



Affiliate Information Kit

Everything you need to know about partnering with Authentic Persona

ABOUT AUTHENTIC PERSONA

Authentic Persona is a personal branding platform for young people that combines the principles of humanistic psychology with AI-powered tools and personalized professional feedback. Members complete a guided self-discovery questionnaire, receive a personalized Personal Branding Template, and progress through a structured three-video journey designed to build confidence and authentic self-expression.

Because Authentic Persona does not provide direct one-on-one services, affiliate reviewers are a critical and valued part of the member experience. You provide the human connection, professional judgment, and personalized guidance that no platform can replace.

BENEFITS OF BECOMING AN AFFILIATE

Approved affiliates receive:

- A listing on the Authentic Persona website affiliate directory, organized by state — increasing your visibility to prospective clients actively seeking support in this area
- Opportunities to acquire new clients who are introduced to your services through the Authentic Persona platform
- Access to platform materials, member resources, and training to ensure you are well-prepared to support your clients through the process
- The option to schedule additional follow-up sessions with clients following completion of the Authentic Persona process — extending your professional relationship and impact beyond the program itself
- Association with an evidence-based, AI-assisted personal branding methodology that complements a wide range of professional practices

AFFILIATE ROLES AND RESPONSIBILITIES

The affiliate role is clearly defined and designed to integrate naturally into your existing practice. As an Authentic Persona affiliate, your core responsibilities include:

Video Review and Written Feedback

Affiliates review two member videos — the Second Take and the Third Take — and provide written, time-stamped comments on each. Feedback should be personalized, constructive, and consistent with the Authentic Persona philosophy of encouraging authentic self-expression rather than scripted performance.

Final Review Meeting

Following the Third Take submission, affiliates meet with the member in person or via video conferencing to review the final video together, discuss the feedback provided, and answer any questions the member may have about their progress and next steps.

Optional Additional Services

Affiliates may offer to schedule additional sessions with their client beyond the core Authentic Persona process. These sessions are entirely optional and are outside the scope of the Authentic Persona program. Affiliates are responsible for communicating their fees for any additional follow-up services in accordance with their own professional policies and standards.

Please note: additional sessions offered by affiliates are independent of the Authentic Persona platform and are arranged directly between the affiliate and the client. Authentic Persona does not set, regulate, or receive any portion of fees for these services.

THE AFFILIATE APPLICATION AND ONBOARDING PROCESS

Step 1 — Submit Your Application

Complete the Affiliate Application Form available at www.authenticpersona.com. Applications are reviewed by the Authentic Persona team and evaluated based on professional credentials, licensure status, and alignment with the program philosophy. There is no fee to apply and no minimum requirements for the number of members served.

Step 2 — Application Review

Approved applicants will be notified and invited to begin the onboarding process. Authentic Persona reserves the right to approve or decline applications at its discretion.

Step 3 — Complete Affiliate Training

Approved affiliates complete training through our Slack server. Training covers the Authentic Persona methodology, platform navigation, member journey, affiliate responsibilities, and best practices for providing feedback. Training is complimentary and self-paced.

Step 4 — Sign Affiliate Agreement

Prior to beginning work with members, affiliates sign the Authentic Persona Affiliate Agreement, which includes:

- Confirmation of current good standing with their credentialing organization, with an agreement to notify Authentic Persona promptly if that status changes
- Agreement to maintain the privacy and confidentiality of all proprietary information, platform materials, and copyrighted content belonging to Authentic Persona
- Acknowledgment of the Authentic Persona business model and agreement to the terms and conditions governing the affiliate relationship
- Commitment to maintain all professional ethical and legal standards required by their state and credentialing agency throughout the affiliation

ELIGIBLE CREDENTIALS

Professionals with current good standing in the following roles are eligible to apply:

- Certified Educational Planner (CEP) by the Independent Educational Consultants Association (IECA)
- Certified Educational Planner by the International Association of College Admission Counseling (IACEP)
- Certification by the National Career Development Association (NCDA)
- Other licensed or credentialed professionals in education, counseling, coaching, or career development may also be considered

READY TO APPLY?

We welcome applications from qualified professionals who share our commitment to supporting young people in discovering and expressing their authentic strengths. The application process is straightforward, and our team is happy to answer any questions you may have before you apply.

To apply or learn more:

- Submit an Affiliate Application Form at www.authenticpersona.com/affiliate-application
- Email us directly at admin@authenticpersona.com with any questions

www.authenticpersona.com

admin@authenticpersona.com