

LAUNCHING  
NOVEMBER  
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## *Ideal self membership*

We're so happy and grateful to see that you may be interested in being featured in our membership and helping our members with your skills & knowledge. In this brochure, you'll learn everything you need to know about working with us on this project.

*Are you ready to share your magic?*

# ABOUT US

We founded HiSensitives in 2018 with the idea to become the leading personal growth brand for highly sensitive people and empaths.

Our mission is to offer all personal growth resources available for highly sensitive people and empaths in one place and help them live their most fulfilled and happiest life.

We do this by writing informative blogs, offering free downloads, creating social media content, and - of course - through the Ideal Self Membership.

We realized that while many highly sensitive people and empaths are eager to learn more about personal growth, finding the right resources and experts can be a challenge. We want to offer the best personal growth resources in one place. Our goal is to help our audience connect with the right people and resources for their own personal growth journey.

*Anne-Kathrin & Riny*

**HiSensitives.com**

*Believe*

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# IDEAL SELF MEMBERSHIP

We created the ideal self membership in order to help highly sensitive people and empaths interested in personal growth connect with new personal growth topics and experts in a fun and interactive way.

Every month, our audience will do a so-called 'deep dive' into a specific personal growth topic with a personal growth expert specialized in that topic.

The members will receive the following benefits each month:

- A pre-recorded personal growth deep dive (masterclass) with the personal growth expert
- An e-book as an additional resource after the masterclass
- 4 worksheet printables to implement the personal growth topic in daily life
- Daily affirmations & journaling exercises
- Access to a community with like-minded people



# WHAT DO WE OFFER YOU?

*We want this collaboration to be a mutual exchange of energy and resources. Therefore, we would like to help you and your business in the following ways in exchange for your contribution to this project.*

## 01 CONNECTION

*With your pre-recorded deep dive session (masterclass) in our membership area, all our members - HSP's & empaths - can easily find you and connect with you and your services. The content will always be available for them to access at any time. This means lifetime access to your target group on our platform.*

## 02 SPOTLIGHT

*On our home page, we'll feature you in the spotlight for 30 days. After that, you and your deep dive session will be featured on our sales page for the membership - along with other, previous deep dive sessions from other experts - to attract new members.*

## 03 CALL TO ACTION

*Of course, you are free to promote your services at the end of the deep dive session and we'll make sure to showcase your services in the e-book as well.*

## 04 SOCIAL MEDIA EXPOSURE

*Leading up to and during the month that you're featured, we'll promote you as an expert on all our social media channels. You'll receive the social media content plan for that month to approve the content and message we'll share.*

## 05 FINANCIAL COMPENSATION

*We compensate our participating experts 100 USD for the time they take to prepare the masterclass and do the interview for the e-book and worksheets with us.*

*Also, we pay you 1USD for each new member that joins during the month that you as an expert are being featured.*



# WHAT DO WE ASK FROM YOU?

*You may wonder what's your contribution to this project. Below, we've summarized what we would like to receive from you.*

## 01 **RECORD A DEEP DIVE SESSION (MASTERCLASS)**

*We would like to ask you to record a masterclass of approximately 1 hour for our membership area on a topic that we've agreed upon together beforehand. In this masterclass, you deep dive into that topic and help our members learn more about it. In the section 'Practical matters', we'll explain the format of this masterclass.*

## 03 **ONE SHOUT-OUT**

*In order to grow our membership, we ask you as a contributor to do one shout-out on your social media channels, mentioning that you and your topic are being featured in our membership. In the section practical matters, we share some helpful prompts to create this shout-out.*

## 02 **INTERVIEW**

*During a 1-hour interview, we will ask you questions about your topic, that will offer input for the e-book and worksheets. The e-book and worksheets are additional learning resources that members can look into after the deep dive, so in the interview, you should share information with us that builds further upon what you're sharing in your recorded deep dive session. No worries, we will create the e-book and worksheets, based on what you're sharing with us during the interview. No extra work for you!*

# THE PROCESS

*Below, you can find an indication of the process of our collaboration. Definite deadlines and dates are agreed upon together.*

## *First digital meeting*

If you're interested in being featured, we set up a first call to discuss your ideas for a deep dive session. Also, this call serves as a way to discover whether we're a good fit.

**SCHEDULE A CALL**

## *Recording of deep dive session*

You record a deep dive session at home and send it over to us within the together agreed upon date.

## *Interview*

After we've received your recorded deep dive session, we will schedule an interview with you, to dive even deeper into the topic. The input from this interview serves as a foundation for the e-book and worksheets that we'll create.

## *(Social media) content plan*

As mentioned, you will receive a version of the (social media) content plan with an overview of the social media content and newsletters we'll share with regards to your topic in the Ideal Self Membership. You can provide feedback before we post anything.

## *Launch*

After creating the masterclass, e-books, worksheets and (social media) content, we're ready to launch! All files will be uploaded in the membership on the 1st of the month.

# PRACTICAL MATTERS

*On the following pages,  
we'll discuss practical  
matters with regard to  
our collaboration.*





A light green background featuring a vase of dried pampas grass. The grass is tall and feathery, with some strands extending downwards. The vase is a simple, light-colored cylinder.

# FIRST, SET UP A MEETING

*Before you start the process of becoming featured on our platform, we'd love to set up a video call with you. During this call we'll get to know each other, discover if we're a good fit and brainstorm about the topic you will be featured with on our platform.*

**SCHEDULE A CALL**

# STRUCTURING YOUR DEEP DIVE

In order to help you with regards to structuring your deep dive, here are some suggestions for the format you can stick to:

## **1. Introduction**

- a. Introduce yourself and the topic you are going to talk about. Also, share why this information is helpful for the members and what they'll have learned after the masterclass.

## **2. Deep dive into the topic**

- a. Talk about your topic and try to divide it into sub-topics. In the membership area, we will divide the masterclass into multiple videos, so members can easily take breaks in between sub-topics. Keep that in mind while recording.

## **3. Exercise**

- a. Making your deep dive interactive with an exercise is always encouraged. This way, you keep your participants engaged and make the content relatable.

## **4. Outro**

- a. End the masterclass by repeating why it is helpful to explore this topic further and refer to the e-book & worksheets in the member area for further exploration.

## **5. Call to action**

- a. Finally, share a call to action for your own products and services. You are free to offer our members a specific discount code for when they sign up for one of your products or services.

*We highly encourage you to create a small script before starting to record. It makes recording so much easier and your content more structured and focused.*



# RECORDING

*Once you've come up with a structure and script for your deep dive, it is time to record.*

*If you haven't recorded a masterclass before, you may want to try out the tool Riverside to record your deep dive session.*

*It helps you to record and edit your deep dive session in your browser.*

*Some tips for recording:*

- Make sure that you are not sitting in the dark while recording.*
- Record yourself in horizontal view, not portrait mode.*
- Try to sit in front of a calm background, so the focus remains on you and your message.*
- You don't have to add text or subtitles to your video, we'll do that for you, according to our own branding guidelines.*

*Finished recording? Please send your masterclass with WeTransfer to [contact@hisensitives.com](mailto:contact@hisensitives.com)*

# SHOUT-OUT PROMPTS

🌱 Exciting News! 🌱 I am thrilled to announce that I'm being featured in the @HiSensitives 'Ideal Self Membership' for highly sensitive people and empaths like you. Dive into a world of personal growth with me!

🌟 Discover a pre-recorded, in-depth masterclass where I share more about [Add your topic].

📖 Explore the e-book [E-book title] as an extra resource after the masterclass.

📝 Implement the teachings with 4 printable worksheets for your daily life.

🌟 Engage in daily affirmations and journaling exercises.

👉 Join a vibrant community of like-minded individuals.

Don't miss this opportunity to enhance your personal growth journey. Let's grow together! Link in bio! 🌟 #IdealSelfMembership #PersonalGrowthJourney



🌱 Calling all highly sensitive souls and empaths! 🌱 I'm excited to share that I'm a featured expert in the @HiSensitives 'Ideal Self Membership,' designed exclusively for individuals like us who crave personal growth.

🧠 Delve into an enriching masterclass where I reveal transformative insights about [Add your topic].

📖 Deepen your knowledge with the accompanying e-book [E-book title].

📝 Integrate the teachings using 4 practical worksheet printables.

🧘 Elevate your practice with daily affirmations and journaling exercises.

👉 Join a warm, understanding community of kindred spirits.

Let's embark on this journey to self-discovery and growth together. Join me in the Ideal Self Membership today! Link in bio 🌟 #PersonalGrowthJourney #IdealSelfMembership



🌟 Hey there, fellow seekers of personal growth! 🌟 I'm thrilled to share that I'm part of the @HiSensitives 'Ideal Self Membership,' a haven for highly sensitive individuals and empaths on their journey to self-improvement

🧠 Immerse yourself in my captivating masterclass [Masterclass title] brimming with insights.

📖 Access the enlightening e-book [E-book title] for further exploration.

📝 Implement the wisdom with 4 interactive worksheet printables.

🧘 Elevate your daily routine with affirmations and journaling.

👉 Connect with a compassionate community of kindred spirits.

Let's nurture our personal growth paths together within the Ideal Self Membership. Join me now! Link in bio! 🌱 #IdealSelfMembership #PersonalGrowthJourney





# OUR AUDIENCE

*Our members are **highly sensitive people and empaths** - age 25-40 - who are interested in personal growth and looking for ways to **implement personal growth** in their daily lives. Our audience is curious and **eager to learn, get inspired, and DO.** Due to their sensitive nature and other experiences in life compared to less sensitive people, it is important to **narrow the content and exercises** of your deep dive session towards this audience and their needs.*



# YOUR DETAILS

*We would like to receive the following details from you for our collaboration:*

***Business name***

***Social media handles***

***Website link***

***PayPal details*** (in order for us to pay you)

***Biography*** (This will be shared in the member area and on our socials and website)

***Pictures of you for promotion*** (These pictures should be license free, meaning that we do not have to pay the photographer to use them)

***Signed collaboration agreement***





# COMMUNICATION

*If you have any further questions regarding a potential collaboration, feel free to reach out to us at [contact@hisensitives.com](mailto:contact@hisensitives.com)*

*Or schedule your first meeting with us right away:*

**SCHEDULE MEETING**

**[WWW.HISENSITIVES.COM](http://WWW.HISENSITIVES.COM)**