



meister

Expert Partner Guide

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Welcome

The Meister motto – *Work Beautifully Together* – describes much about how our unique company operates. Our tools are beautifully-designed, integrate seamlessly with each other, and facilitate attractive work and collaboration for teams worldwide.

As an Expert Partner, you will help us bring Meister tools to the world – and it's our aim to support you every step of the way, while offering opportunities to generate shared revenue.

We'll give you the tools, resources and guidance to spread the word about Meister, and help your clients integrate our tools into their workflows and processes. Read on to find out more about the Expert Partner Program and how we can start working beautifully together today.

We are constantly working to improve and adapt the program to make sure it is useful to partners while staying aligned with Meister's business strategy. Significant changes will come in 2024. We will always share the details with you in advance.

Any questions? You're always welcome to reach out to us at partnerships@meisterlabs.com

Who Can Become an Expert Partner?

The Expert Partner Program is a designated partnership program that helps experts in the fields of productivity, project management, visual thinking, and digitalization successfully promote Meister tools. Joining the program could be a productive step for you, if:

- You actively consult clients on software tools.
- You train clients on how to use software tools.
- You provide tips and tutorials online (e.g. on your website, blog, or podcast.)
- You organize workshops, webinars, or online classes.

Which tool can I partner with?

Expert Partners are certified for each of our tools individually. The partnership is always specific to one product and not the entire Meister. You can, of course, partner with more than one if you fulfill all the requirements. Here's an overview of our product portfolio:



It All Starts With an Idea.
Beautiful mind mapping
for teams.



Your Team, Aligned.
Intuitive, secure task
management for teams.

What Does Being an Expert Partner Mean?

Meister's partner programs support our partners in spreading the word about Meister products and reward their loyalty. Being a partner enables you to form a close relationship with our company and collaborate regularly with our team. Read more about the benefits and requirements below.

The Benefits

Likely to be adapted in 2024.

The Meister Expert Partner Program is split into two tiers to help you market and grow according to your needs. Explore the benefits below.

	Expert Partner	Premier Expert Partner
Expert Partner Commission (EPC) Codes	10% discount (one-time) + 20% commission (recurring)	20% discount (one-time) + 20% commission (recurring)
NFR Business licenses for internal use	Up to 3 in total	Up to 5 in total
Discounted licenses for employees	✓	✓
NFR Business licenses for demo purposes	Up to 1	Up to 5
Access to Partner Forum, Partner Kit, Partner Portal, and Meister Academy	✓	✓
Eligible to request trial coupons for customers	✓	✓
Partner management team support	Access to the partner management team	Priority support from your dedicated partner manager
Affiliate link	✓	✓
Lead referrals	✓	✓
Eligible to request market development funds (MDF)		✓

Benefit Details

Find out what the benefits are in more detail.

Expert Partner Commission Codes	<p>Make money by promoting Meister tools. The Expert Partner Commission code is a simple promo code you can pass on to your clients. It provides them with a 10% discount (20% for Premier Partners) on the first payment made when signing up for a subscription via our websites. You will receive a 20% commission for each payment your referred customers make, for as long as you remain a partner. You can track your commissions in the Partner Portal and get payouts via PayPal.</p> <p>Not interested in earning commissions for referrals? You can request regular discount codes instead. Premier Partners can receive an EPC code that provides a 20% discount, rather than a 10% discount to their customers.</p>
NFR Business licenses for internal use	<p>Receive one free Business account for every certified, customer-facing person in your company (trainers, consultants, etc.) and for people involved in marketing Meister products (content producers, community managers, marketing managers, etc.).</p> <p>Unfortunately, we cannot refund payments for licenses made before a partnership started.</p>
Discounted licenses for employees	<p>Receive a 30% discount for all other employees in your organization, valid once one person has been successfully certified as an Expert Partner.</p> <p>Unfortunately, we cannot refund payments for licenses made before a partnership started.</p>
NFR Business licenses for demo purposes	<p>Receive a free Business license that you can use to demonstrate Meister tool(s) to your customers.</p>
Access to Partner Newsletter, Partner Kit, Partner Portal, and Meister Academy	<p>Partner Newsletter: Stay in the loop about important company news and product updates, and receive invitations to exclusive events and beta tests.</p> <p>Partner Kits: Access up-to-date sales and marketing materials.</p> <p>Partner Portal: Manage your commission and partner status.</p> <p>Academy: Learn about our tools and the partnership through exclusive online courses.</p>
Eligible to request trial coupons for customers	<p>Request free Pro or Business trial coupons, valid for 30 days, that you can provide to your customers.</p>
Partner	<p>Get in touch with Meister's partner management team whenever you have</p>

management team support	questions, need support, have ideas for joint marketing campaigns or initiatives, and much more. Premier Partners have a dedicated partner manager to contact by email, phone, video call.
Affiliate links	Receive a 20% recurring commission on all purchases from customers who first discovered Meister through your affiliate link.
Lead referrals	If you're working on implementing Meister's tool(s) in a customer's organization, you can share the lead with Meister. If the customer purchases licenses from Meister's sales thanks to your recommendation, you will receive a 20% one-time referral commission for this successfully closed deal.
Market Development Fund	Request market development funds for marketing and co-selling initiatives focused on Meister's tools. *Based on Meister's resources and availability. It's at Meister's discretion what to promote.
Partner promotions*	Premier partners may be promoted in various ways, such as through partner spotlights (articles published on the FOCUS blog that highlight the partner's business and expertise) and promotions of events organized by the partner (e.g. targeted newsletter, social media promotions, ad campaigns). *Based on Meister's resources and availability. It's at Meister's discretion what to promote.

Partnership Requirements

Learn what makes a successful expert partnership below.

Will be adapted in 2024.

	Expert Partner	Premier Expert Partner
Expert Partner Certification and Renewal	✓	✓
Primary business focus	Trainer, consultant, teacher, or influencer	Expert for workflows, techniques and/or technology related to Meister tools
Published content pieces per year	3	3

Partner-generated revenue per year	50€	1000€
Product landing page		✓
Demonstrated and ongoing commitment to partnership	✓	✓

In your first year as a partner, you are not expected to fulfill all the requirements. The starting date of the partnership will be taken into account.

If the Expert Partner certification has been passed successfully, the business focus aligns with the Premier Expert Partner requirements, and a dedicated product landing page is in place, you can request to be moved up into the Premier tier on a trial basis to unlock the additional benefits right away. The other requirements (published content pieces and generated revenue) must be met by the subsequent evaluation deadline.

Requirement Details

Find out what is expected of partners in more detail.

Likely to be adapted in 2024.

	Expert Partner	Premier Expert Partner
Expert Partner Certification	All partners are invited to the Meister Academy, where they receive the necessary training to pass the Expert Certification. Passing the certification is the first requirement to join the Expert Partner Program. Experts may be asked to renew their certification or complete additional training at a later stage.	
Primary Business Focus	<p>The Expert program is open to trainers, consultants, teachers, and influencers of all industries. However, individuals applying for an Expert Partnership need to have an audience matching Meister’s target audiences.</p> <p>Example: a marketing agency that uses MeisterTask with their clients and regularly recommends the product can become a partner, even though they don't explicitly offer specific consultancy services on task management software.</p>	<p>Premier status is only given to professionals and organizations specializing in workflows, techniques, and technology directly related to Meister’s tools, such as agile task management, project management, mind mapping, documentation, digital transformation, change management, or productivity.</p> <p>For example, a business consultant who offers agile project management workshops and coaching sessions may be eligible to advance to the Premier tier.</p>

Published content pieces	<p>Co-marketing is an important part of our partnership and helps us grow together. Experts are required to publish three content pieces per year in which they share their experiences or expertise with Meister tools, such as blog posts, landing pages, YouTube videos, podcast episodes, webinars, customer case studies, and so on.</p> <p>We understand that not all partners have an online presence of their own and will be happy to discuss an individual solution with you in this case.</p>
Partner-generated revenue per year	<p>Many criteria determine the success of our partnership. The number of people who adopt one of our products based on your recommendation is one of them. That's why, once a year, we look at the revenue that has been generated through your affiliate links, EPC codes, and registered deals.</p> <p>If you cannot use any of these tracking methods, you may request UTM tracking codes for your regular product links so Meister can still track visitors, sign-ups, and conversions coming from your published content pieces. We can then use this as a basis to calculate your generated revenue.</p>
Product landing page	<p>Premier Partners are required to publish a landing page on their website that provides accurate and up-to-date information about Meister products and partner services related to Meister.</p>
Demonstrated and ongoing commitment to partnership	<p>While there is no minimum time commitment for partners, Meister aims to have an active communication channel and collaboration with its partners. You can find more detailed information on Meister's expectations in the Meister Academy.</p>

Whether an individual or organization qualifies for the expert partnership or premier partnership is ultimately at Meister's discretion.

Annual Partnership Evaluation

Likely to be adapted in 2024.

Once a year, we jointly determine whether the partnership has been mutually beneficial and whether the criteria for continuing for another year have been met. We also decide whether you remain in your current partner tier, or if a move up or down would be appropriate. Of course, moving between the tiers can also occur during the year.

This yearly review is mandatory.

Partners can either move to another tier, remain in the same tier, or leave the partner program.

The timeline	
November 15	You will receive a Partner Evaluation form via email. Questions will focus on the activities you've undertaken as an Expert Partner in the current year.
January 15	You have two months to submit the form. The deadline is January 15 of the following year.
February	Between January and February we will review your submitted form as well as our entire collaboration and then inform you about the result. You can either move to another tier, remain in the same tier, or leave the partner program. If anything is unclear, we set up a personal call with you.
March 15	If the partnership continues, we will extend your respective partner status, free licenses, and EPC code for another twelve months (until March 15 of the following year).

We appreciate that every partner is unique in their business model and competencies, which is why there can not be a one-size-fits-all approach for the annual evaluation. While the requirements outlined in this guide offer a template, Meister is always committed to finding solutions with partners if certain individual requirements can't be met.

Are You a Good Fit?

Aside from a general fit in terms of business model and industry focus, we also look for the following traits in Expert Partners:

- **Expertise:** You are not only an expert in your field but also deeply familiar with our product(s), their features, USPs, workflows, and best practices.
- **Responsiveness:** You respond to queries from your partner manager in a timely fashion.
- **Eagerness to cooperate:** You actively look for opportunities to work with us and participate in events, campaigns, and other collaboration opportunities organized by Meister as far as your resources allow.
- **Enthusiasm:** You are an enthusiastic user of Meister's products and identify with our brand, mission, and values (outlined in the various guides in your partner kit).

End of Partnership

If, for whatever reason, your partnership with Meister comes to an end, the following will apply:

- We will terminate your free Business subscription. However, you can keep your account and the data saved in it on our free Basic plan or re-upgrade to one of our paid plans at your own expense.
- You will lose access to the Expert Partner area in our partner portal and thus to your EPC code. You will not be able to request payouts of expert partner commissions after the partnership has ended. However, you can continue to make use of our Affiliate Program and receive commissions for any referrals generated via your Affiliate link, as long as you own a paid account.
- You will be required to remove your partner badge and any other references to your status as partner from your website and any marketing and sales collateral within two weeks of the ending of the partnership.



Program Support

We're happy to help. If you have any questions, feedback, or concerns, contact us at partnerships@meisterlabs.com.