



# Kiss My Keto Ambassador Welcome Guide



*Hi there!*

Michael here from Kiss My Keto, and I want to personally welcome you to the Kiss My Keto Ambassador Program.

My co-founder, Alex, and I are honored to making a positive impact by partering with Reps, Health Professionals, and Influencers like you.

We all know that Keto can be confusing. It's our job to educate others and give them the tools they need to be successful. In this Ambassador Welcome Kit, you will find information on how to start your Ambassador journey. You'll also find info on the program perks, resources, payout information, promotion tips, educational materials, and so much more!

If you ever have any questions, never hesitate to reach out to Nini.

Now, thanks for joining the Kiss My Keto Ambassador Program. We look forward to making an impact with you.

Sincerely,  
Michael Herscu  
Kiss My Keto, Co-founder

## Why Kiss My Keto?

Kiss My Keto is a brand dedicated to the ketogenic lifestyle.

That being said, we also want to share a bit on our company culture and beliefs. These values create the infrastructure of our business, and we hope you can share these same values with us as an Ambassador.

sharing

accountability

positive

challenging

accessibility

### Kiss My Keto Values



#### **Sharing**

We believe that sharing knowledge and learning from each other empowers us all to make the right decisions. After all, keto is a lifestyle choice and we are in this together.



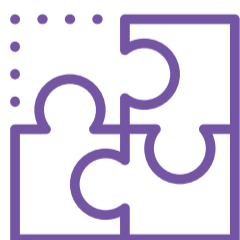
#### **Accountability**

We believe in absolute accountability for our ingredients. That every single product that we put out is keto-friendly with the right ingredients and macros.



#### **Positive**

We believe that remaining positive and confident on your keto journey is the key ingredient to success. Listen to your body first, it knows best.



#### **Challenging**

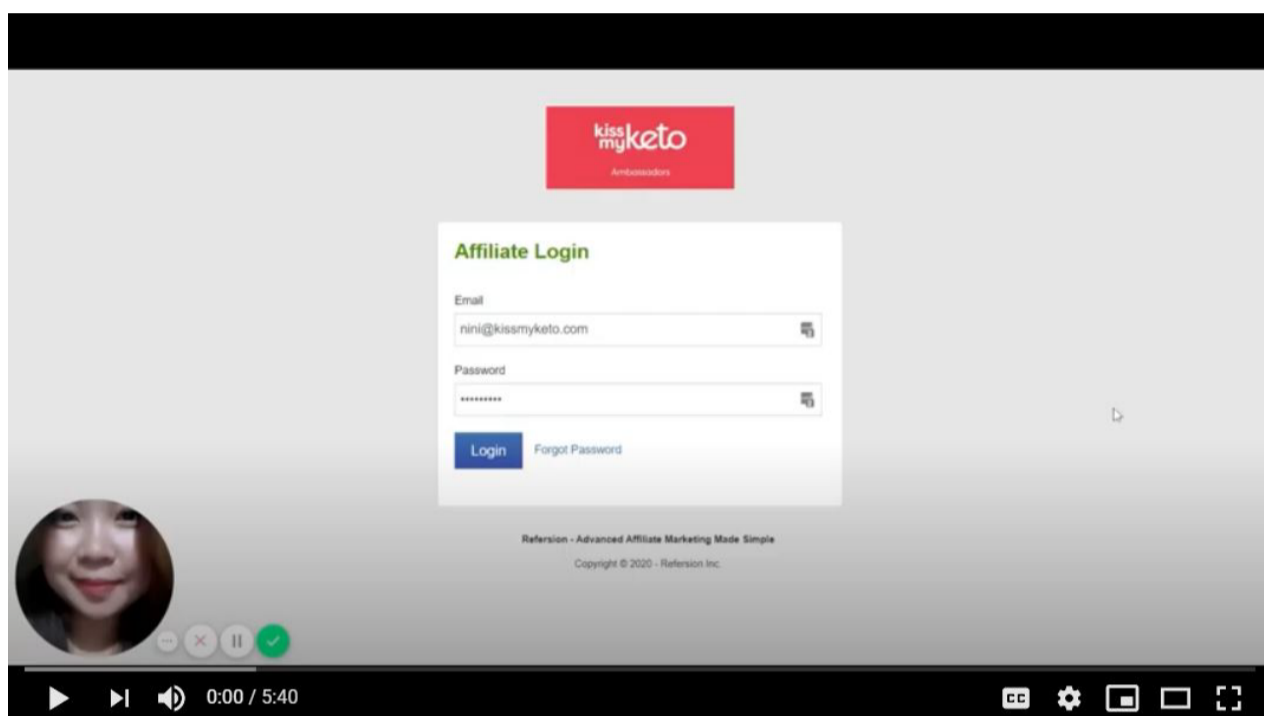
We believe it's important to challenge societal norms on what's "healthy for you. We are not always pushing a keto agenda and it;s important to be open minded to new studies.



#### **Accessibility**

We believe that keto should not be difficult or intimidating. It should be accessible and attainable to everyone who wishes to adopt it.

### Easy onboarding



watch here 

## Learn how to:

- Access your Ambassador Dashboard on Refersion
- Get your custom promo code and affiliate link
- Track sales and commissions

access here 

\*Please note that your Refersion/Ambassador login is the email and password that you used on your application.

THIS IS A DIFFERENT LOGIN THAN YOUR KISS MY KETO CUSTOMER ACCOUNT.

## Promo Code and Affiliate Link

Both the promo code and affiliate link are commission triggers.

Your promo code can give your followers/clients a 10% discount on their purchases and for you, a commission. However, please note the following:

- **It cannot be stacked with other codes.**
- **It does not work for bundles & subscriptions as these are already discounted.**
- **It does not work during sale events on the website.**
- **Any product that will be announced as exempted from discounts in the future.**

On the other hand, any purchases made through your link can give you a commission, but not a discount to your followers/clients. On the other hand, any purchases made through your link can give you a commission (except on subscriptions), but not a discount to your followers/clients.

During sale events, because they will not be able to combine the promo code with automatic discounts, we encourage that you promote your affiliate link, so your referrals leading to purchases can be credited to you.

## Ambassador Exclusives

As an Ambassador, you're entitled for a one-time 40% discount on your personal purchase. This code is valid a month after activation and cannot be reactivated.

You will also get a 15% Ambassador-only discount for all your purchases onwards.

To claim these discounts, sign up as a Kiss My Keto Customer.

THIS IS A DIFFERENT LOGIN THAN YOUR KISS MY KETO AMBASSADOR ACCOUNT.

register here 

Once you're done, send an email to [nini@kissmyketo.com](mailto:nini@kissmyketo.com)

Aside from exclusive discounts, we also give early access to new products, social shoutouts and top seller incentives.

### Kiss My Keto Ambassador Facebook Group

We've created a happy space for all our ambassadors!

Make friends with a bunch of awesome keto-adapted people. Find special offers that are only advertised in the group. Get access to hundreds of promotional graphics, files and assets.

register to join 

Remember to read the pinned post once accepted into the group.

Please do not add friends in the Ambassador Group. Should you know anyone who wish to join, let them sign up at Kiss My Keto Ambassadors page.

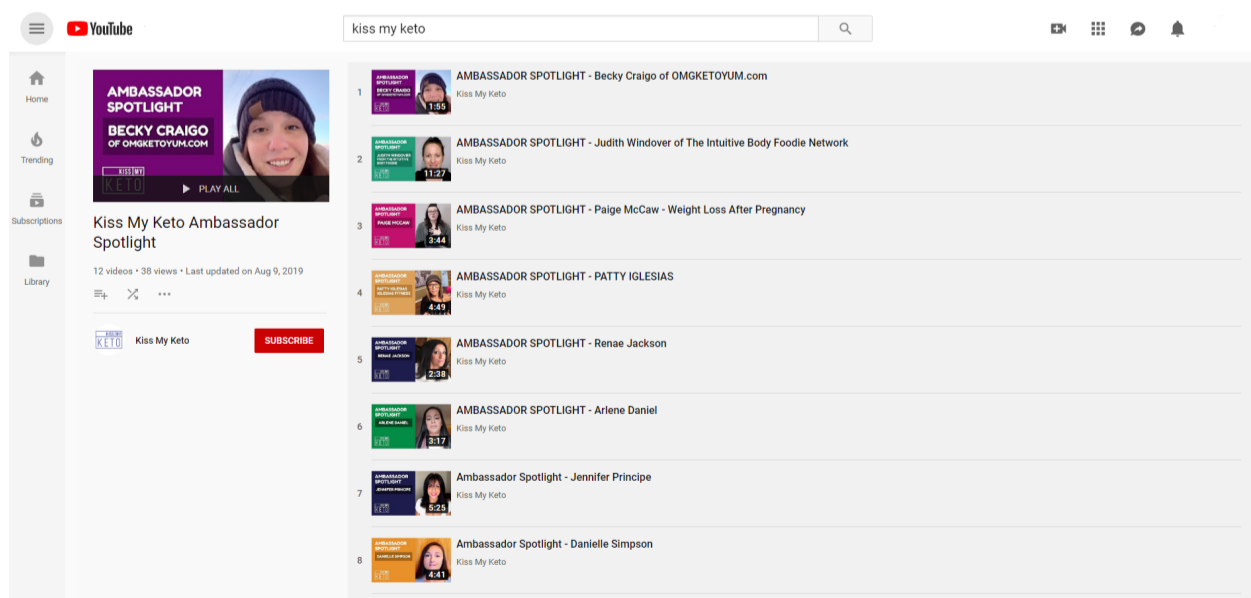
sign up 

Click this button to sign up your friend who is also interested.

### Ambassador Spotlight

At Kiss My Keto, we love getting to know our Ambassadors, so we're giving you a chance to tell the world how you started, how it helps you and how others can benefit from it, too.

You can find the videos in our Ambassador Spotlight Playlist in the Kiss My Keto YouTube Channel.



The screenshot shows the Kiss My Keto YouTube channel page. The left sidebar includes navigation links for Home, Trending, Subscriptions, and Library. The main content area features a video player for 'AMBASSADOR SPOTLIGHT BECKY CRAIGO OF OMGKETOYUM.COM' with a 'PLAY ALL' button. Below the player is a 'Kiss My Keto' channel card with a 'SUBSCRIBE' button. The right side of the page displays a playlist titled 'AMBASSADOR SPOTLIGHT' with 8 videos listed, each with a thumbnail, title, and duration. The videos are: 1. Becky Craigo of OMGKETOYUM.com (1:55), 2. Judith Windover of The Intuitive Body Foodie Network (11:27), 3. Paige McCaw - Weight Loss After Pregnancy (3:44), 4. PATTY IGLESIAS (4:43), 5. Renae Jackson (2:38), 6. Arlene Daniel (2:17), 7. Jennifer Principe (5:25), and 8. Danielle Simpson (4:41).

Send an email to [nini@kissmyketo.com](mailto:nini@kissmyketo.com) to be featured.

### Promote & Sell

There are a number of ways to promote Kiss My Keto and earn commissions.

You can include your links and/or promo codes in your social media posts (Instagram, Facebook, Twitter, Pinterest, etc.), blog and newsletter, email marketing, giveaway and vlogs.

**We do not allow our ambassadors to do an ad spend nor to post their links and promo codes in our social media ads.**

Please refrain from doing so or your account will be suspended.

### Top 3 Ways to Crush Commissions



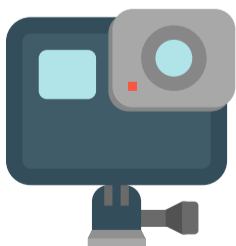
#### Original Content

Drive sales through content created by YOU! Post an original recipe, weight loss article or Kiss My Keto product review. Send it to your email list and post it on social media or your website.



#### Existing Content

Exert minimal effort while driving maximum sales. Our existing blog posts and images are for you to promote Kiss My Keto products to your fans, clients, friends, and family.



#### Use Video

Video content is the easiest way to connect with your audience and potential customers. Go live on Instagram or post a Keto tutorial on YouTube. Tell everyone why Kiss My Keto is the best.

## INSTAtips

### Inspire

The majority of successful sales are triggered by content that inspires and motivates the customer. Post photographs that show you at your best. By “best,” I don’t mean your best physical appearance -- I mean photos which you radiate authenticity and happiness!

### Tell a Story

The best content marketing uses storytelling to elicit desire for a product. Create a narrative around the product you are promoting. Record yourself cooking, working out, doing Yoga, trying on clothes whatever you do while using Kiss My Keto products.

Instead of posting a photo of a product in a container on your counter, take the extra 10 minutes to record yourself stirring it into your coffee, scooping it out and into the blender, popping a few MCT capsules, or even just talking about it!

### Speak Directly to Your Audience

Instead of focusing on only yourself in a post, focus on the people you are talking to. Address them using second person. Using the word “YOU”, tends to get a better response than posts that use “I” or “ME”

### Show Results

Everyone loves to see honest reactions and results. You can never go wrong with a transformation post. If you’re cooking something in a video, show the finished product or a reaction to the final dish. If you are at the gym, showcase your athletic performance.

### Overuse Your Promo Code

The more people see/hear your promo code, the more likely they are to use it. Sign off videos by saying, “Don’t forget, to save 10% with my code XXX at [kissmyketo.com](https://kissmyketo.com)!” I’ve also seen some ambassadors place the promo code in their instagram bios with a link to the site.

### Resources

Want to know more about a product?

Aside from purchase, the Kiss My Keto Product Pages are well-equipped with most of the information you'll need. You can find product information, benefits, ingredients, macros, when to use, how to use, reviews and FAQs.

Helpful resources?

Aside from offering keto-friendly products, we aim to make keto easy for everyone, so we've created ways to help you and your followers/ clients in your journey.

[Keto Blog](#)[EBooks](#)[Video FAQs](#)[Food List](#)[Calculator](#)[FAQ](#)

And lastly our very own Ketocademy. It's a free e-learning course to help anyone who wants to get started on keto.

### Payment & Terms



We pay our Ambassadors on a bi-weekly basis: 15th and last day of the month (or if this lands on a weekend, the Friday before that).

Ambassadors can remain for an indefinite period of time; however, as the program entails rewards and commissions, we review accounts on a weekly basis and send out emails for those who had been inactive for 30 days or more, and close accounts once 60 days of inactivity is reached. We'd love to keep you forever, so please reach out back to us if you need support and we'll find ways to help you.

### Lastly, where can we find you?

Do you have a blog? A vlog? Are you on Instagram or on Facebook?

We'd love to know where you'll be promoting us.

Send me an email at [nini@kissmyketo.com](mailto:nini@kissmyketo.com)



# Kiss My Keto Ambassador Welcome Guide

## It's time to get started!

We're delighted to have you in the Kiss My Keto Family!

You're the perfect partner to help get our message across that keto can be easy. I'd like to thank you, as well, for the meaningful contribution that you're giving the keto community.

We do hope all the information and resources provided in this guide can help you throughout your time as an Ambassador.

We're looking forward to working with you!

If you have any questions, feel free to reach out to me.

### **Nini Perez**

Ambassador Manager  
nini@kissmyketo.com

## Follow us!

Stay in touch with everything on social media



Youtube

[youtube.com/kissmyketo](https://youtube.com/kissmyketo)



Instagram

[instagram.com/kissmyketo](https://instagram.com/kissmyketo)



Facebook

[facebook.com/kissmyketo](https://facebook.com/kissmyketo)