

DINEAmerica

FAQ's

Who will make a good DA Affiliate?

If you're the type of person who doesn't mind working hard as long as you know the rewards will follow your actions, if you're the type of person who is a self starter and a go-getter, if you're the type of person who knows a great opportunity when you see one, if you want a limitless opportunity with a roadmap to success and help along the way when you need it, if you like the idea of being part of a dynamic team while controlling your destiny, if you like the idea of a business that requires only a small investment with an opportunity for a big return, then you should consider becoming a DA Affiliate. If you answered no to any of those questions, this opportunity probably isn't for you.

What's in it for you?

This is an opportunity to control your own destiny with a company that wants to see you succeed and rewards you for your success. If you're willing to work hard until you get your business built, you will reap the rewards for years to come.

How much can you make as a DA Affiliate?

How much you make as a DA Affiliate depends on two things. First, how hard you are willing to work and second, how big your territory is. See our income potential page for more details.

How hard is it?

How hard this business is in large part depends on what you enjoy doing. It has been said, "If what you do is fun, it isn't hard" or put another way, "If you enjoy it, it isn't work". Do you like calling on restaurants, fund raising groups, and businesses offering a product that will benefit them? Then this business will be a walk in the park for you. If you don't mind putting in 8 to 12 hour days while you're building your business then this business will be easy. You can work as many hours as restaurants are open...just remember to never call on a restaurant during their busy (meal serving) hours. If you enjoy dining out, this business can be a lot of fun.

How much money will I need to get started?

The answer to this question will be different for each person and each territory. But considering that you don't need a building or inventory (so your overhead is very low) and that you can literally start making money on your first day, it doesn't take a very large investment.

Do you provide assistance?

We have a complete training program for you. We are available on the phone and via email most hours you will need us. We will even come into your territory to help you get started (at additional cost of course).

Why would a restaurant want to be in the DA program?

First, we offer many valuable services to restaurants. Some they pay for, some are free, some increase their income and some save them money. But the kicker is always our guarantee. Nobody in advertising gives a guarantee (at least that we've ever run across). So when we tell the restaurant that the "DiningCard" program doesn't cost them anything until they have paying customers in their establishment, it gets their attention. We always suggest they ask the newspaper or radio or TV to give them that guarantee.

Why would a diner want to be in the DA program?

Here's a no-brainer. It's a RARE person who doesn't like to save money. And it's a rare person who doesn't like to dine out. I recently overheard a young couple on their cell phone walking down an aisle in the grocery store. They were telling someone that they had eaten out every meal over the weekend, had spent nearly \$200 and now wouldn't be able to eat out again the rest of the month. They sounded like they had just been sentenced to the gallows.

How long will it take to start making money?

It's realistically possible to start making money your first day calling on restaurants. If you're not making several thousand dollars a month by the end of your first month you're just not working.

How do I make money with the DA program?

There are so many ways we'll only mention a few here. First, we currently have 12 items you can offer restaurants that will bring you an instant income. Some will also give you a residual income. As soon as a number of restaurants are on board you can start making money with the DA membership sales. Then once you have members we offer them other money saving items that will also give you a commission and this one requires NO WORK on your part!!

What will I need to get started and what will I have to do?

Determination to succeed and willingness to get out and follow the plan are requirements. You will need to read the material we provide and look over the contracts and agreements until you are familiar with them. This isn't difficult but you must do it. There is an initial financial commitment to secure your protected territory. It is based on the size of the territory you choose.

Is there a downside to becoming a DA Affiliate?

There are risks and rewards to any business. This will be your own business. The risks will be yours but of course the rewards will also be yours. Our system works...but you have to work the system. For someone who is used to working 40 hours and getting a paycheck and thinks this is the way it should be, the downside is, in business you are rewarded not by the hours you "put it" but by how hard and how smart you work.

Does the Affiliate get an exclusive territory, or can DineAmerica sell a second Affiliate the same territory?

The Affiliate is given a GUARANTEED EXCLUSIVE territory as long as they choose to work it and pay the nominal annual fee. The Affiliate can sell their territory but must give DA the first opportunity to purchase. The annual fee will be waived as soon as the Affiliate reaches an agreed upon number of restaurants and members. This number should be reached before the end of the first six months and is based on the size of the Affiliates territory. The annual fee is designed to encourage the Affiliate to meet certain minimum milestones and to discourage curiosity seekers.

Is DineAmerica involved in any way with any other competitive or similar products or services?

DineAmerica is involved exclusively in this program and is not now and will not ever be in any competing or similar business. The purpose of the Affiliate program is to take the DineAmerica concept nationwide thereby increasing the value to everyone involved with DineAmerica.

If Affiliate sells their territory will they be compensated for their goodwill or will it be lost to them?

Affiliate's business belongs to them. The value of any business is based on its income and profit and the market place in which it exists.

How many years has DineAmerica been in operation?

DineAmerica has been in business since 1996 in its present form. See the about us section for more information.

Will DineAmerica assist the Affiliate with:

- A management training program;
- An employee training program;
- A public relations and advertising program;
- Merchandising ideas?

Yes. Yes. Yes. Yes.

Exactly what can DineAmerica do for you that you cannot do for yourself?

Over ten years DineAmerica has developed a system and a process that works. DineAmerica has been through all the pitfalls and knows what works and what doesn't. Additionally DineAmerica has found valuable products and services that restaurants appreciate and are profitable for the Affiliate.