



mindmeister

Ambassador Program
Information Guide

Welcome to MindMeister's Ambassador Program!

MindMeister's Ambassador Program was designed to show our friends in the mind mapping community our appreciation while offering them a place to connect with other like-minded mind mappers, and people looking for assistance. Most of our Ambassadors are enthusiastic mind mappers that are involved in training, consultation or generally promoting the concept of mind mapping.

Reseller, Affiliate, or Ambassador?

At MindMeister, we differentiate between Reseller, Affiliate and Ambassador partners, and each partner program has distinct requirements, benefits and purposes. To make sure that the Ambassador program is the right program for you, please take a look at the following list:

Ambassador

If one or more of the following statements apply to you, then the Ambassador program might be a good fit:

- ✓ You are a professional mind mapping, productivity or visual thinking consultant
- ✓ You are a professional mind mapping, productivity or visual thinking trainer
- ✓ You are a mind mapping, productivity or visual thinking expert
- ✓ You would like to officially represent MindMeister, help raise brand awareness and spread the word about MindMeister both online and in person
- ✓ You would like to teach, train or consult others in the usage of MindMeister in business, education or private life
- ✓ You would like to give product demonstrations, hold mind mapping seminars or present MindMeister at conferences, fairs and other events
- ✓ You would like to contribute towards a blog post or case study for the MindMeister website on your use of mind mapping.

Affiliate

The MindMeister Affiliate program is designed for anyone who would like to spread the word about MindMeister and earn money for their efforts. If one or more of the following statements apply to you, then the Affiliate program might be a good fit:

- ✓ You would like to refer new users to MindMeister and receive a commission for every paid sign-up
- ✓ You own a website or blog where you would like to display MindMeister banners and other brand material
- ✓ You own a website or blog where you would like to write about mind mapping with MindMeister
- ✓ You would like to use your social network to spread the word about mind mapping with MindMeister.

Reseller

If you are interested in becoming a Reseller partner of MindMeister, please make sure one or more of the following statements apply to you:

- ✓ You would like to represent MindMeister in your local area
- ✓ You would like to resell MindMeister subscriptions and receive a revenue share

- ✓ You are a registered Google Apps Reseller or App Store owner
- ✓ You would like to integrate MindMeister with your website, app or platform.

If after reading the previous page you have decided that you would like to apply for our Reseller Partner program, please write to sales@mindmeister.com to get in touch with our Sales department. If you would like to become a MindMeister Affiliate, please visit <http://www.mindmeister.com/affiliate> to get started. If you've decided that the Ambassador program is the right fit for you, please continue reading this guide. Please note: You are not limited to one program.

Expectations

The purpose of the MindMeister Ambassador program is to encourage and support you in spreading the word about mind mapping with MindMeister, while at the same offering you the opportunity to gain exposure through our website and social channels and enjoy certain benefits. Although we appreciate any and all efforts you make in spreading the word (we really do!), in order to be eligible for the title of official MindMeister Ambassador and its benefits you will be expected to:

- ✓ Actively **promote the usage** of MindMeister in business, education and private life
- ✓ Refer a **minimum of 15 paid users** to MindMeister per year
- ✓ Agree to be **named as an Ambassador on our website** and provide us with a photograph/logo, description of yourself and link to either your public map channel or personal website
- ✓ Agree to be **featured in our blog, in a case study and/or social media campaigns** in the effort to promote the MindMeister Ambassador program further.

Your Benefits

MindMeister Ambassadors benefit from a close relationship to MindMeister and have access to various resources including:

- ✓ Ambassador kit filled with marketing, training and information materials
- ✓ Free MindMeister Pro account for training and presentations*
- ✓ Discount codes to use as an incentive for signups
- ✓ Your profile on our website
- ✓ Featured success story on our blog
- ✓ Various MindMeister goodies.

* Please note: The free MindMeister Pro account we provide for you is meant for product demonstrations, presentations and training purposes. You may also use it as your personal MindMeister account, but in order to retain the free account for more than one year, you will need to meet all expectations as stated above. If those requirements aren't met or it comes to our attention that the demo account is being misused, the account will be cancelled.

The Next Steps

- ✓ After you've filled out the Ambassador program application on our website (<http://www.mindmeister.com/content/ambassador>), you will receive an email response from a member of our team. Please understand that this can take up to three weeks due to the large number of applications we receive.
- ✓ If you're accepted as an official MindMeister Ambassador, the first thing you should do is dive into the information and marketing materials we provide you with. The material includes tutorial videos, articles about mind mapping, a sales guide, a sample product presentation and login details for your free account.
- ✓ You are welcome to use the sample presentation for your training sessions and demonstrations, but depending on your audiences and your own preferences, you might want to create your own presentation or adapt ours. For instance, you might want to translate the presentation into your own language, or shift the focus towards using MindMeister on a certain device.
- ✓ You will receive personal updates from our staff informing you about upcoming events, app updates and more.