

## Your BETA Badging journey starts here!

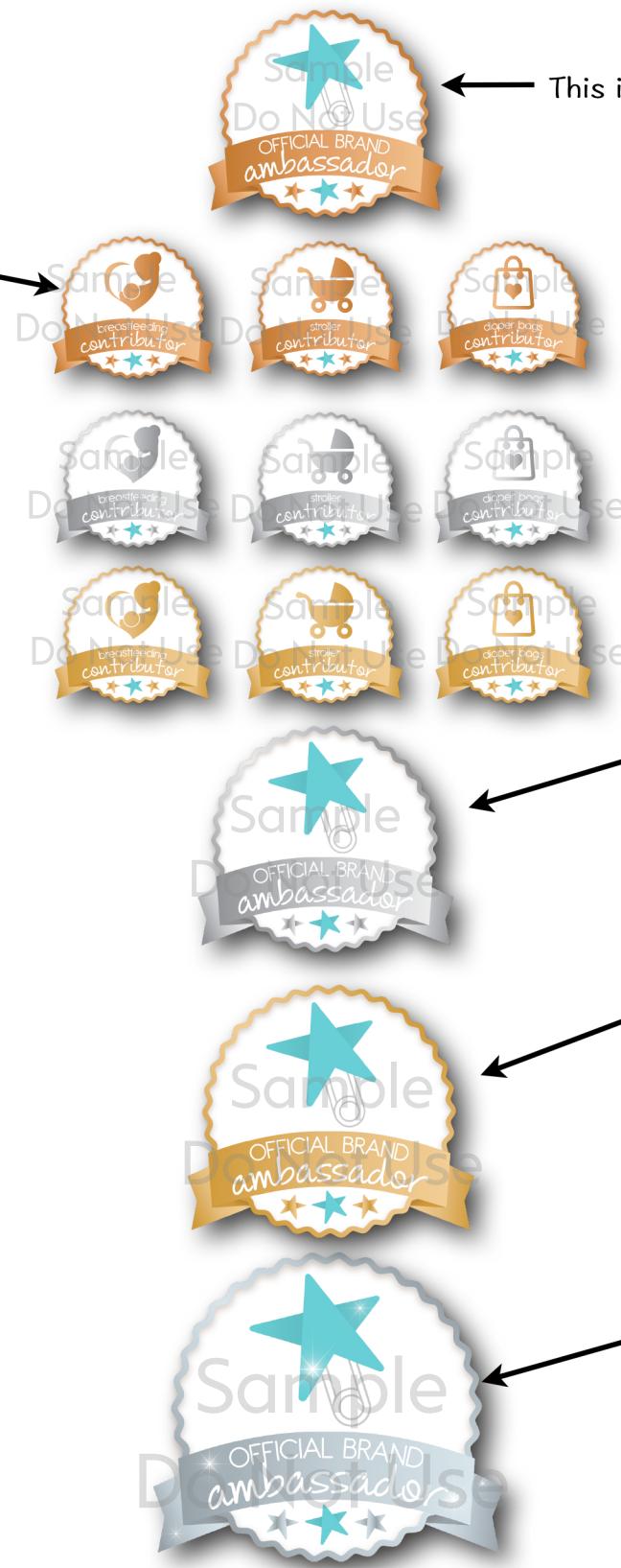
Badges are a way to showcase your credibility in reputation and expertise. Think, QUALITY vs Quantity. Once you earn a badge- it is yours. Feel free to share it anywhere you want- business cards, blogs, social, and even attach as a watermark to your review photos! Choose your journey!

Pick one (or a few) categories and start earning badges! Bronze, Silver, and Gold!

Bronze, Silver, and Gold "Contributor" badges, will be rewarded through writing MULTIPLE STORIES AND REVIEWS of a product in the same category. Our team is currently manually verifying and judging this. If you have already sent in reviews, you are ALREADY earning!



What are **Reward Points**? They are the second way we reward your Reviews and Stories! Think, Quantity vs Quality (of course quality always matters;). We will give you ALL the details soon, but for now- you will be notified when you earn them through the content you are writing. Soon, you will be able to trade those in for perks- YES free product, discounts, and MUCH more!



A **SILVER** Brand Ambassador Badge consist of the multiple Gold badges you have earned previously. Silver BA's earn more perks and have a higher reputation on our site!

A **GOLD** BA Badge consist of multiple Gold Badges earned above and a Silver BA badge- free product, perks, and other VIP stuff that we have in the works!

PLATINUM Contributor Badge! Where you learn that the fun has just started ;) You are on your way to EXPERT status on our site. The opportunity to work in partnerships with our brands, get more free product, You've earned your way, but your journey has just begun... ;)

Our First Award Ceremony will be in three weeks (exact update to come), so get your content in by sending it to [reviews@guidanceguide.com](mailto:reviews@guidanceguide.com)! We will award Badges AND Points!

Remember, attach all photos and NO LINKS!

# Parental Guidance

#myStuffmyStory

“Why am I here?”

Parental Guidance is a place for parents to search products and guidance in a way that no other parenting website offers.

Our hand selected BA's (you!) are the first parents to be building their content, badges, and reputation!

You ask, “What do I get out of this?”

- Gain reputable brand awareness for your blog, socials, etc..
- Gain organic new followers due to your credibility
- Help other parents with your reviews, advice, and authentic experience
- Earn an “Expert” reputation status in the Parenting industry
- Earn perks, reward points, and free products as you move up the tier
- Gain exclusive access to the website (editing, creating video series, and other cool stuff that we will not allow the public to do)
- Marketing for your brand/blog as we cross promote to our massive audience
- Market your own product/small business, or service through our “Pages” and grow your business!
- Market your “expertise” and education through our “Pages” on the new site and connect to a massive audience

**Our community will offer a lot, but the overall focus will be Stuff and Stories. We will also offer a local directory, experts, and much more. For now, lets focus on these two.**

**What is “Stuff”?**

When we say “stuff”, we are talking about products.

- Product Reviews with Photos
- 300-600 Characters approximately
- Written by Experts and BA Contributors (you!)

**What is a “Story”?**

- Product (semi focus) and Content Rich
- Educational
- Blog articles
- Editorial Content
- 900-1500 Characters approximately
- Allows readers to connect to you through your experience and advice
- Written by BA's and Experts

**Examples of Stories:**

- How I finally got my toddler to sit at the dinner table
- Five Products Must-Haves for Road Trips
- Entertainment for Your 6 Month Old
- Summer Vacations with Kids
- Back To School Essentials!