

Poki Yoki — Advocate Program Onboarding

Kit

Everything to recruit, onboard, and activate the mom-creator army — ready to send. The application, the welcome, the 30-day fast-start, the plain-language FTC agreement, the content brief, the Makers Den, and the path up to Champion.

v1 · 2026-06-14 · companion to "The Loyalty + Momfluencer Engine" · sender: Cristina (personal voice) · **highlighted tokens** = fill-in / merge fields

How to use this. This is the operating kit for Engine 2 (the advocate army). The flow is **Recruit → Apply → Welcome (fast-start) → Activate (Makers Den) → Promote (Champion)**. Each block below is send-ready; yellow {{TOKENS}} are merge fields or quick decisions. The non-negotiable running through all of it: **every advocate post needs a clear FTC disclosure, and we never require anyone to feature their child.** §9 has the guardrails — don't strip them.

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1 The recruit → activate flow

STAGE	WHAT HAPPENS	ASSET
Recruit	Source candidates 3 ways: the VIP call-out, the buyer "turn buyers into creators" email, cold nano outreach	§2
Apply	Light application (IG handle + one paragraph) — quality filter, not a wall	§3
Welcome	Acceptance email: code activated, welcome kit ships, fast-start starts	§4
Activate	30-day Fast-Start Challenge — get the first win in week one	§5
Equip	Content brief (story card, not a feature list) + FTC agreement	§6–7
Retain	Makers Den community + monthly leaderboard + Champion-of-the-Month	§8
Promote	Top Makers → Champion (10+ sales): cash, early access, Founders Call	§8

The one rule that decides whether this works: the first-week win

~60% of ambassador programs lose people to dormancy in 90 days. The fix is the **fast-start**: the welcome kit ships day one, the first commission lands fast, and the 30-day challenge gives an early, achievable goal. If a Maker's first week is silence, you've lost her. Front-load the win.

2 Recruiting messages

2A · The VIP call-out (self-select the keenest)

250 VIP GROUP · FB post

We're starting something and we want you first. 🧡

We're building a small crew of Poki Yoki moms — "Makers" — who love the system and want to share it (and get paid to). You'd get a personal code, real commission on every order you send our way, a welcome kit, early access to new colors, and a private group with us.

No follower count required. No quotas. Just real moms who'd recommend us anyway.

If that's you, comment "ME" or DM Cristina and we'll send the details. 🍷

This surfaces self-selecting enthusiasts — the most authentic advocates. Respond to every "ME" individually with the application link (§3).

2B • Turn buyers into creators

700 BUYERS

· email, ~wk4 post-delivery

From: Cristina <cristina@pokiyoki.com> · **Subject:** Would you tell one mom? (we'll cut you in)

Hi **{{FIRST_NAME}}**,

You've lived with your Poki Yoki for a few weeks now — long enough to know if it earned its spot in the cabinet. If it did, I have an ask and an offer.

We're inviting our favorite customers to become Poki Makers. You get a personal code: your friends get 20% off, and you earn 15% of every order you send our way — cash or store credit, your call. Plus a welcome kit, a private group with us, and first dibs on new colors.

No follower requirement, no quotas, no pressure. You already recommend the stuff you love — this just pays you for it.

Want in? Here's the 2-minute application: **{{APPLY_LINK}}**

— Cristina

Send to buyers ~4 weeks post-delivery (peak product-love). Pre-scan the list for anyone with 1k+ followers and route them straight to a warm gifting offer (2C).

2C • Cold nano-creator outreach

nano moms 1–10k · IG DM

Hi **{{FIRST_NAME}}** — **{{SPECIFIC_DETAIL: e.g. "your morning-routine reels are the realest thing on my feed"}}**. I'm Cristina, I make Poki Yoki — the magnetic kids' cup that finally doesn't leak, mold, or get lost.

No pitch, just an offer: can I send you one to try, on us? If you love it and want to share, you'll get a code your followers can use (and you earn on every order). If it's not for you, no worries at all — it's yours to keep either way.

Want me to send one? Just need a name + address. 🧡

Personalize **{{SPECIFIC_DETAIL}}** every time — reference real content. No mass-blast templates. Priority: toddler-mom creators in the Tesla-Mom metros, plus Montessori/daycare directors and pediatric OTs (small but high-trust). A VA can run this at ~50/quarter.

3 The Maker application (quality filter, not a wall)

3 · Application form fields

Google Form / Shopify Collabs

Become a Poki Maker 🍹

We'd love to have you. This takes 2 minutes — we read every one.

- Your name
- Email (the one on your Poki Yoki order, if you have one)
- Instagram / TikTok handle (optional — followers don't matter to us)
- In a sentence or two: why do you love your Poki Yoki? **{{open text}}**
- Where would you share it? (pick any: Instagram, TikTok, Facebook groups, mom friends / group chats, Pinterest, a blog/newsletter)
- Payout preference: store credit (1.5x) or cash
- I agree to the simple Maker terms (we'll email them — mainly: be honest, and add "#ad / Poki Yoki Maker" when you post)

That's it. We review weekly and you'll hear from Cristina.

Keep it light — the paragraph on "why you love it" is the real filter (weeds out pure deal-seekers, surfaces authentic voices). Auto-approve buyers with a genuine answer; Cristina reviews the rest.

4 The welcome (acceptance) email

4 · Maker welcome

MAKER · on approval

From: Cristina <cristina@pokiyoki.com> · **Subject:** You're a Poki Maker 🍷 (here's everything)

Hi **{{FIRST_NAME}}**,

Welcome to the crew — you're officially a Poki Maker. Here's everything in one place:

🔑 Your code & link: **{{CODE}}** · **{{MAKER_LINK}}**
Your friends get 20% off. You earn 15% of every order (you chose **{{PAYOUT_PREF}}**).

📦 Your welcome kit is on the way — a Starter System, on us, so you've always got one to show.

💬 Join the Makers Den (our private group): **{{DEN_INVITE}}** — it's where we drop early colors, swap content ideas, and hang out.

★ Your 30-day Fast-Start: send 5 orders in your first 30 days and you unlock a bonus accessory pack + your "Fast-Start" badge in the Arcade. Most Makers hit it just by texting a few friends.

🎮 One fun thing: making your first sale unlocks a "Creator" badge + 500 PokiStars in the Arcade.

Two quick rules (the only ones): be honest, and when you post add "#ad" or "Poki Yoki Maker" so it's clear. Full simple terms attached.

So glad you're here. Go say hi in the Den.

— Cristina

Ship the welcome kit the same day. The "Fast-Start in 30 days" + "first sale unlocks a badge" gives two immediate goals. Attach the §7 agreement.

5 The 30-day Fast-Start Challenge

DAY	TOUCH	MESSAGE / ACTION
1	Welcome kit ships + code live	§4 email
2	Onboarding tip 1	"How to share without feeling salesy" (the story-card brief, §6)
5	Onboarding tip 2	"Your 3 easiest first sales: the group chat, the class WhatsApp, your sister"
7	Den nudge	"Introduce yourself in the Makers Den — drop your first post and we'll cheer you on"
15	Progress ping	"You're {{N}}/5 toward your Fast-Start bonus — {{N>0 ? "nice!" : "here's an easy idea..."}}"
30	Outcome	Hit 5 → 🎉 You did it!" + bonus accessory pack ships + badge. Missed → "So close — your code never expires, keep going" (warm, never punitive)

5A · The "you did it" message

on 5th sale



{{FIRST_NAME}}, you just hit your Fast-Start — 5 orders in your first 30 days!

Your bonus accessory pack is shipping, your Fast-Start badge is live in the Arcade, and honestly? You're already in the top tier of new Makers. A bunch more sales and you're in Champion range (cash commission, early access, a call with me).

Proud of you. Keep going. 🧡 — Cristina

6 The content brief — a story card, not a feature list

6 • The Maker story card

all tiers

You don't need a script or a ring light. The best Poki Yoki content is just real.

WHY WE MADE IT (say it your way):

We kept throwing away cups. 12 magnets lock every part together, nothing hides mold, and the same cup grows from sippy to open cup to straw. Lifetime warranty, because we mean it.

WHAT WORKS (show it, don't sell it):

- The throw-it-across-the-room moment (nothing spills)
- The cabinet before/after ("I counted 23 cups. I threw them all out.")
- The dishwasher unload — every part, actually clean
- The magnetic "click" (it's ASMR, lean in)
- Why you chose it over the one you had

THE ONE RULE WE CARE ABOUT:

Talk to other moms about YOUR life — not "your kid will love it." You're the hero of the post, not your kiddo. (You never have to put your child on camera. Truly.)

DISCLOSURE (required, keep it easy):

Add "#ad" or "Poki Yoki Maker" where it's easy to see. In your bio works: "Poki Yoki Maker · code **{{CODE}}** for 20% off."

THE ASK:

Share your code **{{CODE}}** — friends get 20% off, you earn 15%.

Mom-as-hero, not the kid: it's the highest-trust, lowest-backlash framing (#kidsarenotcontent is real).

"Show, don't sell" is the Stanley lesson — product performance is the content.

7 The FTC ambassador agreement (plain-language one-pager)

7 • Poki Maker Agreement

attach to welcome; have a lawyer bless before launch

The Poki Maker Agreement (the short, human version)

1. BE HONEST. Only say what's true to your real experience. Never make safety/health claims we haven't given you in writing.
2. DISCLOSE. Every post mentioning Poki Yoki must clearly show that you're a Maker who earns from sales — "#ad" or "Poki Yoki Maker" + tag @pokiyoki, visible without clicking "more." For video: say it out loud and show it on screen in the first few seconds.
3. YOUR CODE IS YOURS. Don't post it on coupon/deal sites. It's for your real audience.
4. KIDS. You're never required to feature your child. If you do show family, that's your choice; keep it natural and safe.
5. HOW YOU EARN. You earn commission on real orders from real customers using your code/link. That's it — there's no "recruit other Makers for a cut" and never will be. (We may give a small one-time thank-you if you introduce someone who becomes a great Maker, but never a slice of their earnings.)
6. PAYOUTS. **{{store credit / cash via PayPal, net-30}}**. We'll need a W-9 if you earn \$600+ in cash in a year.
7. EITHER OF US CAN STOP ANYTIME. No hard feelings. The cup is yours to keep.
8. CONTENT. If we'd love to reshare or boost your post as an ad, we'll ask you first and always credit you.

By joining, you agree to the above. — The Poki Yoki Team

This is the anti-pyramid + FTC backbone in plain English (one level only, mandatory disclosure, no child requirement). Have counsel review before launch; add a formal income-disclosure statement if you ever publish earnings claims.

8 The Makers Den + the path to Champion

8A • Makers Den welcome post (pinned)

Slack / Circle / private FB

Welcome to the Makers Den 🍷 ❤️

This is our home base. Here's how it works:

- 🙋 #introductions — tell us your name, your kids' ages, where you share
- 🎨 #early-access — we drop new colors here FIRST, before the public
- 💡 #content-ideas — steal freely, share what's working
- 🏆 #wins — brag about your sales, your favorite comments, your first check
- ? #ask-cristina — I'm in here. Really.

The vibe: real moms, zero pressure, lots of cheering. The monthly leaderboard winner gets a feature + a prize. Hit 10 sales and you're in Champion range.

So glad you're here. Drop an intro 📌

8B • Monthly leaderboard + Champion of the Month

Den post + IG feature

🏆 **{{MONTH}}** Maker Leaderboard is in!

🥇 **{{NAME_1}}** — Champion of the Month! (feature on our IG + a Household System on us)

🥈 **{{NAME_2}}** — Family System

🥉 **{{NAME_3}}** — Starter System

Top 10 this month all get 25% off, anytime.

Not on the board? New month, fresh start — everyone resets to zero on the 1st. ❤️

(Champion of the Month isn't always the most sales — sometimes it's the most YOU. Best content, best story, best energy.)

Reward content quality + energy, not only volume — keeps non-top-sellers engaged. Resetting monthly keeps it winnable for everyone.

Subject: You're a Poki Champion 🏆

Hi **{{FIRST_NAME}}**,

You crossed 10 referred orders — so you're officially a Poki Champion. Here's what changes:

💰 Your commission goes to 20%, paid in cash (net-30).

📺 A Family System, on us, as a thank-you.

📅 Early access to every new color and product — 2 weeks before anyone.

🗳️ A vote on our next colorway (this is real — Champions decide).

📞 An invite to the quarterly Founders Call — just you and a handful of others, on Zoom with me and Eric.

🌟 "Champion" status on your profile + eligibility for Champion of the Month.

You earned all of it by being genuinely great. Thank you. Let's keep building.

— Cristina

9 Voice & legal guardrails

Voice

- **Real moms, zero pressure.** Every message is warm, first-person Cristina, gratitude-forward. No "hustle"/"boss babe"/MLM energy — that's the exact thing this audience distrusts.
- **Recognition > cash at the top.** The feature, the Founders Call, the colorway vote, the name on the site — these retain Champions better than a commission bump.
- **Mom-as-hero, never the kid.** Encourage it in every brief; never require a child on camera.

Legal — baked into the kit, don't remove

- **Disclosure on every post** ("#ad"/"Poki Yoki Maker" + @pokiyoki, above the fold; verbal + on-screen for video). The brand is liable (~\$51K/violation) — run a 30-minute monthly audit of Maker posts.
- **One level only.** Commission on end-customer sales; no recruiting commission, no downline, no rank requiring recruiting, no inventory purchase. (§7 enforces this.)
- **Income claims** need a formal income-disclosure statement before any "earn with us" page or earnings testimonial goes public.
- **COPPA / kids:** the loyalty account is the parent's; never ask Makers to collect data from minor followers.

Poki Yoki · Advocate Program Onboarding Kit · companion to "The Loyalty + Momfluencer Engine" · recruit warmest-first, win the first week, reward recognition over cash, and keep every post honest and disclosed — that's how the army stays real.