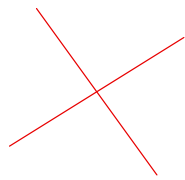
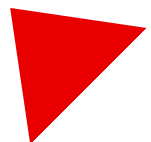
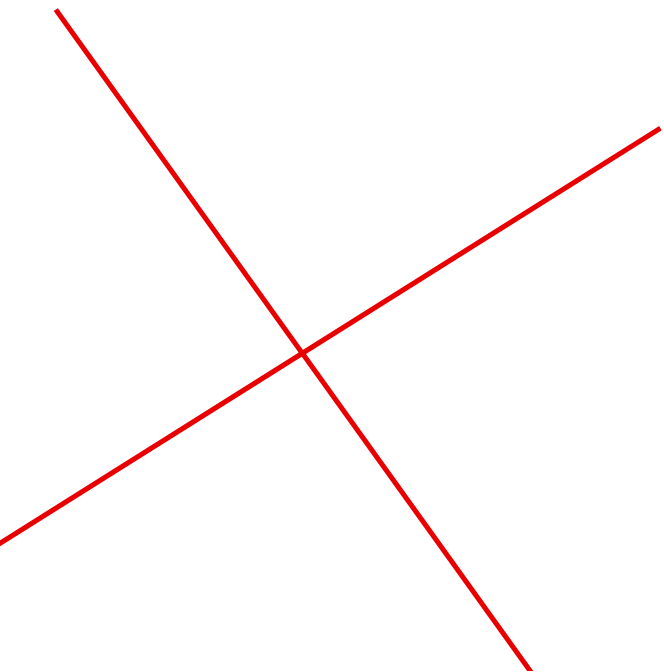




CANADA
IMMIGRATION



BRAND AMBASSADOR POLICY 2023



WELCOME TO THE



BRAND AMBASSADOR PROGRAM

When you sign this agreement, then you
are one of us — part of our community and
WooW Canada family!

version 2.2

05. 29. 2023

BA Signature

CONTENT

1. Company info
2. Your Benefits of working with WooW Canada
3. BA's Role & Responsibilities
4. Bonuses and Loyalties for BA's
5. Onboarding and marketing support
6. Agent Terms & Conditions
7. Non-Compete Agreement



COMPANY INFO

- WooW Canada Immigration, a brand name, was established by LegaMax Legal Services Professional Corporation, a corporation authorized to provide legal services by the Law Society of Ontario.
- WOOWCANADA.COM is an online official website that provides clients with valuable information and immigration services.
- WooW Canada`s team has more than 12 years of experience in immigration law and procedures.
- WooW Canada provides a full range of immigration services.
- Since 2012 we have been fulfilling our mission milestones by continuously researching our clients' immigration struggles that immigration system malfunctions and rapid immigration policy changes bring to life. This unique approach allows us to quickly readjust the previously set immigration strategy and keep our clients ahead of the immigration game.
- WooW Canada Immigration provides exclusive workshops, webinars, and courses. We strive to keep our clients informed and updated regarding each and every step of immigration service.

BA Signature



YES, YOU CAN DO IT!
@woowcanada

WHAT IS OUR PURPOSE?

WE EXIST TO:



Create an opportunity for a newcomer to reach his/her fullest potential success in Canada including the immigration journey with all its milestones, life and stress resistance, career opportunity and advancement, business operations, and entrepreneurship in Canada.

Identify, Address and Close existing gaps, hardships, and structural malfunctions of the immigration and settlement system in Canada.

”

DO YOU WANT TO UNLEASH YOUR INNER INFLUENCER AND JOIN A COMMUNITY OF TRENDSETTERS?

WHY SHOULD YOU BECOME A WOOW CANADA BRAND AMBASSADOR?

1 Do you want to have engaging content to attract and retain your audience?

2 Do you want to tell your followers something valuable and relevant while spending little time searching and analyzing information?

3 Do you want to make a passive income from your social media?

- ✓ Every minute in the world, a few new people become inspired by the dream of immigrating to Canada.
- ✓ Every day several people get a student or work visa and dream of finding their way to PR in Canada.
- ✓ Every second, several people open Instagram to find out how to immigrate to Canada, live in Canada, and get PR status.

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SAY
YES

ALL THESE PEOPLE CAN BECOME YOUR AUDIENCE!

5.2 million
applications

IRCC processed in 2022

235 000
candidates

in the EE pool on March 2023



You will be able to become a source of desired, reliable and expert information about immigration for your audience as a WooW Canada Brand Ambassador.

You don't need to spend a lot of time and become an immigration expert. You live your life and are interested in the same things – moving and adapting to a new country, culture, education system, or business.

Add to this another hot topic for the audience – all aspects and subtleties of the immigration process here and now. You will get an increase in your audience and additional income without spending extra resources.

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WE SHARE INSIGHTS WITH YOU AND PROVIDE YOU WITH THE UNIQUE EXPERT CONTENT

WooW Canada has been helping its clients to immigrate to Canada for more than 12 years.

We have thousands of unique cases and incredible stories to inspire your audience to change their lives and feel that they are not alone. Our expert position is not based on other people's blogs or books.

Every day we monitor all changes in immigration legislation, implement them in our work, and are ready to share with you and your audience insights and the best immigration strategies that will work for them today!

Join us!

Brings real benefits
to your followers,
helps them to
realize their dreams,
and see how your
audience and
income increase!

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BRAND AMBASSADOR COLLABORATION VALUES

CLEAR EXPECTATIONS

We know what we want to achieve due to this partnership and are ready to introduce you step-by-step collaboration plan. You will be supported on each step of this plan, and we will complete the goals together.

SUPPORT

Our onboarding webinars will help you dive into WooW Canada's values and get the main brand statements you can use. In addition, we are open to providing you with all the brand materials and information you may need.

COMMISSION TRANSPARENCY

We propose a straightforward commission structure to avoid confusion and ensure transparency and smooth monthly commission enrolment.

MEASURABLE GOALS

Each lead you bring to the Company will be accounted for and paid according to a transparent payment system. You can predict your income from working with WooW Canada.

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WOOWCANADA BRAND MESSAGES

These are the following messages that a brand ambassador should deliver to potential clients about WooW Canada:

- Full-service immigration company.
- Highest customer service ratings (4.9 stars on Google).
- Custom-made solutions for every clients' case.
- Competitive prices and available discounts for existing clients.
- Exclusive information updates.
- Working with all colleges and universities in Canada.
- Access to discounts, best prices, and exclusive promotions for Academic Studies and ESL.
- In partnership with IDP IELTS and Paragon (CELPIP/CAEL).
- Our clients become a part of the WooW Canada family.
- Immigration is a strategy.
- Each of YOU has a UNIQUE story that requires a WooW personalized strategy.

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KEY CALL TO ACTION FOR YOU AUDIENCE AND OPERATIONAL INSTRUCTIONS FOR YOU

- Your communication with the audience has to lead to one particular action - booking a consultation.
- You will get a unique promo code for your followers with a 5% discount for 40 min consultation with WooW Canada licensed consultant.
- This promo code will help us count and control each lead we receive due to your work with us and WooW Canada promotion on your account.
- You will receive a reward for each booked 40 min consultation and signed contract between WooW Canada and the client you lead.

**Book a professional immigration
consultation with WooW Canada**



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BRAND AMBASSADORS ROLE

BA`s are responsible for **BRANDING:**

- Share our key benefits, vision, and values with potential clients, students, and communities.
- Bring the reasons why booking a consultation with the WooW Canada specialist is the first necessary step in immigration goal realization.
- Pay attention to the questions in the comments, private messages and respond accordingly to the role of the ambassador of the WooW Canada brand.

BA`s are responsible for **LEAD GENERATION:**

- Booking a consultation on the WooW Canada website is a crucial action the user should take after interacting with you, and your social media activities. In this case, the client gets into the sales funnel, and you receive a reward. The number of attracted leads directly converts into a rewarding sum of money.

BA`s are responsible for **SOCIAL MEDIA ACTIVITIES such as:**

- Create posts about living and studying / working in Canada.
- BAs should use #woowcanada and #webringyoutocanada hashtags in their posts.
- If you share your immigration experience or want to share any information about immigration, you should treat any immigration process as a strategy.

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- If you are talking about immigration on your blog, then it is important to educate people and draw attention to the fact that everyone has their own story that requires an individual strategy or approach.

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BRAND AMBASSADORS DEVELOPMENT OPPORTUNITIES

**Your horizons are open for new projects,
and we are ready to support and reward you.**

- Be proactive and look for potential partnerships with other Businesses, Language Schools, and Universities within and outside Canada. This will help us to build multidimensional communication with clients, increasing lead generation traffic and your potential income.
- Are you a student? We encourage and ready to support you to create your own community events: in college meetings, community meetings, church meetings, employment events, etc. This will bring more prospective clients, and will positively impact your income.

1

Be proactive

2

**Invest more
in the WooW
Canada brand**

3

**Monthly
increase your
income with us**

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COMISSION STRUCTURE

5% Referral fee on every BOOKED CONSULTATION

We want cooperation with WooW Canada to become a stable source of your monthly income. Important to emphasize that we start the work with our clients via an in-depth credential assessment consultation in order to provide a legal solution and/or strategy and design an action plan. That is why the main product we offer you to promote is a consultation.

- The consultation cost is significantly lower than most services, so potential clients are easier willing to pay for their needs.
- Consultation is a universal product that most potential clients need, regardless of their immigration plans and strategy.

The two factors above increase the chances that your followers will decide to book a consultation.

Predict your income depending on the number of clients you can bring to consultation in WooW Canada.

5% Fee on every CLIENT who paid for services

Get an additional 5% reward for those customers who sign the contract with WooW Canada

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REPORT SYSTEM

At the end of each month, you will receive a detailed report based on our CRM data with the following precise numbers:

- Number of consultations booked with your promo code
- Number of clients signed a contract with WooW Canada
- The services that your leads paid for.

EXAMPLE OF YOUR MONTHLY INCOME

SERVICE SOLD	SERVICE PRICE	# OF CLIENTS	YOUR INCOME
40 min consultation	\$250.00	20	\$250.00
EE full representation	\$4500.00	2	\$450.00
PGWP (work permit)	\$750.00	6	\$225.00
LMIA-based WP	\$2500.00	4	\$500.00

YOUR TOTAL MONTHLY INCOME: \$1,425

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ADDITIONAL BENEFITS OF PARTNERSHIP

- 5% Discount for the 40 min Consultation for your followers to help you motivate your audience on the purchase that you will be rewarded.
- 10% discount on all immigration services for you*.
- Free participation in immigration seminars, workshops, webinars, info sessions.
- PROUD TITLE: “WOOWCANADA BRAND AMBASSADOR”

*Discount for you will be effective after 1st month of you being a brand ambassador. During this first month the BA is committing to follow our social media guidance and publication rules.

Discount is not transferable to extended family members.

**IN-PERSON
EVENTS!**

Also, we invite you to quarterly events with Kateryna Kuzhel and WooW Team!

At these events, we will discuss current tools and nuances in the immigration process that may interest your audience. This information will help you improve your expert status and increase your revenue with the BA program.

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ONBOARDING PROCEDURE

You can be impressed by the idea of being WooW Canada Ambassador and, on the other hand, being completely lost in the flow of new information, your new role, and responsibilities. WooW Marketing team is here to support you!

Onboarding process:

- 30 min consultation with WooW Marketing and SMM specialists.

We introduce our vision of the Brand ambassador partnership dive deeper in each part of this process and answer all your practical questions.

- 45 min webinar dedicated to WooW Canada brand identity and marketing strategy.

You will know more about the strength part of the brand and its competitive advantages. This information will help you promote WooW Canada properly and explain the benefits of working with us to your audience.

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MARKETING SUPPORT

Marketing materials for your easy start:

- 1.Brand ambassador kit
- 2.Brand ambassador policy 2023
- 3.Three examples of posts
4. Storytelling materials, which you can simply use to increase the engagement with your followers on Instagram.
- 5.Guide with the answers to the frequently asked questions about immigration.

Additional support:

Are you ready to move on?
Then we can help you plan your
webinar, giveaway, or another
public activity.

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OPERATING PROCEDURE

1

Your main communication point is a WooW SMM Coordinator. Firstly you set the number of WooW brand-connected posts/real/mentions per month.

2

Seven days before the new month, you send to our Coordinator the materials plan for the further month with a clear topic for each publication. The Coordinator can answer your questions and advise you on how to improve your content in the future.

3

Two days before the publication you send the final version of material to the Coordinator for the approval. You can not publish the material without the Coordinator's approval.

4

The Coordinator sends you the monthly report the second week of each month.

5

You issue WooW Canada an invoice for the remuneration specified in the report and receive your money within five days after we receive your issue.

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TERMS & CONDITIONS SOCIAL MEDIA

I. Content requirements

- A. The Brand Ambassador should create original content that is decent, honest, and factual.
- B. The Brand Ambassador must use listed hashtags (#woowcanada, #webringyoutocanada, and optionally all related hashtags on immigration) in all posts that contain information about WooW Canada Immigration LegaMax Legal Services Professional Corporation.
- C. The Brand Ambassador must tag @woowcanada Instagram profile on the company's advertisements (post, photo, video, stories).
- D. Both parties have to remain in contact with each other, respond to emails in a timely manner, and address any concerns within 48 hours.
- E. The content should be compliant with the terms and conditions of the social media platform being used.
- F. The content should not contain any vulgar language and should be suited for everyone.

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TERMS & CONDITIONS SOCIAL MEDIA

G. The Brand Ambassador should mention that he/she/they is/are not an immigration consultant. All information and consultations will be provided by a certified professional.

H. The Brand Ambassador can provide a price list of WooW Canada Immigration professional services listed on the website. About us --> [Prices](#)

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AGREEMENT

This Agreement is entered between _____
[Brand Ambassador] and WooW Canada Immigration - LegaMax Legal
Services Professional Corporation [company] on
_____. WooW Canada Immigration - LegaMax
Legal Services Professional Corporation is located at 1600 Steeles Ave
W, Concord, ON L4K 4M2 and is represented by Kateryna Kuzhel in this
agreement.

1. Company's responsibility:

- 1.1. Carry out all the actions listed in the Policy: onboarding, marketing support, offline and online events to provide the brand ambassador with the necessary information to attract an audience and motivate followers to book a consultation with WooW Canada.
- 1.2. Provide a monthly report on the number of paid consultations and WooW Canada immigration services with the ambassador's promo code.
- 1.3. Pay remuneration according to the payment terms described in the Policy.

2. Brand ambassador's responsibility:

- 2.1. Make a monthly content plan for publications mentioning the WooW Canada brand and adopt the content plan with the SMM coordinator.



2.2. Publish the agreed material after revision with the SMM coordinator according to the plan. The minimum number of monthly publications has to include two or three Instagram posts, or two or three Instagram Reels, or mix of posts and Reels – you have the flexibility to choose the content format that suits you best. Plus, between three and five Instagram stories. The minimum number of monthly publications can be adjusted based on the specifics of your blog and the general timeline for the release of new publications.

2.3. Follow all recommendations regarding mentioning the WooW Canada brand, clearly conveying our mission and the key benefits of interaction with WooW Canada.

3. This Contract comes into effect on the Signing Date of Contract and will expire automatically in twelve (12) months unless it is otherwise terminated by one of the parties.

4. Either party may terminate this Contract at any time in writing of a thirty (30) day notice given to the other party.

IN WITNESS WHEREOF, both parties agree to these terms and give their consent and authority to this agreement below.

Brand Ambassador Signature

Date:

Company Representative Signature

Date

BA Signature

.....



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REMEMBER...

Every Brand Ambassador is a valuable part of
WOOW CANADA FAMILY.

You will never know everything.

But you will know more and get to know better
the life that you have chosen.

The main thing is not to stop.

WELCOME TO THE TEAM!