TX WEALTH CREATION ECOSYSTEM

Marketing Plan & Copy Library

Grow TX Wealth with useful products, honest claims and clear next steps

VERSION 2.0 · LIVE PLATFORM EDITION

Updated 27 October 2026

Tink Xtra Enterprise · wealth.tinkextra.com

USE OF THIS PLAN

Every claim in this library must match what is live on wealth.tinkextra.com on the day it is published. Prices, fees and commission rates come from the website and may change; check them before posting.

No marketing may promise income, returns or results, or describe TX Wealth as an investment or a savings scheme.

Marketing objective

Position TX Wealth as a trusted, global, **membership-based learning and commerce platform**: one account to learn practical skills, buy and share useful products, connect with a community and track verified progress. Growth comes from real value (courses people finish, products people use, payouts that arrive) and from members who recommend what they believe in, not from income promises or pressure.

> **What changed since version 1.0 (September 2026)**
>
> Payments are live by card (Stripe) and mobile money or card (Paystack). Withdrawals are live to Ghana mobile money and banks, and to bank accounts abroad through Stripe.
>
> 20 courses with exams and verifiable certificates; the TX Digital Store and TX Laptops & Computers are open; members earn by sharing store and shop links.
>
> Coupons and gift codes (1% to 100% off membership), a navigation menu with search, and team contact details on the board are live. Membership rewards are now paid on real payments (withdrawable 14 days after each payment) and board completions are confirmed by TX Wealth. After a member's first checked withdrawal, withdrawals up to GH₵2,500 / US$200 are paid automatically. The Affiliate Center is in test mode; Ant Susu remains planned.

1. Brand platform

Element	Direction
Purpose	Help people anywhere learn, build useful work and grow their communities.
Positioning	A global, membership-based learning and commerce platform. Not an investment, not a savings scheme.
Headline	Learn. Connect. Create possibility.
Member journey	Join → Learn → Build → Connect → Progress → Repeat.
Proof points	20 courses with certificates anyone can verify; real products (digital tools and laptops); secure Stripe and Paystack payments; a transparent earnings ledger; every payout reviewed and confirmed by email.
Tone	Warm, ambitious, practical, honest and inclusive: "anyone, anywhere, every walk of life".
Never claim	Guaranteed income, passive income, "get rich", investment returns, guaranteed sponsorship or placement, automatic payouts, or that Ant Susu savings are available.

2. Who we are talking to

- **Learners and career builders** (students, graduates, job seekers, professionals) who want short, practical courses and certificates.
- **Small-business owners and traders** who need ready-made tools (inventory, budgets, business plans) and dependable laptops.
- **Community connectors** who like recommending useful things and want to earn commissions on real product sales.
- **The diaspora and international members**, who can now pay by card and withdraw to their own bank through Stripe.
- **Organisations and partner companies** that can enrol in the Affiliate Center at wealth.tinkextra.com/affiliates/apply, or buy training for groups.

3. What we offer

Offer	Price	Key message	Call to action
Standard membership	US$150	All courses and certificates, referral tools and your board journey; pay from US$50 per instalment	Become a member
Combined membership	US$270	The recommended expanded package	Choose Combined
Coupons & gift codes	1–100% off	Welcome offers, scholarships and gifts; a 100% code activates membership at once	Use your code
Courses	20 included	Short lessons, an action plan and a 10-question exam (70% to pass) with a verifiable certificate	Explore courses
TX Digital Store	From US$4	Ready-to-use Excel and Word tools, instant download	Visit the store
TX Laptops & Computers	Per listing	New and quality refurbished machines with warranty; delivery or pickup; pay online or on delivery	Browse laptops
Earn by sharing	Commission	Earn 30% of store sales and US$10 per laptop delivered through your links, once approved	Get your links

Digital Store prices: Success Starter Bundle US$29, Sales & Inventory Manager US$19, Business Plan Template US$9, Monthly Budget Planner US$5, Debt Payoff & Savings Tracker US$5, CV & Cover Letter Pack US$5, 90-Day Goal Planner US$4.

4. Channel plan

Channel	Content	Cadence	Measure
Website & Ask TX Wealth	Programmes, prices, policies, help answers, coupon links	Always on	Sign-ups, paid activations
WhatsApp & email	Invitations, course reminders, store picks, payout stories (with consent)	1–2 a week	Clicks, replies, activations
Social media	Short lessons, certificate wins, tool demos, laptop arrivals	3–5 a week	Saves, shares, link clicks
Live sessions	Free masterclasses from course content	2 a month	Attendance → membership
Member sharing	Referral link and QR, store and shop links, Share button	Ongoing	Referred sign-ups and sales
Partners	Affiliate Center enrolment, group training offers	Monthly outreach	Approved partners

5. Ninety-day campaign (November 2026 – January 2027)

1. **Weeks 1–2: "TX Wealth is live."** Announce live payments and withdrawals, refreshed policies and the new menu. Launch a limited **WELCOME** coupon (for example 20% off, 200 uses, ends 30 November).
2. **Weeks 3–4: "Learn something, build something."** One course spotlight a day; share certificate wins; run two free masterclasses that end with the coupon link.

3. **December: "Give a better start."** Gift codes for holidays and community scholarships (single-use, 100% or 50%); Digital Store bundle and laptop features for year-end; remind members to share their store and shop links.
4. **January: "Plan your year."** Budgeting, money-management and Time Management courses with the 90-Day Goal Planner and Budget Planner; invite partner companies to enrol.
5. **Every week:** review sign-ups, coupon use, sales, refunds, complaints and any misleading claims; fix copy that no longer matches the site.

6. Coupon and gift-code playbook

Use	Set-up in Admin → Coupons & gift cards	Example
Launch offer	One shared code, 10–25%, usage limit and end date	WELCOME20: 20% off, 200 uses, ends 30 Nov
Scholarships and prizes	Batch of single-use 100% gift codes	10 codes for a community competition
Package push	Shared code limited to Combined	COMBINED15: 15% off Combined only
Partner or event	Shared code with a small limit	EXPO50: 50% off, 50 uses, event week only

- Share the sign-up link from the coupon table (**wealth.tinkextra.com/join?coupon=CODE**): the code is filled in automatically.
- One code per member, used before the first payment. Bonuses are paid only on money actually paid, so a 100% code gives the sponsor nothing for that sign-up; plan promotions with that in mind.
- Never sell codes, and never present a discount as an income opportunity. Switch codes off when a campaign ends; who used each code is listed in Admin.

7. Website and membership copy

Homepage hero

> **Learn. Connect. Create possibility.**
>
> Build skills, put ideas to work and grow your community, with one TX Wealth account. Join from any country, at any age, from any walk of life.
>
> Buttons: Become a member · Explore the platform

Membership

> **Standard, US$150.** All 20 courses with certificates, your referral link and QR code, your board journey and your earnings ledger. Pay in instalments from US$50; your membership starts as soon as US$50 is confirmed.
>
> **Combined, US$270.** Our recommended expanded package.
>
> Pay by card, or by mobile money through Paystack. Have a coupon or gift code? Enter it when you join.

Withdrawals line

> Withdraw approved earnings to mobile money or a bank in Ghana, or to your own bank abroad through Stripe. The fee and the amount you receive are shown before you confirm; after your first withdrawal is checked, most are paid automatically within minutes.

Required disclosure (use with any earning mention)

> Earnings are not guaranteed. They depend on eligibility, verified activity and approval, and may be reversed after a refund. TX Wealth is a learning and commerce platform, not an investment.

8. Courses, store and laptop copy

Courses

> 20 short, practical courses, from Budgeting and Business Accounting to AI Prompt Engineering, Excel and Public Speaking. Each ends with a 10-question exam (70% to pass, retakes allowed) and a certificate anyone can verify online.

TX Digital Store

> Stop starting from a blank page. Ready-to-use Excel and Word tools for your business and your money: Sales & Inventory Manager, Business Plan Template, Budget Planner, Debt Payoff & Savings Tracker, CV & Cover Letter Pack and 90-Day Goal Planner. Pay once, download instantly.

TX Laptops & Computers

> Quality new and refurbished laptops, tested and backed by a TX Wealth warranty. Delivery or pickup; pay online or on delivery. Tap Notify me for models arriving soon.

9. Social media copy bank

Live launch

> TX Wealth is live. Learn practical skills, earn certificates you can share, shop useful tools and grow your community, all from one account. Join from anywhere: [LINK]
>
> Earnings are not guaranteed; see the plan before you join.

Certificate win

> Another certificate earned! [NAME] just passed Business Accounting Basics on TX Wealth. Short lessons, a real action plan and a certificate anyone can verify. Start your first course: [LINK]
>
> (Share only with the member's permission.)

Store tool

> Still tracking stock in a notebook? The TX Sales & Inventory Manager does the maths for you: stock levels, sales and profit in one Excel file. US$19, instant download: [STORE LINK]

Gift code season

> Give someone a better start this season. TX Wealth gift codes cover part or all of a membership: courses, certificates and community in one account. Ask us about gift codes for your team, church or school.

10. Invitation templates for members

Short WhatsApp message

> Hi [NAME], I'm learning with TX Wealth: short practical courses with certificates, plus useful business tools. If you'd like to look, here's my link: [REFERRAL LINK]. Please read the plan and terms first; there is a membership fee and earnings aren't guaranteed.

With a coupon

> Hi [NAME], TX Wealth has a welcome offer at the moment: [X]% off membership with code [CODE]. This link fills the code in for you: [REFERRAL LINK]&coupon=[CODE]. Take a look at the courses first and see if it fits you.

Professional

> TX Wealth offers short courses in personal development, business, management, investment education and applied AI, with exams and verifiable certificates, plus practical business tools. You can review the packages and register through my link: [REFERRAL LINK]. Please read the Terms and the Refund Policy before joining.

Members copy their referral link from the portal (Copy referral link, or Share link on a phone). The person joining must create their own account.

11. Email campaigns

Subject: Your TX Wealth account is ready to grow

> Your member workspace now brings courses, certificates, the Digital Store, laptops, your board and your earnings into one place. Use the menu (or press Ctrl+K) to find anything quickly. Button: Open my workspace

Subject: Plan your next 90 days

> A goal without a plan is a wish. Take the Time Management course, then use the TX 90-Day Goal Planner to turn it into weekly steps. Button: Start learning

Subject: How withdrawals work

> Approved earnings can be withdrawn to mobile money or a bank in Ghana, or to your bank abroad through Stripe. You see the fee and the amount you receive before you confirm, and we email you when it's paid. Earnings depend on verified activity and approval. Button: See my earnings

12. Sales conversation guide

1. Ask about the person's goals: skills, business, career or community.
2. Show the courses, tools or products that match; explain what is included today.
3. Give the price in US dollars and say that checkout shows the exact amount (cedis via Paystack, or card via Stripe) before payment.
4. If they ask about earning: explain that rewards depend on verified activity and approval, that rewards from a payment can be withdrawn 14 days after it (the refund window), show the Compensation Plan, and never promise amounts.
5. Point them to the Terms, Refund Policy (14-day membership refund before passing an exam) and Privacy Policy.
6. Send your personal link; they register with their own account and email.

13. Claims guardrails

Avoid	Say instead
"Guaranteed income" / "passive income"	"Earnings depend on verified activity and approval; nothing is guaranteed."
"Recruit two and get paid"	"Introducing someone does not by itself create an earning."
"Investment opportunity" / "grow your money"	"A membership-based learning and commerce platform."
"Save with Ant Susu"	"Ant Susu is planned and will launch only with a licensed partner."
"Everyone earns" / income screenshots	"Results vary with effort, skills and circumstances."
"Instant withdrawals" / "guaranteed same-day cash"	"After your first checked withdrawal, most withdrawals are paid automatically within minutes; larger ones are checked first."
"Free money with this code"	"[X]% off your TX Wealth membership."

14. What to measure

Measure	Where to find it
Sign-ups, activations and revenue	Admin → Overview
Coupon use and who redeemed codes	Admin → Payments & savings → Coupons & gift cards
Store and shop sales through member links	Admin → Payments & savings → referral commissions
Course completions and certificates	Admin → Overview (Certificates issued)
Withdrawal volume and fees	Admin → Payments & savings → payouts
Refunds, complaints and misleading claims	Support emails and Ask TX Wealth enquiries

Measure	Where to find it
Email delivery	Admin → Emails

15. Approval workflow

1. Draft the post or message from this library.
2. Check every fact (price, fee, rate, feature) against the live website.
3. Check earnings, savings and investment wording against the guardrails.
4. The owner approves; keep the final version with its date.
5. When prices, rates or features change, update or withdraw affected copy.