CONTRIBUTOR GUIDE / NOVEMBER 4, 2026

How you can work with us

Four ways to help, based on your network, experience and skills. Start with work you can reliably own, with pay and responsibilities agreed before you begin.

WellRun / BUSINESS DEVELOPMENT

We help businesses get customers, follow up, sell and run more smoothly. We help choose the right plan and put the systems and processes in place.

WellRun is part of New Age Adaptation LLC.

FIND THE CONTRIBUTION THAT FITS YOU

1 / Introduce a suitable client

You have trusted business connections.
Check the need, decision-maker access, investment readiness and timing before a warm introduction. We handle discovery, pricing, closing and delivery.
Pay: 10% of eligible fees collected. Monthly referral pay is limited to the first 12 service months.

2 / Help win clients

You can understand needs, follow up and sell.
Run the discovery/closing call, invoice the client and complete the onboarding handoff.
Pay: Agreed in writing before you start.

3 / Help grow our businesses

You can turn a growth idea into real results.
Own one agreed partnership, offer, market or growth-channel project for WellRun.
Pay: 10% of measured extra profit for one 12-month project window. Agree the costs and starting baseline first.

4 / Do the client work

You can build software, implement systems or deliver services.
Deliver, test, document and support the work you agree to own.
Pay: Technical: $75-$150/hour at an agreed rate, or a fixed milestone. Client management and advice are quoted to scope.

BUILD FOR THE LONG TERM / COLE EMMONS

I'm setting aside equity for people who want to build a long-term career or business relationship with us. I believe the way we work, build businesses and live is changing. I want to help shape that change through useful work that makes an impact. Ownership is earned through results, good judgment and responsibility over time. Equity is earned, not given.

Please read all four pages before discussing a role or ownership. Ask about anything unclear. Understanding the work and terms is part of working with us. If that level of attention isn't for you, this may not be the right fit.

Interested? Tell Cole which work fits you, your experience and availability: cole@newageadaptation.com.

How each contribution gets paid

The four paths include optional advice and client coordination when needed. Agree the work, an affordable delivery budget, pay and dates in writing before starting.

NAA must approve the delivery budget and payout before introductions, selling or work begin.

ROLE / PAY AND WHAT EARNS IT	
Referral / network representative	**10% for a screened, accepted referral.** Paid on the original project as payments arrive. For monthly work: 10% of setup once and eligible fees in the first 12 consecutive service months.
Sales representative	**Agreed in writing** before you start, based on the work you own.
Business development specialist	**10% of extra project profit** from agreed growth work for one 12-month window. No hourly pay. See examples on page 3 and the full calculation/payment rules on page 4.
Developer / engineer	**$75-$150/hour** at a rate agreed before work, within an approved budget. Fixed milestones use approved estimated hours x the agreed rate. Maintenance needs its own scope.
Client manager	**Quoted to scope.** Fee reflects responsibilities, client load, frequency and availability. Agree included work, limits and billing before starting.
Business adviser	**Quoted to scope.** Informal or formal advice can be free or paid by agreement. Fees reflect relevant knowledge, experience, scope, time and expected value. Confirm price and terms upfront; there is no standard retainer or hourly rate.

Commission: A qualified referral earns 10%. Sales pay is agreed in writing. Unassigned shares stay with NAA. BD profit share cannot stack with a person's commission on the same revenue.

What each role owns: Referral: Confirm need, decision-maker access, investment readiness and timing. Obtain permission and send a short handoff for NAA acceptance. Raw names do not qualify.
Sales: Run discovery/closing, arrange the approved agreement/invoice and follow up on payment. Send the onboarding checklist and invite. Schedule and attend onboarding, then complete the delivery handoff. Initial onboarding is included; NAA approves commitments.

ONE-TIME PROJECTS

Use the agreed referral percentage on the original project fees as each payment clears. Each dollar earns commission once. Late payments can still qualify. New or unrelated work needs a new written agreement about who earns the commission.

MONTHLY ENGAGEMENTS

Pay the same referral percentage on setup once, then on eligible monthly fees for the first 12 consecutive calendar months from the monthly service start date. Paying setup earlier does not start that clock. A two-, three- or five-year customer contract still earns monthly commission for only the first year. Renewals do not restart it. Late collection does not extend eligible service dates; multi-year prepayments count only the first-year share.

PAY FOR ONGOING WORK

Referral pay has the 12-month customer limit. BD has its own 12-month project window. Delivery, maintenance, advice and ongoing client coordination are separately ordered services. Pay continues only while that service continues; do not charge again for onboarding already included in sales.

Who gets paid on a real deal?

Illustrative contributor earnings on eligible fees. Company costs and margins are not shown. Payment and service-order terms still apply.

1 / A screened introduction; NAA does the rest

A referral representative checks the need, decision-maker access, investment readiness and timing, then makes an accepted introduction. The client pays $5,000. Cole/NAA handles the discovery/closing call, invoice, onboarding and delivery.

Referral representative	**10% / $500**	Screens for fit and makes the accepted introduction.

The referrer earns $500 as eligible client payments clear. NAA performs the sales and delivery work; there is no separate external sales award. These examples show contributor earnings, not company costs or margins.

2 / A referral on monthly work

On $1,000/month: the qualified referrer earns $100 per eligible month. On a $2,000 setup fee, they earn $200 once. Only fees for the first 12 consecutive service months qualify; commission is paid as eligible fees clear under the payment schedule.

For a three-year contract, service from month 13 onward generates no new referral commission. Eligible first-year amounts can still be paid late. Separately approved delivery or ongoing client management may continue to be paid at its individually agreed scope and fee.

3 / Two BD specialists share one growth initiative

An agreed growth initiative produces $3,000 in measured extra contribution profit after the written baseline and cost rules. BD earns 10% x $3,000 = $300 total.

With an agreed equal split, two BD specialists earn $150 each from the one $300 pool. They do not also receive commission on the same revenue. The baseline, costs, attribution and 12-month window are agreed privately before work. This is cash compensation, not company equity.

4 / Technical work and support quoted to scope

A developer agrees a $100/hour rate within the $75-$150 range. An approved fixed milestone estimated at 20 hours pays $2,000 for accepted delivery. Hourly work uses the approved budget; maintenance needs its own scope.

Client management is quoted for the responsibilities, client load, frequency and availability required. Advice is quoted for relevant knowledge, experience, scope and expected value. Neither has a standard retainer or hourly rate. Agree the fee and terms before starting.

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Earn responsibility. Review ownership.

A common path for every role, with evidence that matches the work you do.

LEARN > AGREE A ROLE > DELIVER > OWN A FUNCTION > EQUITY REVIEW

01 **Learn the businesses:** Explain the brand, the products and demos relevant to your role, ideal clients, offers, scope limits, pricing authority, delivery process and basic deal economics. Understand where your role hands work to someone else.

02 **Demonstrate your role:** Complete a reviewed role check and live work. Referrers demonstrate a qualified introduction; salespeople demonstrate closing, invoicing and onboarding handoff; business development specialists deliver an initiative; engineers demonstrate reviewed, tested work and handover. Advice is assessed as advice.

03 **Prove sustained results:** Meet written targets in two consecutive 90-day reviews, at least six months in total. Measures depend on the role: collected revenue and margin after labor, an active channel, adopted processes, delivery quality, reliability or attributable advisory outcomes.

04 **Run something the business needs:** Within that record, independently own a repeatable channel, product or function for at least 90 days, maintain its records and processes, and agree the next 12 months of responsibility and availability. A network, title, ideas or years of experience alone does not meet this test.

05 **Earn consideration, then agree terms:** Cole decides whether there is a business need for an equity partner. Completing the path earns review, not ownership. Any offer requires a separate agreement naming the legal entity, percentage, authority, vesting, IP and exit terms, with legal and tax review. Today the brands are divisions of one LLC; a brand title does not create separate company equity.

THE PRACTICAL RULES

Business development growth share: BD earns 10% of extra project profit during one 12-month window from the agreed launch date. Before work, agree the goal, deadline, who gets credit, starting profit level and cost rules/budget. Calculate the increase using eligible money collected, less refunds, delivery labor (including Cole), contractors, software/media, other direct project costs and sales commissions paid to others; then subtract the agreed starting profit level. Exclude tax and pass-through costs; calculate before the BD payment itself. Measure the total over time so losses reduce later payouts. Pay monthly on the 30-day hold/15th schedule. Repay final overpayments within 30 days. Shared projects split one 10% pool. One person chooses BD share or commission on the same revenue. No hourly BD pay or automatic renewal. Late money can settle results earned within the window; it does not extend it.

Stage ownership and attribution: Referral earns 10% for the first documented, qualified introduction NAA accepts. Sales pay is agreed in writing for the discovery/closing call through the completed onboarding handoff on page 2. Assign both roles before a proposal. Accepted opportunities have 180 days to close, extendable in writing. Shared roles split their share equally unless another split was written first. Unassigned shares stay with NAA.

Commission cash and reversals: Commission uses eligible NAA fees actually collected after discounts, refunds and chargebacks. Exclude sales tax, client ad spend and separately listed third-party pass-through costs. No payment from the client means no commission. Hold cleared receipts for 30 calendar days, then pay on the 15th of the following calendar month. Example: October 1 receipt, October 31 hold end, November 15 payout. Provide a statement. Refunds reduce the next payout or are repaid within 30 days if none is due. Ending the relationship does not erase earned commission.

Service orders, invoices and authority: Before work, agree deliverables, the hours budget or fixed fee, acceptance, access and responsibility. Technical rates are agreed within $75-$150/hour. Standard hourly delivery uses 15-minute increments and weekly invoices due in 15 calendar days. Fixed delivery milestones are invoiced on written acceptance, due in 15 days; NAA reviews delivery within five business days and identifies unmet requirements. Changes and expenses need prior written approval. Client-management and advisory scope, fees, included time, invoicing and notice are individually agreed. NAA approves prices, discounts, promises and signatures. Nobody may commit WellRun beyond written authority. Check affordability before quoting; earned payouts follow the written agreement.

Existing signed agreements keep their own payment and ownership terms. This schedule applies only when a new written agreement explicitly adopts it. No role, training milestone, length of service or introduction guarantees work, salary, control or equity. Technical work requires confidentiality, approved access and written IP terms before delivery.