

# NETWORK MARKETING BUSINESS Journal

By Mark Hughes, CFO | FreedomRocks, Las Vegas NV

## Turning Payment into a Marketing Opportunity

### Paying Commissions on Reloadable Prepaid Cards Lowers Costs, Speeds Funds Access, Boosts Member Satisfaction.

Fast payment of network marketing representatives' earnings is essential to delivering on the promise that we as network marketers make to our representatives. FreedomRocks is an investment strategy program network that helps individuals learn and use foreign exchange (FOREX) trading to earn income. Founded in 2002, our revenues have grown over 4x annually for the past three years by providing easy to use products, delivered with integrity. We couldn't have achieved this growth without our nearly 6,000 members in 80 countries – and we intend to keep it that way.

#### The Challenge of Traditional Payments Delivery

Since commissions are near and dear to reps – which in turn, are the lifeblood of FreedomRocks' business model -- we are committed to providing our reps with the best service and support possible with their payment. To this end, FreedomRocks has always offered its independent representatives a choice of payment options including checks, direct deposit, etc.

However as the business has expanded globally, and we sought to expand in new geographies like Eastern Europe, traditional payment methods have become less desirable for many of our reps. Paper checks can be slow to arrive, many are lost or stolen in overseas transit, and re-issuance increases the delays even more not to mention adding to operational costs. While wire transfers are fast, they require bank accounts, bureaucratic hassles and often impose hefty processing fees for both the rep and our organization. Although other newer Internet-centric payment options exist, they are often limited in their capabilities, such as universal spending power or cash access for the reps.

In February 2008 FreedomRocks received approval from MasterCard® for co-branded MasterCard cards that carry the FreedomRocks logo right next to that of MasterCard. Cards are reloaded when representatives request their earnings after they reach a threshold level. The payout option is provided by Payoneer, a New York City-based firm ([www.payoneer.com](http://www.payoneer.com)) that is a registered Member Service Provider of First Bank of Delaware. Payoneer handles card application/approval and distribution of the funds.

#### Our Success with Prepaid

For close to one year, we have been working in partnership with Payoneer to provide our reps with the option of receiving their payments this way. The reloadable prepaid card is an elegant answer to FreedomRocks' global payments problem. When reps choose the FreedomRocks prepaid MasterCard option, they avoid costly bank wire transfer or check cashing fees, bureaucratic hassle, lost or stolen checks, or high bank foreign exchange rates. The cards are accepted worldwide at any store, online site or ATM that accepts Debit MasterCard.

It became clear very quickly that FreedomRocks made the right decision with its payment alternative: in just 5 months, over 70% of our overseas reps have chosen the prepaid MasterCard option. We experienced:

- 5X increase in card adoption - representing 100% growth each month
- Aggregate payments that have increased 18X

The process is simple for reps to sign up for their FreedomRocks-branded prepaid MasterCard. They click on a secure link from within a secure area of the website, register their personal information and receive their card within a couple of weeks. Once a rep receives his or her card, s/he activates the card online and then can receive their payments immediately. On the back-end, we track card registrations, activations, and card activity in real-time through administrative tools.

#### Making the Right Choice for International Growth

Representatives do not need a bank account in order to qualify for a card – which is helpful overseas where not everyone does business with a bank. Reps can track funds availability and spending online via a white-labeled Web site featuring the FreedomRocks logo where they can log in and manage their account 7x24 from anywhere in the world. We also run an Internet chat-style

room where reps can ask questions, post comments or make service requests about the cards. We have found that the most important benefits to our reps are:

- Speed: receive payments in 2 to 3 hours vs. several weeks with checks
- Cost a fraction of traditional payment methods – for example, 85 percent less than wire transfers
- Immediate liquidity: spending and ATM access globally
- Convenience: no trips to the bank or account required, no bureaucratic hassles
- Card's trophy value maximizes downline recruiting opportunities

Reloadable card payments also address fraud: Cards are password protected and should the card is ever lost or stolen, MasterCard Zero Liability\* protects the cardholder.

The speed of payment is such an advantage that several hundred US-based reps now choose to be paid via prepaid MasterCard cards – and the number is growing rapidly. This is tremendously exciting because it speaks to the value we are offering with this option, and not just overseas.

#### Making Us More Efficient

The prepaid MasterCard solution provides operational efficiencies and cost savings for us as well. With the Payoneer-powered payout option, FreedomRocks lowered cost-per-payment by more than 75 percent. Since payments are delivered electronically, our finance department does not have to track lost or stolen checks, or stop payment and re-issue new checks; another clear benefit is eliminating postage costs – which continue to increase.

Our marketing and recruiting departments are really happy with the card's brand equity in our reps' daily lives. The pay-me-with-plastic option turns payment into a relationship-building opportunity, a significant benefit for network marketing companies who rely on a remote workforce. The cards make a superb billboard for downline recruiting and brand affirmation. Imagine a representative taking another person out to lunch, and paying with a FreedomRocks co-branded prepaid MasterCard. Card branding reminds our Independent Reps of where they earned their funds each time they use the card. It also reminds prospective independent reps of what they're missing.

Seeing the MasterCard logo side by side with FreedomRocks logo also makes a powerful first impression about the solidity and caliber of the FreedomRocks brand.

#### Building Loyalty

We compete with other income-earnings opportunities to earn the privilege of gaining each one of our representatives. By paying them better, FreedomRocks is effectively delivering more money into reps' pockets – and helping to keep our extremely high member retention rate. We are excited about our reps' adoption rate and satisfaction with their prepaid MasterCard commission cards. This solution enables us to turn a business process that used to be a liability into a loyalty opportunity.



Payoneer

Contact us today to learn more:  
[www.payoneer.com](http://www.payoneer.com)

Payoneer Inc, 410 Park Avenue - 15th Floor,  
New York, NY, 10022 | Phone: 1-800-251-2521

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