

Coastal AI Consultancy — Partner Referral Programme

Building a Network of Trusted Partners in the MedSpa Industry
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Programme Overview

The Coastal AI Partner Referral Programme is designed to create mutually beneficial relationships with complementary service providers in the medical aesthetics industry. Partners refer their existing clients to Coastal AI, and in return receive a financial referral fee and reciprocal referrals from Coastal AI's client network.

This programme is built on a simple principle: if you serve MedSpa owners and they trust you, your recommendation of Coastal AI carries enormous weight — and you should be rewarded for it.

Who Makes an Ideal Partner?

The ideal Coastal AI referral partner is a business or individual that already has an established, trusted relationship with medical aesthetic clinic owners, but does not offer AI implementation services. Examples include:

| Partner Type | Why They Are Ideal |
|---|--|
| Medical equipment suppliers | Regular contact with clinic owners, trusted advisors |
| EMR / practice management software vendors | Deep integration into clinic operations |
| Clinic interior designers & fit-out companies | Engage with owners during high-investment growth phases |
| Medical billing companies | Ongoing relationship, understand clinic finances |
| Healthcare accountants & bookkeepers | Trusted financial advisors to clinic owners |
| Medical aesthetics trainers & educators | Influence over newly qualified practitioners opening clinics |
| Healthcare PR & branding agencies | Work with clinics on growth and visibility |
| Medical insurance brokers | Regular touchpoints with practice owners |

Referral Fee Structure

Coastal AI pays referral fees upon successful client sign-up and first payment received.

| Package Referred | One-Time Referral Fee | Ongoing Monthly Fee (12 months) |
|----------------------------------|-----------------------|---------------------------------|
| AI Foundation (\$997/month) | \$300 | \$50/month |
| AI Growth Engine (\$1,997/month) | \$600 | \$100/month |
| AI Full Suite (\$2,997/month) | \$900 | \$150/month |

Example: A partner who refers one AI Growth Engine client earns *600upfrontplus* 100/month for 12 months = **\$1,800 total** for a single referral.

Fees are paid via bank transfer within 14 days of client payment clearing. Partners receive a monthly statement of all active referral earnings.

Reciprocal Referrals

Coastal AI actively refers its clinic clients to trusted partners. When a clinic owner asks for a recommendation for any service outside our scope (equipment, software, design, accounting, etc.), we refer them exclusively to our registered partner network.

This means that as your referral volume grows, so does the volume of warm introductions you receive from Coastal AI.

How to Refer a Client

Referring a client to Coastal AI is simple:

1. **Introduce us by email:** Copy michelle@coastalaiconsultancy.com into an email introducing the clinic owner. A brief, warm introduction is all that is needed.
 2. **Share the website:** Direct the clinic owner to coastalaiconsultancy.com to explore the services and book a free AI Audit.
 3. **Use the referral link:** Each partner receives a unique referral tracking link to ensure all referrals are correctly attributed.
 4. **That's it:** Coastal AI handles the entire sales and onboarding process. You will be notified when the referral converts and when your fee is paid.
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Partner Agreement Summary

The following terms apply to all Coastal AI referral partners:

- **Exclusivity:** Partners are not required to be exclusive to Coastal AI. However, partners may not simultaneously refer clients to direct competitors.
- **Referral attribution:** Referrals are tracked via unique links and email introductions. Attribution is valid for 90 days from first contact.
- **Fee payment:** Fees are paid within 14 days of client payment clearing. Ongoing fees are paid monthly.

- **Termination:** Either party may terminate the partnership with 30 days written notice. Fees for already-converted referrals continue to be paid for the agreed period.
- **Confidentiality:** Both parties agree to keep client information and fee structures confidential.

Referral Partner Agreement

This agreement is entered into between Coastal AI Consultancy (“Coastal AI”) and Partner Name / Business Name on [Date].

- 1. Referral Services:** Partner agrees to refer suitable medical aesthetic clinic owners to Coastal AI when appropriate opportunities arise.
- 2. Referral Fees:** Coastal AI agrees to pay referral fees as outlined in the Fee Structure above, upon successful client conversion and first payment received.
- 3. Reciprocal Referrals:** Coastal AI agrees to refer its clients to Partner for services within Partner’s area of expertise, where appropriate.
- 4. Term:** This agreement commences on the date above and continues until terminated by either party with 30 days written notice.
- 5. Confidentiality:** Both parties agree to keep the terms of this agreement and all client information confidential.
- 6. Governing Law:** This agreement is governed by the laws of [State/Province, Country].

Coastal AI Consultancy Signed: _____ Date: _____

Name: Michelle Title: Founder, Coastal AI Consultancy Email: michelle@coastalaiconsultancy.com

Partner Signed: _____ Date: _____ Name: _____

Business: _____ Email: _____

How to Join the Programme

To register as a Coastal AI referral partner, simply email Michelle at michelle@coastalaiconsultancy.com with the subject line “Partner Programme Enquiry.” She will send you a personalised referral link and a signed copy of this agreement within 48 hours.

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