



# REGIONAL AMBASSADOR APPLICATION FORM

## TAKE THE FIRST STEP TOWARDS BECOMING YOUR OWN BOSS!

To apply, please complete the below form and send by email to: [ambassadors@ridiculouslyrichbyalana.co.uk](mailto:ambassadors@ridiculouslyrichbyalana.co.uk) or send a printed copy to our address.

FAO Alana Spencer  
Ambassador Recruitment  
Carreg Lwyd,  
Llanbadarn Road,  
Aberystwyth,  
SY23 1HB

## WE MAKE YOUR CAREER A PIECE OF CAKE

As an ambassador you'll be given everything you need to start building your business. You will get your own region, a complete ambassador pack including everything handy to set up your stall and full training from Alana and the team. Most importantly, we bake your cakes fresh to order and delivery them straight to your door.

Food Festivals, Family Fun Day's, Carnivals, Agricultural Shows, Street Food Festivals, Animal Shows, Pop-Up Stalls at Offices, Local Farmers Markets, Music Festivals... Just the tip of the iceberg of the events you can attend and sell stacks of delicious cake!

Sign up Independent or National Retailers, Cater for Weddings, Parties or Corporate Events, Start Subscriptions ... the list of opportunities are endless! *(Please see the Become an Ambassador page on our website for full details of how you can grow your business as an Ambassador)*

No previous sales or business experience necessary, we give you all the training and assistance you will need.

## WHAT IT COSTS

Becoming an Ambassador costs a one off fee of £1,000. (Plus VAT)

You will also need another £1,000 (approx.) to book your first events and order your first batch of stock.

## WHAT DO I GET FOR MY MONEY?

- Full training and support from Alana and the team throughout your journey
- A full set-up for your events, including samples of the core range of cakes
- Limited license to use branded material and intellectual property owned by Ridiculously Rich
- Marketing materials for deli / café sales
- Ambassador Page on our website to manage your customers
- Handy sales tips from Lord Sugar and Alana Spencer
- Social media plugs – we want to help make your business a success, and through Alana's 50 thousand Twitter followers (and Lord Sugar's 5 million plus), we will let the nation know where you're going to be each week
- Product innovation – we will regularly bring out new special products for Ambassadors to keep things fresh.
- REPUTATION – knowledge that Lord Sugar's name is associated with your business, and the advantage that the business was launched to an audience of 5 million plus

## WHAT YOU WILL NEED

- A car / van (Alana ran her business out of her Skoda Fabia for the first 5 years, so it doesn't need to be all that big!)

## TIMELINE FOR INITIAL APPLICATION PROCESS

Applications for our Ambassador positions are always open! Simply complete and return the Ambassador Application form to be reviewed. If your application is successful, you will be invited to have a Skype interview with Alana and her Team. If you are then offered an Ambassador position, you will be guided on the full training process and ready to start your business!

*Please provide a picture with your application*

*\*\*interview and training days may be subject to change\*\**

*\*\*please note due to high volumes of applicants only successful applicants will be notified\*\**

First Name:		Surname:			
Address:		Telephone:			
		Email:			
		Today's Date:			
Age Group:	Under 18 <input type="checkbox"/>	18-25 <input type="checkbox"/>	26-40 <input type="checkbox"/>	41-54 <input type="checkbox"/>	Over 55 <input type="checkbox"/>

In what area would you like to be an Ambassador? (please list in order of preference)			
What do you currently do for a living?			
Do you have any experience of being self-employed?	Yes	No	
Do you have previous sales experience?	Yes	No	
Have you explored any other franchise opportunities?	Yes	No	

Why would you like to become a Ridiculously Rich Ambassador?

As an Ambassador there are a number of sales avenues you can pursue and we welcome Ambassadors with any goals. Below are just a few options, please number them 1 to 6, 1 being your main goal.

Big Glossy Events i.e. large food festivals <input type="checkbox"/>	Local Food Events i.e. carnivals, farmers markets <input type="checkbox"/>	Signing up Independent Retailers i.e. coffee shops, deli's <input type="checkbox"/>	Signing Up National Wholesalers i.e. stores with multiple locations <input type="checkbox"/>
Pop Up Office Events <input type="checkbox"/>	Weddings & Parties <input type="checkbox"/>	Direct Sales i.e. selling gift boxes direct to customers <input type="checkbox"/>	Employing Staff to help run your business <input type="checkbox"/>

Have you tried the Ridiculously Rich Range? If so which was your favourite and why?

How did you hear about the Ambassador Role?			
At an Event <input type="checkbox"/>	Another Ambassador <input type="checkbox"/>	Word Of Mouth <input type="checkbox"/>	
Social Media <input type="checkbox"/>	Ridiculously Rich Website <input type="checkbox"/>	Other <input type="checkbox"/>	

**Please return to [ambassadors@ridiculouslyrichbyalana.co.uk](mailto:ambassadors@ridiculouslyrichbyalana.co.uk) with a picture and copy of your CV.  
Thank you for applying, we will be in touch soon!**