



# 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 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 Alana Spencer and her team
- Social media plugs – we want to help make your business a success, and through Alana's 50 thousand Twitter followers 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 the much loved BBC Apprentice 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\*\**

