



PULSE PRO CREATIONS

The Creator Partnership Guide • 2026

You have the audience. **We build the product.**

How our partnership works, who pays for what, where your product is sold, how the money moves and what happens at every step.



01

The whole thing **in one page.**

You have people who trust you and keep asking for your plan, your notes or your recipes. We turn that into a product they can buy, and we do all the work of making and selling it.

YOUR COST

\$0

No fees, retainers or setup costs. We fund the build.

HOW WE EARN

A split

A percentage of the real profit, agreed in writing first.

YOUR TIME

~3 hrs

A short call, one content review and your launch posts.

- We design a free mock-up with your name on it before you commit to anything.
- We build the product, set up the store, handle checkout, delivery, refunds and every customer email.
- You approve the content and share it with your audience: one post, three stories and a link in your bio.
- Fees come off each sale, then the profit is split. You're paid monthly with a sales sheet showing every sale.
- If it sells, we can grow it into a subscription app. If it doesn't, you've lost nothing and owe nothing.

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02

Start simple. Grow into an app.

Most partnerships begin with a simple product that tests demand quickly. Once it sells, we build on it. Everything is made from content you already create, so nothing feels off-brand to your followers.



PRODUCT	EXAMPLES	FORMAT	BUILD TIME
Planners and trackers	Meal planner, training log, habit tracker, study planner	Printable PDF, tablet (GoodNotes), Notion	1 to 2 weeks
Guides and ebooks	Recipe book, espresso dial-in guide, strength programme, exam cheat sheets	Designed PDF	1 to 2 weeks
Plan bundles	12-week 5K, 10K or 70.3 plans, beginner programmes	PDF plus spreadsheet	1 to 2 weeks
Printed products	Wall calendars, posters, journals	Print on demand, shipped for us	2 to 3 weeks
Apps	Training app, kids' reading tracker, exam-prep flashcards, recipe app	Web app installed from a link, subscription	4 to 8 weeks
Websites and launch art	Product sales page, storefront, launch carousels and reels	Included with your product	Alongside the build

WAY 1 • MOST CREATORS

Product partnership

Everything in this guide. No upfront cost, we build and sell, and the profit is split. Best for creators who want income without the work.

WAY 2 • BUSINESSES AND BRANDS

Built for you

A website, app or product you own outright, for a fixed project fee quoted after a short call. Best for clinics, clubs, roasters and brands.

03



From first message to first payout.

Six steps, about two weeks to launch for a planner or guide.

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- | | | |
|---|---|---------------|
| 1 | Discovery call
A 15 minute chat about your audience, what they keep asking for and what you'd be proud to put your name on. | Day 1 |
| 2 | Free mock-up
We design the cover and two sample pages or screens with your name and colours, plus a suggested price. | Within 3 days |
| 3 | Agreement
A one-page agreement sets the split, the term and the launch date. Nothing is built until we both sign. | Day 4 to 5 |
| 4 | Build and review
We write from your content and design the product. You review one full draft and request changes. We include two rounds of edits. | Week 1 to 2 |
| 5 | Launch
We set up the store and give you ready-made posts, stories and captions. You share them on launch day and keep the link in your bio. | Launch week |
| 6 | Payouts and growth
Monthly payouts with a sales sheet. Every quarter we review results together and plan what's next: a new edition, a seasonal push or your own app. | Monthly |
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04

You bring the trust. We do the rest.

A clear split of work means nothing falls through the cracks and you never become our project manager.

TASK	YOU	PULSE PRO
Idea and content	Share your method, notes, recipes or plans	Shape it into a product and write the copy
Design	Approve the look	Design every page, screen and cover
Accuracy	Check it's correct and sounds like you	Fix everything you flag, two rounds included
Store and checkout	Nothing	Set up, run and pay for the store
Launch content	Post it: 1 post, 3 stories, link in bio	Make the graphics, reels and captions for you
Ongoing promotion	Mention it naturally, about once a month	Seasonal campaigns, email and search listings
Customer support	Forward any DMs about it to us	Answer every customer email, handle refunds
Money	Receive your share	Track sales, pay fees, send monthly payouts and statements
Updates	Suggest improvements	Fix issues and release new editions

Your total time is usually around three hours: the call, one review, and your launch posts. After that it's as much or as little as you like.

05

\$0 upfront from you. We fund the build.

There's no investor and no loan involved. We put in the time and pay the running costs ourselves, and we only get that back if the product sells. That's why we're careful about what we build with you.

COST	WHO PAYS	HOW
Design, writing and build time	Pulse Pro	Our investment. Never charged to you.
Software and design tools	Pulse Pro	Covered by us.
Store setup and monthly store costs	Pulse Pro	Covered by us.
Payment and platform fees	Taken from each sale	Deducted before the split, shown on your statement.
Sales tax and GST on sales	Collected from the buyer	Handled by the store, never counted as income.
App hosting (apps only)	Pulse Pro	Covered by our larger share of app revenue.
Printing and shipping (printed products)	Taken from each sale	Print on demand, so nothing is paid until someone orders.
Paid ads	Only if we both agree	Never required. If agreed, spend is taken from revenue before the split.

If a product doesn't sell, nobody owes anybody anything. You keep your content, and we absorb the build cost.

06

Every dollar, start to finish.

This is the path of a single A\$25 planner sale. You can see every one of these numbers in your sales sheet.

1 • SALE A\$25 A follower buys from your link	2 • FEES -A\$1.75 Store fee, about 5% + 50¢	3 • NET A\$23.25 Net revenue to split	4 • YOU A\$11.63 Your 50% share	5 • US A\$11.62 Our 50% share
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PRODUCT TYPE	YOUR SHARE	OUR SHARE	WHY
Planners, guides, plan bundles	50%	50%	We build and run it, you bring the audience.
Printed products	50% of profit after print and shipping	50%	Printing is paid per order, so only profit is split.
Subscription apps	40%	60%	We carry hosting, updates and support every month.
Bigger creators or custom deals	Agreed case by case, always as a percentage and always in writing.		

Paid monthly

By the 15th for the previous month, by bank transfer in Australia or Wise overseas.

Full visibility

A shared sales sheet updates as sales come in: every sale, refund and fee.

Minimum payout

Amounts under A\$20 roll over to the next month to avoid transfer fees.

07

What the maths **can look like.**

These are examples to show how the split works, not forecasts or promises. Real results depend on your audience, the product and the timing. We'll never guarantee a figure.

EXAMPLE A • A PLANNER LAUNCH

200 sales at A\$25

Gross sales	A\$5,000
Store fees (about 5% + 50¢ each)	−A\$350
Net revenue	A\$4,650
Your 50%	A\$2,325

EXAMPLE B • A SUBSCRIPTION APP

100 subscribers at A\$9.99 a month

Monthly revenue	A\$999
Store fees (about 5% + 50¢ each)	−A\$100
Net revenue	A\$899
Your 40%, every month	A\$360

How many followers buy?

For digital products, a rough guide is that somewhere between 0.1% and 1% of followers buy at launch. A 50,000 follower account might see 50 to 500 sales. Engagement, trust and timing matter far more than follower count, which is why smaller creators with loyal audiences often do very well.

Fees shown are approximate store fees on card sales. International cards and currency conversion can add a little. Your statement always shows the exact amount.

08

Where it's sold, and how people find it.

We run the store so you don't have to. Your followers just tap your link, pay and download. The store is the seller of record, so it handles sales tax around the world.



PRODUCT	WHERE IT'S SOLD	HOW THE BUYER GETS IT
Digital downloads	Our online store (Lemon Squeezy), with a page in your name	Instant download and email receipt
Apps	Subscription through the same store, as a web app	A link that installs on their phone home screen
Printed products	Our store, connected to a print-on-demand partner	Printed and shipped to their door
Your own shop	If you already use Stan, Shopify or similar, we can list it there	As your shop normally delivers
App stores (later)	Apple App Store and Google Play, once an app proves itself	Store download. Apple takes 15 to 30%, so we start on the web

Your link in bio

The main way buyers arrive. Works with Linktree, Beacons or Stan.

Stories and posts

Launch week, plus natural mentions when it's relevant.

Email

Buyers who opt in get updates and new editions.

Search

Product pages on Google and Pinterest bring evergreen sales.

09

Priced to sell. Launched to be seen.

We suggest a price based on similar products and your audience, and we agree it together before launch. These are typical starting points in Australian dollars.

PRODUCT	TYPICAL PRICE	NOTES
Planner or tracker	A\$15 to A\$29	Easy impulse buy, great first product
Guide or ebook	A\$19 to A\$39	Higher where the advice saves time or money
Plan bundle	A\$29 to A\$59	Several plans or levels in one purchase
Printed calendar or poster	A\$35 to A\$60	Includes printing and shipping
App subscription	A\$7.99 to A\$14.99 a month	Yearly option at about two months free

WEEK BEFORE

Tease

2 stories showing it being made, plus a waitlist link.

LAUNCH DAY

Release

1 feed post or reel, 3 stories and the link in bio.

LAUNCH WEEK

Follow up

Share a buyer's photo or question, with permission.

AFTER

Seasons

New Year, summer, race season, exams, back to school.

We prepare every graphic, reel and caption. You can post them as they are or rewrite them in your own words.

10

What's yours **stays yours.**

YOURS

Your name, content and audience

Your methods, words, photos and following belong to you. We use them only for the product, and only while the agreement runs.

SHARED

The product itself

It carries your name and is sold under both brands. Neither of us can sell it on without the other.

Customer support

We answer every customer email, usually within one business day, and deal with download issues, app logins and questions about the product.

Quality

Nothing launches without your approval. If a mistake slips through after launch, we fix it and send buyers the update for free.

OURS

Our templates, designs and code

The design system, layouts and app code are ours. That's how we keep building great products without charging you.

CUSTOMERS

Buyer contacts

Buyers can opt in to hear from you. Opted-in contacts are shared with you, handled under Australian privacy law.

Refunds

We follow Australian Consumer Law. If something is faulty or not as described, the buyer gets a fix or a refund. Refunds come off revenue before the split.

Your reputation

No fake reviews, invented countdowns or exaggerated claims. We would rather sell less than embarrass you.

11

Simple terms. Honest business.

TERM	WHAT IT MEANS
Length	12 months, renewing automatically unless either of us says otherwise.
Leaving	Either side can end it with 30 days' written notice, for any reason.
After it ends	The product comes off sale, existing buyers keep their access, and we pay any final share owed.
Exclusivity	Only for the product we make together. You're free to do anything else.
Business details	We're a registered Australian business with an ABN. Each of us handles our own income tax, and we send a yearly earnings statement.
Changes	Price, split or scope only change if we both agree in writing.

HOW WE DO BUSINESS

- We share real profit by percentage. There's never a fixed amount owed by either side.
- We never promise or guarantee an income figure.
- No interest, no loans and no debt in any part of the deal.
- Honest marketing only: no fake reviews, no false scarcity, no exaggerated results.
- We don't make products that conflict with our values or yours. If it doesn't feel right, we say so early.

I This guide explains how we work. The signed one-page agreement sets out the final terms for each partnership.

12

Questions creators ask.

Do I need a big following?

No. A loyal, engaged audience of a few thousand can do better than a large, quiet one.

What if I'm not a writer or designer?

You don't need to be. We do the writing and design from your posts, voice notes or a call.

Can I see sales in real time?

Yes. Your shared sales sheet updates as sales come in.

Can I sell it in my own shop?

Yes, if you already have one. We agree how sales are reported before launch.

What if it doesn't sell?

You owe nothing. We'll review it with you and either improve it or close it.

Can we make more than one product?

Yes. Most partnerships grow into a small range, then an app.

Do you work outside Australia?

Yes. We sell worldwide and pay overseas partners through Wise.

Who do I talk to?

Zayn, directly, the whole way through.

NEXT STEPS

1

Email us

Your handle and what your followers keep asking for.

2

Get your mock-up

Free, with your name on it, within about three days.

3

Decide

Like it? We sign the one-page agreement and start.

info@pulseprocreations.com • pulseprocreations.com • [@pulseprocreations](https://www.instagram.com/pulseprocreations)



PULSE PRO CREATIONS

Every brand gets its own world.

Let's build yours. Your free mock-up is
one email away.

info@pulseprocreations.com