passes if at least one of the three measured rates improves under the comparison rules below. If none improves, we start a full \$2,900 refund, including any \$490 Category Audit fee credited toward the Sprint, within five business days, without you asking. The baseline is the Category Audit you bought first, or, for a direct purchase, the baseline measured in the Sprint's first phase.

For the upfront option, named and cited counts pass only when the lowest of the three day 30 run counts is above the highest of the three baseline run counts. A tie or overlap does not pass either measure. Record accuracy passes when the total wrong or stale count across the three day 30 runs is below the total across the three baseline runs. Passing any one measure passes the test. Adaptive runs do not count. Answers lost to engine errors are excluded from both sides, and the common base and the exclusions are reported.

The master terms define the rates and contain the full refund mechanics. Record accuracy improves when the wrong or stale statement count is lower. A charge or refund decision is recorded from the receipts under the agreed version; we promise no count, rank, placement or business result.

[Master terms, version 2026-10-13-three-rates-v1](#)

[Fix Sprint, current published wording](#)

05 / PARTNER PLAYBOOK

A useful conversation, then an order

1. Register the prospect

Register the company, domain and minimal business context through the partner route before the first introduction or contact required by your agreement. Wait for acceptance. Do not send sensitive personal data, private client material or a bulk list.

2. Request the Category Audit

For a real conversation, email partners@broadcastwell.com with the company, category in the buyer's words and contact. One Category Audit at no charge may be approved per registered prospect. Owner approval is required before offering it. It earns no commission and creates no paid Audit credit.

3. Send one finding

Use a delivered finding that can be traced to the buyer's receipts. State the question, the observed counts and the source link. The buyer receives the report; partner access to the report depends on the buyer's permission.

4. Walk through the next step

Use twenty minutes in this order: findings, the setup page, the plan, the proposal. Confirm the company, category and inputs with the buyer before discussing implementation. The client places its order directly with Broadcastwell.

The techniques in this guide are optional. Partners choose whether, when and how to hold conversations, within the representation, privacy and registration rules in their agreement.

Partner tracks and fixed schedules

Fix Sprint, current published wording

06 / PARTNER PLAYBOOK

The findings email and walkthrough

One finding, taken from receipts

Subject: {Company}: your Category Audit findings

{First name},

Your findings are ready: {findings URL}

The one to look at first: on “{question}”, {Rival} is named in {n} of the 15 answers and {Company} in {m}. The receipts show the sources those answers read.

We can walk through it in 20 minutes: findings, the setup page so you can confirm it describes your business, the plan and the proposal. Reply with a time that works.

{Partner name}

Fill braces only with actual report facts. Use “of 15” only where all fifteen scheduled observations are available; otherwise give the actual base and exclusions. Do not send placeholders.

Walkthrough order	What to say and check
Findings	“Here is the question, the observed record and the sources. This is what the engines returned on the recorded dates.”
Setup page	“Does this describe your company and the category your buyer would use?” Confirm the recorded input.
Plan	“These are the corrections, sources and pages the evidence points to. Which changes can be published with the access you can provide?”
Proposal	“Both Sprint payment options use the published scope. Here is the exact current condition and the page where you can read it.”

Include the applicable commission disclosure in the first conversation and wherever the agreement requires it. Use the buyer’s account and approved sharing route; do not forward a private report without permission.

- Published method v1.1
- Fix Sprint, current published wording
- Partner tracks and fixed schedules

07 / PARTNER PLAYBOOK

The proposal email

A proposal for a Strategic Partner conversation

Subject: {Company}: the next step

{First name},

I may earn a commission if you become a Broadcastwell client.

Two ways forward are on broadcastwell.com/fix-sprint.

Pay when named: \$0 at order. We charge \$2,900 (\$2,410 if you paid for the Audit) only if at least one of three measured rates is higher than at your baseline: the number of answers that name you, the number of answers that cite a page on your own site, or the number of statements about you classed wrong or stale, which must be lower. If none moves, we charge nothing and the work stays yours.

Upfront: \$2,900 for thirty days, with the published guarantee. The \$490 credits once against the \$2,900 Fix Sprint within 30 days of delivery, so the Sprint is \$2,410.

Both deliver the work on that page. If the findings call for continuous work, the program is \$13,500 per 90 days, billed \$4,500 monthly, arranged on a call.

The terms set the start date, approvals, repeat measurement window and payment decision. The client orders directly with Broadcastwell.

{Partner name}

Before sending

Read the current Fix Sprint page that day. Replace the charge condition only with its exact live wording and retain the applicable version. Confirm that the Audit credit was actually paid and is eligible. A Category Audit delivered at no charge creates no \$490 credit.

Use this proposal after the walkthrough, with the prospect's real findings and agreed scope. The public order page supplies the full terms; a partner cannot change price, discounts, guarantees, access or payment dates.

This version quotes the published 13 October wording. Confirm the live page and applicable order version when using it. A Referral Partner who steps back after the introduction should not take on the Strategic Partner's selling role.

[Fix Sprint, current published wording](#)

[Master terms, version 2026-10-13-three-rates-v1](#)

[Partner tracks and fixed schedules](#)

08 / PARTNER PLAYBOOK

Seven questions buyers ask

Buyer question	A bounded answer
Is this real?	The September Index records 286 vendors across 14 categories, with published receipts and a DOI. Start with the buyer's own dated Audit finding.
We already do SEO.	The Category Audit measures ten buyer questions on five engines, three times. Being named and being cited are reported separately from page ranking.
AI traffic is tiny.	The Audit records answers and the companies named in them. Proof Setup can separately record referred demand and pipeline from the buyer's own sources; the Audit alone does not measure traffic or revenue.
The answers change every time.	We schedule three runs per question and engine and report the spread. The upfront named and cited tests compare the lowest day 30 run with the highest baseline run.
We can do this ourselves.	The public method is available. A Category Audit packages the repeated observations, receipts and priorities; the Sprint adds the published implementation scope.
What is the ROI?	The report separates measured presence, recorded demand and pipeline with their sources. We make no revenue promise; the client's own costs and outcomes determine its business return.
What if we are never named?	The new Sprint test has three measures. More own domain citations or fewer wrong or stale statements can also pass under the terms, even if the named count is unchanged.

Use all five names together when naming engines: ChatGPT, Claude, Perplexity, Google AI Overviews and Google AI Mode. These answers use our published method and scope, not third party market claims.

[Published method v1.1](#)

[Master terms, version 2026-10-13-three-rates-v1](#)

09 / PARTNER PLAYBOOK

What the delivery costs an agency

The agency sets its own price and keeps its client relationship. The following example uses the live calculator defaults and published wholesale prices.

Calculator defaults	Monthly	Annual at unchanged inputs
Five clients at \$4,000 each	\$20,000 revenue	\$240,000 revenue
Wholesale: \$1,000 first client + four at \$490	\$2,960 delivery cost	\$35,520 delivery cost
Revenue less Broadcastwell delivery cost	\$17,040 margin	\$204,480 margin

This is an arithmetic illustration using the calculator defaults, not a client result or an earnings forecast. It excludes the agency’s own salaries, acquisition costs, taxes and other expenses.

Choose the delivery route

Wholesale is \$1,000 for the first client per month and \$490 for each additional client per month. The other route is a white label Category Audit at \$490 per report, with the number of reports per month entered separately.

Published prices, arranged on a call. No minimum term. We never contact your client.

Partner commission and agency resale margin are different arrangements. Wholesale and white label reports have no Referral or Strategic commission schedule; the agency’s return depends on the price it sets and its own costs.

[Agency delivery and margin calculator](#)

[Prices and credit rules](#)

[Partner tracks and fixed schedules](#)

10 / PARTNER PLAYBOOK

Six scope lines for a proposal

Templates to complete with the buyer's actual scope. The published terms control; the partner cannot create commitments for Broadcastwell.

1. Deliverables

"The Fix Sprint includes the published entity and structured data work, up to five answer pages or rewrites, a source plan for up to ten sources, a crawler access check and the day 30 measurement. The recorded plan identifies the changes selected from the baseline."

2. Exclusions

"The proposal promises the work and measurement described on the Fix Sprint page. It promises no inclusion, count, rank, placement, lead or revenue. Advertising spend and separately agreed work are outside this fee."

3. Timeline and start of the clock

The 30 days begin when the first delivered change is live on your site, or when you give us publishing access, whichever comes first. If neither has happened within 30 days of delivery, the 30 days begin then and the re-measure runs on what is live.

4. Approvals

Drafts we send for your approval (answer pages, source requests, corrections) count as approved if we have not heard from you within ten business days, and we may publish them where we hold access or send them where they are addressed.

5. Access

"We record the publishing access the buyer grants and the changes its own team will publish. The client owns its accounts and can revoke access. Access needs and approval contacts are confirmed in the order."

6. Measurement and reporting

"The same planned panel of ten questions, five engines and three scheduled runs is used under method v1.1. The order records named answers, own domain citations and wrong or stale statements separately, with receipts, exclusions and the comparison rule for its payment option."

[Fix Sprint, current published wording](#)

[Master terms, version 2026-10-13-three-rates-v1](#)

[Published method v1.1](#)

11 / PARTNER PLAYBOOK

Represent the offer accurately

Use the disclosure for your track

Strategic Partner: “I may earn a commission if you become a Broadcastwell client.” Say it at the first conversation and in every message with a buy link, before the link and before truncation.

Referral Partner: “I earn a referral commission from Broadcastwell if you purchase through my referral.” Use “may earn” only where commission is genuinely conditional, as the applicable agreement provides.

You may	You may not
Describe the published offer, price and terms.	Negotiate another price, discount, rebate, guarantee or side agreement.
Make a permitted introduction after registration acceptance.	Use bulk, purchased or scraped lists, fake reviews or private client material.
Share approved links and optional reference material.	Claim to be Broadcastwell staff, sign for us, collect client money or bind us.
State a dated observation with its base, method and receipt.	Promise inclusion, rank, placement, leads, revenue or a specific future count.

Spoken and video recommendations require audible and visible disclosure. Written recommendations need adjacent readable disclosure. Keep factual claims current and use the fixed agreement for eligibility, location and independence requirements.

The Playbook is optional reference material. Hiring, learning and referrals remain separate. An agreement or a completed course does not by itself activate a partner.

[Partner tracks and fixed schedules](#)

[Master terms, version 2026-10-13-three-rates-v1](#)

What moves first, and the monthly report

What moves first

We work in this order, because engines re-read some things faster than others: corrections to wrong or stale statements first, then the sources that answers cite, then the pages that get a company named. The record usually moves first, source presence next, the named count last. We promise the work and the day-30 re-measure, not a timing, a count, a rank or a result.

The reporting structure

Section	What a client can inspect
Scorecard against last month	The separate measures, the common comparison base and the dates.
What the engines say now	The observed answers by engine and rival, with receipts and exclusions.
What we did	The delivered corrections, source work and pages, with recorded status.
Proof of impact	Observed movement and the client's recorded demand or pipeline sources, separated from any causal claim.
Next month	The next evidence based priorities and the access or decisions needed.

This describes the reporting standard being developed for delivery. The signed program scope and actual order govern the report and its timing. A partner should quote no additional delivery date, measured gain or pipeline result from this outline.

[Published method v1.1](#)

[Prices and credit rules](#)

[Fix Sprint, current published wording](#)

13 / PARTNER PLAYBOOK

Registration, records and payment

Before an introduction

Use the partner portal to register the prospect with the required company, domain and business context. The accepted record establishes attribution. The protection period is 90 days, extending to 180 days for a documented conversation inside the first 90 days, under the applicable track's exact rule.

When commission becomes payable

Collection and refund closure are separate events. The ledger records the registration, collection, applicable refund condition and payment date. For Strategic Partners, payment is due within seven calendar days after the refund condition closes under the fixed schedule, subject to mandatory law. The applicable signed Referral terms control its payment mechanics.

The new Referral flat fee is tied to the client's first eligible paid Sprint. A PWN card save or \$0 order does not trigger it; the charge must actually be collected after its request window. The program rate applies to collected and retained revenue for up to twelve paid months.

Where the accepted Referral agreement provides the \$100 first customer and \$150 third customer milestones, those terms remain unchanged. Product specific refund conditions still apply: a Category Audit retains its 30 calendar day delivery based refund window; Sprint and program triggers follow their applicable agreement. Bonuses count qualifying customers, not repeated purchases.

Keep the version with the record

Earlier accepted agreements, registrations and accrued rights retain their terms. The new Referral schedule is dated 13 October 2026. Strategic v2026-10-SP remains fixed. A public page change is not a signed election to rewrite a previous agreement.

Partner registration and commission questions: partners@broadcastwell.com
Offer and delivery questions: hello@broadcastwell.com

No partner should send tax identity documents through an ordinary pitch or a public form. Use the restricted onboarding route specified in the agreement.

Partner tracks and fixed schedules

Master terms, version 2026-10-13-three-rates-v1

14 / PARTNER PLAYBOOK

Use the current page, keep the evidence

A five point check before sharing

1. Confirm the track, accepted registration and the permission to share any client report.
2. Read the live offer and its terms, including the effective date and the buyer's applicable version.
3. Use actual findings, counts, dates and source links. Leave illustrative placeholders out of a real message.
4. Keep the disclosure beside the recommendation and preserve the limits on authority and outcomes.
5. Record the actual order and collection state. A prepared proposal, card save or pending payment is not a sale.

Source pages

Master terms: broadcastwell.com/terms

Fix Sprint: broadcastwell.com/fix-sprint

Prices: broadcastwell.com/pricing

Partner tracks: broadcastwell.com/partners

Agency delivery and calculator: broadcastwell.com/for-agencies

Company facts: broadcastwell.com/company-facts

Published method: broadcastwell.com/methodology

Research references

Absence Index: doi.org/10.5281/zenodo.22907695

Wrong About You: doi.org/10.5281/zenodo.23270124

The AI Written RFP: doi.org/10.5281/zenodo.23271935

AI Source Standard: doi.org/10.5281/zenodo.23225776

Sources checked on 13 October 2026: the published terms, Fix Sprint, pricing, partner, agency calculator, method and company facts pages. The fixed Strategic agreement was issued on 8 October. All findings and examples retain their stated scope.

[Published method v1.1](#)

[Master terms, version 2026-10-13-three-rates-v1](#)