



## gibLink's Revenue Sharing Plan Exposed

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## **Overview**

gibLink is an online community so groundbreaking in its approach that it will forever change the way people do business.

gibLink allows entrepreneurs and businesses to connect, learn from each other, share ideas and strategies, and then help each other grow and succeed. The gibLink community is where you start to make the "Connections that Count" for your business.

Our unique Revenue Sharing program creates a cooperative environment where gibLink community advertisers can simultaneously promote their businesses and add value to the global network.

By promoting and growing the community together everyone benefits from the revenue derived from the entire network. This is what sets gibLink.com apart from all other social networks on the internet.

Everything is here for you, the business owner, to successfully participate in what is being dubbed the "Dawning of a New Age for Entrepreneurs Worldwide".

What you're about to read is an overview of the gibLink Revenue Sharing Plan. Please reference our website to get a more detailed explanation of the products and services that the community provides.

## **Who Are we?**

gibLink is an innovative business community built on the philosophy that, to truly change an environment, the best elements of competition and cooperation must be blended into a fresh perspective.

The world is changing and those of us working to carve a niche in the global marketplace are faced with a singular challenge: connection. Before gibLink, the process of networking and connecting to other similarly focused business owners was difficult and often, unlikely.

gibLink changes the conversation, and bridges the divide between entrepreneurs in the most creatively driven business network in the world.

## **What Are We Doing?**

gibLink unites the fragments of a fractured global marketplace and provides real opportunity for anyone desiring to break new ground within their business. Additionally, we provide a turnkey solution to establish the infrastructure necessary for businesses to expand into various areas of web services.

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## **Why Are We Different?**

The concept of and commitment to a true global community of entrepreneurs has been woven into the very fabric of our organization. gibLink has taken the power of the Internet and distributed it among the most unique and creative collaboration of entrepreneurs in history. We call this Collective Intelligence.

## **Why Is gibLink Revenue Sharing?**

In a global economy, cultures, customs and even business practices may differ, but the goal of every business around the world is the same: to generate profits and to maximize market share. While developing market share is an often uncomplicated proposition, profit realization is, to some, an unattainable goal. gibLink provides the global community of entrepreneurs with more than a solution; we provide a stake in the success and continued growth of the latest and potentially most dynamic innovations yet.

In explosive industries such as social networking, web services, and internet advertising, revenue generation can be realized with a minor market share. We understand that as business owners and entrepreneurs around the globe utilize gibLink to promote their business, that this promotion accelerates our company growth.

A stable advertising base insures long-term viability. By providing business owners, entrepreneurs and advertisers worldwide with a vested interest in our company growth, idea of community becomes reality.

## **How Do We Revenue Share?**

gibLink shares revenue with the advertising base through four dynamic categories.

**General Revenue Sharing** – Each month a portion of gibLink’s revenue is injected into the General Revenue Sharing fund and will be distributed evenly among all advertisers who are currently active and were active at the time the revenue was generated.

**Direct Revenue Sharing** – Each week, up to a 10% direct sales commission is paid to an advertiser for the direct sales of any web services or advertising packages they have sold.

**Executive Revenue Sharing** – Each quarter, every advertiser that has attained a high level of revenue sharing within the other 3 Revenue Sharing Categories, will also share in an exclusive revenue share fund earmarked for the top promoters of the gibLink Site Network.

The three elements you’ve just seen would, by themselves, constitute a groundbreaking development in business networking. By maximizing your participation in these 3 elements, it grows the community and

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strengthens your earning potential within the framework of the fourth and most elaborate element of the gibLink revenue sharing plan.

The goal of any business is to optimize exposure while minimizing costs. These three elements combine to accomplish both. You establish a presence in the global marketplace, and generate revenue that will, in many cases, exceed your costs. The fourth element which will be explained in detail, brings the gibLink vision of revenue sharing to a whole new level.

As you read the next element of the revenue sharing plan, forget the hype and look at the facts. With any long term income vehicle, the key to real success is longevity and loyalty.

gibLink is poised to richly reward both through a reasonable, yet powerful structure. The operative word here is reasonable. Many times companies have claimed to be able to generate instant riches for little or even sometimes nothing. gibLink is not that type of company. We do not promise overnight riches; what we do promise is an opportunity for you to participate in what could be the most satisfying and lucrative long term business relationship you will ever see.

We are not attempting to create a few millionaires overnight. We are working to create a global community of millionaires over the long term.

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**gibLine Revenue Sharing** – This portion of the revenue sharing program is comprised of progressively increasing gibLines doubling in value as outlined in the example below:

gibLine 1	gibLine 2	gibLine 3	gibLine 4	gibLine 5	gibLine 6	gibLine 7	gibLine 8	gibLine 9	gibLine 10
\$50	\$100	\$200	\$400	\$800	\$1,600	\$3,200	\$6,400	\$12,800	\$25,600

Before moving on, please take a moment to review this list of terms.

- **gibLines** - A logical representation of revenue allocated to one element of the gibLink Revenue Sharing Plan.
- **POD** - This is a representation of an Advertising Unit that you are awarded as a bonus for using gibLink to advertise your business.
- **Referrer** - The advertiser that introduced you as an advertiser to gibLink.
- **Referred POD** - The POD A of an advertiser you referred to gibLink and the POD B, C, D etc. that you are awarded in the Revenue Share Plan.
- **Cycle** - The phases your PODs will go through to reenter or advance into a higher gibLine of Revenue Sharing
- **Revenue Share Bonus** - The portion of revenue shared with you as an advertiser in the gibLines.

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- **Matching Bonus** - The portion of revenue shared with you when a referred POD earns a Revenue Share Bonus from the gibLines.
- **gibFactor** - A point in this document that solidify the power of the gibLink Revenue Sharing Plan.

### **gibLines Overview**

A portion of revenue from all sources the gibLink Site Network generates is placed into the gibLines. All active advertisers share in this revenue in a format that rewards both personal efforts in building the gibLink community, as well as the longevity of their advertising account. This formula continually rewards your loyalty as an advertiser in the gibLink Site Network as you use it to promote your business.

While this is not an investment opportunity in any way, you are rewarded for long term commitment to the growth of the community. In these lines, you receive advertising units, also known as PODs, when you become an advertiser. These PODs are given to you strictly as a bonus for using gibLink's tools, resources and community to promote and expand your business.

- Standard Advertising Accounts are awarded 1 POD (POD A)
- Professional Advertising Accounts are awarded 3 PODs (PODs A, B and C)

When you become an advertiser, the PODs we award you are placed into gibLine 1 just as the PODs initially given to every other advertiser in the gibLink site Network.

The PODs you are awarded will operate and progress independently of each other in the gibLines, and the advertiser that introduced you to gibLink will be the referrer of your POD A.

Just as in the example above, YOU will be the referrer of POD A, for every advertiser you introduce to gibLink. Additionally, as a PRO advertiser, along with the added recourses you receive, you will be the referrer of your PODs B and C initially awarded to you when you became an advertiser.

The progression of your PODs through these lines will yield additional bonus PODs awarded to you in previous lines, of which you will also be the referrer. These additional awarded PODs will be labeled for you with the next letter identifier: example, D, E, and F etc.

### **How Does This Benefit You?**

You will receive a 100% Revenue Share Matching Bonus for each POD which you refer.

In simple terms, each time a referred POD cycles and is awarded a gibLine Revenue Share Bonus, you as the referrer also receive that same bonus amount.

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### **gibFactor**

The first of many powerful components to the gibLine element of the Revenue Sharing Plan is that you will always be compounding your revenue share as you are awarded additional PODs in the gibLines.

When your PODs cycle and receive a Revenue Share Bonus, it will be the amount equal to the value of the line it is in. Additionally, since you are the referrer of all PODs that you have except for POD A, you also receive a 100% matching Revenue Share Bonus on those PODs, and you receive a bonus when POD A of your referrals receive a Revenue Share Bonus.

Example: As a Pro Advertiser you have referred just **10** Pro advertisers to gibLink to promote and expand their business.

First, you would have received \$15 for each referred advertiser for a total of \$150, just from the Direct Revenue Share, this would mean that your advertising account is basically paid for. The more powerful element is that **even if you have not earned bonus PODs yet**, you would be the referrer of 2 of your own personal PODs and you would be the referrer of all POD A's of the 10 other advertisers.

This means as these PODs progress through the lines, in addition to your own POD Revenue Share Bonus as your PODS cycle through the lines, you would also receive a 100% Revenue Share Matching Bonus each time 12 referred PODs progress through the gibLines. (2 of your own, and 10 POD A's of the advertisers you introduced to the community.)

**Hopefully now, you are seeing the compounding power of the gibLines element of the Revenue Sharing plan, but wait...there's more!!!**

### **Awarded Bonus PODs**

Remember the Bonus Pods that you are awarded as your PODs progress?

You will be the referrer of those PODs also, but unlike the PODs you were initially given in gibLine 1 when you became an advertiser, BONUS PODs are placed into the gibLines prior to the line you are leaving when your POD advances.

Example: For each POD that advances out of gibLine 3, you will be awarded a POD in gibLine 2. For each POD that advances out of gibLine 4, you will be awarded a POD in gibLine 3. These PODs will duplicate as they advance and since you are the referrer, you will earn the 100% Matching Bonuses each time they cycle.

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In the example above, the New Bonus POD's you were just awarded are starting out in gibLine 2 and gibLine 3 which is double the value of gibLine 1. Talk about compounding your revenue share!

### **How Do Your PODs Advance through the Lines?**

To understand how your PODs advance in the lines, you first need to understand how they move in each individual line.

This is a simple concept; imagine a ladder and you are climbing to the next step on the ladder each time a person at the top of the ladder moves off the top of the ladder.

On ladder 1 when you reach the top, you immediately advance to the next ladder. On ladder 2, 3, and higher, once a person gets to the top of that ladder for the first time, they will go to the bottom of that same ladder to climb it again until they reach the top for a second time and then they advance to the next ladder.

Now, replace the example scenario above with PODs instead of people moving up the ladder and replace ladder with gibLines.

Now your next question most likely is; what makes my PODs move up the line and advance to other lines?

It all starts with gibLine 1 and what makes PODs in line 1 move. This concept can be realized in one very powerful statement. To understand the power of this statement, an understanding of how online networking communities grow and generate astounding revenues is required.

Basically, more subscribers generate more traffic; more traffic commands higher advertising rates which generate more sales of services which equates to more revenue to the company. Unlike other social networks that keep all the revenue for themselves, gibLink shares revenue back to the advertisers to create a vested interest in the growth and globalization of gibLink, which ultimately brings more exposure to their business, other businesses and gibLink as a whole.

Are you ready to know the key to making PODs move in gibLine 1 which creates a chain reaction of PODs like a wave into each of the higher gibLines?

**Each \$200 in revenue that gibLink injects into gibLine 1 from sales generated globally through multitude of sources causes the POD at the top of gibLine 1 to advance to gibLine 2!**

Then, in gibLines 2 and higher PODs movement is powered by PODs advancing from gibLine 1 which in-turn drives PODs into line 3 and so on.

POD movement in gibLines 2 and higher are further powered as the PODs reenter gibLine 2 and higher on their first cycle and with the injection of Bonus PODs entering previous gibLines as they advance.

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Each time 5 PODs enter gibLines 2 and higher, the POD at the top of the line cycles to either reenter or advance to the next gibline.

#### **gibFactor**

Again, the gibLine element of the Revenue Share Plan is not driven by Advertisers coming into gibLink, it is driven by advertisers using gibLink to promote their business. This exposure causes more Free subscribers to join gibLink just like they do at MySpace, YouTube, Facebook and many other online social networks. This generates more traffic, more retail sales which in-turn commands higher advertising rates to external advertisers, therefore generates more Revenue to gibLink that we share with the core promoters of the community.

#### **Putting It All Into Perspective:**

*“MySpace signed an advertising deal with Google in August that should lead to at least \$900 million in ad sales for MySpace over the next few years.” AND “Facebook is approaching \$100 million in annual revenues.” Source: money.cnn.com*

*“Seen through the lens of ad revenue, the world domination of a handful of online brands appears more pronounced and getting more so. In 2003, online ad revenue for Time Warner's AOL, Yahoo! and Google combined was \$5.1 billion; by year-end 2005, that figure stood at \$11.9 billion, more than doubling. That outpaces even the industry's breakneck domestic growth of 71 percent over the same period, according to statistics compiled by the Interactive Advertising Bureau and PricewaterhouseCoopers*

*Google alone saw its ad revenue almost double, from \$3.1 billion to \$6 billion, and the roster of other companies that can claim \$1 billion in annual online ad revenue is a small one indeed, consisting of some very familiar names: Yahoo!, Time Warner's AOL and Microsoft's MSN. To get a sense for how disproportionate the market is, CNET, a major but second-tier player, generated \$284 million in ad revenue for 2005.” Source: allbusiness.com*

Let's draw a quick parallel between gibLink and MySpace, a current leader in social networking. As a potential advertiser, new choices are now opening up. Until now, advertisers were paying premium prices to get exposure in online communities largely populated by people without the disposable income or the purchasing power desired.

gibLink has built and is expanding a worldwide community of business-minded people who already understand the importance of investing in the tools and services that will help them succeed. So, as a business person, who would you rather spend your advertising dollars to reach?

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On one hand, MySpace is a community of 5-90 year old people, many of whom never visit MySpace for reasons other than socializing. On the other hand, gibLink is a community of entrepreneurs who are prepared to do business with anyone who can clearly present themselves in an innovative way. Obviously, both choices provide an impressive level of exposure, but only gibLink can offer a captive, global audience made exclusively of highly qualified potential customers and clients.

gibLink will be providing Free Subscribers limited access to the community resources, services, and will be equipping them with the ability to spread the word and generate sales to gibLink.

gibLink advertisers benefit greatly by the increased sales and exposure, as the Free Subscribers will share in gibLink's revenue only after they have generated a minimum \$200 in sales revenue. Until which point the active advertiser that referred them to the community will receive credit for those sales.

The sales and advertising revenue generated by a business social network like gibLink will be astonishing we will surpass the numbers of the other social networks, even if only a small portion of the market share is captured.

#### **gibFactor**

Some ask with the gibLink Revenue Share Structure, is there ever a bad time to become an advertiser in gibLink?

The answer to this is a resounding NO! There is never a bad time to join gibLink.

We have taken great effort from the top to the bottom of the concept and vision of gibLink to eliminate that very issue to ensure our long-term viability.

Consider this:

Everything from retail web services to business resources including external advertising and internal advertising accounts, these are services that businesses and entrepreneurs are purchasing from gibLink to promote and expand their core business and each of these services are renewed on timed intervals.

Here is a small sample:

- Domains sold through gibSale renew annually.
- External Advertising renewed monthly or by a campaigns timed interval.
- Standard and Pro Advertising accounts are renewed quarterly.
- And many more renewable products and services offered by gibLink.

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What does this mean to the revenue that is generated by gibLink and what does it mean to you as an advertiser that is sharing in the revenue gibLink generates?

What this means is that there is a constant flow of revenue being injected into the other portions of the Revenue Share Program including revenue injected into gibLine 1, which as you now know, creates a chain reaction effect of PODs moving, duplicating and compounding through the gibLines.

Here are a few examples of this concept when just considering only one element of our Revenue Share Plan, the gibLines:

Example 1: gibLink injects just \$1 million dollars in ad revenue into gibLine 1 in a month; that alone would mean 5000 PODs would cycle out of gibLine 1 into gibLine 2....with not even a single new Standard or Pro advertising account sold.

Example 2: Let's say gibLink has 20,000, 30,000, 50,000 or more advertising accounts renew in a quarter, that conservatively generates a \$6 million dollar injection into gibLine 1 and would alone cause 30,000 PODs to cycle out of gibLine 1 into gibLine 2.

Without even factoring in any new sales generated during that time, those 2 examples would initiate the advancement of 35,000 PODs into gibLine 2 and would create a chain reaction of PODs advancing to higher and higher lines.

**Now let's look again at how this benefits you:**

Your PODs are advancing in those lines that you will receive the Bonus on when they cycle, your referred PODs are also advancing, which you receive the 100% Matching Revenue Share Bonuses on each time they are awarded a Revenue Share Bonus.

And to further compound your revenue sharing, you are being awarded Bonus PODs in lower lines as you advance to do the same.

Hopefully now you see how gibLink has gone that extra mile to ensure that businesses and advertisers using the gibLink Site Network to promote and expand their core business, in-turn grows the community even more, which will enable the community to easily surpass the subscriber base of all social networks on the internet and furthermore, equip you and your business to capitalize on the next global Phenomenon, gibLink.

**It's All About You:**

You have to ask yourself a few questions:

1. Are you going to delay your placement in the gibLink Revenue Sharing Plan and let many thousands of others stake their claim before you, or are you going to make the most of the opportunity that is presenting itself to you now?

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2. Are you going to struggle to take your business to the next level through your own efforts, or are you going to get on the fast track with tens of thousands of entrepreneurs in over 140 countries currently using gibLink to promote and expand their business?
3. Once you decide to participate in gibLink, and as more advertisers come on board, sales and external advertising rates gibLink commands in the market place continue to compound daily, are you going to leverage your timing to duplicate and compound your stake in the Revenue gibLink generates?

Those are questions only you can answer for yourself and your business. But just think if you were presented with this opportunity 4 years ago when MySpace or just a few short years ago when Facebook got its start, looking back now, would you have seized the opportunity?

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