


Crystal Clear Kids 



 The Crystal Clear Kids' Strategic Channel Partner Program

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Introduction

“Companies need to have content to attract and keep their customers interested in their brand, services, and stance in the community. Lack of connection points will ultimately lead to reduced brand equity and consumer loyalty.

CCK provides the opportunity to cultivate community connection in active, healthy ways through increasing a clean eating lifestyle.”





About Crystal Clear Kids

The Crystal Clear Kids program is designed to compliment and provide the platform for the curious kid and busy parents.

The objectives of the CCK program are to support, encourage, and facilitate a step by step easy to follow system to allow every child and family to focus on what matters most: being happy, healthy and enjoying life!

An optimal time to help families with their health and wellness goals is when they have decided they want to look within and take control of their family's health to make a change for the better.

Whether the inspiration came out of need, curiosity or simply a conscious desire to increase whole foods on a daily basis, the CCK program is the guidebook to incorporate changes with ease.



The Channel Partner Opportunity

The Family Support Program is a collection of mixed-media assets and tactical tools composed of proven methods for mind and body wellness.

The platform and products have been developed for organizations like yours to easily register and share the Program with your valued members and respective community.

As a Channel Partner you will receive access to a 6-part educational series, accompanying Handbooks, multiple Workbooks, Recipes and a

license for your community to attend webinars, podcasts and view other content to help parents and caretakers appease picky eaters, diffuse struggles at mealtime, and transition families to a whole food, clean eating diet.

The Crystal Clear Kids program provides a full-service solution that parents can take home and follow along on their time and incorporate into their busy lives while being in charge of and feeling supported at the same time.



How it works

It's simple!

We start by introducing the Family Support Program through your organization's outbound marketing avenues.

By tastefully introducing the founder, Crystal Hilsley, and a light overview on the program to your community via a newsletter memo, social media posts, a webinar and/or virtual workshop, we'll be able to establish familiarity and build rapport with the community as it pertains to the Family Support Program.

We create the entire advocacy campaign for you including all social media tiles, newsletter copy, promotional imagery, website banners, email scripts, and accompanying content. We also prepare the respective schedule stipulating the deployment of each asset.

By enrolling your community into the network and sharing some valuable content free of charge, families will naturally become more comfortable subscribing to the comprehensive offerings — The Entrance and Debut Packages.

The most effective way to capture a curious, or even motivated, subscriber is by creating a co-branded Landing Page. In order for this to happen, all that needs to be provided are your organization's logos and any brand guidelines which may need to be honored. Collectively we will combine our mission and purpose statements to further create the alignment and synergy between our brands.

Through collaborative outbound marketing and social media efforts, call to actions will be placed within the content that will drive attention to the Landing Page.





The Offering

The Landing Page will be our destination where your members register for the full program by either purchasing The Entrance (\$187) or The Debut (\$227) package.

Research has shown it can also be preferred if the payment can be broken into two payments. We can also create coupon codes, holiday discounts, and special offers upon mutual agreement.

Once a package is purchased, the member will automatically receive an email with login details to access the course and respective collateral.

Your organization will receive a percentage of each purchase. A report of each user and accompanying check will be issued to your organization on a quarterly basis.



Next steps

The onboarding and orientation process is quick and easy! All that's required from you is as follows:

- Your logo and brand guidelines
- An introduction to the member of your team who will be the main point of contact for this joint-venture partnership.
- An introduction to the member of your team who administers your marketing, social media channels, and newsletter program
- Review and execution of the Licensing Agreement
- A W-9 to administer accounting tasks

With this information, plus a set up fee of only \$1,733.54, we'll be able to produce all marketing assets as well as set up your Landing Page with respective merchant vendor account details so you can receive your portion of proceeds.



About Crystal

Crystal Hilsley is a Child Nutrition and Wellness Advisor specializing in transitioning families to eating a clean diet with nutritionally beneficial foods as a daily reality. Crystal received her BS in Psychology and is a Certified Master Health and Wellness Coach. She utilizes methods proven to become part of one's emotional DNA and family support tactics in her work and incorporates a variety of effective learning tools into each story, workshop, and event. Crystal is a driving force in empowering families to be aware of their nutritional needs and desires and supports the whole family to transition into a whole-foods based diet.



Contact

We look forward to our collaboration and empowering your community with the tools to appease picky eaters, diffuse struggles at meal time, and transition families to a whole food, clean eating diet!

Crystal Hilsley

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Instagram: [@cleaneatingforkids](https://www.instagram.com/cleaneatingforkids)

YouTube: [Clean Eating For Kids](https://www.youtube.com/c/CleanEatingForKids)

Spotify: [Clean Eating For Kids](https://open.spotify.com/artist/CleanEatingForKids)

Apple iTunes: [Clean Eating For Kids](https://itunes.apple.com/artist/CleanEatingForKids)


Google Play: [Clean Eating For Kids](https://play.google.com/store/apps/details?id=com.cleaneatingforkids)

Linked In: [Crystal Clear Kids](https://www.linkedin.com/company/crystal-clear-kids)



Crystal Clear Kids 



 Bringing Clarity to Eating Well and Having Fun

www.CrystalClearKids.com

