

GOOD SOIL DISCIPLESHIP PLANNER

Affiliate Brand Guidelines

Faith, Family, & Legacy

INTRODUCTION

Thank you for partnering with Good Soil Planner as a brand affiliate. These guidelines will help you represent our mission authentically while maintaining brand consistency across all platforms. Your voice matters in helping others discover tools for intentional discipleship.

1. BRAND NAME USAGE

Always refer to our product using the approved names below:

APPROVED NAMES

- Good Soil Planner
- Good Soil Discipleship Planner
- The Good Soil Planner

AVOID

- Variations such as "Good Soil Journal," "Good Soul Planner," or any altered spellings
- Unofficial abbreviations or nicknames

Consistency in naming strengthens brand recognition and builds trust with your audience.

2. BRAND VOICE & TONE

Our communication style reflects our values and mission. When creating content, maintain a voice that is:

- **Friendly** – Warm and approachable
- **Encouraging** – Uplifting and supportive
- **Faith-Centered** – Rooted in biblical truth
- **Simple** – Clear and accessible to all
- **Helpful** – Practical and solution-oriented

AVOID

- Hard-selling or aggressive marketing tactics
- Over-promising results or making guarantees
- Negative comparisons to other products or ministries
- Condescending or exclusive language

3. MISSION & MESSAGING

Our core message centers on intentional, Christ-centered discipleship. When discussing the Good Soil Planner, emphasize:

WHAT TO COMMUNICATE

- A Christ-centered tool designed for spiritual growth
- Helps believers establish consistent daily spiritual habits
- Keeps faith life organized and intentional
- Supports Scripture engagement and prayer practices

WHAT TO AVOID

- Absolute claims such as "guaranteed to change your life"
- Promises of specific spiritual outcomes
- Implying the planner replaces personal faith practices
- Suggesting it's the only tool needed for spiritual growth

EXAMPLE MESSAGING

- ✓ "The Good Soil Planner has helped me stay consistent in my quiet time."
- ✓ "This tool keeps my spiritual goals and Scripture reading organized."
- ✗ "This planner will transform your spiritual life overnight."
- ✗ "You can't grow spiritually without this planner."

4. BRAND COLORS

Our color palette reflects the natural, grounded identity of Good Soil. Use these colors when creating branded content:

PRIMARY COLORS

- Primary Green: #166434 — HSL(143, 64%, 24%)
- Secondary Wheat: #FDF0CD — HSL(44, 96%, 90%)

ACCENT COLOR

- Clay: #E59232 — HSL(32, 78%, 55%)
- White: #FFFFFF

GUIDELINES

- Maintain the earthy, organic feel of our brand

- Avoid neon, fluorescent, or harsh colors
- Ensure sufficient contrast for readability
- When in doubt, use the primary color palette

5. APPROVED IMAGERY

Use only approved imagery to maintain brand integrity:

APPROVED

- Images from the official Ambassador Pack
- Personal photographs of your own Good Soil Planner
- Authentic lifestyle shots showing the planner in use
- Clear, well-lit product photography

NOT APPROVED

- AI-generated planner mockups or images
- Edited or altered logos
- Stock photos that misrepresent the product
- Low-resolution or blurry images

6. LOGO GUIDELINES

Proper logo usage ensures brand consistency and professionalism.

REQUIREMENTS

- Use the logo exactly as provided
- Maintain adequate clear space around the logo
- Place on clean, simple backgrounds
- Ensure the logo remains legible at all sizes

DO NOT

- Stretch, distort, or alter the logo proportions
- Change the logo colors or apply filters
- Place the logo on busy or cluttered backgrounds
- Rotate or skew the logo
- Add effects such as shadows or outlines

7. AFFILIATE LINKS & PRICING

Each affiliate receives a unique tracking link to ensure proper credit for referrals.

YOUR RESPONSIBILITIES

- Use only your unique affiliate link provided by GoodSoilPlanner.com/affiliate
- Never create unauthorized discount codes or pricing offers
- Direct all pricing questions to Good Soil Planner official channels
- Ensure your affiliate link is clearly disclosed (see FTC Requirements)

PROHIBITED ACTIVITIES

- Creating self-made discount codes
- Promising unauthorized price reductions
- Sharing or using another affiliate's link
- Manipulating pricing or promotional information

8. FAITH-BASED CONTENT GUIDELINES

We welcome authentic expressions of faith while maintaining respect for our diverse Christian community.

ENCOURAGED CONTENT

- Personal testimony about how the planner has helped your walk with Christ
- Scripture verses that inspire your planning or spiritual disciplines
- Stories of God's faithfulness in your discipleship journey
- Practical examples of using the planner for prayer, Bible study, or reflection

CONTENT TO AVOID

- Condemnation or judgmental messaging
- Political endorsements or partisan statements
- Controversial theological positions presented as Good Soil's official stance
- Exclusive claims that suggest only certain denominations should use the planner

Remember: Share your personal experience without speaking on behalf of Good Soil's theological positions.

9. CLAIMS & PROMISES

Authenticity builds trust. Share honest experiences while avoiding unrealistic guarantees.

APPROPRIATE CLAIMS

- ✓ "This planner helped me stay rooted in Scripture daily."
- ✓ "I've found it easier to track my spiritual goals with this tool."
- ✓ "The layout keeps me organized and intentional in my faith walk."
- ✓ "I appreciate how this supports my quiet time routine."

INAPPROPRIATE CLAIMS

- ✗ "This guarantees spiritual growth."
- ✗ "You'll become a better Christian in 30 days."
- ✗ "This planner is the secret to answered prayers."
- ✗ "Everyone who uses this will experience breakthrough."

Principle: Your personal experience is powerful testimony. Claims should reflect your journey, not make promises about others' outcomes.

10. RECOMMENDED CONTENT TYPES

The following content types align well with our brand values and effectively showcase the Good Soil Planner:

HIGHLY ENCOURAGED

- Unboxing videos and first impressions
- Tutorials on using specific planner features
- Daily or weekly habit check-ins
- Personal reflections on spiritual growth
- Before-and-after organization transformations
- Scripture journaling demonstrations
- Prayer request tracking examples
- Goal-setting walkthroughs

CONTENT TO AVOID

- Controversial or divisive topics unrelated to the product
- Negative comments about other planners or faith resources
- Income claims or "get rich quick" messaging
- Content that contradicts our mission and values

11. FTC COMPLIANCE & DISCLOSURE REQUIREMENTS

Federal Trade Commission (FTC) regulations require clear disclosure of affiliate relationships.

REQUIRED DISCLOSURE

You must clearly and conspicuously disclose your affiliate relationship in all promotional content.

ACCEPTABLE DISCLOSURE EXAMPLES

- "I'm a Good Soil Planner affiliate and may earn a commission at no extra cost to you."
- "Affiliate link: I earn a small commission if you purchase through my link."
- "This post contains affiliate links. Thank you for supporting my ministry!"

DISCLOSURE PLACEMENT

- Include disclosure at the beginning of written content
- State disclosure verbally in video content within the first 30 seconds
- Ensure disclosure is visible without requiring users to click "see more"
- Use clear, plain language that's easy to understand

NON-COMPLIANT EXAMPLES

- ✗ Hidden or buried disclosure in fine print
- ✗ Vague language like "partnership" without mentioning compensation
- ✗ Disclosure only in video descriptions, not in the video itself

For complete FTC guidelines, visit:
www.ftc.gov/business-guidance/resources/disclosures-101-social-media-influencers

AFFILIATE SUPPORT & RESOURCES

We're committed to your success as a Good Soil Planner affiliate.

AVAILABLE RESOURCES

- Ambassador Pack with approved images and graphics
- Content templates and caption ideas
- Product specifications and feature highlights
- Seasonal campaign materials

NEED HELP?

If you have questions about these guidelines or need additional support, please contact our affiliate team at **GoodSoilPlanner.com/affiliate**

CONCLUSION

Thank you for representing the Good Soil Discipleship Planner with integrity and excellence. Your authentic voice and faithful representation of our mission help believers across the world grow deeper in their walk with Christ.

We're honored to partner with you in this important work.

Faith, Family, & Legacy.

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