



**m** motivator  
Do More • Be More • Achieve More

# Partnership Opportunity Guide



## Introduction

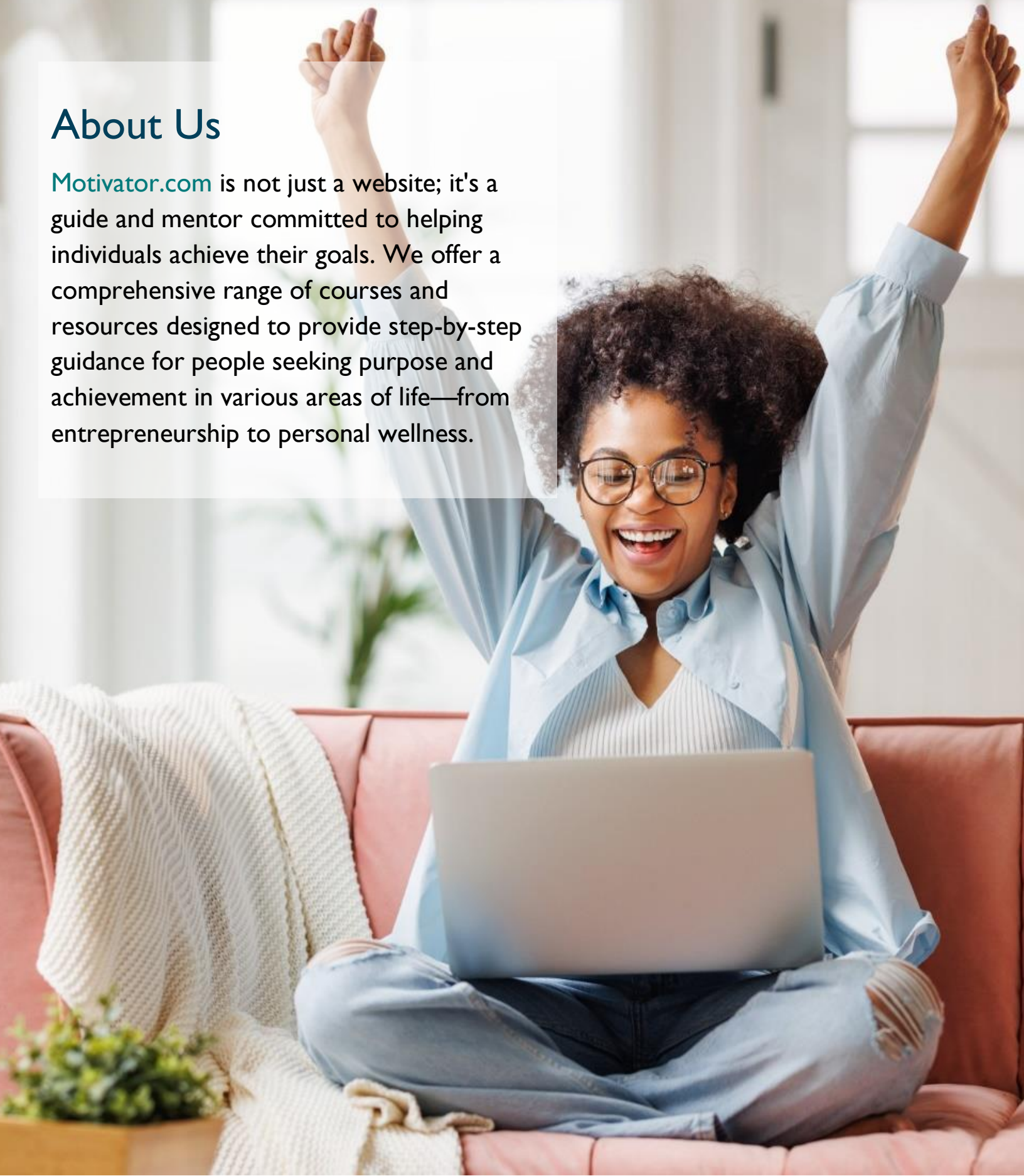
Welcome to the [Motivator.com Partnership Opportunity Guide](#). We are thrilled to present a unique chance for brands to connect with a passionate and ambitious audience committed to achieving their dreams via the exciting launch stages of a powerful new brand.

This guide provides comprehensive insights into the value we offer, our audience demographics, and various partnership opportunities.



## About Us

[Motivator.com](https://www.motivator.com) is not just a website; it's a guide and mentor committed to helping individuals achieve their goals. We offer a comprehensive range of courses and resources designed to provide step-by-step guidance for people seeking purpose and achievement in various areas of life—from entrepreneurship to personal wellness.



## Our Mission

At the heart of [Motivator.com](https://www.motivator.com) is a profound commitment to transformative growth—both in individuals and communities. Our mission is to be the trusted guide for ambitious people on their journey toward success. We aim to make the path from aspiration to achievement clearer, shorter, and more fulfilling.

We don't claim to be the hero of our customers' stories. We are the strategic mentors, the loyal sidekicks, the supportive cheerleaders. Through our comprehensive range of meticulously designed courses and resources, we empower individuals to stop dreaming and start doing.



## Our Audience

Our primary audience consists of ambitious individuals, ranging in age from 18-50, who are eager to invest in their personal and professional development. They are tech-savvy, engaged, and more likely to interact with brands that align with their goals of self-improvement and success.



## Our Plans

Motivator.com is excited to announce its official launch on December 27, 2023. Our initial offering will consist of a membership that grants unlimited access to our core suite of 6 transformative courses, ranging from life purpose identification to mental wellness, along with office hours calls to get support.

Every month, we will be rolling out two additional new courses for sale, which members will get access to. This will expand our content library and offer greater value to our members, ensuring they always have fresh, impactful material to assist in their growth journey.

Members will take part in an exciting, gamified journey that will keep them committed to their life improvement goals through rewards such as bonus content and merch. We also intend to add additional perks for members as time goes on such as discounts on partner products and services, an interactive motivational chatbot, and more.

We will also be offering courses a la carte, a motivational book club and a guided group program called “On The Daily.”

We will be posting lots of exciting motivational content on social media and our website to help spark life improvement in as many people as possible, and we will be advertising and partnering to gain as much exposure as possible to our content and offers.

By aligning with us, you are investing in a brand committed to sustained growth and meaningful impact and will be an integral part of transforming countless lives.



## Sponsorship Opportunities

We offer a tiered sponsorship system, designed to suit different budgets and promotional needs. While the terms of these packages are for an initial 3-month period, we strongly believe in long-term partnerships and aim to make each of these packages as win-win as possible to encourage our partners to grow with us and our audience.

## Platinum Partnership

Our Platinum Partnership is geared to establish brands who are interested in either becoming a market leader or maintaining their market position. It offers a choice of any 4 of the following options, delivered over a 3-month period with a guaranteed minimum amount of traffic. All options are available on a first-come, first-served basis.

### Featured Profile

Gain targeted visibility and establish thought leadership among our highly-engaged community with a dedicated profile page on our website showcasing your brand, products, or services. This can include a brand video, links to your site, and testimonials.

### Featured Content

Elevate your brand's authority and foster deeper engagement by sharing valuable content directly relevant to our audience with the opportunity to publish up to 3 sponsored articles (1 per month) on our site and feature a video interview of you, integrated naturally into our content stream.

### "Sponsored By (Your Brand)" in Our Sitewide Footer

Get continuous brand exposure to all site visitors, building brand recognition and trust while driving traffic to your site with placement of your logo and "Sponsored By" text prominently on our home page or footer across all pages.



## Platinum Partnership (continued)

### **Newsletter Banner Ad**

Enjoy direct access to our most engaged users' inboxes, fostering top-of-mind awareness and additional traffic to your website with a branded ad image at the bottom of each newsletter we send out.

### **Monthly Sponsored Dedicated Newsletter Email**

Ensure that your next big project, offer or promotion is seen by an avid audience eager for more with a dedicated email to our newsletter subscribers. You will get one such email each month, 3 total during your 3-month term, with the email content of your choice pending our approval to ensure effectiveness.

### **Weekly Sponsored Message on Social Media**

Leverage our social media presence to amplify your message, generating buzz and engagement via a weekly post or story on our social media channels featuring your brand, product, or special offers.

### **Access to Website Custom Audience**

Empower your advertising efforts with a warmed audience exposed to your brand throughout our online presence with access to our website custom audiences to use on your Facebook and Instagram ad campaigns. (Note: Compliance with website terms is mandatory)

## Platinum Partnership (continued)

### Chatbot "Sponsored by" Message

Once our interactive chatbot is live, you can enjoy even more brand exposure through a "Sponsored By" note featuring your brand on the opening message.

### Merchandising Inserts

As we add branded merch on Motivator.com, you'll have the opportunity to extend your brand reach and open up even more revenue streams promotional inserts advertising your brand included in all shipped merch packages, helping give a stronger connection between our valued customers and your brand.

### Bonus Products/Perks for Members

Get even more love from our members through including up to 3 sponsored bonus products or special perks tied to your brand in our members area for our paid members.

### Sponsored Contest or Challenge

Be there when our audience is driven to action by being a sponsor of a contest or challenge of your choice.

## Platinum Partnership (continued)

### Sponsored Achievement Badge

As our members celebrate wins and improve their lives, you can help congratulate them through a sponsored achievement badge for a particular user achievement. This can be tied to consuming your sponsored content or participating in your sponsored contest or challenge to help bolster your sponsorship gains.

### Launch Announcement “Sponsored By” Message

It’s not every day that a brand of the magnitude we’re aiming for is launched in the self-help/personal development world. Your brand can be remembered as an integral part of it through a "Sponsored By" mention in posts announcing the launch of Motivator.com.

### Cost and Availability

Only one Platinum spot is available, and the regular price post-launch of this sponsorship will be a one-time payment of \$250,000 for a 3-month term. During pre-launch, we are encouraging Platinum Partnership via a special rate of **only \$100,000** covering the 3-month term of January 1, 2024 through March 31, 2024.

### Guarantee

If your Platinum Partnership doesn’t yield an additional 100,000 visitors to your brand during the 3-month term, your sponsorship term will extend for an additional month at no additional cost and continue to extend until that amount of tracked visitors to your brand has been reached. Bear in mind you will get far more exposure than the traffic you will receive.

## Gold Partnership

Our Gold Partnership is geared to rapidly growing brands who want to further solidify their position in the personal development space. It offers a choice of any 3 of the following options, with a guaranteed minimum amount of traffic. All options are available on a first-come, first-served basis.

### Featured Profile

Gain targeted visibility and establish thought leadership among our highly-engaged community with a dedicated profile page on our website showcasing your brand, products, or services. This can include a brand video, links to your site, and testimonials. The profile will not be featured as prominently as Platinum Partners.

### Featured Content

Elevate your brand's authority and foster deeper engagement by sharing valuable content directly relevant to our audience with the opportunity to publish up to 2 sponsored articles on our site and feature a video interview of you on our site, integrated naturally into our content stream.

### Newsletter Sponsorship

Enjoy direct access to our most engaged users' inboxes, fostering top-of-mind awareness and additional traffic to your website by being included in the text of a "Sponsored By" message at the bottom of each newsletter we send out.

## Gold Partnership (continued)

### Weekly Sponsored Message on Social Media

Leverage our social media presence to amplify your message, generating buzz and engagement via including a “Sponsored By” message on one weekly post or story on our social media channels.

### Access to Website Custom Audience

Empower your advertising efforts with a warmed audience exposed to your brand throughout our online presence with access to our website custom audiences to use on your Facebook and Instagram ad campaigns. (Note: Compliance with website terms is mandatory)

### Sponsored Achievement Badge

As our members celebrate wins and improve their lives, you can help congratulate them through a sponsored achievement badge for a particular user achievement. This can be tied to consuming your sponsored content or participating in your sponsored contest or challenge to help bolster your sponsorship gains.

### Launch Announcement “Sponsored By” Message

It’s not every day that a brand of the magnitude we’re aiming for is launched in the self-help/personal development world. Your brand can be remembered as an integral part of it through a "Sponsored By" mention in posts announcing the launch of Motivator.com.

## Gold Partnership (continued)

### Cost and Availability

Only 3 Gold spots are available, and the regular price post-launch of this sponsorship will be a one-time payment of \$25,000 for a 1-month term. During pre-launch, we are encouraging Gold Partnership via a special rate of **only \$25,000** covering the 3-month term of January 1, 2024 through March 31, 2024.

### Guarantee

If your Platinum Partnership doesn't yield an additional 10,000 visitors to your brand during the 3-month term, your sponsorship term will extend for an additional month at no additional cost, and continue to extend until that amount of tracked visitors to your brand has been reached. Bear in mind you will get far more exposure than the traffic you will receive.

## Silver Partnership

Our Silver Partnership is geared to businesses in the personal development space generating under \$5M per year in revenue who are interested in new promotional opportunities. It offers all 3 of the following options, with a guaranteed minimum amount of traffic. All options are available on a first-come, first-served basis.

### Featured Profile

Gain targeted visibility and establish thought leadership among our highly-engaged community with a dedicated profile page on our website showcasing your brand, products, or services. This can include a brand video, links to your site, and testimonials. The profile will not be featured as prominently as Platinum or Gold Partners.

### Monthly Sponsored Message on Social Media

Leverage our social media presence to amplify your message, generating buzz and engagement via including a “Sponsored By” message on one weekly post or story on our social media channels.

### Access to Website Custom Audience

Empower your advertising efforts with a warmed audience exposed to your brand throughout our online presence with access to our website custom audiences to use on your Facebook and Instagram ad campaigns. (Note: Compliance with website terms is mandatory)

## Silver Partnership (continued)

### Cost and Availability

Only 20 Silver spots are available, and the regular price post-launch of this sponsorship will be a one-time payment of \$5,000 per 1-month term. During pre-launch, we are encouraging Silver Partnership via a special rate of **only \$5,000** covering the 3-month term of January 1, 2024 through March 31, 2024.

### Guarantee

If your Silver Partnership doesn't yield an additional 2,000 visitors to your brand during the 3-month term, your sponsorship term will extend for an additional month at no additional cost, and continue to extend until that amount of tracked visitors to your brand has been reached. Bear in mind you will get far more exposure than the traffic you will receive.



## Bronze Partnership

Our Bronze Partnership is geared to start-ups and individual service providers who strongly desire elevating their brand but have a more limited budget.

### Featured Profile

Gain targeted visibility and establish thought leadership among our highly-engaged community with a dedicated profile page on our website showcasing your brand, products, or services. This can include a brand video, links to your site, and testimonials. The profile will not be featured as prominently as Platinum, Gold, or Silver Partners.

### Cost and Availability

Only 100 Bronze spots are available, and the regular price post-launch of this sponsorship will be a one-time payment of \$2,500 for a 6-month term. During pre-launch, we are encouraging Bronze Partnership via a special rate of **only \$1,000** covering the 3-month term of October 1, 2023 (launch day) through December 31, 2023.

# Sponsored Email Subscriber Acquisition

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## Unlock the Power of Targeted Email Lists for Your Business

In today's digital landscape, the importance of a robust email list cannot be overstated. A comprehensive, targeted list is second only to a list of verified buyers in terms of business value. We specialize in delivering both.

### The Challenge

Building a high-quality email list is increasingly cost-prohibitive. Our solution provides an efficient and affordable pathway to targeted email subscriber acquisition.

### How It Works

When subscribers opt into our email list, they encounter a "Recommended Free Offers" page, allowing them to explore various promotions and opportunities. This is where your offer comes in.

We can feature your newsletter or an approved giveaway on this page, along with a description (up to 350 characters) and an accompanying image. Any opt-in leads generated will be directly sent to you for further engagement.

## Pricing and Packages

We offer setup for guaranteed email subscribers as a complimentary service when you purchase any of our sponsorship packages. Otherwise, a one-time setup fee of \$750 applies to cover implementation and testing.

Leads are priced based on pre-ordered volumes:

- 500 Leads: \$1,000
- 1,000 Leads: \$1,950
- 2,500 Leads: \$4,625
- 5,000 Leads: \$8,750
- 10,000 Leads: \$15,000

## Pre-Launch Special

Prepay for leads at any volume level, and we'll deliver double the number of leads you ordered! This special is capped at 10,000 pre-ordered leads per offer.

## Assisted Non-Buyer Bundle Marketing

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### **Let Us Help You Turn On-The-Fence Leads Into Buyers of Your Offers and Ours**

Have plenty of leads who've seen your offers and haven't purchased? Want a unique win-win-win way to woo them into buying? We'll develop and market a no-brainer bundle to your list including Motivator.com courses that they can't refuse!

### **How It Works**

We help you develop the bundle and the messaging for the email promotion to your list and receive a percentage of the proceeds. You receive the lion's share of the proceeds and get more customers in the process, we get commissions and more customers, and bundle buyers get everything they need to transform their life.

Exact terms and conditions depend on your offers and would be negotiated upfront in a written agreement.



## Analytics and Reporting

Transparency is key to a successful partnership. We provide monthly reports that detail website visits, engagement metrics, and other KPIs to ensure that you can accurately measure the ROI on your sponsorship.

## Interested? Contact Us

For more information or to discuss sponsorship opportunities in detail, please contact us at [Motivator.com/contact/](https://Motivator.com/contact/) or email us at [support@motivator.com](mailto:support@motivator.com) and tell us about what you're looking to accomplish and which package(s) interest you.

Thank you for considering a partnership with Motivator.com. We look forward to the opportunity of working together to achieve mutual success.

