



meister

Partner Guide

Meister Partner Guide

We're thrilled that you're interested in partnering with Meister! Whether you're looking for financial incentives or personal support from our team, we are dedicated to creating a mutually beneficial long-term relationship with you.

To join our exclusive network of consultants, trainers, resellers and affiliates, please read the following pages carefully and then contact one of the Meister representatives listed on the last page of this document.

Note: To keep things brief, we refer to MindMeister as 'MM' and to MeisterTask as 'MT' throughout this document. Since the information provided is usually valid for both products, we often use the abbreviation 'MM/MT'.

What Types of Partners Are There?

1) Expert Partner

Expert Partners are typically consultants, trainers, teachers, or experts who share their knowledge online. If you're looking for a close relationship with our team and/or financial benefits for referring new customers to Meister, then this is the right program for you.

2) Affiliate Partner

Affiliate Partners can monetize their traffic by referring people to MM/MT. If you're interested in getting paid for spreading the word about Meister products online, you won't regret joining our generous affiliate program.

3) Reseller Partner

Resellers of MM/MT benefit from a range of features that make it easy to resell subscriptions. Our partner portal enables you to generate coupon codes at any time to resell to your customers. Depending on sales targets, you can achieve a revenue share from 10% to 60%.

Expert Partner

Who can become an Expert Partner?

- Consultants (such as business consultants, data security advisors, productivity experts, project management consultants, etc.)
- Trainers who regularly organize workshops
- Teachers at educational institutions
- Experts who share their knowledge online (e.g. via online courses on educational platforms, in webinars, podcasts, or on their blog)

Benefits for Expert Partners:

Free demo accounts:

Expert Partners receive a free MM/MT Business account for demo purposes. Partners who organize workshops or otherwise require MM/MT licenses for client training purposes can request additional trial licenses.

Events:

If you're organizing a conference, workshop, or another type of event, we can support you in the following ways:

- Provide information materials (such as flyers, one-pagers and roll-ups)
- Provide coupon codes (for instance for raffles)
- Provide a special discount code for event attendees
- Help organize and promote the event itself

Additionally, Expert Partners receive:

- An official Partner badge to put on your website (not mandatory)
- A small goodie bag with MM/MT swag
- Emails to keep you informed about upcoming features and other company news
- An entry on our partner page with a link to your website
- A partner kit with marketing and sales collaterals (banners, case studies, logos etc.)
- Invitations to exclusive company events
- Publicity, for instance in the form of announcements on our social media channels.
- Support for joint marketing campaigns

If you are a consultant, our customer success and sales agents will be happy to refer MM/MT customers to you who are looking for personal assistance in their area.

Financial benefits:

Expert Partners have the opportunity to receive commissions for referring their clients and trainees to MM/MT. The exclusive expert partner commission (EPC) works similar to a normal affiliate commission, except that it is connected to a discount code rather than a link. The code, which is unique to you, provides a 10% discount (non-recurring) on MM/MT's paid plans. You can give this code to your clients and trainees as an incentive to sign up.

Our system automatically tracks how often your code is used and credits you with a 20% commission (recurring) for each paid signup.

Note: The expert partner commission doesn't work in combination with other discount codes (e.g. the Bundle offer or the Education plans) and can't be used in combination with our regular Affiliate program.

Note: Expert Partners are subject to Meister's partner terms and conditions, which can be found [here](#).

How to become an Expert Partner:

To apply for our Expert Partner program, please start by contacting one of the Meister representatives listed on the last page of this document.

All applicants will be given access to training materials and subsequently invited to a personal (online) training session focusing on advanced features, use cases, and best practices for using MM/MT.

Once you've successfully completed the training, you will be officially certified as Expert Partner.

Your Expert Partner status will be evaluated every 12 months. During the evaluation, we will review your activities of the past year to determine whether the partnership has been mutually beneficial and whether it makes sense to continue the collaboration.

Affiliate Partner

Who can become an Affiliate Partner?

Anybody with a paid MindMeister or MeisterTask account can become an Affiliate and monetize their traffic by referring people to MM/MT.

Benefits for Affiliate Partners

For every successful paid referral (that is, for every user who clicks on your affiliate link and subsequently creates a paid MM/MT account) you will receive a 20% commission.

The commission is recurring, which means that you will earn money with every payment the user makes, indefinitely.

Example:

If you refer a person to MeisterTask who subsequently signs up for a MeisterTask Business account (worth \$249 if paid annually), you will be credited with \$49.80 in commission as soon as the payment is made. If, after one year, the user extends his/her subscription for another year, you too will receive another share of \$49.80, and so on.

You are able to track your referrals in Meister's partner portal. Once you've accumulated a commission of \$150 in total, you can request a payout via PayPal.

How to become an Affiliate Partner

Becoming an Affiliate Partner does not require any personal contact with a Meister representative.

All MM/MT users are automatically assigned a unique referral code, which can be found in Meister's Partner Portal. This code can be added at the end of any meistertask.com or mindmeister.com URL to create an affiliate link.

Example:

MeisterTask homepage URL: <https://www.meistertask.com>

> With referral code: <https://www.meistertask.com/?r=12345>

Business page URL: <https://www.meistertask.com/business>

> With referral code: <https://www.meistertask.com/business/?r=12345>

You can share your personal affiliate link in emails and social media posts or place it on your website. Our system remembers all new visitors who come to MM/MT via your referral link for 30 days. Even if they click on another Affiliate's referral link after clicking on yours, the sale will be attributed to you as long as they sign up within 30 days.

MindMeister's Public Map Affiliate System

In addition to using your affiliate link, you can refer new users to MindMeister via your public mind maps. To learn more about the public map affiliate system, please [click here](#).

Using the Affiliate program as a Basic user

If you use your affiliate link to refer people to MindMeister while you're on MindMeister's free Basic plan, you will not be credited with a commission. Instead, MindMeister Basic users receive space for one additional mind map in their account (which can otherwise store only 3 mind maps) for every user they refer. You can unlock a total of 10 additional free mind maps this way.

There is currently no Affiliate program in place for MeisterTask Basic users, although we may add one in the future.

Note: Affiliate Partners are subject to Meister's partner terms and conditions, which can be found [here](#).

Reseller Partner

Who can become a Reseller Partner?

- Registered G Suite resellers
- Registered Microsoft Office 365 resellers
- Other software resellers and distributors specializing in cloud-based IT solutions

Benefits for Reseller Partners

Financial incentives

Our partner portal allows reseller partners to easily generate coupon codes at any time day or night, to resell to their customers. Resellers can achieve a revenue share from 10% to 60% depending on sales targets. A detailed overview of license prices and commissions can be found in the reseller agreement, which is available upon request.

Free demo accounts

Reseller Partners receive free MM/MT accounts for the purposes of demonstration and training of prospective customers, as well as for the partner's staff.

Personal training

Reseller Partners receive training materials as well as personal training sessions for the partner's staff to ensure that they are familiar with the products and their unique selling points.

Additionally, Reseller Partners receive:

- Access to our online partner portal, where you can generate coupon codes
- An official Partner badge to put on your website (not mandatory)
- Emails to inform you about upcoming features and other relevant company news
- An entry on our partner page with a link to your website
- A partner kit with marketing and sales collaterals (banners, case studies, logos etc.)
- Invitations to exclusive company events
- Publicity, for instance in the form of announcements on our social media channels

How to become a Reseller Partner:

If you're interested in becoming a Reseller Partner of MM/MT, please contact the responsible Meister representative (listed on the last page) to request a reseller agreement.

Note: Reseller Partners are subject to Meister's partner terms and conditions, which can be found [here](#).

How to Get Started

To get started with our Expert or Reseller Partner Programs, please contact the responsible Meister representative:

If you're interested in becoming an Expert Partner, please contact:

Raphaela Brandner
Expert Partners
raphaela@meister.co

If you're interested in becoming a Reseller Partner, please contact:

Philip Pilwarsch
Partners based in the EU, Asia and Africa
philip@meister.co

Oliver Huebler
Partners based in the Americas
oliver@meister.co

Note:

Becoming an Affiliate Partner doesn't require contact with a Meister representative — please visit the Meister's Partner Portal to get started.