

MWN SEASONAL GUIDES 101

What?

Our Seasonal Guides are released twice a year, during times when parents and caregivers are looking for additional support in planning things with their families. We comb the internet, ask our community, and look for input about any event, activity or experience that is relevant for families and then we gather the need-to-know info and provide it in a concise and organized way for easy consumption by our audience. Seasonal Guides can also serve as an income opportunity for City Managers who can sell ad space to businesses in the area that serve families – these ads are a win/win because they're getting targeted advertising and you're getting paid.

Why?

Summer and Winter are historically taxing times on moms and caregivers, filling the days and making memories. We found that researching on google is overwhelming and so we aim to take the guesswork out of this for families in our area by doing the footwork.

Who?

Who makes it? *You will do the bulk of the work from researching to compiling and outreach to businesses (if you're looking to monetize with ads). We have an in-house Graphic Designer who is willing to help with reformatting and pdf packaging for delivery – we pay her 10% of our proceeds and it's worth every cent.*

Who's in it? *Businesses that are offering events, activities, or experiences for families in your area during the Season of publishing.*

Who's it for? *Families in your area (i.e. your followers). Our goal is to make the cost a low barrier to entry so that as many people can benefit as possible which is why we eventually added the paid advertisements, so you can be compensated for the time it takes you to gather information and put together the guide. The guide is a great place for those businesses to advertise because they are hitting your hyper-local community of engaged families.*

When?

We have found that the best time to release these guides is Summer and Winter.

Summer Guide – *We launch our Summer Guide the week that school is out for summer, this is a time when parents are starting to figure out how to fill the next few months. It contains events from the end of the school year through Labor Day*

Winter Guide – *We launch our Winter Guide in the week leading up to Thanksgiving as that's when "holiday season" tends to kick off. It contains events from Thanksgiving thru New Year.*

Timeline: When planning your launch, you'll want to reverse engineer some deadlines for yourself. If you're using our Graphic Designer, you'll need to account for a week for design. You'll want to get all the information gathered a few days prior to submission and allow a full day for proofreading so that you can ensure everything is formatted cohesively and all hyperlinks are working. Finally, you'll want to get the completed pdf to Mom What's Next Home Team AT LEAST 24 hours before you are set to launch so that we can upload into shopify and ensure all those links are live and provided to you.

How?

Step 1. Research events, activities and experiences using google, Facebook, IG, local publications and asking for submissions from your Mom What's Next community.

Step 2. Compile all the data, using consistent formatting.

Step 3. Submit to Graphic Designer (or format into pdf yourself following our brand guidelines)

Step 4. Submit finished Digital Product, Description and Pricing to Home Team.

Step 5. Advertise on your page, directing people to spotify to purchase – we take care of fulfillment and monthly payouts and are happy to give you weekly visibility into how your sales are going.

We're here to support you, join this Marco Polo group for our enterprising City Managers where we can bounce ideas, field questions, etc. [Marco Polo MWN Guides 101](#)