KNIGHT OPS · Referral Partners

PARTNER REFERRAL GUIDE

Who to refer, how to refer, and what to say.

Three pages. Who is a good fit for the Knight Ops License Program, the three ways to send someone, and word-for-word messages you can copy. Every referral is tracked to you in your portal, and you earn commission on the license cash Knight Ops collects from them in their first year.

1. Who to refer

The License Program gives a builder the system Knight Ops uses to scope, build and support client software, under the builder's own brand, with their own clients and prices. The people it fits:

GOOD FIT

- **Agencies and studios** with five or more clients today that sell websites, funnels, automations or AI strategy and want a higher-ticket offer.
- **AI consultants and AI agencies** who sold the strategy and cannot deliver the software.
- **GoHighLevel and marketing agencies** whose clients ask for portals, apps and dashboards.
- **Two-to-ten person dev shops** losing margin to scoping, change requests and support.
- **Fractional CTOs and COOs** who need a delivery arm they control.
- **Freelance developers** who want to sell outcomes, not hours.

NOT A FIT (SEND THEM TO KNIGHT OPS AS A CLIENT INSTEAD)

- Someone who wants an app built for their own business. That is a Knight Ops client, and you earn the client referral commission.
- Someone with no clients and no intention of serving clients.
- Anyone looking for a passive-income product or a franchise. The license is a software license with training and support; it is neither.

Signs it is worth a conversation: they mention "we can't build that", "my developer left", "we outsource the build", "I want to sell something bigger", or "clients keep asking for a portal".

2. How to refer

1. **A warm introduction by email (best)**
   One email to the person and your Knight Ops account manager, both in the To line. Your account manager replies within one business day, books the fit call and tags the referral to you. Warm introductions close at about three times the rate of a link.

2. **Your application link**
   From the Licensing tab in your portal. Anyone who applies through it is recorded as your referral for 30 days, even if they come back later. Use it in posts, newsletters and DMs.

3 **Your fit-call link**

Also in the Licensing tab. It books a 30-minute Licensee Fit Call with a Knight Ops rep, records you as the referrer, and sends the call to your account manager when they are free.

What happens next. Fit call (30 minutes, demo included) → application review → agreement and payment → onboarding call → success call. You can follow each stage in your portal: Applied, Call booked, Accepted, Signed, Paid, Licensed. Commission rows appear as license cash is collected and pay on the 15th of the following month.

3. What to say

Swap in the name and send. One message, one ask. Say what the system does; never what anyone will earn.

Warm introduction (email to both)

> Subject: Intro: [Name], meet [Account manager]
>
> [Name], meet [Account manager] from Knight Ops. They license the build system Knight Ops uses to deliver client software: intake, the build pipeline, client portals, bug fixes and billing, all under your own brand. You told me you want to sell something bigger than [websites / funnels / automations] without hiring developers, and this is the closest thing I have seen to that.
>
> [Account manager], [Name] runs [company] and works with [who their clients are]. I will let the two of you take it from here.

Direct message (LinkedIn, text, Slack)

> Hey [Name], quick one. When a client of yours wants an actual app or portal built, who builds it?
>
> A company I work with, Knight Ops, licenses the system they use to ship client software. Your brand, your clients, your prices. Worth a 10-minute look? Here is the link to book a call: [your fit-call link]

Email on its own

> Subject: the build side of your [AI / marketing / agency] work
>
> Hi [Name],
>
> Curious: when a client wants the strategy turned into real software, who builds it?
>
> Knight Ops licenses the system they use to scope, build and support client apps, under your own brand. I thought of you because [specific reason]. If it is useful, apply here and they will set up a short call: [your application link]
>
> [Your name]

If they ask what it costs

> The license is $15,000 for the first year, with a monthly option and financing. The right structure gets worked out on the call. I would rather you hear the details from them.

Rules that protect your commission

- **No earnings claims.** Never say or imply what a licensee will make. Describe what the system does.
- **Knight Ops does not supply clients.** Licensees bring their own.
- **A software license with optional training and support.** Never a franchise, business opportunity, turnkey business or passive income.
- **Published pricing only.** Discounts and special terms exist, but Knight Ops agrees them on the call, not in your message.