

s'moo

AMBASSADOR SUCCESS WORKBOOK





PERSONAL INFORMATION

My Referral Link: _____

My Discount Code: _____

My Partner Referral Link: _____

Portal Username: _____

Portal Password: _____

Phone #: _____

Email: _____

S'moo

S'MOO PARTNER AND CUSTOMER SERVICE

For **Email** support:
hi@thesmooco.com

For **Text** support: Text
"VIPAMBASSADOR" to
+1 (573) 560-3103

For **Social Media** support:
DM us on IG @thesmooco



WELCOME TO THE S'MOO TEAM!

Congratulations on joining the S'moo team! Here at S'moo, we are on a mission to help women everywhere live their best lives... physically, mentally & emotionally. We believe that life is more fulfilling with purpose, and our goal is to touch every life that comes in contact with S'moo. We are dedicated to changing lives and we're so excited to see you be a part of it!

We created this program to help those who are looking to become more involved, find their purpose & passions, help others, build relationships, become their best selves & live with freedom and confidence. Our goal is to provide you with all of the tools to do just that, by making your Ambassador experience simple & intuitive, so you can see progress, and enjoy the rewards of your efforts as soon as possible.

We will be continually building out tools, programs and resources for you to utilize, starting with this workbook. We recommend taking the time to go through your Marketing Resources and this workbook, to ensure your immediate success.

It's important to remember that the definition of success is unique to YOU. I recommend thinking about what success means to you, and work towards that. What is your goal with being a part of the S'moo team?! Is it to make more impact to those around you? Is it to have more time with your family? Is it to create relationships & meet friends? Whatever it is, keep it in mind in your journey of life and I'm confident that you'll achieve your dreams!

Being a part of the S'moo team, we encourage you to live your values, achieve your goals and dreams, and make a difference in the lives of everyone you meet. We will always be rooting for you, challenging you, and all of your team is here for you along the way!

I look forward to seeing you grow, shine, and be a light to others. Together, we have the chance to change the world... and I'm so happy to have you alongside me for the journey!

Forever #SmooBabes and I wouldn't have it any other way!

Karagan Osmann

KARAGAN OSMANN
FOUNDER & PRESIDENT



WHO IS S'MOO?!

COMMITTED TO HELPING
S'MOO BABES
EVERYWHERE FEEL THEIR
BEST SELVES AGAIN.

S'moo is a woman's health brand focused on balancing hormones, while in turn, improving mood, energy, skin, hair health and more! We're committed to supplying the highest quality, all natural products, made only with proven & studied vitamins, minerals & herbs.

As a brand, we strongly believe in community first and have S'moo Babes across the globe! With our community, we help women everywhere see that they are beautiful, and that there is hope no matter their situation in life.

We don't let our medical results define us; instead, we choose to become stronger & better in every way possible. We are all beautifully connected by S'moo and together, we can make a lasting mark on this world as we navigate our hormones and celebrate the beauty in life.

We live by our S'moo Babe commandments which you'll find on the next page. These commandments are a part of our culture, which is so important to us and you're now a part of it! Our philosophy is simple:

We believe true happiness comes from helping others, shifting negativity to positivity, being kind to ourselves & others, being grateful for what we have, giving back, celebrating our wins & remembering how lucky we are to be alive and surrounded by our wonderful friends, family & S'moo Babes each and every day.



WE'RE ON THE HORMONE BALANCE JOURNEY TOGETHER

Here at S'moo, we put an emphasis on community. It's our mission to empower women to be the best version of themselves through achieving optimal hormone balance and finding support through a community of like-minded women.

Our community of S'moo Babes is what sets us apart from the rest. We have thousands of ladies that have developed lasting relationships with one another and were joined by two common things: the desire to feel their best selves again & S'moo!



WE RECOMMEND ALL AMBASSADORS
JOIN OUR COMMUNITY! SCAN ABOVE
USING YOUR CAMERA APP TO JOIN.

S'moo COMMANDMENTS

Babe♥

I am beautiful, exactly as I am and so are my sisters.

As a S'moo Babe, my role is to be a positive light to myself & to others. No negative self talk here, uplift myself and my sisters and tell myself the truth - that you are strong, beautiful and you've got anything you set your mind to!

I don't let my medical results define me, or my life.

Being a S'moo Babe is about not letting my medical results define me and how I live my daily life. It is about waking up every day being thankful for another day on this earth, and taking the cards life has dealt and making the absolute best of it.

I am my most authentic self.

I am unapologetically myself, and don't change who I am for the sake of someone or something else. Unless, it's self-improvement... S'moo Babes are all about that!

I do hard things.

Being a S'moo Babe means I make it a goal to do hard things, set goals & hold myself accountable. I not only earn self-respect, but it makes me happier than I could imagine!

I have the power to say no.

I know when it's time to say no to what does not or no longer serves me. Saying no is vital to living the life I want and deserve!

I lead with an impact first mentality.

Being a S'moo Babe means I see the importance of empowering and uplifting other women. I make it a point to tell my other S'moo Babes or friends, something nice each day and make them smile!

I start with 5 minutes.

Consistency & micro goals are the way for S'moo Babes! By committing to just 5 minutes each day, I'm able to develop life-changing skills and break up a "bigger picture" goal into something daily & attainable. Whether I'm writing a book, working out every day, or just want more quality time with my significant other, the 5 minute rule can be applied to any area of my life.

I celebrate my wins & others.

As a S'moo Babe, I recognize that every small win is worth celebrating! I see the value in sharing my wins with my friends and other S'moo Babes, just like I see the value in celebrating their wins, as well.

I practice gratitude for my life, my body & anything else!

As a S'moo Babe, I make it a point to acknowledge what I'm grateful for each day. I appreciate what I DO have vs. being upset about what I DON'T have. By taking a moment to reflect or journaling it down, it gives me the opportunity to really acknowledge the abundance in my life. I also make it a point to tell someone that I'm grateful for them, too. :)

I understand that Physical Health is not "one size fits all."

Part of being a S'moo Babe is listening to my body and what it needs. What if I don't like going to the gym or doing the same thing every day?! I acknowledge that it's perfectly okay to go down the road less traveled when it comes to fitness. I can try dancing in my living room, pick up roller skating, try Jiu Jitsu, or even just go on a walk with my dog! I look for whatever sets my heart on FIRE & gets me moving.

I nourish my body and mind in the best way I can.

While I understand that we all have our limitations, it's important for me to do the best I can each day (and aim for nothing less)! Even when I feel like I can't that day, I acknowledge that not every day will be perfect - and that's okay! As long as I strive to do my best, I meet myself where I'm at and thank my body for getting me there. I try to set micro goals for myself in anything I find important (diet, fitness, personal time) and check them off my list as I achieve them.

I am thankful for community, and love!

It's important for me to remember that I'm never alone and am okay with asking for help. We are all beautifully connected by S'moo and are more powerful together than we are alone. By being joined in community, we can make an impact to help women everywhere see how valuable they are and acknowledge the beauty & hope in every circumstance, no matter our situation in life. By making the choice to live the best day we can today, we can positively influence others while making an impact in someone else's life.

KARAGAN'S STORY



I wanted to share my story with you and what brought me to found S'moo and our very first product, Ovary Good.

From the time I was 14, I've been a fitness and nutrition fanatic. It's not every day that a 14 year old becomes obsessed with living a healthy lifestyle... but I was left with no choice... seriously.

At 14, I was diagnosed with PCOS...

I remember the day so vividly as I walked into the doctors with 50 extra pounds on my body. I remember the feeling of shame as I stepped on the scale as a 170 pound, 5'4 14 year old and not knowing how I had gotten here. Despite how active I was, how healthy I ate, I was now considered obese for my age... I was mortified. That day I was diagnosed with PCOS, and that day is what changed the entire path of my life. My mom hadn't wanted me to get on the recommended birth control, knowing that birth control was unnatural, and only masked the symptoms of PCOS instead of solving them for good. So we took the holistic route, which was absolutely the choice I'd make time and time again. Through herbs, my menstrual periods were quickly regulated. So my only other focus was going to the gym, and managing my calories accordingly.

From that point, I was obsessed... with food, and calorie counting. I'd spend every night on the treadmill for 2 hours, and every moment away counting calories or waiting until my next meal. It wasn't healthy. Nor did I feel healthy.

What I didn't realize at the time is that PCOS wasn't just weight gain, and menstrual periods... it impacts so much more than that. For the next 4 years, I tried to manage my PCOS symptoms by trying any solution in the book. I tried any supplement I could get my hands on, every diet that I could follow and every workout regimen out there but I still: had trouble losing weight, dealt with hormonal/ cystic acne, had anxiety and mood swings, a complete lack of energy, abnormal hair growth, mental fuzziness, and even mild depression.

Through years of trial and error, and trying everything under the sun... I figured out what worked and didn't work for me. After honing in on what worked best, I had found my secret sauce... The only problem?! 12 pills a day... UGH! This would soon lead me to creating Ovary Good. But let's not get ahead of ourselves.

My secret sauce didn't just allow me to function normally every day but it also gave me the energy and confidence I needed to pursue my fitness journey. So much that I took on the challenge of weight lifting and which lead me to become internationally ranked elite in powerlifting! What was only merely a dream as I sat through my many tribulations in the past years, had been made possible from such a small change in my lifestyle.

I've been fortunate to find what helps best along the way and reliving those moments of frustrations and endless seeking of solutions, compelled me to share with all of you what helped me in my journey through PCOS. I feel amazing, and I want all my cysters to feel the same! So, that's why I made Ovary Good and my company, S'moo.

We've now expanded into other amazing products, and stay focused on making products that truly work with top quality ingredients. We are fully transparent on our labels so you know exactly what you are getting in all of our products and only use highly studied, and GRAS ingredients. All of our products are made in an NSF certified facility, are GMPc certified and third party tested for quality and purity.

Scan QR Code above for full video on Karagan's PCOS Story!

s'moo

PRODUCT OVERVIEW

- Our company is women owned & operated. Created by Karagan, who founded the company through her struggle with PCOS since she was 14 years old. Her goal is to help others manage their symptoms and point them in the right direction, regardless if S'moo is the answer for them or not.
- All of our products are made with highly studied and recommended ingredients for women's health & hormone balance.
- Our products are made in a GMPc & NSF certified facility.
- Our products do not contain any gluten, soy or dairy.
- All of our products are kept as natural as possible with no artificial sweeteners or additives.
- S'moo is not for everyone but has helped thousands of women balance their hormones and feel great again. Results may vary person to person & side effects may occur. We always recommend new customers to review any concerns or questions with their physician prior to use.
- Any statements made by S'moo have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



OVARY GOOD

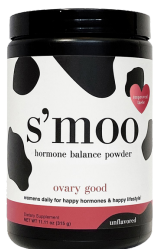
OUR BEST SELLING HORMONE BALANCE POWDER

Ovary Good is an all in one Hormone Balancing Supplement. Made to help Women with hormonal imbalances - balance their hormones and feel their best selves again! Ovary Good is a powder supplement & one scoop a day is all you need.

Ovary Good is our first & best selling product that was created by our founder, Karagan who struggled with PCOS since she was 14 years old. These were the 7 vitamins, minerals & herbs she took to manage her symptoms.

Contains full servings of: Myo-Inositol, N-Acetyl Cysteine, Ashwagandha, Magnesium, Vitamin D3, Chromium Picolinate, and Zinc.

Comes in 3 Flavors & Capsules:





BABE BOOSTERS

ALL NATURAL UNFLAVORED HERBAL SUPPLEMENTS

BALANCED BABE

Balanced Babe is your all in one mood balancing powder. Balanced Babe helps naturally support: better mood, emotional wellbeing, and supports feelings of calm and happiness.



Whether you take it daily, or just when you are having a stressful day... This all-natural herbal supplement helps balance your mood and body when you need it most.

BEAUTY BABE

Beauty Babe is your all in one hair & skin support powder. Beauty Babe may help: strengthen hair, skin & nails; hydration, skin elasticity + cell vitality; plus provides antioxidant properties + skin protection.



This all-natural herbal supplement helps beautify your hair and skin with highly studied natural ingredients that support your whole-body health, keeping your look young and new. No proprietary blend and no additional supplementation needed.



MULTIVITAMIN LINE

BOOSTED WITH UNIQUE HERBAL BLENDS

WOMENS MULTIVITAMIN



This multivitamin is a great way to add to your day! 2 Capsules a day contain 30 unique vitamins and minerals as well as 4 unique herbal blends for hormonal, stress, immune and digestive support.

our body needs vitamins and minerals to function properly. Our S'moo multivitamin is the perfect place to start. Pair it with other S'moo products or take it solo. 30 day supply.

PRENATAL VITAMIN



If you are planning on adding to the family, this prenatal support is your all-in-one monthly supply for a healthy pregnancy. This is formulated to be taken before and during pregnancy and throughout nursing. With 17 traceable, clean ingredients for before and during pregnancy.

* Currently TTC? If planning to take a prenatal while TTC, you can pair our Prenatal with Ovary Good from S'moo. However, once becoming pregnant, we do recommend to discontinue the use of Ovary Good. **



BLENDING SOLUTIONS

A MUST FOR ENJOYING YOUR S'MOO!

SHAKER CUPS



What's better than S'moo in smoothies? S'moo in shaker cups! :) You can mix S'moo with your favorite protein shake, coffee, iced tea, and more! Comes with a recipe book with 12 of our favorite recipes.

Available in various colors & designs.

BLENDER CUPS



Enjoy the ability of going anywhere and blending your S'moo without the limitations of a regular blender! The S'moo Blender Cup is a portable, USB rechargeable blender that blends 8-12 smoothies on a single charge!

With 6 stainless steel blades, this blender can even crush ice. :) It's also super easy to clean, just add water and a dash of soap and blend until clean! Designed to be perfectly sized to carry on the go and even easily fits into your car cupholder.

COMPENSATION PLAN

OVERVIEW

WE BUILT OUT THE AMBASSADOR PROGRAM TO HAVE A REWARDING COMPENSATION PLAN WITH 4 WAYS TO MAKE MONEY OR GET REWARDS!

HOW DO I MAKE MONEY?

When your customers, or Partner Tree customers make a purchase, you will receive a commission based on the items purchased or current campaigns going.

WHEN DO I GET PAID?

We pay out once a month via PayPal.

WHAT ARE THE RANKS I CAN ACHIEVE?

BRONZE: \$0+ Sales

3% Commission on all sales + 10% discount for customers.

SILVER: \$250+ Sales

4% Commission on all sales + 10% discount for customers.

GOLD: \$500+ Sales

5% Commission on all sales + 10% discount for customers.

PINK: \$750+ Sales

6% Commission on all sales + 15% discount for customers.

WHAT OTHER OPPORTUNITIES ARE THERE TO INCREASE MY COMPENSATION?

We recommend checking your dashboard weekly to see current campaigns, and bonuses available to you. Additionally, recruiting partners is a great way to increase your rewards.

HOW DOES THE PARTNER TREE WORK?

Earn more when you recruit new ambassadors & they generate sales + bring on new ambassadors. You can review your partner tree on your dashboard & your partner tree sales. We recommend working with your team to increase sales, increase partner referrals and discuss strategies to ensure success for your full team. You are welcome to hold your own team zoom meetings, send emails/texts... you name it!

PARTNER TREE LEVELS BELOW:

PARTNER TREE LEVELS:

1

Level 1

PARTNER PARENT.

5% COMMISSION ON COMMISSION SALES.
\$100 OF COMMISSION FROM PARTNER = \$5
COMMISSION FOR YOU.

3

Level 3

1% COMMISSION ON COMMISSION SALES.
\$100 OF COMMISSION FROM PARTNER = \$3
COMMISSION FOR YOU.

2

Level 2

PARTNER GRANDPARENT.

3% COMMISSION ON COMMISSION SALES.
\$100 OF COMMISSION FROM PARTNER = \$3
COMMISSION FOR YOU.

4

Level 4

.5% COMMISSION ON COMMISSION SALES.
\$100 OF COMMISSION FROM PARTNER = \$3
COMMISSION FOR YOU.

Get more partners by sharing the perks!

S'MOO AMBASSADORS ENJOY UNBELIEVABLE SAVINGS ON S'MOO
PRODUCTS & EXCLUSIVE PERKS!



- 10% to 15% off all S'moo products depending on your tier. (Bronze, Silver, Gold & Pink!)



- Access to exclusive flash sales & promotions



- Free Shipping: Each qualifying order of \$75 USD or more means no shipping fees!



- Commission on sales! Get 3-6% cash back on any sales you make to your friends or family depending on your tier. The more you sell, the more you earn & the more commission you get.



- Get bonus when you make the leaderboard, do our weekly + monthly campaigns, and get special gifts, offers & even, cash back!



- Build your team and get extra commission from your teams sales. The best way to passive income, and spreading the word about S'moo.

YOUR S'MOO AMBASSADOR JOURNEY

Completing the following activities will help you not only get rewards, but will also help achieve your goals!

WEEK 1

- Read over the workbook & review our "Guide to Sharing S'moo" found in Marketing Resources
- Download the S'moo Babe mobile app, and join our private S'moo Babe Facebook Group
- Join the "S'moo Babe VIP Group" in our S'moo Babes mobile app to stay connected with other ambassadors.
- Fill in your "Who do you know?" contact list found on the next page!
- Start sharing with people on your Contact List. The "Guide to Sharing S'moo" and the "Text Message" found in Marketing Resources will help you get comfortable with sharing S'moo.
- Put your link in your social media bios & make your first post sharing S'moo organically. Refrain from "selling" and let people ask questions!
- Make your first post about S'moo. Try sharing your daily routine, how it has helped you, what products you love, or whatever feels organic to you! Remember to stay authentic, and truthful to your experience.
- Reach out to our support team if you have any questions

ONGOING

- Post consistently about S'moo on different avenues. Instagram, Facebook, YouTube, TikTok, Blogs are all great ways to share!
- Engage in the community to learn more about the product, hear success stories, and more. Remember, that links & codes are not allowed in our communities.
- Check in weekly to your dashboard to see your sales, and see if any new campaigns or materials have been uploaded.
- Follow up with those you've talked about S'moo with. Remember, that S'moo isn't for everyone - and make sure to never guarantee results. Sharing your organic, honest experience is always the best and right way to share S'moo.
- Invite other friends & family who love S'moo, to be S'moo ambassadors using your partner referral link.
- Check in with your customers, and see if you can help them in their journeys. Whether it be S'moo related or just being a friend! Building relationships is key.

HOW TO BUILD YOUR S'MOO PARTNER TREE

Building your partner tree is key to building your ambassador program success. Below you'll find 4 things you can do each day to help grow your partner tree & make the most out of being a S'moo ambassador.



SHARE

Share S'moo consistently as possible, and daily is best! Using the "Guide to Sharing S'moo" found in the Marketing Resources, can help you do this!



GROW

Share & onboard effectively. When growing your partner tree, help set up your partners for success by sharing what has worked for you, and making sure they understand how the program works.



ONBOARD

After sharing, help your customers or new partners choose the best product for them and their journeys. Remember to never sell something to someone if you don't think it is the right product for them. We are here to help people, and while you are building your partner tree, make sure you remember our core values of helping others authentically.



LEAD

The best way to success for your partner tree is to lead by example. You do this by consistently sharing, bringing on new partners, and building a community of customers. This includes leading your partner tree to duplicate this method, and follow your example.

HOW TO SHARE S'MOO & WHAT TO SAY

Sharing is the #1 best way to ensure your success in our Ambassador program.

With that said, we can't stress the importance of staying honest and authentic enough. When sharing, we recommend sharing your honest story, and experience with S'moo, and being upfront that it isn't for everyone.

We love referring to our community for customers to hear from other S'moo Babes and to make the decision for themselves if S'moo is right for them. After they join, ensure you follow up in a 1 week to answer any questions they have.

If your prospective customer has any medical concerns, or questions... make sure to refer them to check in with their doctor prior to use and check back with them in 1-2 weeks time.

We made the "Guide to Sharing S'moo" to help get you started, which can be found in the Marketing Resources.



NEXT STEPS

CONGRATULATIONS ON FINISHING YOUR AMBASSADOR SUCCESS WORKBOOK!

Welcome to the team! We are so excited to have you and can't wait to get to know you better! As you start and continue your journey as a S'moo Babe ambassador, it's always important to remember your WHY. Your why will help guide you to get the most out of being a part of the S'moo team. For us, our why is to help women everywhere realize that medical results don't define them, that there is hope in EVERY situation, and that we're going to live our best lives no matter what obstacle comes out way. What is your why?!

Keeping this in mind is SO important being a part of the S'moo team. Remember, that we are here to make an impact before anything else.

We are so excited for this journey with you, and look forward to seeing all of your success in the months to come.

If you need anything, we are here for you every step of the way as your team, friends & sisters.

Wishing you all the best in the start of your journey, and we'll be in touch soon!

xoxo, S'moo HQ

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Babe♡