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ENSOLANKA GLOBAL AMBASSADOR PROGRAM

The Global Ambassador's Playbook

Promoting the Sri Lankan Lifestyle:
A Guide to Purpose and Profit

Premium Ambassador Handbook

Purpose • Trust • Sri Lankan Lifestyle • Professional Income



ENSOLANKA

FIELD GUIDE OVERVIEW

What This Playbook Gives You

This premium edition preserves the full ambassador playbook content and presents it in a clear, professional format for training, promotion, and daily reference.

Part 1: The Mission & The Motherland

- The Vision: Why we don't just "visit" Sri Lanka-we live it.
- The Ambassador's Pride: How you can help your country's economy while building a professional income stream.
- A Message from the CEO: Our commitment to the "Executive Welcome" and guest safety.

Part 2: Identifying the "Pain Points" (The Problem we Solve)

- The Foreigner's Fear: Why people hesitate to move (Scams, the "Foreigner Tax," loneliness, and bureaucracy).
- The Ensolanka Solution: How our Triple Transition Framework (Physical, Operational, Emotional) creates a "Security Blanket" for every guest.
- Reliability & Trust: Our registered US entity (Ensolanka LLC) and our local Sri Lankan infrastructure.

Part 3: The Target Audience (Who are you looking for?)

- The Remote Professional: Working from a villa instead of a cubicle.
- The "Resident Guest" Retiree: Living like a King on a modest pension.
- The Slow Traveler: Those who want to spend 3-6 months truly knowing the culture.
- The Compassion Seeker: Foreigners looking for sincere, long-term relationships in a respectful environment.

Part 4: Your Marketing Toolkit (The Weapons of Promotion)

- The Digital Arsenal: Using your unique Affiliate Link and QR codes effectively.
- The "Offline" Advantage: How to use your personalized QR Business Cards (Type A: Name/Contact, Type B: Corporate Logo).
- The Multilingual PDF Library: Leveraging brochures in English, German, French, Spanish, Chinese, Japanese, and more.
- Video Assets: How to share cinematic lifestyle videos to trigger "Tropical FOMO" (Fear Of Missing Out).

Part 5: The Strategic Pitch (How to Talk About Ensolanka)

- The "Price Comparison" Hook: Comparing the cost of a London studio to a Galle villa.
- The "Airport Welcome" Closer: Highlighting the personal greeting by the CEO as the ultimate trust builder.
- The "Asset-Light" Move: Explaining furniture rentals and the Digital Nomad Visa Concierge.

Part 6: Tracking Your Success (The Dashboard)

- Transparency First: How to track your referrals from "Signup" to "Confirmed Guest."
- The Digital Wallet: Understanding your earnings (Confirmation Fee + Service Fee Commission).
- Payouts: How and when you get paid for your successful introductions.

Part 7: Best Practices & Ethics

- Sincerity over Sales: Why being a "helper" earns more than being a "salesman."
- Compliance: How to represent Sri Lanka with dignity and honesty.





Part 1: The Mission & The Motherland

The Vision: Beyond the Tourist Trail-Why We Live It

For decades, the world has seen Sri Lanka through a camera lens: a 10-day trip to see a few temples, a beach, and an elephant. But we know the truth. The real magic of Sri Lanka isn't found in a frantic tour bus; it's found in the slow rhythm of island life. Our vision is to move the world from "visiting" Sri Lanka to "living" it. We are opening the doors for Digital Nomads, remote workers, and retirees to settle into our culture, contribute to our communities, and discover a lifestyle where nature and modern work coexist.

The Philosophy: We don't want guests to just see the sunset; we want them to wake up to the sound of the Indian Ocean every morning as part of their daily routine.

The Ambassador's Pride: Prosperity for You and Your Country

As an Ensolanka Global Ambassador, you are doing something much bigger than marketing. You are an Economic Architect for our motherland.

Fueling the Economy: Every guest you introduce brings valuable foreign exchange into Sri Lanka. This supports local landlords, service assistants, drivers, and small business owners directly at the grassroots level.

A Professional Income Stream: We believe in fair rewards for your influence. By connecting the right people to our platform, you earn a high-tier commission.

The Math of Success: With a 20% commission rate, referring just 5 guests a month to the Comfort Package earns you \$850. Refer 10 guests to the Luxury Package, and you generate \$2,600 in a single month.

Pride in Representation: Whether you are a student in London, a professional in Dubai, or a traveler who fell in love with the island, you can now talk about Sri Lanka with a professional purpose. You aren't just telling people "Sri Lanka is beautiful"-you are giving them a verified, safe, and structured path to move there.

A Message from the CEO: Our Commitment to Your Referrals

"When you share your affiliate link, you are putting your reputation on the line. I take that responsibility personally." - Wasantha Jayathunge, Founder & CEO

With over 25 years of experience in system solutions and business consultancy, I have built Ensolanka LLC to be a bridge of absolute trust. When your referred guest arrives, they are not met by a random driver or a faceless agency.

Our Executive Promise:

The Personal Welcome: My secretary and I personally meet every confirmed guest at the airport arrivals gate. We want their first experience in Sri Lanka to be one of total security and professional warmth.

Safety & Soundness: We handle the "Physical, Operational, and Emotional" transitions. From verifying properties to vetting local assistants and social matches, we ensure your referrals are

protected from the 'foreigner tax' and local scams.

Hassle-Free Transition: We take care of the Digital Nomad Visa logistics and the home setup.

When you introduce someone to Ensolanka, you can be 100% confident that they are entering an ecosystem where their safety and comfort are our highest priority. Your pride in our motherland is matched by our commitment to excellence.



Part 2: Identifying the "Pain Points"

The Foreigner's Fear: Why They Hesitate

When you speak to a potential guest, you are speaking to someone who likely has four major concerns. If you can address these before they even ask, you have already won their trust.

The "Ghost" of the Foreigner Tax: Foreigners are terrified of being overcharged. They worry that a house worth \$300 will be quoted to them at \$900 just because of their passport.

The Scams & Fake Listings: In a world of filtered photos, guests fear arriving at a "luxury villa" only to find a construction site or a property that doesn't exist.

The Bureaucratic Maze: Visas, bank accounts, and local regulations feel like an impossible mountain to climb without speaking the local language or knowing the "system."

The Expat Loneliness: The fear that they will be "stuck" in paradise with no friends, no community, and no meaningful social life.

The Ensolanka Solution: The "Security Blanket"

We don't just give them a website; we give them the Triple Transition Framework. This is your primary selling tool. Explain to your prospects that Ensolanka handles the three most stressful parts of moving:

Physical Transition (The Rental App): We are their eyes on the ground. We verify every property to ensure the photos match reality and the price is fair. We solve the "empty house" problem with our professional furniture rental tiers.

Operational Transition (The Service App): We are their local "Operating System." We handle the Digital Nomad Visa, the airport welcome, and the hiring of vetted assistants. We turn the "bureaucratic maze" into a straight line.

Emotional Transition (The Dating App): We provide a safe, respectful, and verified path to social integration. Whether they seek a life partner or genuine companionship, they aren't left alone.

Reliability & Trust: The "Best of Both Worlds"

One of the strongest points you can share with a prospect is our unique business structure. It provides the legal safety of the West with the local power of the East.

US-Registered Legal Safety: Ensolanka LLC is a registered entity in Wyoming, USA. For a guest, this means they are dealing with a company that operates under transparent, international business standards. Their payments (via Stripe) are secure, and their contracts are professional.



Local Sri Lankan Infrastructure: We aren't a faceless tech company in a distant country. We have a physical team, a leadership presence, and a deep network of service partners across the island.

The Executive Guarantee: Remind your prospects that the CEO personally oversees the "Executive Welcome." We aren't just an app; we are a dedicated team of people who are physically there to catch them when they land.

Ambassador Tip: The "What If" Close

When a prospect expresses doubt, ask them: "What if you had a team waiting for you at the airport, a pre-verified home with furniture already inside, and a local assistant to handle the bills? Wouldn't that make the move easy?" > When they say Yes, share your QR code.

Earning Potential Recap

Remember, your commission is a reflection of the value you provide by solving these problems.

Startup Package: You earn \$110 for solving a minimalist's move.

Luxury Package: You earn \$260 for facilitating a high-end relocation.



Part 3: The Target Audience (Who Are You Looking For?)

To be a top-tier Global Ambassador, you must learn to "spot the need" before you ever make a pitch. Success comes from matching the right person to the right package. You aren't looking for tourists; you are looking for Resident Guests-people ready for a deep, life-enhancing change.

1. The Remote Professional: "Trade the Cubicle for a Villa"

These are the Digital Nomads and high-income tech workers. They are often burnt out by high Western rents, grey winters, and a lack of "life" in their work-life balance.

The Problem: Paying \$2,000+ for a tiny studio in a cold city with zero inspiration.

The Ensolanka Answer: The Purchasing Power Upgrade. Tell them: "In Sri Lanka, your \$2,000 budget doesn't just pay rent; it pays for a villa, a private driver, and 5G internet by the beach."

The Perfect Match: Premium Package (\$2,000/mo). They need a "work-ready" sanctuary with dual-backup fiber internet and a professional home office.

Your Earning: \$220.00 per guest.

2. The "Resident Guest" Retiree: "Living Like a King on a Pension"

These are seniors in Europe, the UK, or North America who find that their fixed pensions aren't enough to afford a dignified, high-quality life back home.

The Problem: Fixed income vs. rising costs of healthcare and domestic support.

The Ensolanka Answer: The Arthur C. Clarke Legacy. Tell them: "You can live in a land of eternal summer where you can afford full-time domestic help, a private driver, and a beautiful estate for

a fraction of your current expenses."

The Perfect Match: Luxury Package (\$3,000/mo). They want a spacious home, a dedicated driver, and a housekeeper to ensure a life of total comfort.

Your Earning: \$260.00 per guest.

3. The Slow Traveler: "3-6 Months of True Immersion"

These are creative freelancers or students who are tired of "surface-level" tourism and want to stay long enough to learn the soul of the island.

The Problem: Short-term rentals are too expensive, and "furnished" apartments are often poor quality or scams.

The Ensolanka Answer: The Asset-Light Infrastructure. Tell them: "Don't just visit; stay. We handle your 1-year visa, provide verified housing, and rent you premium furniture so you don't have to buy anything permanent."

The Perfect Match: Startup (\$500/mo) or Comfort (\$1,000/mo) Packages.

Your Earning: \$110.00 to \$170.00 per guest.

4. The Compassion Seeker: "A Serious Connection in a Safe Space"

Foreigners who have a deep respect for Sri Lankan culture and are looking for sincere, long-term relationships or marriage-oriented introductions.

The Problem: Mainstream dating apps are filled with scams, superficiality, and "tourist hunters."

The Ensolanka Answer: The Mutual Interest Protocol. Tell them: "We offer a verified social space for serious introductions. No one sees your contact details unless there is mutual respect and admin approval."

The Bonus: You can introduce this as an "Emotional Anchor" to any of the lifestyle packages.

The "Ambassador's Ear": How to Spot a Prospect

Listen for these "Ice Breakers" in your daily life or online communities:

The Financial Complaint: "I'm paying so much for so little in this city."

Your Move: Share the Purchasing Power Upgrade logic.

The Security Fear: "I'd move to Asia, but I'm afraid of being scammed or overcharged."

Your Move: Highlight the Executive Welcome and our US-Registered Transparency.

The Career Burnout: "I just need a change of scenery to get my creativity back."

Your Move: Show them the Premium Villa lifestyle videos.

Ambassador's Quick-Reference Earning Table

Persona	Best Package	Guest Pays (Min)	Your Commission
Startup Nomad	Startup (\$500)	\$100 + \$450 = \$500	\$110.00



Persona	Best Package	Guest Pays (Min)	Your Commission
Slow Traveler	Comfort (\$1000)	\$100 + \$750 = \$850	\$170.00
Remote Pro	Premium (\$2000)	\$100 + \$1000 = \$1100	\$220.00
Elite Retiree	Luxury (\$3000)	\$100 + \$1200 = \$1300	\$260.00

Ambassador Strategy: If you refer just 5 guests a month to the Comfort Package, you generate \$850 in professional income. If you target 10 Luxury Guests, you earn \$2,600-all while helping people discover the best version of our motherland.



Part 4: Your Marketing Toolkit (The Weapons of Promotion)

1. The Digital Arsenal: Specialized Tracking Links

Your digital tools are the "trackers" that ensure every guest or partner you introduce is credited to your account. We provide eight specialized landing pages designed to convert different types of interest into confirmed earnings.

Your Primary Promotional Links:

Home Page & Foreigner Signup: For general interest and immediate guest registration.

About Sri Lanka & Digital Nomad Visa: For travelers exploring the island's beauty or seeking legal residency pathways.

Packages: For prospects ready to choose between Startup, Comfort, Premium, or Luxury tiers.

Rentals: For local property owners or guests seeking specific housing options.

Dating Services: For those looking for sincere, vetted local connections.

Assistants & Partners: For local job seekers aiming to work with international guests.

2. The "Offline" Advantage: Unified Professional Business Cards

Face-to-face networking at cafés, conferences, or social hubs is often your highest-converting channel. We now provide a Unified Global Ambassador Business Card designed to build immediate trust and corporate authority.

The Card Design & Identity:

Official Branding: Features the Ensolanka Logo and company name, identifying you as an authorized representative.

Your Title: Your card clearly displays your name and official title: Ensolanka Global Ambassador.

Direct Contact: Includes your WhatsApp/Phone number and Email to handle prospect inquiries personally.



Customizable QR Codes: You can now generate a card for any of the eight promotional links listed above. The QR code automatically embeds your unique affiliate tracking code, ensuring you get your 20% commission for every successful referral.

Ambassador Pro-Tip: Carry multiple versions of your card. Use a card with the Rental QR code when meeting landlords, and use the Nomad Visa QR code when meeting remote workers at a coworking space.

3. The Multilingual PDF Library: Your Global Voice

Our library of high-quality Marketing Dossiers does the talking for you in the guest's native language, showing a level of professionalism that generic agencies lack.

Available Languages: English, German, French, Spanish, Italian, Hindi, Chinese, Japanese, and more.

The Strategy: If you meet someone from France, send them the French PDF. It explains the 2026 Digital Nomad Visa and the "Executive Welcome" personally overseen by the CEO, Wasantha Jayathunge.

4. Video Assets: Triggering "Tropical FOMO"

Human beings are visual creatures. We provide cinematic, short-form videos designed to trigger FOMO (Fear Of Missing Out).

The Content: Showcases "Bawa-style" villas, the mountains of Ella, and high-speed ocean-side workspaces.

The Psychological Hook: These videos highlight the reality of living in paradise, including the personal security of being met at the airport by the Ensolanka team.

How to Share: Use these as "reels" or "shorts". Always add your specific affiliate link in the description or bio so viewers can scan and view current pricing instantly.

Ambassador Strategy: The "Double-Tap" Method

The Hook: Share a cinematic Video on social media to grab attention.

The Information: When someone asks "How?", send them the Multilingual PDF specific to their country.

The Closer: Give them your Global Ambassador Business Card with the QR code most relevant to their needs (e.g., Visa information or Package listings).

Toolkit Checklist (Available in your Dashboard)

- Custom Business Card Generator: Select any of the 8 landing pages and generate a print-ready PDF with your tracking QR.
- Dynamic QR Code Hub: Download high-resolution codes for all promotional links.
- Multilingual Brochure Library: Direct download links for global distribution.
- Cinematic Video Library: High-impact assets optimized for social media.



Part 5: The Strategic Pitch (The Art of the Conversation)

1. The "Price Comparison" Hook (The Opener)

The Goal: To disrupt their financial stress and show them the Purchasing Power Upgrade.

Don't just say Sri Lanka is cheap. Use a specific, "shocking" comparison.

The Pitch: "I noticed you're paying \$2,500 for that studio apartment in the city. Did you know that for the same \$2,500 in Sri Lanka, you could live in a 4-bedroom colonial villa with a private pool, have a personal chef, and a full-time driver-and still have \$500 left over for savings?"

Why it works: It turns their current "expense" into a potential "luxury." You aren't asking them to spend money; you are showing them how to reallocate what they are already spending to live a 10x better life.

2. The "Asset-Light" Move (The Problem Solver)

The Goal: To remove the "too much work" excuse.

Many people want to move but are terrified of shipping furniture or dealing with visas.

The Pitch: "Most people think moving to Asia means a year of paperwork and shipping containers. With Ensolanka, you just bring your suitcase. We handle the Digital Nomad Visa through our direct concierge service. And for your home? Don't buy or ship anything. We provide 'Bespoke Furniture Rentals'-your house is fully styled and ready 48 hours before you even land."

Why it works: It makes the move feel "light." You are positioning Ensolanka as the Operational System that does all the heavy lifting.

3. The "Airport Welcome" Closer (The Trust Builder)

The Goal: To eliminate the "Safety Fear" and seal the deal.

This is your strongest weapon. It proves we aren't just an app or a faceless agency.

The Pitch: "The best part is that you aren't doing this alone. When you walk out of the airport in Colombo, the CEO of the company and his secretary will be standing there to greet you personally. They don't just send a taxi; they welcome you as a 'Resident Guest' and ensure your first 24 hours are safe, connected, and stress-free."

Why it works: It provides Human Accountability. In a world of digital scams, the promise of a personal executive greeting is the ultimate psychological "safety net."

Ambassador "Script" Templates

If they are worried about money:

"You don't need to be a millionaire to live like one. If you can show a remote income of \$2,000, Sri Lanka will give you a lifestyle that costs \$10,000 in Europe. Let me send you the Price Comparison PDF."

If they are worried about safety:

"I understand. That's why I recommend Ensolanka. They are a US-registered company, and the leadership team actually meets you at the airport. It's a 'Verified' ecosystem-everything from the



house to the driver is vetted before you arrive."

If they are worried about logistics:

"Just bring your laptop. We handle the 1-year visa and the home setup. It's an 'Asset-Light' move. You can be fully settled in a premium villa in less than 30 days."

Ambassador Strategy: "The 20% Incentive"

Always keep the math in your mind. Every time you successfully use these hooks to close a Premium guest, you are adding \$220 to your Digital Wallet. If they go Luxury, that's \$260.

Your strategic pitch is the bridge between their "Dream" and our "Motherland." Use it with pride!



Part 6: Tracking Your Success (The Dashboard)

1. Transparency First: The Referral Journey

The Affiliate Partner Center is designed to provide "Live Status" updates for every guest you introduce. Your dashboard displays a clear breakdown of your network's progress through three definitive stages:

Signed Up: The guest has created a free profile using your unique link or QR code. You can view their name, country, and contact details in your Referred Guests table.

Confirmed: The guest has paid the \$100 Confirmation Fee. At this stage, your first \$20 commission moves to "Earned Commission".

Paid / Completed: The guest has arrived in Sri Lanka and settled their One-Time Service Fee. This triggers your major commission, ranging from \$90 to \$240 depending on the package.

2. The Digital Wallet: Understanding Your Earnings

Your dashboard automatically calculates your income across four real-time categories to help you forecast your monthly revenue:

Possible Future Earnings: A projection of potential income based on the packages your referred guests have expressed interest in.

Pending Commission: Commissions currently awaiting final guest payment confirmation.

Earned Commission: Confirmed earnings that have successfully passed the verification process.

Available Balance: The total amount currently ready for a payout request.

Earning Structure per Guest (20% Commission)

Package Tier	Confirmation Comm (20%)	Service Fee Comm (20%)	Total Earning / Guest
Startup	\$20.00	\$90.00	\$110.00



Package Tier	Confirmation Comm (20%)	Service Fee Comm (20%)	Total Earning / Guest
Comfort	\$20.00	\$150.00	\$170.00
Premium	\$20.00	\$200.00	\$220.00
Luxury	\$20.00	\$240.00	\$260.00

3. Payouts: Turning Credits into Cash

Ensolanka utilizes a streamlined payout process to ensure you are rewarded promptly for your professional contributions to the Sri Lankan economy.

Requesting a Payout: Simply use the Request Payout panel on your dashboard. Enter the amount in USD you wish to withdraw from your "Available Balance" and click Submit Payout Request.

Verification: To protect the Ensolanka brand identity and ensure ecosystem security, all payouts undergo a brief admin review to verify that guest payments are fully settled.

Payment Methods: Payouts are handled through the Stripe ecosystem or direct bank transfers, supporting both local and international Global Ambassadors.

4. Promotional Tools: The Business Card Generator

A unique feature of your dashboard is the Business Card Generator, which allows you to create physical marketing assets for any of the eight main promotional links.

Customization: Choose a destination link (such as the Digital Nomad Visa page or Dating Services) to generate a professional card.

Automated Tracking: Each card automatically includes your Affiliate Code and a unique QR Code.

Management: You can view, download, and track all your Existing Business Cards directly within the "Generated Business Cards" section.

Ambassador Strategy: "The Follow-Up"

Your dashboard provides the exact Guest Email and Phone Number for every referral. If you notice a guest has "Signed Up" but hasn't "Confirmed" after 48 hours, use the contact details in your Referred Guests table to offer guidance on the 2026 Digital Nomad Visa or lifestyle packages.

Dashboard Checklist

- Monitor "Possible Future Earnings" to identify your highest-value leads.
- Check "Pending Referrals" daily and follow up with guests who haven't confirmed.
- Generate a New Business Card for specific niches (e.g., Rentals vs. Personal Assistants).
- Check "Available Balance" and submit a Payout Request once your goals are met.
- Download Marketing Resources from the dashboard to share cinematic videos or multilingual brochures.



Part 7: Best Practices & Ethics

1. Sincerity Over Sales: The "Helper" Mindset

The most successful marketers in the world don't "sell"-they solve. When you approach a prospect, your goal shouldn't be to get their \$100 confirmation fee; your goal should be to help them achieve their dream of a better life.

Listen First: Ask about their current frustrations. Are they tired of the cold? Is their rent too high? Are they lonely? Once you know their "pain," you can offer the specific Ensolanka package as a solution.

Be an Advisor, Not a Billboard: Instead of spamming links, offer a consultation. Say, "I'm not a travel agent; I'm a Global Ambassador for a relocation system. Let me show you how we handle the move so you don't have to worry."

The "Trust Premium": People can sense when you are chasing a commission. However, when you act as a sincere "Helper," they will naturally trust your link. Sincerity builds a bridge that sales talk only burns down.

2. Compliance: Representing the Motherland with Dignity

You are a representative of Sri Lanka. Every message you send and every card you hand out reflects on our national image. We expect all Ambassadors to maintain the following standards:

No Hallucinations: Do not promise things we do not offer. If a guest asks about something outside our packages (e.g., "Can I get a work permit for a local company?"), be honest. Tell them the Digital Nomad Visa is for foreign income only.

Respect the Privacy Protocol: Never "stalk" or pressure leads. If they aren't ready, let them be. Use the Multilingual PDFs to let the information sit with them.

Anti-Spam Policy: Do not post your link in irrelevant comment sections or send unsolicited bulk messages. This "noise" damages the Ensolanka brand and makes your link look like a scam. Use your tools (QR cards and personal social stories) to attract quality interest.

3. The "Ambassador's Voice" (Consistency is Key)

When in doubt, always refer back to our core pillars. Your marketing should always sound like the Ensolanka Voice:

Safe: We vet everything.

Personal: The CEO meets you at the airport.

Professional: We are a US-registered LLC with local power.

Transparent: No hidden fees; just clear lifestyle tiers.

A Final Word on the Future

The 2026 Digital Nomad Visa has opened a door that was locked for decades. By becoming a Global Ambassador, you are standing at that door and welcoming the world.

Every successful referral is a win for the guest (who gets a better life), a win for you (who builds a \$2,600+ income stream), and most importantly, a win for Sri Lanka.



Your Mission Starts Now: Go to your Dashboard. Download your QR Business Cards. Study the Multilingual PDFs.

Important Note: You can now send us a request via our Corporate WhatsApp number to customize your marketing materials. Simply send us your Name and Referral Code, and we will provide you with the Multilingual PDFs of your choice, featuring your own unique Referral URL and QR Code embedded directly into the document.

Start your first "Sincere Conversation" today!

Ambassador's Final Checklist

- Ethics: Am I being a "helper" or just a "salesman"?
- Quality: Is my social media post cinematic and professional?
- Knowledge: Do I know the difference between the \$110 and \$260 commission packages?
- Pride: Am I talking about Sri Lanka with the dignity it deserves?