Become a Sales Agent for the successful Android App "Gentle Wakeup" and help people to sleep better and wakeup more refreshed

Hi, my name is Alex and I am the developer of the alarm clock app „Gentle Wakeup" which turns an Android device into a **professional wake-up light**. 20 minutes before wake-up time the light of the device starts to increase in intensity which **takes the sleeper out of the deep sleep phase**. On wake-up time a natural sound increases in volume slowly to **give a very gentle wakeup**. It has over 50 natural & instrumental sounds to choose from and supports also **falling asleep faster**, **sleeping through** the night and **power napping**.

Download link:

https://play.google.com/store/apps/details?id=com.changemystyle.gentlewakeup

The ad-based version of the app has been **downloaded already by over 200,000 people**. It **improved the life** of **regular sleepers**, **night owls** and people with **sleep disorders**. It has an average **rating of 4.4 out of 5 stars** and the **potential to reach rank #1** in the play store.

https://play.google.com/store/apps/details?id=com.changemystyle.gentlewakeup&showAllReviews=true

What would be my task?

Your task would be to market the app to **generate more downloads** for the ad-based version and **more buying's** for the pro version. Some example of possible marketing activities:

- Blogging about sleep and wakeup topics to create a community
- Answering relevant questions on Quora, Reddit, …
- Running advertisement campaigns with Adwords, Facebook, Quora, Reddit, …

But at the end it **is up to you to find the best marketing strategy.**

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What do I get out of it?

If a user of the ad-based version **clicks on an advertisement** inside of the app then money is earned. If a user **buys the pro version** then money is earned. If you have brought this customer then **you will get 50% of the profit**! That is right. There is **no limit in how much you can earn**! If you manage to have a constant customer flow then you **can get constant earnings without additional work**.

Example for the ad-based version:

You have managed to bring **100,000** people to download the ad-based version. Those people created an average ad profit of **$2000** in the **last month**. You will get:

50% of $2000 = $1000 for last month

Example for the pro version:

You have managed to bring **6** customers each day to buy the pro version. The customer either buys it directly or it is a customers from you who first tried out the ad-based version and now decides to buy the pro version. The price of the app is currently **$10**. Google gets **30%** of the revenue and in some countries there are some taxes so let's say that the taxes are **10%** in this example:

70% of (90% of $10x6)   x 30 = $1134 for last month

How do you know that a customer came from me?

Each app in the play store has a link you can distribute for your marketing campaigns. The link can contain additional attribution information like the name shortcut of the sales agent and the source of the customer (which is interesting for you to see your marketing results). In the play store I can see exactly which downloads came from which sales agent. This is perfect for the earnings from the pro version.

For the ad-based version it is possible to create a separate ad group for each sales agent. Only advertisements from this ad group will be presented to the customer and if he clicks on it then the earning is associated with the ad group.

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That all sounds pretty cool. So how do I start?

The first thing you need is a **short but unique sales name without spaces**. So if your name is Will Smith then you could use **wsmith** as a unique sales name. You put this name into the app link together with the source of the customers. In this example we assume the customer came for your blog so we use the word **blog** in the link as well.

This would be the link to the ad-based version:

https://play.google.com/store/apps/details?id=com.changemystyle.gentlewakeup&referrer=utm_source%3Dwsmith%26utm_campaign%3Dblog

This would be the link to the pro version:

https://play.google.com/store/apps/details?id=com.changemystyle.gentlewakeuppro&referrer=utm_source%3Dwsmith%26utm_campaign%3Dblog

For marketing material you can use the following **official material** but also **create your own material**.

Video: https://www.youtube.com/watch?v=C1HB40ksbjo

Press Kit: http://www.changemystyle.com/gentle-wakeup/gentle-wakeup-presskit.zip

You can spread a **free unlock code** for the ad-based version to unlock all features of the pro version (but ads are still presented): **wakeup2604**
It must be entered in the app settings and can be used multiple times.

You can start right away to market the app. If you

- have your first success in getting customers
- have fun in marketing the app
- and want to continue marketing it

then you can write me at info@changemystyle.com together with your **real name**, **sales name** and we will schedule a meeting to look at your traffic, talk about the payment process and hopefully our future cooperation ☺.

Happy marketing,

Alex

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