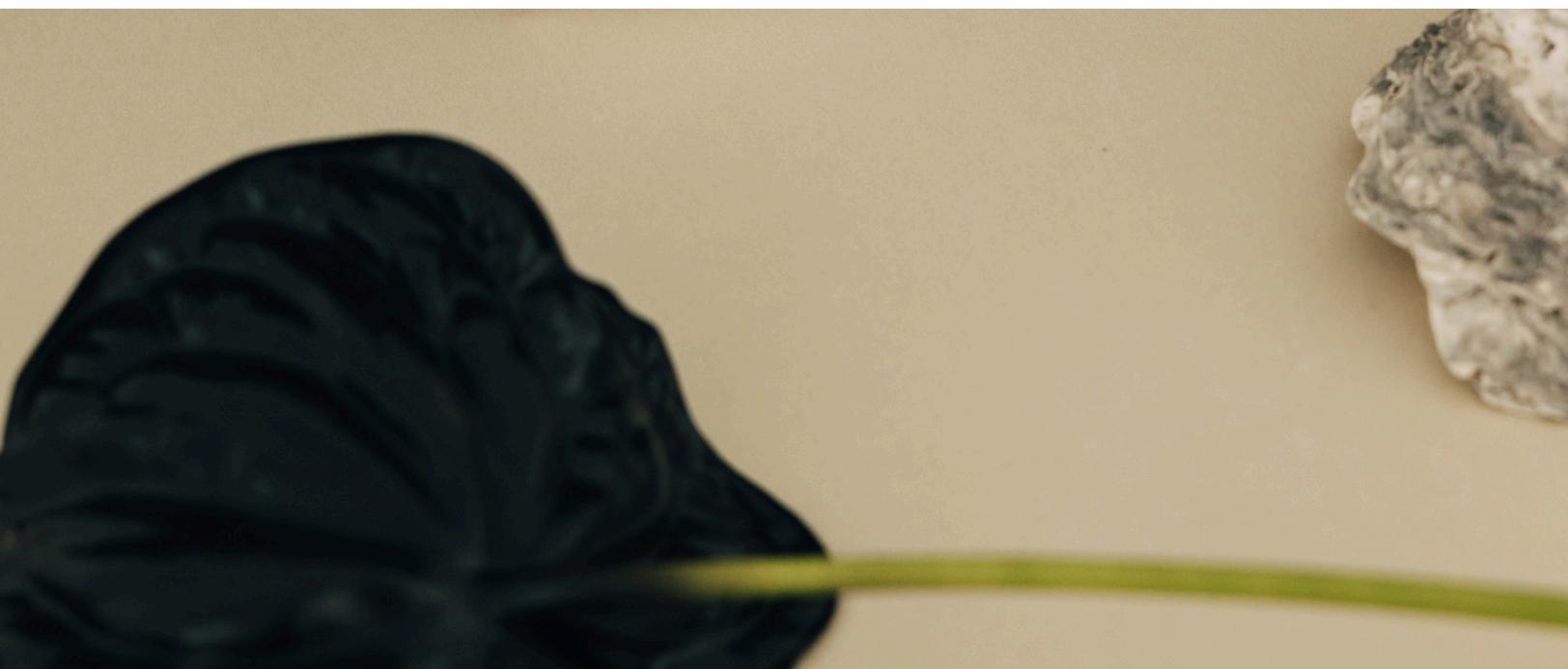
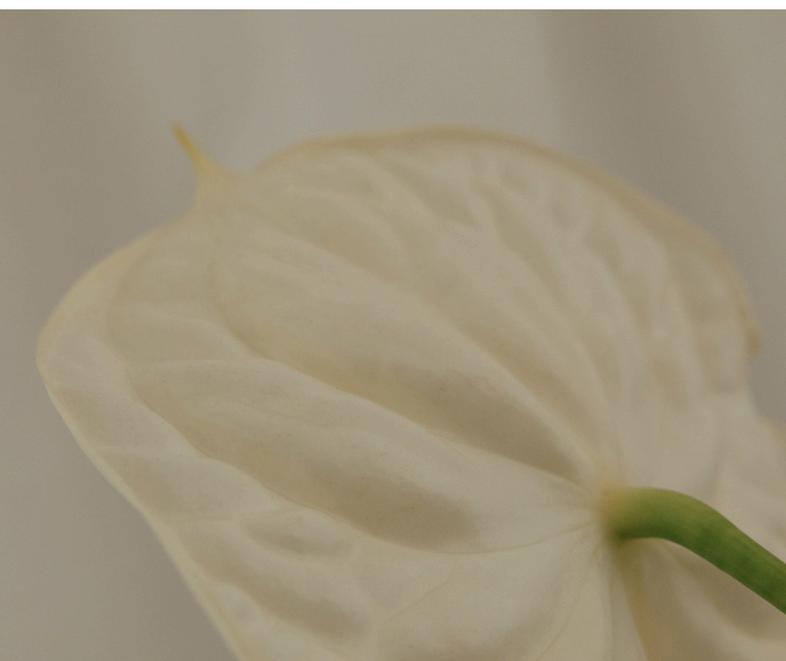




The Growth Collective

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.

01 / The Concept

The goal of The Growth Collective is to bring together a vast array of business options, solutions, paths and strategies for moms to explore. 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. Allowing them to get connected with other moms in business that are further down the road and discover, without making the same mistakes, what their unique path will be.

The concept is built around the three main points of my Foundations Course - have something to sell, find leads, and make money. Everything we do - every strategy, every tool, every skill we learn - ultimately points back to one of these three things.

We've all heard the noise. Ads vs. no ads. Pinterest vs. Instagram. Podcast vs. Youtube. This vs. That. The list goes on. It applies to everyone. We all have different time, budget, skills, clients, markets, and personalities that will make different avenues work or not work.

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 and whether or not you are a good fit for them to dive deeper with.

Our members gain value and insight from you to make timely and easier decisions and you gain clients that already know and love 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:

- Email marketing
- Copywriting
- Ads
- Social media
- Mindset
- Offer creation
- Tech/tools/Hosting platforms
- Planning/Organization
- Website building
- Podcasting
- Pinterest
- YouTube
- E-Commerce
- 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.

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.

04/ Moving forward

It's no surprise that, at the time I'm writing this document, we are in the early stages of community development. The structure is there - now we need the people to bring the vision to life. Currently, the community is set to \$129/month or \$1160/year (USD).

If, at any point, the price of the membership changes, all members maintain the price they joined at, provided they remain a member. Their reoccurring payments do not increase as the new prices take effect.

As a contributor, your ability to make affiliate income increases as the community grows. For example, the \$37 bundle or \$69 workshop you contributed can now be marketed to your audience as part of The Growth Collective. 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 grow and the membership grows, the more people will know and connect with your business. Our members will, of course, benefit from added insight and knowledge. But we will also be supporting each other as contributors. Hence, the name - The Growth Collective.



"Alone we can do so little; together we can do so much."
— Helen Keller

This membership is heavily community focused. Moms supporting moms - connecting, learning, growing - realizing dreams and creating better futures.

While, at the time of creating this document, I have a fairly solid vision of what I hope this will become, I am absolutely interested in the transformation and evolution that will likely come from listening and understanding the needs of the members and contributors. I very intently named this group a "collective". It's for all of us.

Early members and contributors will be a driving force in shaping this space. And a growing number of voices will be opportunities to grow beyond what I think is currently possible.



05 / Ready to join us?

If you've made it this far with me, I hope you are as excited as I am to dive in. Thank you for consideration in creating a collaborative space where moms alike can make big things happen with intention and clarity.

If you still have questions? Let's connect.

Have some ideas? I'd love to chat!

Please email me at hello@thecompletebusiness.com. We can chat over email or arrange a time to video call.

If you're ready to take action, please use the form below to share some details about you, your expertise, and your business.

[Become a Contributor](#)

*"All our dreams can come true, if we have the courage
to pursue them."
— Walt Disney*



Contact

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LINKEDIN: [Samantha Salfarlie](#)

SOCIALS: [Facebook/Instagram](#)

MEMBERSHIP: [The Growth Collective](#)