EVERYDAY ROLE MODEL PROGRAMME
OUR ETHOS

What if the world was run on the principle of Purpose Before Profit? MyNeedToLive believes that we should stop wishing and start creating that world now.

Being a student is tough enough at times. Looming deadlines, dealing with finances, rent, and living away from home can lead to increasing levels of stress for students. It’s no secret that all this pressure can take its toll in terms of well-being, affecting motivation levels and can even lead to mental health issues.

So we set up MyNeedToLive to help with those everyday issues before they get on top of you. Worried about your finances? We have a wide range of articles to help you. Concerned about your career path? We have expert-written articles for you to read. In fact, we have resources on MyNeedToLive covering Education, Enterprise, Well-being and Lifestyle too. Whatever you are concerned about, we’ve probably got a blog, video, podcast or info graphic to navigate it all. Plus it’s all free to access 24/7 so you can get it whenever you need it most, without waiting in a queue or booking an appointment.

At MyNeedToLive we are passionate about changing the world by helping you create it. Our rallying cry is Purpose Before Profit because that’s how the world should work.

We also have an online store where we have curated an amazing collection of benefits, discounts and services for students and student life. A percentage of all purchases made in the store is donated to educational improvement which allows us to constantly invest in the future.

MyNeedToLive is a team of dedicated individuals and together we channel our passion for a better future. Join us as we build a world that values Purpose Before Profit.

Dave Brannan
09/04/19
ABOUT MYNEEDTOLIVE

MyNeedToLive is set up to support students throughout their journey in education. It is a safe place to gather impartial information and advice and guidance on a wide variety of subjects and offers answers to questions many students face. Visitors are able to get assistance via blogs, videos, podcasts, articles and links to relevant professional organisations.

MyNTL is a free, not for profit website created in conjunction with collaborators to offer support and guidance for those going through education.

CORE CATEGORIES

**CAREERS**
- Jobs
- Employability
- Interviews
- How I became a ...
- A day in the life of...

**EDUCATION**
- Advice
- Exams
- University Courses
- Study Guides

**ENTERPRISE**
- Business
- Start-Up
- Networking
- Freelancing

**FINANCE**
- Student finance
- Managing Money
- Bills
- Council Tax
- Grants
- Loans
- Budgeting
- Banking
- Saving Money

**LIFESTYLE**
- Hobbies
- Living/Accommodation
- Home
- Sports
- Gaming
- Shopping
- Sustainability

**WELLBEING**
- Mental Health
- Physical Health

INFO@THENEEDTOLIVE.COM
MYNEEDTOLIVE.COM
**WHAT IS AN EVERYDAY ROLE MODEL?**

MyNeedToLive Everyday Role Models are the equivalent of social influencers. We realise that not everyone can be an influencer, but they can be a guide. To our target market the term ‘influencer’ symbolises payment, and yes our role models will get compensated - but not for advertising. They’ll get compensated for sharing their experiences, becoming an affiliate and promoting myneedtolive.com.

**EVERYDAY ROLE MODEL LEVELS**

With any programme there’s progression. Our Everyday Role Models progress through 5 levels once they’ve joined our programme.

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<thead>
<tr>
<th>Level</th>
<th>Minimum for each level:</th>
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<tr>
<td><strong>LEVEL 1:</strong></td>
<td>4 articles a month&lt;br&gt;3 social media posts a week&lt;br&gt;3 comments/shares on social media per week&lt;br&gt;Comment on 2 blog posts per week&lt;br&gt;0 - 100 blog views a week</td>
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<tr>
<td><strong>LEVEL 2:</strong></td>
<td>6 articles a month&lt;br&gt;4 social media posts a week&lt;br&gt;4 comments/shares on social media per week&lt;br&gt;Comment on 3 blog posts per week&lt;br&gt;100 - 200 blog views per week</td>
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<tr>
<td><strong>LEVEL 3:</strong></td>
<td>6 articles a month&lt;br&gt;4 social media posts a week&lt;br&gt;6 comments/shares on social media per week&lt;br&gt;Comment on 5 blog posts per week&lt;br&gt;200 - 500 blog views per week</td>
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<td><strong>LEVEL 4:</strong></td>
<td>8 articles a month&lt;br&gt;8 social media posts a week&lt;br&gt;8 comments/shares on social media per week&lt;br&gt;Comment on 8 blog posts per week&lt;br&gt;500-1000 blog views per week</td>
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<td><strong>LEVEL 5:</strong></td>
<td>8 articles + 1 video or 1 podcast a month&lt;br&gt;9 social media posts a week&lt;br&gt;10 comments/shares on social media per week&lt;br&gt;Comment on 8 blog posts a week&lt;br&gt;1000+ blog views a week</td>
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INFO@THE_NEED_TO_LIVE.COM
MYNEEDTOLIVE.COM
WHAT IS EXPECTED OF AN EVERYDAY ROLE MODEL?

MyNeedToLive Everyday role models are expected to abide by a contract, and share their knowledge and experiences in an informative way. They’ll be aligned with our ethos and help support students globally.

WHAT DOES AN EVERYDAY ROLE MODEL GET IN RETURN?

- Free management to help increase reach & income
- Payment
- Introductions to top global brands
- A Everyday Role Model CV (Please see end of document)
- An author section which links back to your social media
- Opportunity to join an affiliate programme
- Satisfaction as they’re doing something good! :)

INFO@THENEEDTOLIVE.COM
MYNEEDTOLIVE.COM
EVERYONE WHO IS AN ERM CAN EARN BY:

AFFILIATE PAYMENTS
This is simple and easy to do. Once you join our movement you will receive links for all of your content. Anyone who then visits our site via your content is tracked and if they then make a purchase you receive a commission payment. Many of these payments are small amounts and so it takes time to build up a revenue that can replace a salary.

RECOMMENDING LOCAL RETAIL PARTNERS
We want more local services to support student so want to sign up many different types of local businesses from coffee shops and hairdressers to convenience stores to restaurants and many more. For this we will pay £50 for every recommendation that we convert to a contract.

SUPPLYING CONTENT
If you start to grow your following and use diverse platforms we will monitor the progression and start to make one off payments as you grow. These will start at £25 in vouchers and rises to £200 in cash and vouchers mixed. Once you achieve a steady following this can progress into monthly payments.
EVERYONE WHO IS AN ERM CAN EARN BY:

WORKING WITH OUR PARTNERS TO PROMOTE THEIR PRODUCTS AND SERVICES

Every ERM receives an electronic business profile that we send to all our partners and global businesses as such as Pretty Little Things, Asos, Disney and 250 more. We believe that by offering many ERMs with smaller followings it will be better for them than investing in one or two social influencers that cost a great deal.

Every time you are selected to be part of a promotion you will be informed of what it is, what is required and how much you will be paid. This will take time to build so there is no quick win, but the earlier you join us the quicker you will start earning.

SOME ERMS CAN ALSO EARN BY HAVING A RETAINER PAID

This is for those with a growing following and a consistent group that brings in a level of revenue each month. At this stage we will initiate a monthly payment that starts at £200 in cash and vouchers and rises to £1000+ in cash per month.

BY HAVING CONTRACTED REGULAR WORK WITH OUR PARTNERS

If you have a proven track record with a brand, we will sign you up on a retainer with them. This number could quite literally be anything.
JOIN OUR TEAM!

We are currently looking for more Everyday Role Models! If you think your content falls into our ethos and categories, then we’d love to hear from you!

E-mail: info@theneedtolive.com
Subject: Everyday Role Model