



# ONE2ONE

## Offer your followers what they want most!

Join the next social media: personalized services to your community.

Your fans have questions. You have answers. They want nothing more than the opportunity to connect personally with you. one2one makes that easy and profitable!

### Monetize your expertise and boost your online presence

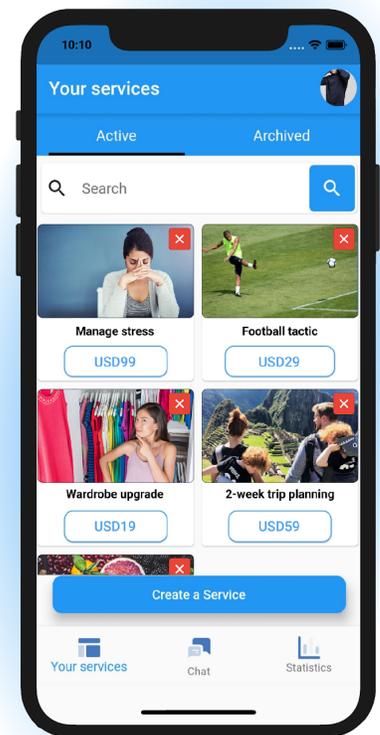
Your followers are ready to pay for your advice! Whatever your area of expertise, **one2one** is your tool to monetize that relationship. You decide the services you provide and at which price. Each interaction strengthens your fan base and puts money in your pocket! You will enjoy answering their questions.

### Take full control of your branding

When your followers land on your page on **one2one**, they see your newsfeed, all your services and nothing else. There are no fancy algorithms filtering your content, no ads, no random reviews, no distractions! It's just you and them. **one2one** will build your relationship with your community and immediately earn you money from the first question answered.

### It's easy as one-2-three

The app is easy to use and your account is active in just a few clicks. It is free to install for both you and your fans with no extra in-app purchases or hidden costs. Check it out now and revolutionize your brand!



### Extra revenue with our referral program

Earn 5% of the sales of new influencers you recruit by having them add your username when registering.

[www.one2oneapp.com](http://www.one2oneapp.com)



# The one2one influencer app

## Background

We built **one2one** to empower influencers and allow them to efficiently answer their followers' questions. **one2one** is a streamlined communication platform that provides a framework to sell services such as advice, personalized content sharing, and coaching of any kind.

Many of the services that influencers, experts, and coaches offer are established through dialogue and mutual sharing of information. The majority of followers' requests can be addressed directly through our mobile-app, whose core is a chat and document sharing service.

**one2one** gives influencers full control of their offerings to avoid becoming overwhelmed. They decide which services they provide, at what prices, and how many of each service are available for purchase. In addition to the chat service, influencers can publish content on their ad-free Newsfeed.

**one2one** complements social media by facilitating genuine interactions, enabling interactive services, and sharing expert advice.

**one2one** is deployed in two apps designed for either the influencers or the fans. Both are free to install and to use. There are no hidden fees or in-app purchases required to start a business on **one2one**.

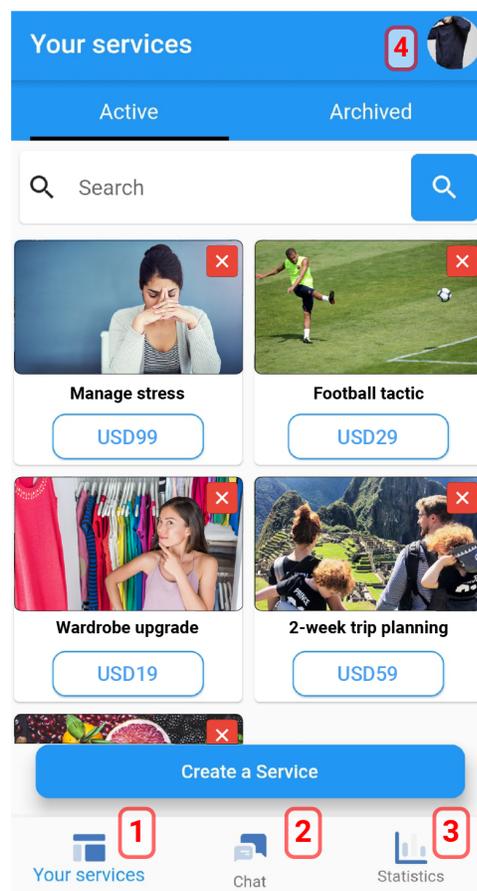
## App usage

**One2one** for influencers has three main tabs:

1. **Your services** which allows you to manage the services you offer to fans and check which ones you had previously been selling.
2. **Chat** which displays all services you have active or already finished with fans.
3. **Statistics** which shows your revenue and best customers

**Your profile** can be edited at the top right (4).

**Fans** will buy your services through another related app that can be downloaded on app stores ([see this link](#)).



## “Your services” tab:

### “Active” subtab (1): all currently available services

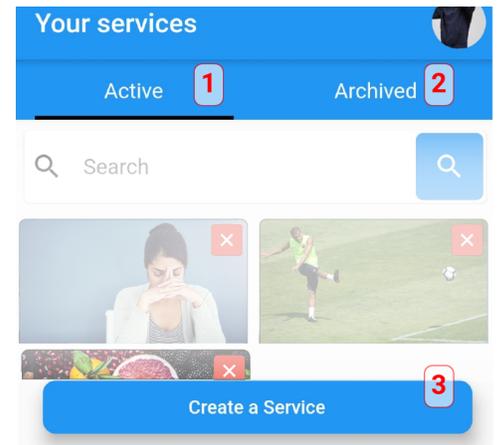
You can view the details of a service by clicking on it. You can archive a service by clicking on the red box. It is important to note that once a service is published, you can no longer edit it.

Click the “Create a Service” (3) button to add a new offer. Enter:

- **Picture (4):** Choose a simple image that best illustrates your offer.
- **Name (5) and Description (6):** Include a clear, detailed explanation of what you will deliver with the service. Be specific so you can be sure to meet your followers’ expectations.
- **Price (8) and In-app vs Credit card (7):** When pricing a new service, don’t start too high. If the demand is strong, you can always increase the price later. Note that In-app purchases have higher fee charged by Apple/Google, but it makes the purchase easy and impulsive which drives sales. Based on studies of In-app purchases, we suggest using In-app for low-priced services (<15\$)!
- **Quantity/Expiration date (9):** These limits help you manage the volume of your offers so you can answer all your customers without being overwhelmed. Remember, scarcity drives demand.
- **Starting message (10):** This message is automatically sent when a customer buys a service. Welcome the customer and ask for any necessary, upfront information so you can quickly and adequately address their request.
- **Starting file (11, optional):** In addition to the automated starting message, you can also include a file to be sent to the new customer. You can use it to provide further information about the service before providing personalized information.

### “Archived” subtab (2): services no longer visible to fans

You can view the details of an archived service by clicking on it. You can clone an archived service by clicking on the blue button. You will be able to edit the details before making it active. This is an easy way to replicate or update a previously successful service.



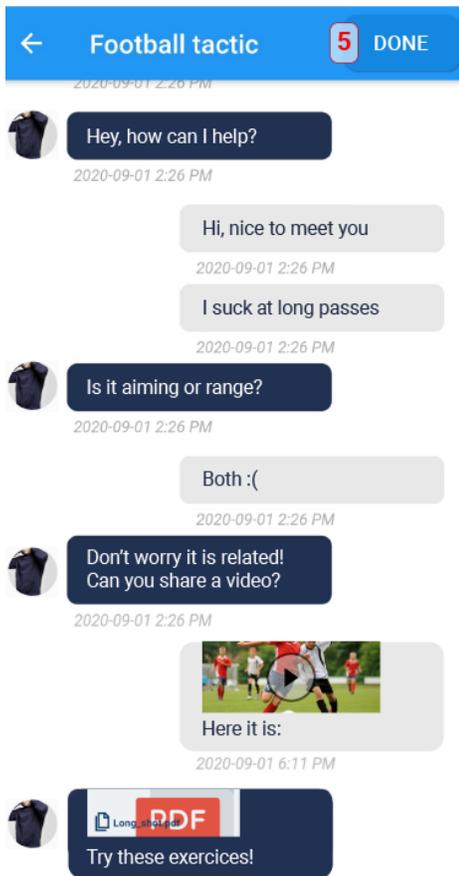
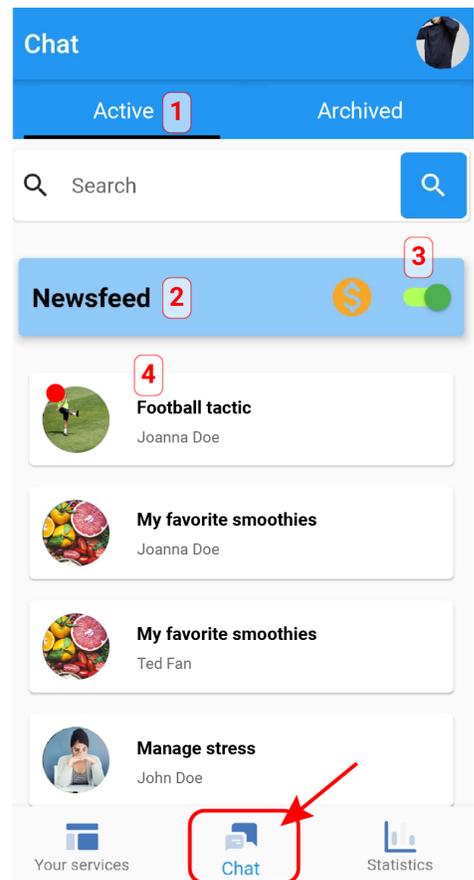
## “Chat” tab:

### “Active” subtab (1)

At top of the active tab is your Newsfeed (2):

- As a default setting, all fans following you on **one2one** will have free access to your posts on the Newsfeed.
- You can, however, switch the Newsfeed to paid (3, monthly subscription). When switching to a paid Newsfeed, or changing the price of the subscription, your fans will have to subscribe again. You can reset the Newsfeed back to free at any time.
- You can see how many fans follow your Newsfeed at the top right of the screen.

Below the Newsfeed are all your active services, with the most recent on top. Unanswered messages are marked with a red dot (4).



**one2one** allows you to close a chat once your service is delivered (5). Note that a closed chat *cannot* be reopened, so be sure you have fully delivered your service before closing the chat.

If something went wrong in the process of delivering a service, you can report it and offer a refund, or raise an issue to the **one2one** team. Try to sort out any issues directly with your customer before triggering a report. Note that fans have the same option of reporting a chat in case they are not satisfied with your service.

### “Archived” subtab

You can see all the chats from previous services that you have delivered, but they are no longer active.

## Report misconduct

If a fan does not adhere to our guidelines or behaves in an unacceptable manner in a chat, you should terminate the service (5) and report it to the **one2one** team with the “Report” button. You have 7 days after the chat has been closed to report it.

## “Statistics” tab

### Pending revenues (1):

The amount we own you from services you sold (first value), from referrals (second value) and Newsfeed (third value). Note that current services and services that have been closed less than 7 days ago are not accounted for because they can still be disputed by the customer (see below).

### Best customers (2):

You can see your best customers and which amount they have purchased services from you. You can initiate a new chat with them (3, free of charge for both you and them) to thank them for their loyalty and encourage further engagement. This behaves like any other chat, which you, as the influencer, can close at any time.

## Profile and account settings

### Personal link

At the top of your profile, you have your personal link (1) and username (2). Share them with any and everyone through your other social media accounts so that your followers can easily find you on the **one2one** app. This is the best way for you to get new customers on **one2one**!

### Account info (3)

Your personal information, which is visible only to the **one2one** admin team.

### Manage my page (4)

The information that the fans will see on the **one2one** fan app.

You can change your splash screen picture and your expertise categories. These information are what fans will see first on their app.

### Manage withdrawal (5)

Information for withdrawing the money you earned with **one2one**.

## Earnings

Based on the payment option you choose, In-App or Credit Card, you will earn 60% or 85% respectively of the listed price for the service. This difference is due to the extra charges that Apple and Google on In-App purchases.

Note that you set the price in USD without sales taxes. We take care of charging the customers the sales taxes and any fee related to currency exchange. Therefore small changes may be seen depending on the country and purchase options.

Your earnings are confirmed 7 days after the end of the service to allow any report by fans to be sorted out.

The money earned through the referral program (5% of the referred influencer sales) is added to your earned total.

When you have earned more than \$100, your balance will be transferred to you at the end of each month. We will use the withdrawal method that you have setup and send you the payment details by email.