



The Growth Collective

Contributor Information





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welcome!

Thank you for your interest in becoming a contributor for The Growth Collective.

This collective means so much to me. I am truly grateful for your consideration and thought to join me in supporting and growing with other moms in the online world.

This isn't any ordinary collaboration. It's a partnership aimed at propelling moms into a more certain financial future while still protecting our precious time for the joys of motherhood. It's about exploring options, making connections, and crafting businesses that truly make sense. Our journeys through motherhood often look different. Our businesses should too.

If you resonate with this and have knowledge and/or tools you feel would be helpful in supporting moms in business, I invite you to read through the rest of this document. I'd love to share how we got here, the vision moving us forward, and what's in it for you.

Together, we can create something truly unique.

Much Love,

Sam Salfarlie



ABOUT ME

Mom of three awesome kids, wife to an incredible husband, and on a mission to be financially secure while being the present mom I want to be. This, plus making this life feel accessible to other moms like me.

Like many of us, when I began to have kids, I was faced with the heartbreaking reality of having to return to work, find childcare, and miss time with my babies. I was 7 months pregnant with my third child (oldest was only 3) when it hit me. I had limited time to come up with another option. This is when the fire was lit - I needed to make money on my own terms, my own way.

I've always had, in my opinion, a fairly strong business sense thanks to my professional career in post-secondary education. However, with limited formal business training, I was quickly in over my head. With so much conflicting information online, I didn't know what direction I should go. And I know I'm not the only one to feel this.

I explored so many options. I spent thousands of dollars on courses, swipe files, memberships and mock-ups.

Most of what I purchased was incredibly impactful and high value from incredibly knowledgeable people, often other moms.

After hours of watching and reading content, I was able to finally narrow down what I wanted to do and landed into some amazing communities.

The problem was that I had spent a lot of time and money on strategies, content and tools that I didn't plan on using. Not that there was anything wrong with them, it just wasn't me.

The other piece of this that was burning within me at this same time was all the friends I had in this same situation. Other moms, in the thick of motherhood, who also longed for a different way forward, even for just a little more flexibility.

This is when The Growth Collective was first imagined and its first beginnings began to form.

OI / The Concept

We've all heard the noise. Ads vs. no ads. Pinterest vs. Instagram. Podcast vs. Youtube. This vs. That. The list goes on.

The internet is full of conflicting strategies and moms are wasting precious time trying to figure out which ones actually apply to them.

The goal of The Growth Collective is to bring together vetted experts, practical tools, and a community of moms. We want to create a space where we bring ideas, experience, and realistic options together for those in the beginning and intermediate stages of starting their own businesses.

everything inside ties back to three core pillars: have something to sell, find leads, and make money.

Simple, clear, and designed for real life with kids underfoot. Every strategy, every tool, every skill we learn - ultimately points back to one of these three things.

As a contributor, you will be able to share your expertise in a meaningful way that allow our members to make an informed decision about their business.

You'll be showing up for women at a pivotal moment - when they're ready to act, hungry for guidance, and looking for someone they can trust to go deeper with.

Our members gain the expertise and clarity to make real decisions. You gain a warm, engaged audience who already knows, likes, and trusts what you do.

"The future belongs to those who believe in the beauty of their dreams."

— Eleanor Roosevelt

02 / Becoming a Contributor

There are many ways you can contribute, even if you don't have your own offer or products. If you have industry experience in anything that is relevant to moms in business, we'd love to have you! Here are some options for getting involved and things you could contribute:

- Engagement in community via posts and comments
- Monthly/Quarterly challenges
- Digital resources (just not a freebie)
- Workshops
- Courses
- Weekly/Monthly/Quarterly calls
- Something else!

You could contribute in one way, or many, depending on where you are at in your own life and business. You can be as hands-on or hands-off as you need to be. Your involvement can also evolve and change over time. It's not set in stone!

We'd love to host experts in the following topics & strategies:

- Email marketing
- Copywriting
- Meta/Google Ads
- Social media/LinkedIn
- Mindset & Confidence
- Offer creation
- Tech/tools/Hosting platforms
- Media/Public Relations
- Branding
- Blogging
- Strategic Planning/Organization
- Website building
- Podcasting
- Pinterest
- YouTube
- E-Commerce
- Event Planning (virtual & in-person)
- Launching/Funnels
- Affiliate marketing
- Something else!

I would love, love, love to chat if you have another idea or unique experiences to share.

The Skool platform also offers a variety of ways to present and release content, including ways to increase community engagement. As members engage with each other, they can increase their "level" within the group. Modules and bonuses can be unlocked for members as they reach certain levels.

There are many unique ways to explore as we lay out the foundations and growth of the community. We can have some fun with this!

03 / Logistics

The Growth Collective is hosted on the Skool platform. You can view the group [HERE](#), if you haven't already checked it out. Contributors can join for free and will get a dedicated page in the "Meet the Contributors" module. You can add your photo, bio, and links your email list, offers, socials, podcast, etc. - what ever you'd like to direct clients to connect with you further. Everything you contribute, will have you're name to it so members know who to connect with to get more information.

Any member of the group can also earn 50% commission as an affiliate. Affiliate marketing and promotion tools will be available inside the community. Affiliates also do not pay any of the Skool transaction fees. Affiliates earn commissions each payment for long as you and your referrals stay apart of the community. You earn commission regardless of whether or not your referrals pay monthly or annually.

You own your content (digital resources, courses, workshops) at all times. If you choose to leave the group, you can decide to take down your resources. We kindly ask that you give notice to the members to offer one last chance to consume your content and/or connect with you. I completely understand if this isn't a fit for you or your business and that priorities and goals change over time.



Larger pieces of content, such as workshops or courses, can be arranged into their own modules or "courses" inside the classroom. You can choose to have your own images/branding for the module cover, or use the branding of The Growth Collective. Digital resources can be added to the digital resources module.

As the community grows and the number of contributions increases, the modules and their content is likely to shift and change over time. And this is a good thing! The goal will be to keep the content as straightforward and organized as possible for the community members to find and access it when they need something.

O4 / Moving forward

The Growth Collective is growing. The contributors who join now will be the ones who shape what it becomes.

This is a community being built with intention. The structure is in place, the vision is clear, and the momentum is building. Early contributors aren't just filling seats. They're founding members of something that moms around the world will come to rely on.

As the community grows, so does your income potential. The workshop or resource you contribute once can be marketed to your audience as part of The Growth Collective - and the recurring commission from membership referrals compounds over time in a way that one-time product sales simply can't. It would not be long before the revenue from the sale of the membership would exceed the revenue from those one time purchases.

As our audiences together grow the community, more people will discover your expertise, connect with your business, and, ideally, become long-term clients. This isn't a one-way transaction. It's a collective. It's built on the belief that when we grow together, we all go further. Hence, why I love the name - The Growth Collective.



"Alone we can do so little; together we can do so much."

— Helen Keller

The membership is currently priced at \$129/month or \$1,160/year (USD). Any member who joins at the current price keeps that rate for as long as they remain a member — meaning early members are rewarded for being early.

The vision for The Growth Collective goes beyond a membership. The goal is to become the destination for moms building businesses - the community that gets press attention, attracts global collaborations, and becomes the name other moms recommend without hesitation.

You'd be part of that from the beginning. Early members and contributors will be a driving force in shaping this space.



05 / Ready to join us?

If this resonates with you and you believe in what moms can build when they have the right support, I'd love to have you as part of this.

You don't need a polished offer or a massive audience. You need expertise that genuinely helps moms in business and a desire to be part of something meaningful.

Have questions? Let's connect.

Have ideas? Even better – I'd love to hear them.

Reach me at hello@thecompletebusiness.com. We can chat over email or jump on a video call.

Ready to take the next step? Use the form below to share a little about you, your expertise, and your business. If it seems like a good fit, I'll send you a quick email and invite you into the community. I can't wait to welcome you!

BECOME AN EXPERT CONTRIBUTOR

Quick heads up: This form will require you to acknowledge the **Expert Contributor Agreement** before submitting. This document explains, in detail, the information above. This helps protect you, me, other Contributors and our wonderful members. It's just to make sure we're all on the same page before we dive in!



Contact

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