

EMPOWERMENT EMPIRE™ BRAND AMBASSADOR PROGRAM GUIDE

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CREATED IN CALIFORNIA FOR A GLOBAL COMMUNITY

Greetings Empowered Woman!

I am Ms. Vihil and I am the Founder & CEO of Empowered Empire™ and I am so excited that you are interested in our brand ambassador program. With help from our ambassadors, Empowerment Empire™ is able to empower new clients and our message can be shared with a wider audience. We very much so appreciate our ambassadors and all that they do for us. We want to support them and welcome them into our Empire of Empowerment! Within the following pages, I have put together information regarding our ambassador program. Hopefully, it will be able to explain, in further detail, what we expect from our ambassadors and what they can expect from us. If becoming an ambassador seems like something that you want to pursue then fill out the application, email it in to enquiry@magistra.us and we will get back with you soon. Thank you so much for your interest and I hope that we will have the chance to work together soon!

Here's to all of our successes,
Ms. Vihil H. Vigil, MBA, PMP, CHHC
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Women's Empowerment Coach
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What Is An Ambassador?

An ambassador is someone who wants to help spread the word about a brand or a business that they love and support. Ambassadors want to share the brand and its message with their family, friends, colleagues and followers.

What Do They Do?

An ambassador shares a brand's message and content with others through many channels such as by word of mouth, social media, events, and more. They may do this by wearing a brand's merchandise, talking about it to friends and family, passing out flyers at events, sharing and inviting their network to brand sponsored events and posting on their social media channels.

Our Empowerment Empire™ Ambassadors are invited to write blog posts, create social media posts, help with email campaigns, contribute to Magistra Magazine and share their ideas for the continued growth of our organization.

The goal is to include our Ambassadors in as much as possible and to recognize our Ambassadors for their dedication and commitment.

Qualities of an Ambassador

An Ambassador is someone who:

- Genuinely loves and supports the brand
- Wants to share the message of the brand
- Shares the brand's values
- Upholds high personal standards when posting and sharing across their social media channels
- Wants to help the brand reach a wider audience
- Is excited to work with the brand
- Enjoys communicating with others
- Is comfortable with approaching others about the brand
- Is organized
- Is good with time-management
- Can meet deadlines, when needed
- Is open to sharing brand-related content on their social media accounts & pages

How it works

Core Responsibilities

The Empowerment Empire™ Ambassador will either share the brand's content or create original content to share on their (the Ambassador's) social media accounts.

When the brand has a new campaign, makes an announcement, creates a new event, schedules a new training or course, attends an event, etc. the Ambassador will share the news on their social media accounts, as well as, share the news via other channels discussed earlier.

The Ambassador may be asked to post content including about the brand's services, events, courses, trainings, products or call for publication contributors. For example, if a new product was just released, we may ask you to include the product in a picture and post it to social media with designated hashtags.

The Ambassador may have the opportunity to attend & pass out flyers or announcements at events or sponsored activities.

How it works (cont'd).

The Empowerment Empire™ Ambassador is encouraged to represent the brand's merchandise or products by wearing the merchandise and/or hosting giveaways with the brand's products.

Ambassadors may be asked to purchase the brand's products occasionally for use in promotional photos and for representing the brand by wearing/using the products. We realize that this costs the Ambassador so we have created a few benefits to offset these costs. They will be discussed on the next page.

Along with the above-mentioned tasks, there may be new responsibilities that arise as they are needed and as the brand grows.

Discount Codes

Ambassadors are provided individual discount codes (worth 10% off) to share with others. These codes are to be shared with friends, family, and followers and not to be used by the ambassador. A separate code will be provided to each Ambassador for their personal use as mentioned on page 9. It is important to note that these codes are limited to one use per customer, excludes sale items, and cannot be used in conjunction with other coupons. It is the Ambassador's responsibility to relay these terms to their followers when sharing their code.

Discount Codes (cont'd).

Discount codes are used to provide new customers a deal and to keep track of the Ambassador that is influencing the most sales.

Our reward program is based on the utilization of these discount codes as explained on page 8.

Communication Protocols

All communication occurs through specified collaboration software. The software is available for free online, including an app, and usage of the software is required to be an ambassador.

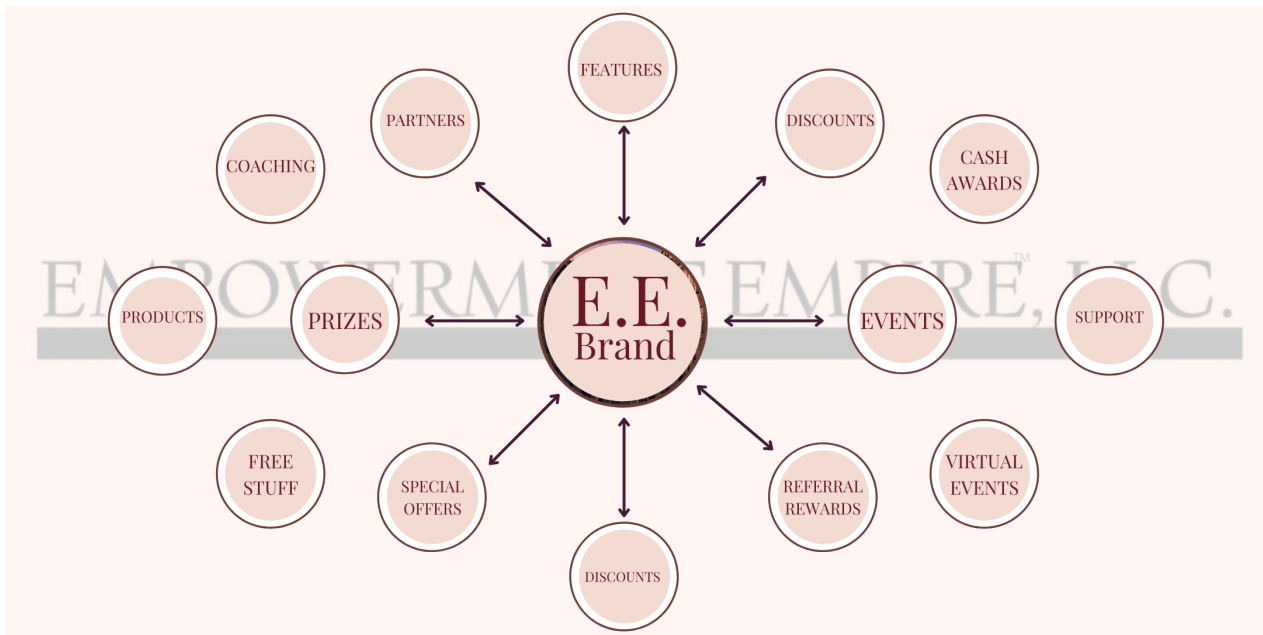
All messaging occurs through this software in order to streamline communication between everyone on the team.

All tasks, calendars, files, updates, and video calling (if necessary) will happen in our specified location.

Ambassadors can expect to use this software frequently so participation is required.

Benefits

As an Empowerment Empire™
Brand Ambassador your
benefits include:



- Recognition on our social media, Magistra Magazine and website features
- Reposts/mentions/tags of your social media
- Partnerships and discounts on Events
- Coaching discounts with Therapeutic Empowerment
- Ability to be involved in other aspects of the business such as writing blog posts, sharing ideas, helping with email campaigns, and attending events, if applicable
- A personalized discount code to provide 20% off products, services, event & course registrations (terms apply)
- Participation in our reward program (earn 10% of all sales for every order that utilizes the discount code that you provide)
- Option to receive free products and prizes

Terms and Conditions

Empowerment Empire™ has the power to remove any Ambassador from the program at any time at its sole discretion. If an Ambassador is removed from the program, the ambassador will be notified before the removal, and all permissions will be removed from the Ambassador including, but not limited to, the collaboration software, store credit, social media, website content, and discount code access.

Inappropriate use of discount codes is prohibited. Ambassadors should not share their personal discount code with anyone and should not falsely use the discount code for their followers. Ambassadors cannot use the discount code that they share with others, for themselves to gain extra store credit per our rewards program. Inappropriate use of discount codes results in immediate termination from the program.

If there is an extended period of time in which the Ambassador does not participate in communicating, then they will be removed as an Ambassador from the program.

These terms are not all-inclusive and can change at any time. Empowerment Empire™ has the final authority regarding what is and is not allowed in the Ambassador Program.

Closing Thank You

If becoming a Brand Ambassador for Empowerment Empire™ interests you and you want to pursue becoming one, then fill out the application and submit it. You will be contacted within 48 hours to proceed with the next steps.

We hope that you will become a part of our Empowered Community to help share our message with others around the world. Thanks to our Global Brand Ambassadors more and more people will know the Empowerment Empire™ and they will be able to benefit from all of the programs of empowerment we produce. We look forward to speaking with you and we are excited to have you become a part of the team!

Contact Details

Email: enquiry@magistra.us

Direct: 1.916.207.8042

LinkedIn: <http://www.linkedin.com/in/vihil>

Social Sharing

Follow and Share via Instagram:

<https://www.instagram.com/therapeuticempowerment/>

<https://www.instagram.com/magistramagazine/>

<https://www.instagram.com/empoweringvihil/>

Like and Share via Facebook:

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<https://www.facebook.com/MagistraMagazine>

<https://www.facebook.com/Ms.Vigil>

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Magistra International

Magistra Magazine

Boss Latinas Anthology

Empowerment Empire Events

Young Woman Entrepreneur Education Foundation

www.Magistra.us

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