

LUZIQ PARTNER PROGRAM

THE PARTNER GUIDE

Sell websites to local businesses under the **xwhystudio** name. You set your price. We build the site and look after it.

Free to join

Nothing you have to buy

You set your price

Nobody gets paid for recruiting

Read this first. This is commission only. You're an independent contractor (1099). There is no base pay, no salary and no guaranteed income. You earn only when a business you sold to pays for its website. Nobody promises you'll sell anything or earn anything, and many people who try sales programs earn little or nothing. Nothing you have to buy, ever. (Optional credit packs are explained in your portal; you never need them.) Nobody gets paid for recruiting. Everything in this guide is a suggestion: you choose your own hours, methods and customers.

From Miguel, Luziq · October 2026

WHO'S WHO, IN ONE PICTURE

YOU'RE A LUZIQ PARTNER



You sign up with Luziq. Your partner portal is on **luziq.ai/partners**.



YOU SELL UNDER XWHYSTUDIO



Your link, the form, the checkout and support all say **xwhystudio**. Customers see xwhystudio, never Luziq.



WE BUILD IT AND LOOK AFTER IT



xwhystudio is a Luziq brand. We build every site and answer every customer after the sale.

With customers, say: “I’m an authorized partner with xwhystudio.”

Don't use the Luziq name with customers. That's in the partner terms.

YOUR JOB IN 4 STEPS

- 1 Find a business owner.** Walk in and talk to them. Shops, salons, cleaners, contractors, restaurants.
- 2 Show them what they get.** The 10-item list (page 21) and the sample sites at **xwhystudio.com/work**.
- 3 Send them your link,** or hand them your phone. They fill in the form and upload their photos on your page, then pay by card through Stripe.
- 4 xwhystudio does the rest.** The build, and every question after.

In this guide

You don't collect anything (page 4) · Set up, with pictures (5 to 20) · What you sell (21) · Money and prices (23 to 25) · What to say (26 to 32) · A 7-day plan (33) · The rules (34)

YOU DON'T COLLECT ANYTHING

Send the owner your link, or hand them your phone. **They fill in the form and upload their photos right there, then pay.** Nothing for you to gather or pass on.

YOU SAY

“Just go to my page and fill out the form. Type it in, upload everything there, then pay. You don't have to send me anything.”

Rather send things later, or another way? They email **support@xwhystudio.com**, or add it on the thank-you page after paying. Nothing is asked twice.

They can still send things to you. Forward them to support@xwhystudio.com with the business name. But the form is the easy way.

“My rep has it all, skip to payment”: point them to that button **only** if they really gave you everything. Then **you** email it all to support@xwhystudio.com, with the business name.

You never see what they type in the form. It goes straight to xwhystudio.

SET UP IN 8 STEPS

- 1 Sign up** at luziq.ai/partners. Free.
- 2 Confirm your email** with the code we send and you're in.
- 3 Sign in** to your partner portal.
- 4 Set up Stripe:** your ID and your bank.
- 5 Set your price.** \$350 or more.
- 6 Get your number and link,** and save them to your phone.
- 7 See what the customer sees:** the form first, then pay.
- 8 Check your sales** and payouts.

LIVE = a real screenshot of the public page. **EXAMPLE** = your portal or a customer page, shown with a made-up partner, "Jordan Rivera #0104". **DRAWING** = a simple drawing, not a real screen.

SIGN UP

Go to **luziq.ai/partners**. Fill in the form and tap **Sign up**.

LUZIQ PARTNERS

PARTNERS

Sell websites built and supported by xwhystudio, at your own price. It costs nothing to join and there is nothing you have to buy. Your share goes straight to your own Stripe account the moment your customer pays. You only get paid for websites you sell, never for bringing in other partners. Read the [partner terms](#) first.

[Free Partner Guide \(PDF\)](#): how it works, what you sell, what to say and the rules.

BECOME A PARTNER

YOUR NAME, AS CUSTOMERS WILL SEE IT

Jordan Rivera

EMAIL

jordan@example.com

PASSWORD (12 CHARACTERS OR MORE)

PHONE (OPTIONAL)

(555) 010-0104

LIVE luziq.ai/partners (example details typed in)

Your name is what customers will see. Read the partner terms, tick the box. It's free.

CONFIRM YOUR EMAIL

Confirm your email with the code we send and you're in. Look in your inbox (or spam) for a **6-digit code**, type it in your portal and tap **Confirm**.

LUZIQ PARTNERS [SIGN OUT](#)

CONFIRM YOUR EMAIL

We emailed a 6-digit code to jordan@example.com. Type it below to show this email is yours. It works for 15 minutes.

CODE FROM YOUR EMAIL

4 8 2 9 1 3

CONFIRM [Send a new code](#)

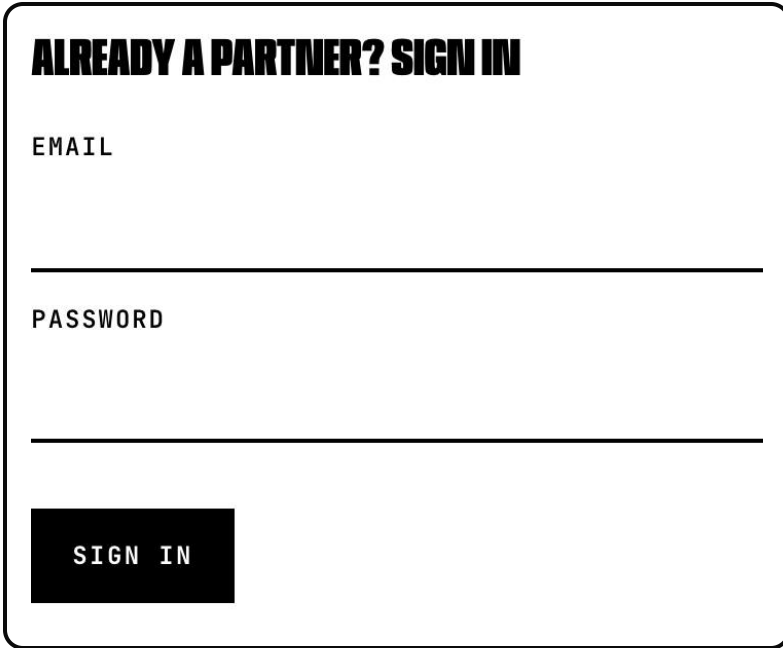
Not in your inbox after a minute? Look in spam, or send a new code. Wrong email? Sign out and sign up with the right one.

EXAMPLE your portal right after you sign up

The code works for 15 minutes. Tap **Send a new code** if it runs out. Once you're in, your partner number is at the top.

SIGN IN

Go to **luziq.ai/partners**, scroll down to **“Already a partner? Sign in”**. Use the email and password you signed up with.



ALREADY A PARTNER? SIGN IN

EMAIL

PASSWORD

SIGN IN

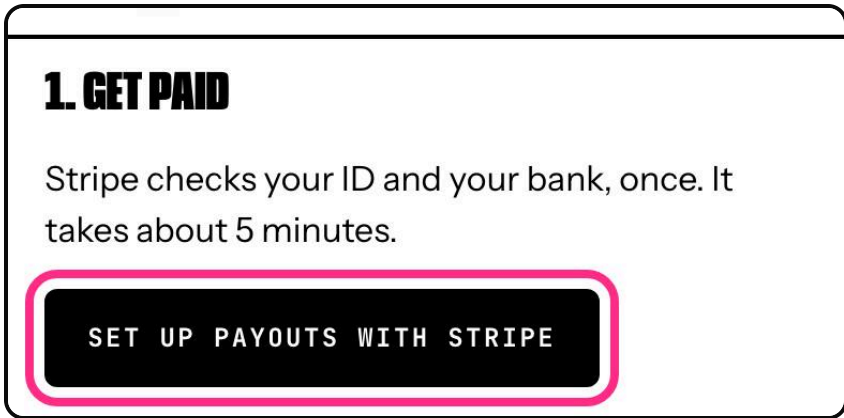
LIVE the sign-in box on luziq.ai/partners

Closing the page signs you out. That's on purpose, to keep your account safe.

Coming back from Stripe? Sign in again. The portal picks up where you left off.

SET UP STRIPE

Stripe is how you get paid. In your portal, under **1. Get paid**, tap **Set up payouts with Stripe**.



EXAMPLE your portal before Stripe

Stripe's page opens. It checks your ID and your bank, once. It takes about 5 minutes. **The next page shows what Stripe asks for.**

Your share of each sale goes into **your own** Stripe account the moment the customer pays. Stripe sends it to your bank.

WHAT STRIPE ASKS FOR

- 1** Your mobile number
Stripe texts you a code.
- 2** Your legal name, date of birth and home address
- 3** Your Social Security number
Often only the last 4 digits. Stripe checks who you are.
- 4** What you sell
No website of your own? Describe it: "I sell websites to local businesses."
- 5** Your bank account or debit card
Where your money goes.
- 6** Sometimes: a photo of your ID

DRAWING not Stripe's real screen. Stripe decides the exact questions.

When you finish, Stripe sends you back. **Sign in again.**
Still says unfinished? Tap **Check again.**

SET YOUR PRICE

Under **2. Your price**, type your price and tap **Save price**. The portal shows exactly how one sale splits.

2. YOUR PRICE

Set any price at \$350.00 or more for one website. Never tell a customer anything that isn't in the package, and never tell them what it costs us.

Price (\$)

695

SAVE PRICE

A NORMAL SALE

Customer pays \$695.00

Luziq \$300.00

Stripe costs \$23.64 (card \$20.46, payout \$1.18, \$2.00 monthly account fee on your first sale of the month)

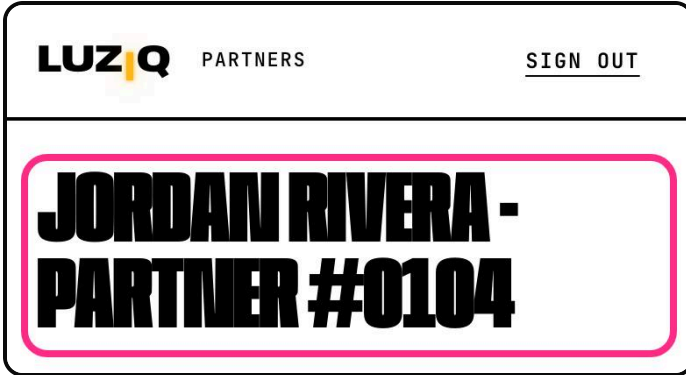
You get \$371.36

EXAMPLE priced at \$695

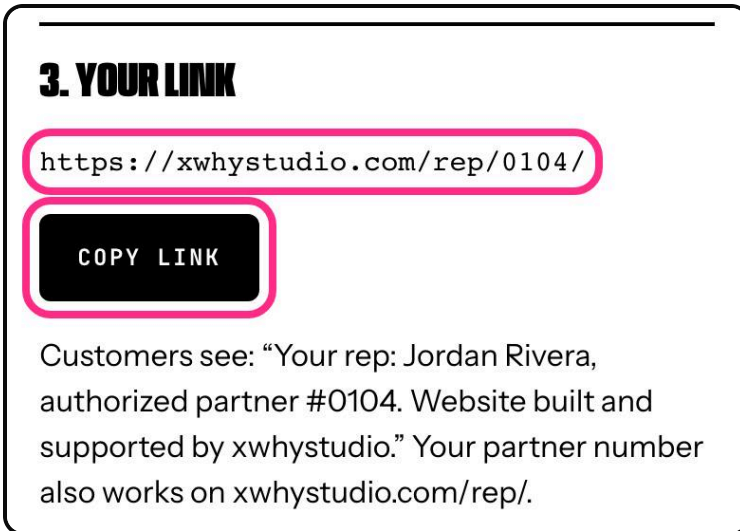
\$350 is the minimum, not the plan. See suggested prices on page 24. Never tell a customer what it costs us.

YOUR NUMBER AND YOUR LINK

Your **partner number** is at the top of your portal:



Your **link** is under **3. Your link**. Tap **Copy link**.



EXAMPLE Jordan's number is 0104, so the link ends in /rep/0104/

The link appears once your **email is confirmed**, **Stripe is done** and your **price is saved**.

SHARE YOUR LINK

1 Text it

Hi Maria, it's Jordan from this morning. Here's the page for your website:

xwhystudio.com/rep/0104/ Fill in the form and add your photos there, then pay. The sample sites: xwhystudio.com/work

Only text people who asked you to.

2 Show a QR code



Open your link in Chrome → **Share** → **QR code**. Save it and show it at the counter.

This one is Jordan's example. Make your own.

3 Save it to your home screen

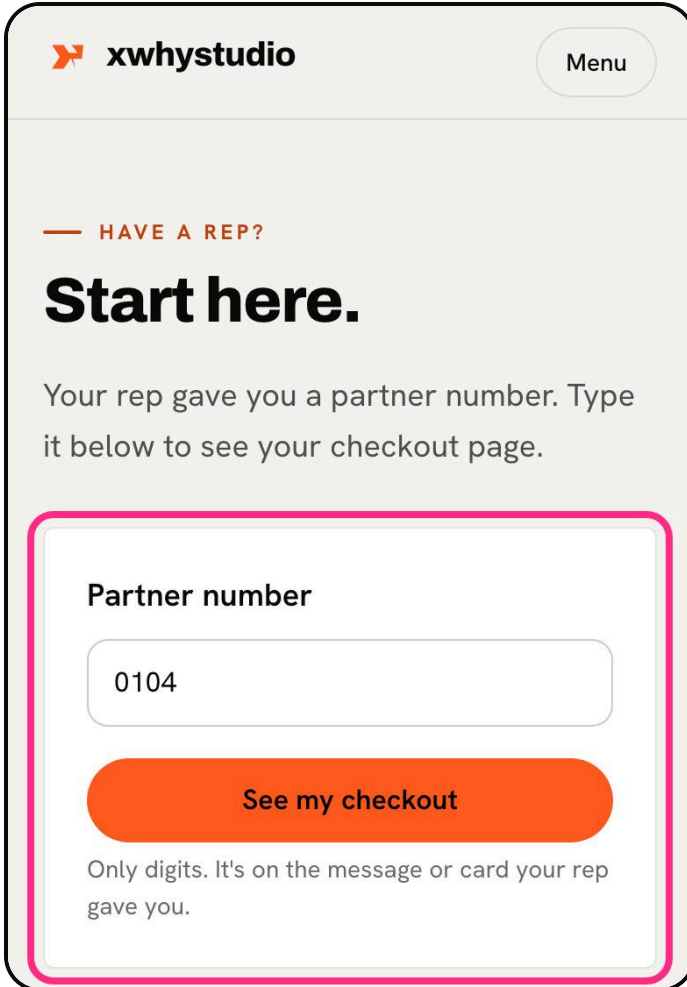
iPhone (Safari): open your link → **Share** → **Add to Home Screen**.

Android (Chrome): open your link → **:** → **Add to Home screen**.

Now your page is one tap away when you're standing at the counter.

THEY CAN TYPE YOUR NUMBER

On **xwhystudio.com/rep** a customer types your partner number and lands on your page. Handy if you're writing it on a card.



The screenshot shows a mobile web interface for xwhystudio. At the top left is the xwhystudio logo, and at the top right is a 'Menu' button. Below the header, there is a section titled 'HAVE A REP?' in orange. The main heading is 'Start here.' in large black font. Below this, a paragraph says 'Your rep gave you a partner number. Type it below to see your checkout page.' A pink rectangular box highlights a form area. Inside the form, the label 'Partner number' is above a text input field containing '0104'. Below the input field is an orange button labeled 'See my checkout'. At the bottom of the form, a note says 'Only digits. It's on the message or card your rep gave you.'

LIVE xwhystudio.com/rep (example number typed in)

1. YOUR PAGE

Your name, your number and your price. Right below it, the form. **Nothing is charged until the last step.**

xwhystudio Menu

— YOUR CHECKOUT

**Your rep: Jordan Rivera,
authorized partner
#0104.**

Website built and supported by
xwhystudio.

YOUR PRICE **\$695**

One payment for your website and
everything in it. You pay on the last step,
after the form. Nothing is charged until
then.

Tell us about your business

Only the first part is needed. Have more? Add it.
If not, skip it. Type it like a text message; we do
the writing.

1. Your details 2. Pay

EXAMPLE xwhystudio.com/rep/0104/ for the made-up Jordan

2. FORM OR SKIP

At the top of the form: **“Already told your rep everything?”**

The image displays two side-by-side mockups of a web form. The left mockup represents the initial step, '1. Your details', with a secondary step '2. Pay' indicated. It features a heading 'Already told your rep everything?' followed by explanatory text. Below this, two buttons are presented: 'I'll fill in the form' and 'My rep has it all, skip to payment'. The right mockup shows the 'About you' section, which contains three input fields: 'Name of your business' (filled with 'Sunrise Landscaping'), 'Your name' (filled with 'Maria Lopez'), and 'Email' (filled with 'maria@example.com'). A final line of text at the bottom of this section reads, 'We write to you here about your website.'

“I’ll fill in the form” opens the whole form. **Point them here.**

“My rep has it all” hides the rest and asks only these three.

Skip only if they really gave you everything. Then **you** email it to support@xwhystudio.com with the business name.

EXAMPLE made-up partner and business

3. THE FORM

Only **business name, their name and email** are needed. The rest is optional: hours, services, what they want on the site, anything custom, logo, web address. Typed like a text.

About you

Name of your business

Your name

Email

We write to you here about your website.

Phone for the website (optional)

The number customers should call.

Rather just type it? (optional)

Anything you want us to know, and any wishes or special requests, in your own words

We do lawns, hedges and gardens on the north side. Keep it green and simple, show our crew and a big call button.

No need to fill in the rest. Your hours, your services, the area you cover, what customers like about you, how you want it to look. Type it like a text message; we turn it into the website.

Photos and files (optional)

JPG, PNG, HEIC, WebP, GIF or PDF, up to 25 MB each. Up to 200 files at a time. No photos yet? Skip it.

Photos of your work or your place (optional)

Choose Files 2 files

Your work, your place, your team. As many as you like. Phone photos are fine.

2 files chosen (0.0 MB)

Flyers or menus (optional)

Choose Files No file chosen

Anything printed you already hand out.

Your logo (optional)

Choose File No file chosen

If you have one.

Other documents (optional)

Choose Files No file chosen

Price lists, certificates, anything useful (PDF is fine).

Videos: reply to our email after you send this and we'll give you a link.

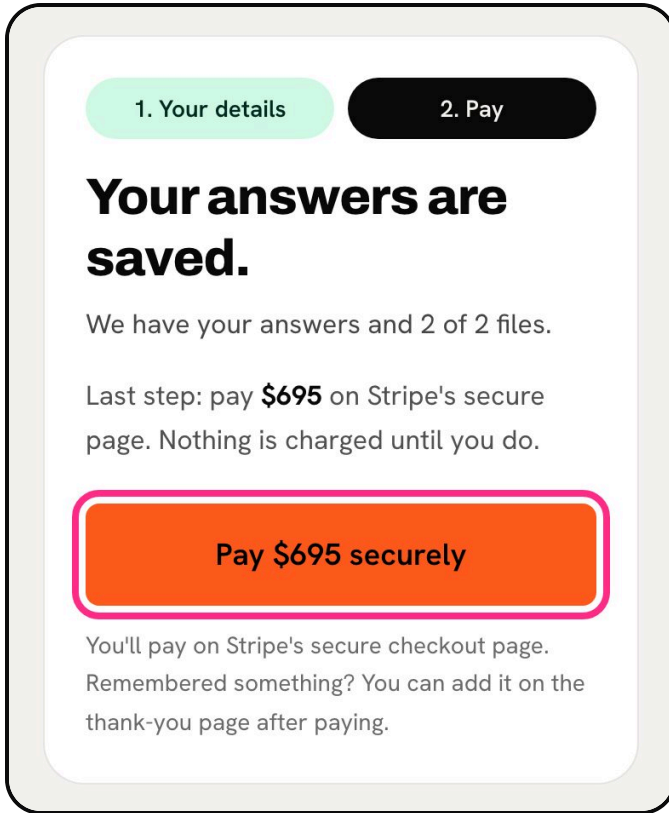
Save and continue to payment

Next: you pay \$695 on Stripe's secure page. Nothing is charged until then.

EXAMPLE left: about them · right: photos, then Save

4. ANSWERS SAVED, PAY

They see “**Your answers are saved.**” and one button: Pay. It opens Stripe's secure checkout page.



EXAMPLE the pay step for the made-up Jordan at \$695

- Their card goes to Stripe, **never to you or us.**
- You're the seller, so **your name** is on their card statement.
- Stop here or back out of Stripe? **Nothing is charged.**

5. PAID, ALL SET

xwhystudio Menu

PAYMENT RECEIVED

Thanks, you're paid.

Your rep: Jordan Rivera, authorized partner #0104.

We have your details for Sunrise Landscaping. You're all set.

We email you within one business day at maria@example.com.

Your site is typically live in about 3 business days.

Anything to add? (optional)

Remembered something?

Type it like a text message. No need to repeat anything you already told us.

More photos or files (optional)

Choose Files No file chosen

JPG, PNG, HEIC, WebP, GIF or PDF, up to 25 MB each.

Add to my order

Nothing to add? You're all set; you can close this page. Questions: [contact support](#).

“Thanks, you're paid.”

xwhystudio already has their details. **Nothing is asked again.**

“Anything to add?” is optional. Forgot something? They type it or add photos here.

Later? They email **support@xwhystudio.com**

Typically live about 3 business days after they pay and xwhystudio has their details. Typical, not a promise.

EXAMPLE the thank-you page

SEE YOUR SALES

Every sale shows in your portal under **Your sales**.
“**You got**” is your share of that sale.

YOUR SALES

DATE	BUSINESS	PRICE	YOU GOT	HOW	STATUS
Oct 20, 2026	Sunrise Landscaping (example)	\$695.00	\$371.36	split	Paid

EXAMPLE one made-up sale at \$695

To see money moving to your bank, tap **Open my Stripe payouts** under **1. Get paid**.

1. GET PAID

Payouts are set up. Your share lands in your own Stripe account the moment a customer pays, and Stripe sends it to your bank.

OPEN MY STRIPE PAYOUTS

[Check again](#)

If a sale is refunded, your share of it is taken back.

ONE WEBSITE, 10 THINGS

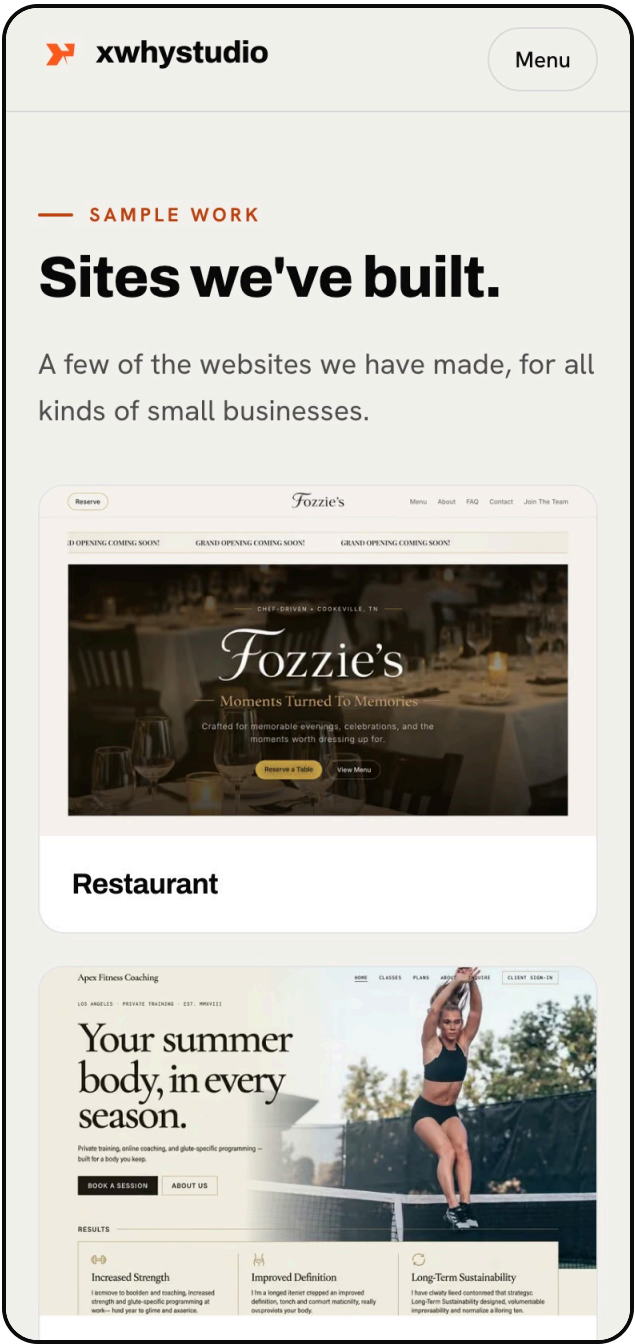
- ✓ **Their own website** services, work, hours, questions, how to reach them
- ✓ **A contact form** customers reach them day or night
- ✓ **Better photos** made from the ones they send. No photos? We make them.
- ✓ **An admin page** messages, replies, updates, newsletters
- ✓ **Business email** set up so it doesn't go to spam
- ✓ **Email newsletters**
- ✓ **A flyer to match the site** with a QR code, ready to print
- ✓ **A logo if they need one** free
- ✓ **Set up on Google**
- ✓ **Their web address** first year included, theirs to keep

This list, nothing more. No rankings, no “page one of Google”, no number of customers, no launch date. Typically live about 3 business days after they pay and xwhystudio has their details. That's typical, not a promise.

 SHOW, DON'T TELL

SHOW THEM THE WORK

Pull up **xwhystudio.com/work** on your phone at the counter.



 **LIVE** xwhystudio.com/work

HOW ONE SALE SPLITS

You set the price. Luziq keeps a **flat \$300** plus that sale's Stripe costs. The rest goes to **your own Stripe account** the moment the customer pays.

YOUR PRICE	LUZIQ	STRIPE	YOUR SHARE*
\$350 (min.)	\$300	\$12.80	\$37.20
\$450	\$300	\$15.94	\$134.06
\$550	\$300	\$19.08	\$230.92
\$695	\$300	\$23.64	\$371.36
\$800	\$300	\$26.94	\$473.06
\$1,000	\$300	\$33.22	\$666.78
\$1,200	\$300	\$39.51	\$860.49

Stripe costs: card 2.9% + 30¢, payout to you 0.25% + 25¢, and \$2 on your first sale of each month. *First sale of the month; later sales that month keep about \$2 more. This is how one payment splits, not a prediction of what you'll earn. You may sell none. A refunded sale's share is taken back.

PICK YOUR PRICE

What the market tends to pay, by type of business:

BUSINESS	PRICE RANGE
Solo, side or brand-new business	\$450–\$550
Group homes, small care operators	\$495–\$695
Cleaners, landscapers, handymen, detailers	\$595–\$795
Restaurants, bars, salons, barbers, gyms	\$695–\$895
Roofers, plumbers, HVAC, electricians	\$795–\$1,200
Dental, med-spa, clinics, law, accounting	\$1,200–\$1,500
Multi-location or franchise	Ask us first

\$350 is the minimum, not the plan. At \$350 you do the same work as at \$695 and keep a fraction of it. Price on what the site is worth to the owner.

Credits are optional. Your portal offers prepaid websites (4 for \$1,000 or 8 for \$1,600) that skip Luziq's \$300 share on a sale. You never need them. Only worth it if you're sure you'll sell them within 12 months.

THE REFUND PROMISE

Changed their mind before the build starts?

Full refund.

Site more than 5 business days late?

After they've paid and xwhystudio has their details: full refund.

After delivery?

No cash refund, but xwhystudio fixes anything it built that isn't right.

Refunds go through xwhystudio, not you. A refund cancels your share of that sale too. Customer terms: xwhystudio.com/terms

Taxes

You're responsible for your own taxes. Nothing is withheld from your share. If you're paid \$2,000 or more in a calendar year, you may get a tax form (a 1099) for it by January 31 of the next year.

THE PITCH

THE 20-SECOND OPENER

“Hi, is the owner in? I'm [name], I'm an authorized partner with xwhystudio. We build websites for local businesses. I searched for [their trade] in [town] and [you didn't come up / your site didn't load right on my phone]. Can I show you something quick?”

THEN

“You get your own website, a contact form, better photos from the ones on your phone (no photos? we make them for you), an admin page, business email, newsletters, a matching flyer with a QR code, a free logo if you need one, set up on Google, and your web address, first year included.”

THE CLOSE

HOW IT GOES

“Just go to my page and fill in the form: your details, what you want, and your photos. Type it like a text; they do the writing. Then you pay right there, by card through Stripe, not to me. You don't have to send me anything. It's typically live about three business days after you pay. That's typical, not a promise. After that, xwhystudio looks after it.”

THE PROMISE, THEN THE ASK

“Change your mind before they start: full refund. More than five business days late: full refund. My price is [your price]. Want me to text you the link?”

Built in: form first, nothing for you to collect, no date promised, nothing outside the list, refunds said out loud, support handed to xwhystudio.

THE GOLDEN RULE

Say yes. Send it to support.

Never promise it inside your price.

Your price covers the 10-item list only. Anything you promise beyond it isn't part of their order. xwhystudio answers everything else directly at **support@xwhystudio.com**.

“Can you do a custom site? An online store? Booking?”

YOU SAY

“Yes, we can do custom work. Anything beyond the standard package, xwhystudio quotes it for you directly. Write it in the form on my page, or email **support@xwhystudio.com**.”

MORE YES ANSWERS

**“Can it have an AI helper? Automations?
Someone to keep it up to date?”**

YOU SAY

“Yes, that's a monthly plan. xwhystudio will set it up for you. Just email support@xwhystudio.com.”

Don't quote plan prices or details. Plans aren't part of your price.

“Can I change things after it's live?”

YOU SAY

“Yes, message xwhystudio. Small fixes to anything they built are free. Bigger changes are a monthly care plan.”

“I want a certain web address.”

YOU SAY

“Put it in the form on my page. The first year is included.”

AND IF YOU DON'T KNOW

“Can you put my menu, price list or certificates on it?”

YOU SAY

“Yes, upload them in the form on my page, before you pay. There's a spot for menus, flyers and documents. Or email them to support@xwhystudio.com.”

“Can it be done by Friday?”

YOU SAY

“It's typically live about three business days after you fill in the form and pay. That's typical, I can't promise a date.”

“Anything you're not sure about”

YOU SAY

“Good question. xwhystudio will answer that directly: support@xwhystudio.com.”

Never guess. You earn on the website sale through your link, not on plans or extras.

AND WHAT TO SAY BACK

“I already have a website.”

“Pull it up on your phone. If it's slow, looks wrong on a phone, or the hours are wrong, that's what we fix. If it's good, I'll leave you alone.”

“My nephew is doing it.”

“Great. When's it going live? Ours is typically live about three business days after you fill in one form and pay.”

“I saw builders for \$20 a month.”

“Those are tools you build yourself. This is built for you, written for you, set up on Google, with a studio that answers after.”

“How do I know you won't disappear?”

“You don't pay me. You pay through Stripe on xwhystudio.com, with a full refund before they start or if it's more than five business days late. Read their terms first.”

AND WHAT TO SAY BACK

“Can I pay half now?”

“No, it's paid in full up front, by card. That's why the refund promise is what it is.”

“Who do I call if something breaks?”

“xwhystudio. They support the site after launch, and a person answers.”

“Will this get me on page one of Google?”

“Nobody honest can promise that. They set you up on Google so people can find you.”

“I'll think about it.”

“Of course. Can I text you the link and the sample sites? Nothing's charged until the last step. I'll swing back by [day].” Then go back. Many sales happen on the second visit.

A 7-DAY PLAN

One way to start. Use it, change it or skip it. Your hours and methods are yours.

DAY 0 Set up (pages 4 to 20). Save your link to your home screen. Learn the 10-item list.

DAY 1 List 40 local businesses with no website or a bad one. Drive one street, write down every sign.

DAY 2 20 walk-ins, before the lunch rush. Goal: 5 owners who say “yes, text me”.

DAY 3 Text those owners your link and /work. They fill in the form there; you collect nothing. Walk 20 more.

DAY 4 Call or visit everyone who asked to hear back. 20 more walk-ins.

DAY 5 Follow up days 2 to 4, in person where you can.

DAY 6 Go back to the “I’ll think about it” list.

DAY 7 Count doors, talks, “text me”s, sales. Keep what worked.

Only text or email people who asked you to. No cold texts, robocalls, automated messages, mass emails or bought lists. Walking in is always fine.

THE RULES

- 1** Say “**authorized partner with xwhystudio**”. Don't use the Luziq name with customers or make your own xwhystudio pages or ads.
- 2** Customers pay **only through your link**. Never cash, Venmo or anything else.
- 3** Promise **only the 10-item list**. No dates, rankings or results.
- 4** **Never talk about our cost**. If asked: “I'm an independent partner and I set my own price.”
- 5** **No income claims**. Don't post or say what you make or could make.
- 6** **No recruiting pay**. You're paid only for websites you sell. Never charge anyone to join.
- 7** **No spam**. Only text or email people who asked you to.

Breaking a rule can get your link frozen. Full rules:
luziq.ai/partners/terms

START NOW

- 1 Read the partner terms:
luziq.ai/partners/terms
- 2 Sign up, free: **luziq.ai/partners**
- 3 Set up Stripe and your price.
- 4 Copy your link. Walk your first street.

Who to ask

Your questions as a partner: **hello@luziq.ai**

Your customers' questions:
support@xwhystudio.com

Free to join. Nothing you have to buy. Commission only, 1099: no base pay, no guaranteed income. Nobody gets paid for recruiting.

Miguel

Luziq Partner Program