



affiliate guide

for Whole30[®] Coaches

WWW.TRUEFARE.COM

contents

- [3](#) Welcome
- [4](#) About True Fare
- [5](#) Affiliate Program Details
- [6](#) How To Use Your Affiliate Materials
- [8](#) What to Highlight
- [9](#) Example Solo Email
- [10](#) Newsletter Add-In
- [11](#) Example Blog Post
- [13](#) Example Social Media Posts
- [19](#) FAQ

www.truefare.com

Affiliates@truefare.com

 [@truefare](#)

 [/mytruefare](#)

welcome

Welcome to the True Fare affiliate program!

Welcome to the True Fare affiliate program! We can't wait to help your clients achieve their Whole30[®] goals with our delicious, Whole30 Approved[®] meals delivered straight to their doors.

Our affiliate program makes it easy for you to share True Fare's delicious meal with your clients.

You can feel good promoting True Fare to your followers since every delicious meal is Whole30 Approved, developed by the chef behind *The Whole30: The 30-Day Guide to Total Health and Food Freedom*.

Chef Richard is deeply knowledgeable about the ins, outs, and SWYPO's of Whole30, and has stocked our online marketplace with Whole30 Approved and Food Freedom-friendly snacks, too!

Read on for fantastic resources designed just for our Whole30 Certified Coach affiliates!



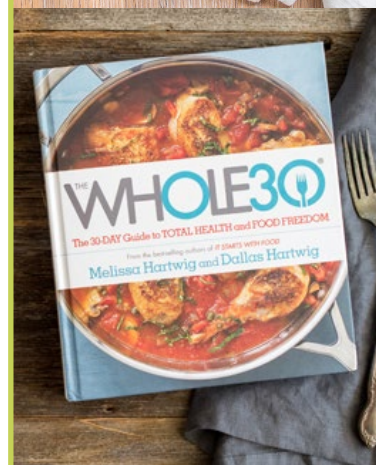
about TRUEFARE

At its heart, True Fare is about meeting your dietary needs quickly, simply and healthfully.

True Fare was founded by Chef Richard Bradford, a pioneer in Paleo and Whole30® cuisine. Chef Richard created nearly every recipe in *The Whole30: The 30-Day Guide to Total Health and Food Freedom*.

Every True Fare meal is Whole30 Approved®, meaning they're free of added sugars, fillers, stabilizers and mystery ingredients. We're deeply invested in the health of our community and its farms, so we source only the highest-quality ingredients for our True Fare meals.

That means organic produce, grass-fed beef, heritage breed pork and organic or free-range poultry. We know you and your clients care about how you fuel your body. We do too. With True Fare, your clients can have the best of both worlds—tasty, nourishing food with minimal cooking time or cleanup.



affiliate program **details**

The True Fare affiliate program is designed so you, our amazing affiliates, can be compensated for all you do to help us spread the word about True Fare. Whole30® Certified Coaches do so much to change their customers' health and we believe you deserve to be rewarded! We are so thankful to have you on our team.

Here are affiliate details you might find useful

- To sign up as a True Fare affiliate, click [here](#).
- Affiliates are compensated 10% of sales.
- Affiliate links are tracked for 3 months using cookies.
- We love to send samples to affiliates, so please let us know if you'd like to try more of our product!
- Want to host a giveaway? We want to help! Please send an email to affiliates@truefare.com for help with giveaway setup including graphics, copy, and more.

Contact my team at affiliates@truefare.com if you have any additional questions or need support!

how to use your affiliate materials

Now that you're on board, you'll have access to resources designed to make promoting True Fare to your coaching clients as simple as possible. **We can't wait to hear what they think!**

Inside this True Fare Affiliate Guide for Whole30® Certified Coaches, you'll find examples of copy that you can use **verbatim**, or **personalize it** with your own insights. Plus we have added a **suite of shareable graphics, banners, and high-quality product images**. You should use your affiliate link whenever you mention True Fare by name, and experiment with adding it throughout copy as well!

- **Solo Email**

We find sending out a solo email is the most effective way of sharing with your followers. Since algorithms are constantly changing, email lists have become an even more viable, valuable way to stay connected with your audience. Below you will find two examples of solo emails. We have found that image-heavy solo emails do not perform as well, that's why we have provided you with just a simple banner for these solo emails. Our biggest and most effective tip is adding in your own voice and story with our product. We strongly encourage you to personalize these emails with your own insights and experiences.

- **Newsletter Add In**

Do you send a weekly newsletter to your followers? We would love a shout-out! To make that easy, we have given you a super short shoutout that's simple to add to newsletters.

- **Blog Post**

Blogs are a great, organic way to offer your audience value while recommending our product. We have given you a product shout-out paragraph that you can easily copy and paste along with an example blog post that you can use and personalize, perfect for updating existing blog posts with a Call to Action.

● Social Media Posts

Social media creates space for conversation. Make sure you tag us on your posts so we can find and follow you! We love to jump in and help out with questions from your followers, as well. We've also included a list of hashtags below.

- **Facebook tip:** Videos are performing really well on Facebook, so going 'live' and talking about your experience with our product is a great way to connect! In case creating your own video is not your thing, we've included a video below you can use!
- **Pinterest tip:** Think of Pinterest as a search engine vs a social network. You can help your fans find Whole30®-focused affiliate programs you support by creating a board dedicated to showcasing them. For example you can create a board called "AMAZING ways to make your WHOLE30 easy!"
- **Twitter tip:** When you share us on Twitter, tweet about us as if you are talking to a friend. Conversational messaging works best on Twitter. Hashtags are a great way to help others find your content; we encourage using #truefare and #Whole30Approved.
- **Instagram tip:** As far as hashtags go, it makes no difference if the hashtags are in the post itself or in the comments below your post. Instagram does not penalize you for using the maximum 30 tags, no matter what you've heard. You're not required to use any tags, but we do ask that at a minimum you use our brand tag, #truefare.
- **Instagram Stories tip:** We are seeing great success with Instagram stories, so we have provided you with some fun story templates to play with. Not sure what to write? We've got you covered with that, too! The most effective stories use your point of view and your face on video.

If you're interested in participating in our Instagram Stories Takeover Program for a day, email our Social Media team at tftakeover@victoriaharris.com or send @TrueFare a message on Instagram!

● Suite of shareable graphics

We've paired images with these marketing assets, giving you a full suite of shareable graphics to have fun with! If you're looking for a giveaway graphic, shoot us an email! We'll help you set up the giveaway and provide some fun graphics as well. Finally, if you need more graphics, we are always happy to create something specific for you! Access easy to download affiliate on our website at shop.truefare.com/pages/affiliate-resources

what to highlight

True Fare makes building a Whole30 Approved® menu simple. We offer plenty of mix-and-match styles for your followers with individual breakfast, lunch and dinner options and monthly subscription deliveries to our Whole30® Meal Plans.

We'd love for you to highlight lots of different options to your coaching clients. But our Whole30 Approved Bundled Plans are an especially appealing option for those daunted by the cooking (and the dishes!) required for a successful Whole30 .



These plans include 5, 10, 15, or 30 days of breakfasts, lunches, dinners and snacks. They're a complete "Whole30 in a Box," and may be ideal for clients who are looking to complete a Whole30 while juggling many other demands on their time.

Of course, every meal on True Fare's menu is Whole30 Approved, but we also offer Keto, AIP and seafood options, as well as many upgrades for those looking to double their protein portions, add vegetable sides or avoid beef or pork. Pointing out our amazing customization options is a great way to help your clients understand just how flexible True Fare can be.

example solo email

Title: My Go-To, Whole30 Approved® Emergency Meals!

Dear [First Name]

I've seen it time and time again.

My clients head into their Whole30® with the best of intentions. They're dedicated, prepared and ready to party! But around Day 11, something happens.

They wake up late and forget their packed lunch.

Their kid gets sick.

They have to stay late for a work emergency.

And suddenly, just grabbing that sandwich seems like the only option. **Before they know it, they've hopped off the Whole30 train and headed straight down to bread chow town.**

I hate seeing this happen, since I KNOW it can be avoided! As a Whole30 Certified Coach, I love finding resources that can help you sail through your Whole30 with ease. That's why I'm excited to tell you about my new FAVORITE emergency Whole30 solution, True Fare! [YOUR AFFILIATE LINK]

Check out True Fare's Whole30 Approved menu here! [YOUR AFFILIATE LINK]



[[DOWNLOAD OUR FULL SUITE SHAREABLE GRAPHICS HERE](#)]

True Fare meals arrive frozen, so they're ready to fill the gaps your cooking can't. The best part?

All of True Fare's meals are Whole30 Approved and developed by the chef and recipe creator behind *The Whole30: The 30-Day Guide to Total Health and Food Freedom*.

[CONTINUED ON NEXT PAGE]

Let's face it: Whole30 Approved meals that someone else cooked are the Holy Grail of your Whole30. I'm not exaggerating when I say **having a few of these meals on hand as insurance can make or break your Whole30 experience.**

Stock your freezer for your next Whole30 with True Fare! [YOUR AFFILIATE LINK]

True Fare LOVES its Whole30 customers. EVERY meal and snack on the True Fare site is Whole30 Approved and they make it simple to order 5, 10, 15, or even 30 days of meals. (You read that right--True Fare will deliver your entire set of Whole30 meals and snacks to your door!).

A few ideas for using True Fare meals during your Whole30:

- Stash 2 days of meals in your freezer for a busy weekend.
- Grab 5 days of meals to take with you on vacation (or have them shipped to your destination during your stay!).
- Mix-and-match True Fare options to eat one dinner per week "out" with a True Fare meal.
- Automate your Whole30 with a 30-Day meal plan!

The options are endless! I hope you'll check out True Fare for your next Whole30. I know I'm stocking up as we speak!

[YOUR AFFILIATE LINK]

[BUTTON SUGGESTED]

Sincerely,

[Your name]

newsletter **add-in**

Desperate for easy, grab-and-go options to make your Whole30® simpler? I got you! My friends at True Fare [YOUR AFFILIATE LINK] make incredible, Whole30 Approved® meals that you can store in your freezer and pull out when things get crazy. They're an absolute lifesaver! Check out their meal options or build out a full 30 days of meals and snacks. Visit True Fare here to learn more!

example **blog post**

Title: How to Emergency-Proof Your Whole30®



[[DOWNLOAD OUR FULL SUITE SHAREABLE GRAPHICS HERE](#)]

Let's talk about falling off the Whole30—or, more specifically, about how to avoid it.

Time and time again, I've seen my clients head into their Whole30 with the best of intentions. They're dedicated, prepared and ready to party! But around Day 11, something happens.

They wake up late (yes, your sleep WILL improve that much!) and forget their packed lunch. Or their kid gets sick. Or they have to stay late for a work emergency.

And suddenly, just grabbing that sandwich, or eating that cookie, or ordering takeout Chinese seems like the only option. When you're hangry, what can you do?

The answer lies in preparation. Don't let yourself get hangry in the first place! In this post, we'll talk about how to emergency-proof your Whole30 and the resource I use to make sure I'm always prepared.

[CONTINUED ON NEXT PAGE]

Get Prepared

I usually advocate that clients embarking on a Whole30 (especially those doing so for the first time) pick a routine 30-day period. Sticking to your plan is more likely if you can avoid doing a Whole30 during a family vacation, over the holidays or when struggling through a period of intense work stress.

But even routines get interrupted...

Life WILL present some challenges during your Whole30. How you respond to those challenges makes all the difference. Here's my two-step process for preparing for the worst.

Prep Your Meals

Even a "normal" week is pretty hectic for most of us. If you typically pick up takeout on the way home or eat your meals at work, don't expect to miraculously develop a taste for weeknight cooking once you start your Whole30. Even those of us who love cooking are often too exhausted to do anything elaborate on a weeknight.

Instead, have a plan for those nights when things get hectic. I love prepping meals like easy curries, soups, or chicken and roasted veggies to have on hand for a couple days of meals. You can find fantastic recipes in *The Whole30: The 30-Day Guide to Total Health and Food Freedom* and *The Whole30 Cookbook!*

Taking time to cook on Sunday will save you headaches later in the week.

Alternatively, stock your freezer (at home and at work!) with a few of my favorite meals from True Fare. These chef-prepared, Whole30 Approved® meals arrive frozen and thaw quickly, so they're always ready for your #whole30emergency. In fact, I recommend you keep these on hand throughout your Whole30, even if you regularly meal prep. Better safe than face down in lo mein noodles, right?

[YOUR AFFILIATE LINK]

Best of Both Worlds

With a little preparation, nothing can derail your Whole30 efforts. Emergency-proofing your Whole30 is as simple as making sure you have options on hand that look more tempting than takeout. A bit of effort ahead of time can go a long way toward your success.

With a stocked freezer of your homemade meals or True Fare's amazing selection and a few snacks on hand, you'll be ready to grab that Whole30 by the horns.

Now get preppin'!

example social media posts

f Facebook

OPTION 1:

Whole30® in a pinch is EASY with True Fare!

These chef-crafted, Whole30 Approved® meals are an absolute lifesaver because they're cooked fresh, arrive frozen and reheat quickly. Think a Whole30 TV dinner with incredible flavor. Seriously, these recipes come from the chef behind *The Whole30: The 30 Day Guide to Total Health and Food Freedom* and they taste so good!

I've guided lots of clients through successful Whole30 programs, and while I can say that the results are totally worth it, I know that cooking every single meal yourself for 30 days can feel daunting.

I usually recommend that clients have a few meals on hand for emergencies. True Fare is a great option for grabbing a couple meals, or even automating your whole Whole30 with one of their meal plans.

Check out True Fare at the link below and stock up before your next Whole30!

[[DOWNLOAD OUR FULL SUITE SHAREABLE GRAPHICS HERE](#)]



OPTION 2:

Want a simpler Whole30®, minus the dishes?

Everybody loves that Day30 feeling—but not all of us love the dishes! The truth is, cooking is essential to a successful Whole30. But for many of my clients, having a few @Whole30Approved and pre-made options on hand is a lifesaver. That's why I love @TrueFare!

True Fare meals are chef-crafted and their entire menu is @Whole30Approved! We're talking amazing options like Melissa's Chicken Hash for breakfast, Smokey Beef with Cauliflower Rice and Mushrooms, and Turkey Meatballs with Kale Pesto. They're SO tasty!

Try a few a la carte meals or a Whole30 Meal Plan, which includes breakfasts, lunches, dinners and snacks! Every True Fare meal is #Whole30Approved, but Chef Richard's team also offers AIP, Keto and Wild-Caught Seafood options. Customize with larger protein portions or add some Whole30 snacks! Check out the link below to learn more and stock up!

[[DOWNLOAD OUR FULL SUITE SHAREABLE GRAPHICS HERE](#)]



Instagram

OPTION 1:

Dreaming of a simpler #Whole30?

MY SECRET FOR A SIMPLER WHOLE30:

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Your #Whole30 is going to make you feel amazing. But the dirty dishes? Maybe not so much. The truth is, cooking is essential to a successful Whole30. But for many of my clients, having a few @Whole30Approved and pre-made options on hand is a lifesaver. That's why I love @TrueFare!

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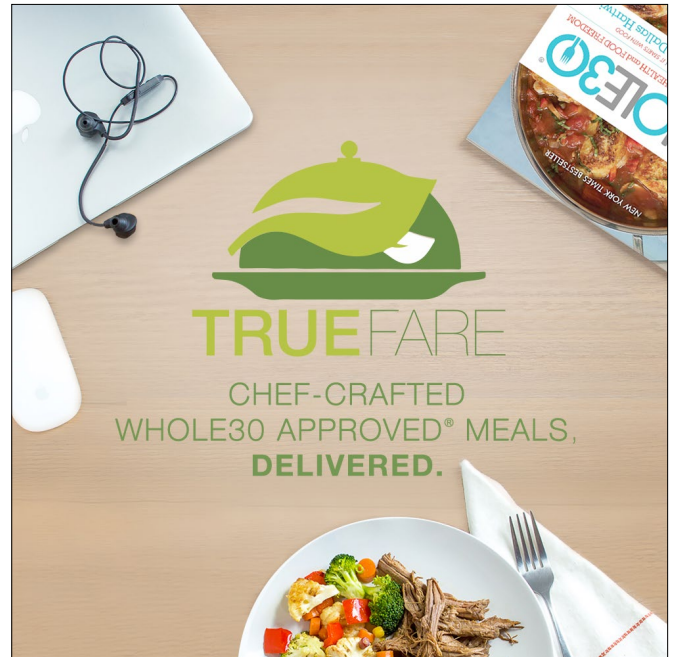
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[HASHTAGS]

[[DOWNLOAD OUR FULL SUITE SHAREABLE GRAPHICS HERE](#)]



OPTION 2:

Whole30® emergencies don't have to derail your progress. Keeping a few @Whole30Approved options on hand can make a big difference! I love @TrueFare's tasty, chef-created meals and recommend my clients stock up before their next @Whole30!

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Not only is every @TrueFare meal #Whole30Approved, but the recipes are created by Chef Richard, co-author of The Whole30: The 30-Day Guide to Total Health and Food Freedom. They're amazingly delicious and feel like eating-out, without the hassle (or playing 20 Whole30 Questions with your waiter!).

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Find out more about True Fare, including how to order a week or even a month of Whole30 meals, at the link in my bio!

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[HASHTAGS]

[[DOWNLOAD OUR FULL SUITE SHAREABLE GRAPHICS HERE](#)]

LOCALLY-
SOURCED
NATIONALLY
DELIVERED
WHOLE30
APPROVED®.





Instagram Stories

OPTION 1:

Slide 1: Looking for easy grab-and-go options for your next Whole30?

Slide 2: Every @TrueFare meal is Whole30 approved, and so tasty!

Slide 3: Grab a few meals or get an entire Whole30 month of meals delivered!

OPTION 3:

Slide 1: My clients LOVE @TrueFare's @Whole30Approved meals!

Slide 2: Their meals are tasty, chef-developed and frozen so you're never unprepared!

Slide 3: Grab a few #Whole30Approved meals before your next #Whole30 starts!

**Looking for easy
grab-and-go
options for your
next Whole30?**



Twitter

Stock your freezer with #Whole30Approved meals from @TrueFare! They're chef-developed, delicious and always there to intervene when your #sugardragon is calling [YOUR AFFILIATE LINK]

I love pointing my clients to @TrueFare's #Whole30Approved menu for easy, grab-and-go options! Find out more here [YOUR AFFILIATE LINK]

Want to foolproof your #Whole30? Order #Whole30Approved meals from @TrueFare so you're always prepared! [YOUR AFFILIATE LINK]

Skip the dish-washing and grab some #Whole30Approved meals from @TrueFare! Delicious, chef-prepared, and ready when you (or your #hangry hour) need them! [YOUR AFFILIATE LINK]

Hashtags

#truefare #mealdelivery #mealplan #whole30 #whole30approved #whole30challenge
#lifeafterwhole30 #whole30meals #whole30life #whole30food #feedyourbody #eatyourcolors
#whole30compliant #ketolifestyle #ketocommunity #ketogeniclifestyle #bodybybacon #ketostrong
#paleodiet #paleoish #paleoapproved #lowcarb #aip #sugarfree #aippaleo #autoimmuneprotocol
#healingwithfood #autoimmunity #foodismedicine #antiinflammatorydiet

faq

Use these FAQ answers whenever your clients have questions about True Fare. Or, just check them when you have questions yourself!

Feel free to add them to emails, blog posts, or social media.

WHAT INGREDIENTS ARE USED IN TRUE FARE MEALS?

All chicken and vegetables used are certified organic. We use Plainville Farms Turkey, a free-range ABF turkey. Grass-fed and grass-finished beef and free-range pork come from U.S. Wellness Meats. Our vegetables are 100% organic and locally sourced when possible.

CAN I REQUEST SUBSTITUTIONS? WHAT IF I HAVE AN ALLERGY?

We are unable to accommodate requests for substitutions for specific ingredients**.

We are able to accommodate select protein exclusions (such as 'No beef') upon request.

Your chefs strive to build comprehensive menus using chicken, turkey, beef, and pork. We do not include any fish or seafood in our bundled program meal plans. These would not be received unless ordered specifically from the fish and seafood collection.

In most of the menus and plans, a no-pork variant is seen in the "Options" or "Title" drop-down. An options drop-down recurs throughout our website, and many variants may be seen under individual products, menus and plans.

If you do not eat pork or beef, for example, you could select a no-pork option and simply place the request for "no beef" in the "Notes" seen during your cart summary. Any notes placed here will be transmitted when you proceed forward with your order. (Sometimes going "back" on your browser can delete the note and you would have to type it again).

If you have an allergy to any standard Whole30®-compliant ingredient, it might be recommended that you select from specific menus or specific Individual Meal Pairings that do not contain your undesired ingredients.

We do not use any gluten, grains, lactose, soy, legumes or refined sugars, which are not even allowed in our kitchens. If you have sensitivities/allergies to nuts, seeds, seed-based spices or nightshades, it is highly recommended that you select from our AIP offerings.

**Certain accommodations might be made with up to a 10% substitution surcharge. All such requests should first be directed to our Customer Care Team: Hello@TrueFare.com. Simply placing "No Vinegar" or "No Mushrooms", for example, in your order notes will likely delay your order while a Guest Services member reaches you to confirm requests and applicable surcharges along with custom invoices.

We use all latex-free gloves for food preparation and handling in an effort to accommodate any latex allergies!!

ARE THESE MEALS ALL WHOLE30 APPROVED®, OR JUST WHERE I SEE THE LOGO?

All current meals prepared by your chefs here at True Fare are Whole30 Approved! This is standard protocol for all meals prepared by your chefs. You need not look for the Whole30 logo or verbiage as might be seen under the Whole30 bundled Program Meal Plans. All lunch/dinner menus, AIP menus, Keto-friendly and individual meals are Whole30 Approved.

There might be one or two snacks that, while crafted with Whole30 compliant ingredients, may not be Whole30 approved and considered a "no brakes" snack. These are identified as "Not Whole30 Approved".

HOW DOES TRUE FARE WORK?

Select from our bundled meal plans or individual meals as you might prefer, add to cart and checkout. We deliver nationwide! Need to know more? Read our FAQ's for most everything, get the summary below or email us: Hello@TrueFare.com or call us 678-995-5772 anytime!

True Fare will deliver Whole30 Approved meals to your doorstep! Simply select your options by choosing from our popular Whole30 Program Meal Plans or any of your chef's delicious menus and meals. Most all meals are fully cooked to perfection by your chefs and simply require reheating! Meals are made from scratch starting with the finest ingredients, then your chefs place the 'delicious' in every meal! Standard meals arrive to you frozen, but these are not 'freezer meals'. This is genuine cuisine prepared by your chefs!

Meals will be delivered to your doorstep by FedEx, wherever you are, nationwide!

HOW DO MY MEALS ARRIVE?

True Fare meals arrive frozen, having been frozen from fresh by your chefs, and kept frozen during transit utilizing dry ice. While meals may be kept frozen for up to a year upon arrival, once meals are brought down to and left at refrigeration temperature (recommended reheating temperature), they should be utilized within 7 to 9 days. When ordering 10, 20 and 30 day plans, it would be recommended that you only bring your weekly needs under refrigeration, keeping balance meals frozen until the following week. We highly recommend that all meals are thawed under refrigeration prior to reheating. These are not "freezer meals", but is genuine cuisine prepared by your chefs. The freezing is an ancient natural preservative. Please follow reheating directions accordingly.

HOW DO I REHEAT MEALS?

Please be mindful that your chefs have already cooked most all of your meals to perfection. All you will need to do is reheat them to your own desired palatable temperature. (Reheating times may be tripled for Family Meal portions). Certain entrées, particularly ground beef proteins such as Grass-fed Burgers, are only seasoned and seared and are typically rare. These may require "cooking" time for your preferred internal temperature.

Stovetop Reheating (Recommended)

Let your True Fare meals thaw under refrigeration. Remove meals from the container (tray or bag) and place your protein in a medium size frying pan with water or desired cooking oil/fat. Cover tightly with a lid to heat through for 3 minutes. Remove protein or add vegetable side to same pan. Reheat vegetables for 1-2 minutes to just heat through, and serve meal together. (If sauce from entrée dehydrates during reheating, add a little water and continue reheating.)

Oven Reheating

If this is your preference, you may remove meals from packaging, place into a baking pan and place in the oven at a temperature of 275 degrees. In most cases, this will require 8-12 minutes of reheating for proteins and 5-7 minutes for vegetables. Temperatures above 275 degrees run the risk of overcooking.

Microwave Reheating

Yes. You can reheat your meal quickly and easily with a microwave oven. Most of our proteins will take about a 45 second reheat in the microwave, using 50% power level. If they are not completely heated through, add an additional 15-20 seconds at a time. (For best results, microwaving food is not recommended when you have other resources such as stove-top, oven or toaster oven available.)

We recommend that you use a microwave-safe dish. DO NOT microwave in the black trays provided. Most meals may be reheated in under a minute. Please be careful to not overcook any meals, particularly thinly sliced proteins. Often times, a damp paper towel placed over your entrée will provide a better reheating experience. Be careful to not recook your meals that are likely already cooked to perfection. Simply reheat to your desired palatable temperature.

For instructions for reheating fish, please refer to the [**complete FAQ on our website.**](#)