

PARTNER KIT

Build with Pyyrah+.

For integration partners, co-marketing collaborators, and resellers.
Brand rules, joint lockups, and the one-pager that closes the meeting.

WHY PARTNER WITH PYYRAH+

A creator audience **that buys.**

PyYrah+ users aren't hobbyists. They've already shown they pay for their craft.

AUDIENCE QUALITY

Pre-qualified buyers

Every PyYrah+ customer has already paid \$99 for their own growth. Buying intent is established before they ever see your offer.

DISTRIBUTION

Founding-cohort affiliates

[XXX] creators actively promoting PyYrah+ across YouTube, Instagram, newsletters. Joint promotions piggyback the same channel.

BRAND TRUST

Evidence-first reputation

Partnering with PyYrah+ signals you don't trade in creator-economy hype. Brand-by-association does real work.

IN ONE LINE

PyYrah+ partners get access to a creator audience that has already proven they pay for their craft.

PARTNERSHIP TYPES

Four ways to work together.

Pick the model that fits your product. Hybrids welcome.

TYPE 01

Integration partner

Your tool plugs into the Pyrah+ workflow. Mutual product mention, listed in our integrations directory, joint launch post when ready.

Best for: SaaS tools (analytics, scheduling, design, CRM) used by content creators in their day-to-day.

TYPE 02

Co-marketing partner

We promote each other to our respective audiences. Newsletter swaps, joint webinars, co-authored content, cross-promotion in product onboarding.

Best for: Non-competing creator-economy brands with overlapping audiences and comparable list size.

TYPE 03

Reseller / agency

You sell Pyrah+ as part of a bundled service to your clients. Wholesale pricing, white-label co-branding allowed under rules in this kit.

Best for: Creator agencies, growth consultancies, fractional CMO firms serving content-led businesses.

TYPE 04

Distribution partner

Major creator platforms or publications featuring Pyrah+ to their members. Custom commercial terms.

Best for: Creator membership platforms, education marketplaces, publications with 100K+ active creator audiences.

CO-BRANDING RULES

How our mark sits with yours.

Three rules. Easy to follow, hard to break.

Rule 01 · Equal optical heights

Pair the wordmarks so they read as visually equivalent. Don't dwarf either logo. The "X-height" of both marks should align.



PYYRAH+ | PARTNER LOGO

Rule 02 · Separator rule, not merge

Always use a vertical hairline (1pt, 60% opacity) between the marks. Never combine the two into one shape, one lockup, or one mark.

Rule 03 · Pyyrah Blue stays Pyyrah Blue

The "+" remains Pyyrah Blue (#0071E3) on light, Sky Light (#A8D8FF) on dark — even when paired. Don't tint our mark to match yours.

Never

- ✗ Merge the wordmarks into a single combined mark
- ✗ Use an ampersand or plus sign between the two marks
- ✗ Resize one significantly larger than the other
- ✗ Place the partner mark inside the "+" of PYYRAH+
- ✗ Recolour PYYRAH+ to match partner palette

Always

- ✓ Separate with a vertical rule, never just whitespace
- ✓ Optical alignment of cap-heights or x-heights
- ✓ Keep Pyyrah Blue intact on the "+"
- ✓ Send the final lockup to brand@pyyrahplus.com for sign-off
- ✓ Use the approved file we send back

PARTNER ONE-PAGER TEMPLATE

Sell the partnership in one page.

A template structure your team can fill in for any joint pitch.

PYYRAH+ | [PARTNER]
CO-MARKETING PARTNERSHIP · 2026

Joint headline that names the value to both audiences.

Two sentences explaining what this partnership delivers to creators that neither product could deliver alone. The 'why now' goes here.

REACH

[XXX]K

Combined active audience across newsletter, social, and product surfaces.

WINDOW

90 days

Cross-promotion period. Measured. Optional renewal based on results.

ASSET

Joint guide

Co-authored long-form piece, hosted on both properties with shared CTAs.

WHAT EACH SIDE COMMITS

PYYRAH+ PROVIDES	[PARTNER] PROVIDES
Newsletter feature · 1 dedicated send	[Equivalent feature in your channel]
Affiliate-cohort co-mention · 30 days	[Distribution surface · 30 days]
Co-authored long-form asset · published	[Joint asset commitment]

Approval: brand@pyyrahplus.com · partnership@pyyrahplus.com

† Use this exact layout. Replace bracketed placeholders. Send to partnership@pyyrahplus.com for review before sharing externally.

PROMOTIONAL TEMPLATES

Pre-written. Plug your details in.

EMAIL · PARTNER ANNOUNCES PYYRAH+ TO THEIR LIST

Subject: *The growth system we recommend (and why)*

One of the recurring questions I get from [partner audience] is: "what should I actually use to grow?" My answer for the last [X] months has been Pyyrah+.

Pyyrah+ teaches the DBC Method — Decode, Build, Compound — which is the most niche-specific growth framework I've seen for creators. It's \$99 lifetime, no subscription, and the case studies are named and checkable. [Optional: Specific result you've seen yourself.]

If you've been looking for one — [here's our partner link](#).

— [Name]

SOCIAL · INSTAGRAM / X · 240 CHARS

Every time someone asks "what should I use to grow as a creator," my answer is the same: Pyyrah+. The DBC Method is the only niche-specific framework I've found that survives contact with a real audience. \$99 lifetime, no subscription. Link in [bio/replies].

PRODUCT SURFACE · IN-APP BANNER COPY (40 WORDS)

Want to grow the audience that uses [your product]? Our partner Pyyrah+ teaches the DBC Method — decode what works in your niche, build from it, compound monthly. \$99 lifetime. [Learn more →](#)

HOW TO BECOME A PARTNER

Four steps. Two weeks.

From first email to live partnership in about 14 days.

- 01 Email partnership@pyyrahplus.com.** Include: who you are, what you're proposing, audience size and shape, and what you'd want from us. One paragraph. Don't send a deck unprompted.
- 02 30-minute intro call.** Founder-led. We figure out if the audiences align and what commercial structure makes sense. No NDA needed; we don't share customer data on a first call anyway.
- 03 One-pager & terms.** We draft a partner one-pager (using the template on page 5) with the specific commitments from both sides. Plain-English memo over a 30-page MSA on the first deal.
- 04 Launch & measure.** Pre-agreed metrics. We share dashboards both ways. 90 days. Renewal is automatic if it's working, conversation if it's not.

What we say yes to

- ✓ Genuinely creator-aligned products
- ✓ Founders or marketing leads who'll commit time
- ✓ Clear, measurable outcomes both sides want
- ✓ Comfort with us declining if it doesn't fit

What we politely decline

- ✗ Anything that requires us to mislead our audience
- ✗ Partners with overlapping product (direct competitors)
- ✗ Cold mass-outreach with no audience to back it
- ✗ Co-marketing with no real reciprocal commitment

APPROVED LOCKUPS

Pre-cleared. Use directly.

Three approved lockup formats. Anything outside these requires sign-off from brand@pyyrahplus.com.

FORMAT 01 · HORIZONTAL · LIGHT SURFACE

PYYRAH+ | **PARTNER**

Use for: web headers, email signatures, joint marketing.

FORMAT 02 · HORIZONTAL · DARK SURFACE

PYYRAH+ | **PARTNER**

Use for: dark-mode applications, video lower-thirds, event signage.

FORMAT 03 · STACKED · WITH QUALIFIER

IN PARTNERSHIP WITH

PYYRAH+ | **PARTNER**

Use for: long-form content credits, conference programmes, formal partnership announcements.

PARTNER FAQ

Quick answers.

How long do partnerships typically run?

Initial commitment is 90 days. If both sides see signal, we extend in 6-month blocks. If not, we end cleanly with no awkwardness.

Do you pay for partnerships?

Co-marketing partnerships are no-fee — we trade audience for audience. Reseller partnerships have commercial terms. Distribution partnerships are negotiated. Sponsorship-style buy-ins aren't our model.

Can we use the PYYRAH+ wordmark on our site?

Yes, in partnership context only (as in the lockups on page 8). Send the planned placement to brand@pyyrahplus.com before publishing.

What if our product overlaps with Pyyrah+?

We don't partner with direct competitors. If you're adjacent — a tool, platform, service that creators use alongside Pyyrah+ — that's typically a fit.

Who do we work with day-to-day?

Founder for the first call. Head of Partnerships once the deal is structured. The brand team for any asset review.

What if we want to bundle Pyyrah+ into our offering?

That's a reseller partnership (Type 03). Wholesale pricing available at volume. Email partnership@pyyrahplus.com to discuss minimums.

PYYRAH+

Ready to build something?

Partnership inquiries

partnership@pyyrahplus.com

Brand & lockup approvals

brand@pyyrahplus.com

Initial response within 48 hours.