



Results-Driven Client Partnership (RDCP) Agreement

This Agreement is entered into by and between **Viral Growth Media, LLC** ("VGM") and the undersigned client ("Client"). The terms and conditions of this Agreement outline the collaborative infrastructure-building partnership provided by VGM, focusing on developing revenue-generating systems and frameworks to scale the Client's business. VGM will serve as both an advisor and an active participant in implementing these systems.

1. Program Overview & Partnership Terms

- **VGM and the Client agree** to work together in the **Results-Driven Client Partnership (RDCP)** to collaboratively build business infrastructure necessary for scaling and generating revenue. This partnership includes the development of sales systems, marketing frameworks, and operational infrastructure.
- **Duration:** 12 months
- **Scope:** VGM will provide strategic advising, system frameworks, and ongoing support. The success of the partnership relies on the Client's **active execution** of the systems, with VGM advising and assisting with implementation throughout the program.
- **VGM acts as a business partner**, offering expert advising and hands-on implementation support.

2. Payment Terms & Revenue Sharing

The Client agrees to one of the following investment options:

- Upfront Investment:** One payment of **\$19,500** plus **25% revenue share** after the Client's business reaches **\$50,000 in revenue**, until a total of \$150,000 is paid to VGM over the 12-month partnership.
- Payment Plan:** **\$2,500/month for 12 months**, plus **25% revenue share** starting immediately. Unlike the upfront option, there is **no cap** on the total amount that may be paid to VGM through the revenue share.

Revenue Share Terms:

- **Upfront Option:** After the Client's business generates \$50,000 in revenue, VGM will be entitled to **25% of any additional revenue** until the total of \$150,000 is paid.



- **Payment Plan Option:** For the payment plan, the **25% revenue share starts immediately**, based on all revenue generated by the Client from the start of the partnership. There is **no \$50,000 revenue threshold**, and there is no cap on the total revenue share payable to VGM.
 - **Monthly Revenue Reporting:** The Client will provide **monthly revenue reports** to VGM, and VGM will issue invoices based on the revenue share, payable within 15 days of receipt.
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3. Money-Back Guarantee

VGM offers a **30-day money-back guarantee** under the following conditions:

- **Guarantee Requirements:** The Client must:
 - Attend all live advising sessions during the first 30 days.
 - Complete and submit all required worksheets and KPI tracking forms.
 - Demonstrate **active participation** in the implementation of strategies (as outlined in the action plan).
 - If the Client follows all instructions and implements the provided systems but does not achieve expected results after **12 months**, VGM will either:
 - Continue working with the Client **1-on-1** until success is achieved, or
 - Offer a full refund.
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4. Roles & Responsibilities

VGM's Rights to Limit, Suspend, or Terminate: Viral Growth Media may, at its sole discretion, limit, suspend, or terminate your participation in the Program without refund or forgiveness of remaining payment due if you:

- Become disruptive or difficult to work with.
- Fail to follow the program guidelines.
- Impair the participation of our employees, contractors, clients, instructors, or participants in any of our programs.

Client Responsibilities:

- **Execution of Systems:** The Client is responsible for implementing the systems and strategies provided by VGM, including **outbound lead generation, sales calls, VSL creation, and campaign management**.



- **KPI Tracking:** The Client agrees to actively track and report **key performance metrics (KPIs)** such as lead volume, email open rates, sales conversion rates, and revenue growth on a monthly basis.
- **Software & Tools:** The Client is responsible for any software, tools, or platforms (e.g., CRM, email marketing software, ad platforms) required for the systems' implementation.
- **Collaboration:** The Client agrees to participate fully in all advising sessions, provide regular progress updates, and proactively seek guidance when needed.

VGM Responsibilities:

- **Strategic Advising & Implementation Support:** VGM will provide detailed frameworks, system structures, and support to help the Client develop and scale their business.
- **Advising & Guidance:** VGM will provide ongoing advising through sessions, 1-on-1 strategy calls (as needed), and access to proprietary resources for the 12-month program.
- **System Development & Implementation:** VGM will collaborate with the Client to build and implement revenue-generating infrastructure, but the Client is responsible for executing and applying the systems. **VGM is committed to supporting the Client's success but is not legally responsible for the Client's final business outcomes.**

5. KPI-Based Success Tracking

The Client agrees to meet specific **Key Performance Indicators (KPIs)** at various stages of the program to measure progress:

- **Phase 1: Offer & Niche Dialing KPIs:**
 - Complete market research and offer validation with at least a **30% positive response rate** from outreach.
- **Phase 2: Lead Generation KPIs:**
 - Achieve a **30% open rate** and **5-10% response rate** on cold emails, with a target of **100 leads per day**.
 - Paid ads should achieve a **CTR of 1-2%**, a **CPL of \$50 or less**, and a **2% conversion rate** on landing pages.
- **Phase 3: Sales & Fulfillment KPIs:**
 - Convert **30% of discovery calls** into strategy calls.
 - Close **20% of strategy calls** into paying clients.
 - Achieve a **30-50% completion rate** and a **2-5% CTA conversion rate** for VSLs.



Progress Evaluation: KPI progress will be reviewed monthly. If the Client fails to meet KPIs, VGM will adjust strategies as needed. If necessary, VGM will provide additional **1-on-1 advising** to address specific challenges.

6. Confidentiality & Proprietary Information

- **Confidentiality:** All materials, frameworks, strategies, and systems provided by VGM are proprietary and may not be shared, reproduced, or distributed without explicit written consent from VGM.
 - **Use of Program Materials:** The Client may use the resources solely for their own business development. Unauthorized use or distribution of VGM's intellectual property will result in immediate termination of the partnership.
 - **Non-Solicitation:**
The Client agrees that for **one (1) year** after separation from the Program, they will not:
 - Solicit VGM's employees, contractors, or clients for competing services.
 - Attempt to solicit VGM clients or employees for business purposes, unless approved by VGM.
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7. Limitation of Liability & No Guarantee of Results

- **Limitation of Liability:** VGM provides the tools, systems, and strategies necessary to build business infrastructure but does not guarantee specific results. The Client acknowledges their success is dependent upon their execution.
 - **No Liability for Tools or Software:** VGM is not responsible for covering any costs related to the software, tools, or platforms required for the systems' implementation.
 - **Indemnification:** The Client agrees to indemnify and hold VGM harmless from any claims arising from the Client's use of the systems, failure to execute, or any business losses incurred.
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8. Right to Use Name and Likeness

The Client consents to the use of their name, photograph, likeness, voice, testimonial, and biographical material for marketing purposes under the following conditions:



a) Consent to Use:

The Client consents to the use of their likeness for **public relations, advertising, marketing, and educational purposes** across various media.

b) Unlimited Use:

The Client grants VGM the right to use their likeness without time or geographic restrictions.

c) Waiver of Payment/Royalties:

The Client waives all rights to compensation or royalties related to the use of their likeness.

d) Waiver of Right to Inspect:

The Client waives the right to review or approve any photograph, recording, or written material before its use.

e) Ownership of Materials:

The Client understands that VGM owns all rights to any such photograph, recording, or testimonial.

9. Terms of Sale

a) Better Than Money-Back Guarantee:

- All Program sales come with a **better than your money-back guarantee**, which starts on the date of purchase. The Client must attend all advising sessions, complete worksheets, and implement strategies. If the Client does not generate more than their initial investment, VGM will provide a refund or continue working with the Client until success is achieved. This guarantee is non-transferrable.

b) Consent to Payments:

The Client fully consents to all payments made to VGM.

c) Waiver of Chargeback Rights:

The Client waives any rights to chargebacks or disputes regarding payments made under this Agreement.

d) Dispute Process:

All disputes related to payment must be resolved directly with VGM.

10. Termination & Dispute Resolution



- **Termination for Non-Compliance:**
VGM reserves the right to terminate the partnership if the Client fails to participate or does not meet financial obligations.
- **Dispute Resolution:**
Both parties agree to resolve disputes through mediation before pursuing legal action.

Client Signature:

By signing below, the Client agrees to the terms of this partnership.

Client Signature: _____

Typed or Printed Name: _____

Company Name: _____

Company EIN: _____

Signature Date: _____