THE SUGARSMAC *Featured Pro* CLUB

Not an influencer program.
Not a sales hustle.
Just real SugarSMAC wielding pros earning product for content that performs.

SugarSMAC®

Become SugarSMAC® Featured Pro

It's actually simple...we made sure of it.

If you are already hyping up SugarSMAC® in your treatment room or even online, you can turn that into free product.

Create a video, we promote it, and you earn credit when it performs.

SugarSMAC®

Normalize Low Commitment Clubs

When we built this program, we knew one thing,
it couldn't feel like another obligation.

Think less corporate program...
more cool 80's girl scouts energy.
Simple. Inclusive.
Do a little thing. Get something back.

Because you're not a full-time influencer.
You're a working professional.
You don't need posting quotas.
You don't need contracts that feel heavy.
You don't need another marketing job.

If you already believe in SugarSMAC,
you're probably talking about it — maybe even
posting about it already.

The Featured Pro Club just makes sure that
effort works for you too.
All it takes is one honest video.
We promote it.
If it performs, you earn product.
No extra hustle.
Just real pros, getting rewarded.

How to Join the a Featured Pro Club

A partnership built on real use, real skill, and real results.

The SugarSMAC® Featured Pro Club Program is designed for working professionals who actively use SugarSMAC® products in their services. This is not an influencer program — it's a collaboration rooted in education, experience, and trust within the professional hair-removal community.

1

Sign up for pre-approval

Before posting, complete a short registration form so we know who you are and can confirm you understand the club guidelines. This protects your content, our brand, and ensures we can promote your video properly if selected.

2

Make a simple video + post it

You make one simple video. That's it. A real, honest video about how you use SugarSMAC in your services. Then post it on Instagram or Tik Tok ensuring you select SugarSMAC as a paid ad collaborator (see how-to on pg _)

That's it We do the rest

3

We market your video

If we approve your video content for an ad spot then:
- WE put ad dollars behind it
- WE promote it professionally
- WE sell the product
- WE track the results

If your featured ad generates sales,
you'll start earning credit towards your next order of SugarSMAC® wholesale product literally while you sleep.

You **don't pay** to promote us.
You **don't manage** campaigns.
You **don't take** financial risk.
You **gain** visibility on your posts on our dollar ;).

We do the marketing.

You keep doing what you already do.

Get something back for what you're already doing.

One strong-performing video could:

Reduce your next paste order significantly, Offset your backbar restock, Cover add-on products entirely.

You create the content once. We continue promoting it. If it performs, the credit builds.

Expanded Reach
We promote your content to a targeted professional audience — at our expense.

Increased Visibility
Your account may gain new followers, engagement, and industry exposure.

Performance-Based Product Credit
Earn 5% credit on all sales generated from your promoted content!

Stackable Savings
Your credit stacks on top of your professional volume discounts.

Reduced Cost on Orders
Strong-performing ads can significantly lower the cost of your paste and backbar restocks with SugarSMAC®

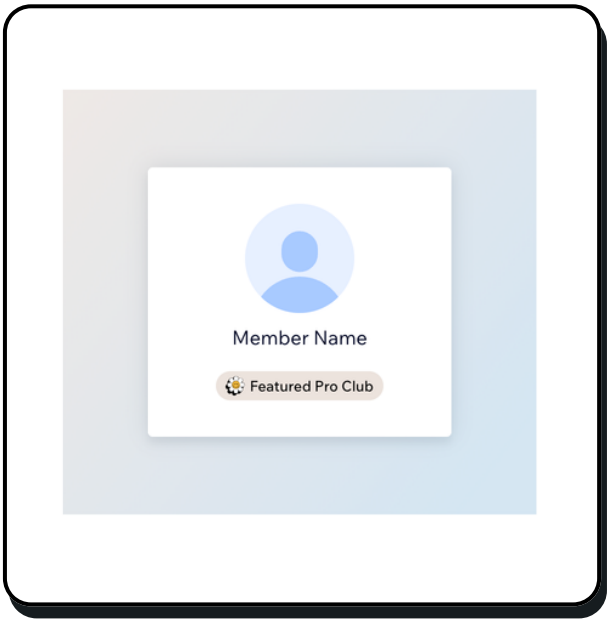
Zero Ad Spend Risk
We invest in the ads. You never pay to promote your content.

Every Good Club Has a Badge.

The girl scouts knew it better than anyone
Badges are peak club energy!

And yes — we're serious.
If your content is selected and approved for promotion, you officially become a Featured Pro Member.
That means you earn the badge.

SMOOTH SOCIETY BADGE



A Featured Pro Badge inside The Smooth Society
Your profile will display your Featured Pro status within this community of professional sugarists hosted by SugarSMAC® Education.

WEBSITE BADGE

A Digital Badge for Your Website
Add it to your site, booking page, or link-in-bio to show you've been selected and promoted by SugarSMAC.

How to Post

So We Can Promote Your Video

To run ads using your content, we need proper access inside Instagram or TikTok.
Follow the steps below carefully so we can promote your video.

ON INSTAGRAM

(Enable Paid Partnership + Ad Access)

Step 2: Confirm Your Account Is eligible.
Your account must be:

- An Instagram Business account
- Set to Public
- Not restricted
- In good standing

Private and personal accounts cannot be promoted. That's It.

Step 1: Prep Your Reel Normally

- Prepare the post as a Reel in Insta
- Tag @SugarSMAC in the caption
- Keep the video public

Step 3: Add Paid Partnership Label
Before posting (or edit after posting):

1. In the screen before posting, tap More Options (Or Advanced Settings)
2. Tap Paid Partnership Label & Ads
   a. (note you may need to turn on Brand Content feature first in your Instagram settings to see this feature)
3. Search and select Sugar.SMAC
4. Toggle on: ✔️ Allow brand partner to promote

This gives us permission to run ads using your content.

Without this toggle, we cannot promote it.

ON TIK TOK

(Enable Spark Ads Access)

Step 1: Post Your Video Norm

- Post publicly
- Tag @SugarSMAC
- Keep comments enable

Step 2: Generate Ad Authoriz

1. Go to your posted video
2. Tap the three dots (•••)
3. Tap Ad Settings
4. Turn on:
5. ✔️ Ad Authorization
6. Set authorization duration (30–60 days recommended)
7. Copy the authorization code
8. Send the code to SugarSMAC

This allows us to run your exact post as an ad from your account.

Important for TikTok

- Account must be public
- No music that is restricted for commercial use
- No copyrighted audio that blocks advertising

If audio isn't ad-approved, we can't promote the video.

Once posted correctly:
We review your video
If selected, we promote it with your unique affiliate link.
If it generates sales, you earn product credit

Post Tips

Keep it Simple Keep it Real

You don't need to be a content creator.

You just need to show what you already do.

The best-performing videos are:
- Clear
- Honest
- Service-focused
- Calm and confident

Think: "Here's why I use this."
Not: "You need to buy this."

Video Structure That Converts

If you want a simple formula:

1. Hook (first 3 seconds)
2. Show the product in action
3. Explain one benefit
4. End naturally

Example:
"I get asked what paste I use on humid days..."
Cut to application.
"That stretch right there is why."
Cut to usage on client

What Makes a Video Strong Enough for Ads

We look for:

- Clear visuals
- No cluttered backgrounds
- No competitor products visible
- Professional setting
- Calm tone
- No exaggerated claims

Simple beats flashy.

Technical Tips (Keep It Easy)

- Film vertically (9:16 format)
- Use natural lighting when possible
- Keep it under 60 seconds
- Make sure product labels are visible
- Keep audio clear (quiet room helps)

You don't need fancy editing. Phone-shot is perfect. But if you can create interest with cuts and zooms it may perform better.

Common Mistakes to Avoid

- Talking too long before showing the product
- Overexplaining
- Using "miracle" language
- Showing competitor jars in the background
- Filming in cluttered environments

Clarity wins.

Remember

You're not auditioning to be an influencer.

You're showing how you work. The more natural it feels,

the better it performs.

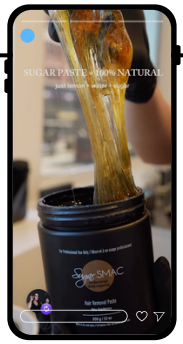
Post Ideas

Real Service Footage

Show the product being used in an actual treatment.

Why it works: People trust real-life use more than polished ads.

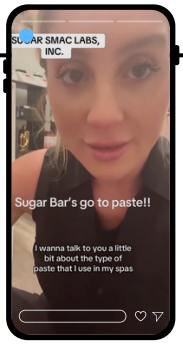
Examples:
- Applying paste during a Brazilian
- Switching between paste consistencies
- Your setup before a client arrives



Texture + Close-Ups

Slow, satisfying shots of:
- Paste stretch
- Jar opening
- Clean pull removal
- Finished smooth result (professionally framed)

Why it works:
Texture sells. It builds trust in performance.



"Why I Reach for This" Videos

Short, direct, and simple.

Examples:
- "This is the paste I use on long service days."
- "Here's why I switched."
- "If you struggle with humidity, this helps."

Why it works:
Specific = believable.

Problem → Solution

- Think about real challenges sugarists face.

Examples:
- Clients transitioning from wax
- Humidity issues
- Grip problems
- Time-saving workflow tips
- Speak like you would to another sugarist.

Side-by-Side Technique Comparisons

Show small differences in consistency or application.
Examples:
- Firm vs. medium paste
- Before/after grip correction
- Clean pull technique

Why it works:
Teaching something useful builds trust fast. Professionals respond to clarity and skill.

Workflow & Setup

Show how SugarSMAC fits into your day.

Examples:
• Your tray setup
• Paste rotation during busy hours
• What you grab first in back-to-back services

Why it works:
Efficiency sells. When other pros see it working in real workflow, it feels practical — not promotional.

Club FAQs

We built this program to be straightforward and fair.
Here's what you should know.

Q Do you select every video for promotion?

A **No.** We review each submission carefully, and not all videos are selected for paid promotion. We choose content based on: Visual clarity, Brand alignment, Ad potential, Overall fit. Selection is not based on follower count.

Q What if my video doesn't generate sales?

A Not all ads convert the same way.
Even if sales don't result, your content may still receive:

- Increased visibility
- Cross-promotion from SugarSMAC
- New followers and engagement

For educators, this can mean reaching potential students. Performance depends on audience, timing, and market factors.

Q What happens if my video is selected?

A If your video is approved:

- We may boost it as a paid ad
- We may repost it on our social channels
- We may feature it on our website or in email marketing

You'll receive an notice, and product credit begins accumulating automatically in your SugarSMAC account if sales are generated.

Q Do I have to spend money to promote my video?

A **No.** We pay to run the ads. You do not take on financial risk. If you would like to run your own ads we can provide an affiliate link -->

Q Do I have to be an influencer to join?

A **No.** You don't need a large following. You don't need polished content. You just need to be a working professional who uses SugarSMAC product and willing to share an honest video.

Q Can I combine product credit with my volume discounts?

A **Yes.** Product credit stacks on top of your existing professional pricing tiers. That means your orders can become significantly reduced over time.

Q Is this guaranteed income?

A **No.** This is a performance-based program and rewards are in the form of credit towards SugarSMAC product. Some creators may earn modest credit. Others may earn significant credit. **Results depend on how the promoted ad performs.**

Q Is this an affiliate marketing program?

A **Yes and No.** We will use affiliate links to track sales generated by ads using your content, but this is not a standard affiliate marketing program.

Since we will be generating **affiliate** links however, **you are welcome to use this link for your own marketing to generate more credits via your own activities!**

Q Are there content rules?

A **Yes** — to protect the brand and your professionalism.

- **No competitor products visible**
- **No negative comparisons**
- **No medical claims**
- **Must be filmed in a professional setting**

All content must be original.

Q How do I earn product credit?

A You earn product credit only when:

1. Your video is selected for promotion AND
2. The promoted ad generates tracked sales

Credit is performance-based. The stronger the ad performs, the more you earn.

Q Can I make more than one video?

A **Yes!** If an an ad isn't performing or you would like to submit others for potential higher conversions and credits, we encourage it of course.

Q Can I submit videos I've already posted for review?

A **Yes!** If you have already hyped our products in a video online definitely go in and enable paid partnership or Spark Ads access on the post.

Featured Pro Posting Checklist

We all know tech and social media platforms can feel fickle. Here's a checklist for your content creation to ensure it has the best chance of being accepted by both the platforms bots, and by our team as a successful ad!

WHILE FILMING

	Have a visual and/or verbal hook
	Is your lighting good?
	Is the background of your shot clean?
	Are SugarSMAC Product(s) visible
	Did you make sure competitor products aren't visible
	Make sure you aren't using any overly exaggerated claims
	Did you keep the post under 60 seconds?
	Did you explain at least one benefit of the product?

WHILE POSTING

	Did you add a written hook to the post?
	Did you add a caption?
	Did you tag @Sugar.SMAC?
	Did you invite sugar.SMAC as collaborator?
	Are you using original audio (required for ads)
	Did you make sure no copyrighted/trending music was used
	IMPORTANT: Did you turn on paid partnerships with Sugar.SMAC for this post?
	IMPORTANT: Did you generate an ad authorization code?