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§ PTD CLUB

CLUB REFERRALS

Bring someone in, keep 80% of their dues, every month they stay.

STATUS	READ	COLOUR
canonical	5 min	amber

PAYTHEDOLLS.COM • /DOCS/CLUB-REFERRAL

A DØLL brings someone into the CLUB. The member says her name at checkout. She earns **80% of what that member pays**, every cycle they stay. Not a signup bounty that pays once.

THE CODE

Your code is a name, not a hash: 3 to 14 characters, letters and numbers, claimed once and yours after that. `zoe`, `Zoe` and `@zoe` all resolve to `Z0E`, because the whole program rests on someone typing a name from memory.

It travels three ways. **Your link**, `paythedolls.com/club/<code>`, which remembers you for 30 days and fills the field in for them. **The field itself** on the join sheet, for when someone heard your name out loud. And the **discount box** at checkout, which we accept because people will use it anyway, but which only ever attributes the first payment.

House and platform names are held back. A code is a signature on someone's order, and "referred by PAY THE DØLLS" is not true of anybody. The same list blocks the machine words, because a code becomes a URL segment.

WHAT HAPPENS AT CHECKOUT

The name is captured on our join sheet, before the hand-off, and rides into Shopify as a **line-item property** on the subscription line. It prints under the product at checkout, on the confirmation and on the order:

```
PAY THE DØLLS CLUB          $5.00
DL · MONTHLY
Referred by · ZOE
SUBSCRIPTION · $5.00 EVERY MONTH
```

The buyer seeing it is the point. Attribution here is a statement, not a tracking pixel, which is also why it cannot be gamed by last-touch link stuffing.

Alongside the visible line ride three hidden ones. A key beginning with an underscore is machine-only and never shown: `_ref_code`, `_ref_at` and `_ref_src`, which records whether the name arrived by link, by field, or typed. All four, on the order and on everything the order becomes:

```
ptd ~ % inspect order #PTD-10482
```

```
line   PTD-DL-M0 · sellingPlan club-monthly
```

```
attr   Referred by · ZOE
```

```
SHOWN TO THE MEMBER
```

```
attr   _ref_code   ZOE
```

```
attr   _ref_at     2026-08-06T18:22:11Z
```

```
attr   _ref_src    link
```

```
LINK · FIELD · TYPED
```

```
ptd ~ % inspect contract
```

```
lines[0].customAttributes  copied at creation
```

```
→ every renewal order carries them forward
```

```
ptd ~ % inspect customer
```

```
ptd.referred_by  ZOE
```

```
THE BACKSTOP
```

```
ptd.ref_locked   true
```

```
→ survives a rebuilt contract, a tier change, a rejoin
```

WHY IT SURVIVES MONTH TWO

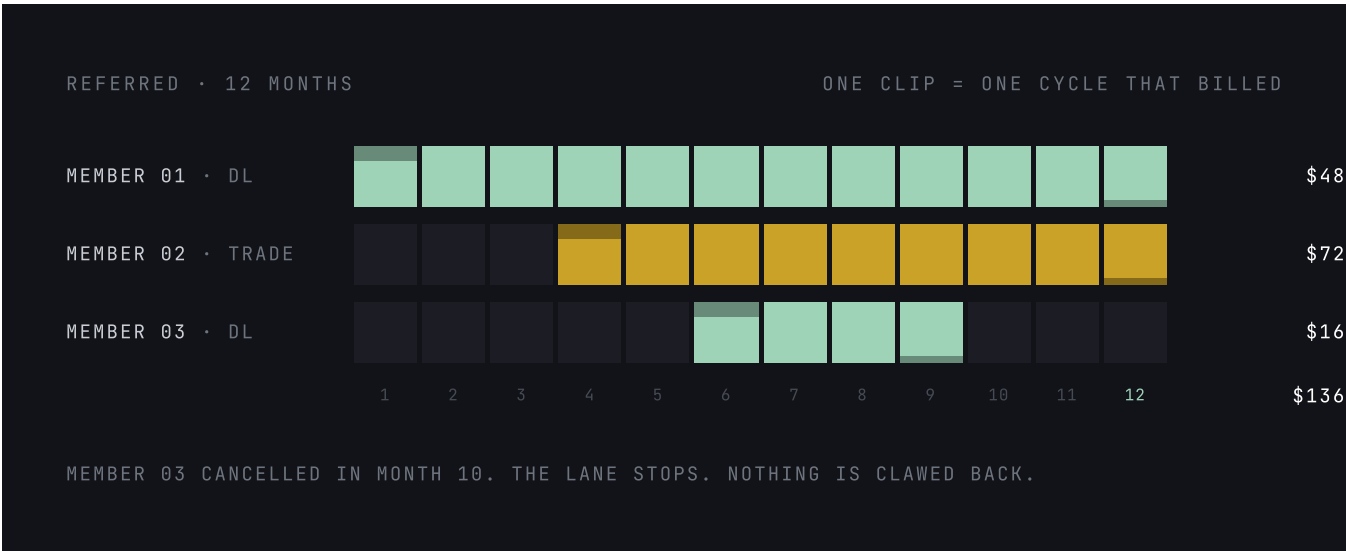
Shopify copies a subscription line's attributes onto the **subscription contract**, and every renewal order it raises carries them forward. So the attribution repeats without anyone re-entering anything and without us tracking the member.

A second record is written on the customer on the first paid order, as a backstop for a rebuilt contract, a tier change, or someone who lapses and comes back. Either mechanism alone has a hole.

This is why a discount code is not the rail. A code entered in Shopify's discount box applies to one order, is not carried onto the contract, and has to discount something. A CLUB referral does not change the member's price. The [merch affiliate programme \(paythedolls.com/docs/affiliates\)](https://paythedolls.com/docs/affiliates) uses real discount codes and works differently for exactly that reason.

WHAT THAT BUYS YOU

A bar is a month, a clip is a cycle that billed. The reason the attribution has to survive a renewal is the whole shape of this picture: the work happens once, on the left edge, and the payment does not.



THE RATE

80% of the dues, **after the member's own store credit comes off**. The upper rungs hand a member credit back every month; taking the referral on the gross instead would mean paying out more than the membership brings in. This keeps the same rate on every rung rather than a smaller one on all of them.

TIER	THEY PAY	THEIR CREDIT	TAKEN ON	YOURS, MONTHLY
 DL	\$5	—	\$5	\$4
 TRADE	\$25	\$15	\$10	\$8
 CHASER	\$100	\$75	\$25	\$20
 DL+	\$10	\$5	\$5	\$4
 TRADE PRO	\$50	\$35	\$15	\$12
 CHASER MAX	\$500	\$250	\$250	\$200

Quarterly and annual cycles net out that many months of credit and pay the same 80% of what is left. Prices and credit live on [the tier board \(paythedolls.com/docs/club-tiers\)](https://paythedolls.com/docs/club-tiers) and are not restated here.

GETTING PAID

- **Every earning holds for 30 days** before it is payable, which is the refund and chargeback window. A refunded cycle reverses; a paid one is never clawed back.
- **They cancel, the lane ends.** No penalty and no balance owed.
- **It is income, not store credit.** A W-9 before the first payout and a 1099-NEC above \$600 in a calendar year. One DL member who stays a year is \$48, so this arrives sooner than people expect. Nothing here is tax advice.
- **Payouts are run by hand.** See [Getting paid \(paythedolls.com/docs/payouts\)](https://paythedolls.com/docs/payouts) for the general shape of how money leaves the platform.

THE RULES

- **No referring yourself.** Your own code on your own membership does not qualify.

- **Disclose it.** Saying you are paid for this is a legal requirement in most places.
- **No coupon aggregators.** It is a name you give people, not a discount to scrape, and it changes nobody's price.
- **No paid search on our own terms.** Bidding on the brand name to intercept traffic that was already ours pays nothing.

STATUS

Live: claiming a code, the link, and attribution at checkout. **Not built:** the earnings ledger, the self-serve dashboard and automated payouts. Until they exist your figures come from us, and you should ask if a number looks wrong.

Codes are confirmed by hand, within 3 business days. Nothing is live until that reply lands, so hold the announcement until it does.

next question?