



Ambassador program Introduction

WEEK 1 + 2 BASICS / CULTURE

Welcome to the f-stop family, we'd like to take some time and walk you through our company's philosophy, values, products and discuss our further engagement.

In this document you will also find some useful links and assets that you can use during your engagement as an ambassador.

The Ambassador program introduction is a 6-week process including 3 calls with your community specialist where you will learn everything about the company and be ready to start off as an ambassador.

ACTIONS

- Basic f-stop Team intro:
 - Learn about the company's culture and values
 - Walkthrough the Ambassador Program / [Engagement Overview](#)
 - Welcome to The Team – you will get an official email to be introduced to everyone at f-stop
 - Added on Yammer – a platform where you can engage with the rest of the community
 - Agree on preferred communication channel with Community Specialist
 - Provide us with your social media links – so f-stop can follow and engage with you
 - Discuss gear and arrange shipping of your First Set of Gear
 - Get a unique short link for referring people to f-stop website
 - Arrange a second call

LINKS ASSETS AND USEFUL INFO

- **f-stop is always written with lowercase "f"**
- f-stop tags for social media: @fstopgear + #fstopgear & #fstopcommunity
- f-stop [logo](#)
- Ambassadors listing @fstopgear as sponsor in their social media bio





ABOUT THE F-STOP AMBASSADOR PROGRAM

- The Ambassador program is a 2-year engagement (reviewed periodically)
- Once on-boarded, ambassadors get 1 Free Set of Gear
- Ambassadors have 50% discount on any additional purchases during the engagement
- Ambassadors have 5/6 25% discount codes for close friends and family
- Ambassadors running workshops get 15% discount codes for their participants

WEEK 3 - 4 – PRODUC TRAINING

ACTION

- Confirm gear is received
- Confirm we have the content needed for your web profile
- Product Training
 - Mountain Series
 - Urban Series
 - ICUs
 - Accessories
 - New Product
- Set content goals
 - One “What’s In the Bag” image
 - One “In Use” image
 - One “Behind the Scenes” image
 - Feature / Gear Corner Story OR stop motion / gear unboxing video





RELATED TO F-STOP

- [Product Guides](#)
- [Content Specifications Guide](#)
- [We are f-stop Story Template](#)

WEEK 5 - 6 CONTENT OVERVIEW, FEEDBACK + FUTURE ENGAGEMENT

ACTION

- Gather, Review and arrange publishing of the content (Images + Story Content)
- Hear your first impressions about the gear
- Identify ways of engagement in future
- Your web profile gets published

WELCOME TO THE TEAM

