



Big World of Little Dude EmpowerED Partners

Join our **EmpowerED Partners** program and become a champion of social and emotional learning for young children! As an **EmpowerED Partner**, you'll have the opportunity to significantly impact the lives of children and families while earning attractive commissions.

Why Become a Big World of Little Dude EmpowerED Partner?

- **Make a meaningful impact**
- **Create a kinder world**
- **Support mental health**
- **Earn lucrative commissions**
- **Grow Professionally**

Become an EmpowerED Partner and make a positive impact



PRODUCT OVERVIEW:



Big World of Little Dude Products

1. HumanKIND Curriculum™
2. Book Series (9 books)
3. Little Dude and Bird toys
4. Poster (selection of 10)

Note: All products can be purchased independently

Prices and Commission Structure

| Product Retail Price | Commission |
|---|---|
| Product #1: \$600 The humanKIND Curriculum™ | \$120 (20%) \$150 (25%) \$180 (30%) |
| Product #2: \$120 Book Series (9 books) | \$30 (25%) Fixed rate |
| Product #3: \$45 Little Dude and Bird toys | \$11.25 (25%) Fixed rate |
| Product #4: \$25 Poster (selection of 10) | \$6.25 (25%) Fixed rate |



TIERS & REWARDS:

| Tier | Commission |
|--|------------------------------------|
| 1. Associate Tier Sell between 0-10 humanKIND Curricula | \$120 (20%) per curriculum sold |
| 2: Collaborator Tier Sell between 11-20 humanKIND Curricula | \$150 (25%) per curriculum sold |
| 3. Ambassador Tier Sell 21+ humanKIND Curricula | \$180 (30%) per curriculum sold |

Our **EmpowerED Partner** program features a tiered structure that rewards your commitment and success. As you advance through the tiers by selling more humanKIND Curricula, you unlock increasingly attractive benefits and incentives.

Referrals

Refer someone to the **EmpowerED Partner** program and be rewarded with a \$50 cash bonus.*

* Conditions apply, referral must fill in the questionnaire and be accepted into the program.

Incentives

Attain designated monthly sales goals and earn cash bonuses as rewards.

Complimentary Items

As a valued participant in our EmpowerED Partner program, you can look forward to receiving free items like hats or t-shirts as you achieve specific milestones.



MARKET OPPORTUNITY:

As an **EmpowerED Partner**, you have a unique chance to cater to the growing demand for impactful Social and Emotional Learning (SEL) resources. In a post-COVID world marked by heightened mental health concerns and increased technology usage, the need for meaningful connections is more crucial than ever.

Some key facts:

- More than 90% of schools and districts in the U.S. report a focus on developing students' SEL skills (Duchesneau, 2020)
- Total state spending on preschool is now about \$7.4 billion
- The childcare industry in the United States is valued at \$60.4 billion
- Approximately 88% of 5-year-olds and 69% of 4-year-olds attend preschool
- K-12 public schools spend approximately \$21–47 billion per year on SEL, which includes (1) spending on SEL-related products and programs (approximately \$640 million), and (2) teacher time focused on SEL



TO GET STARTED:

Step 1:

Complete the **questionnaire**. Our program is highly selective, and we aim to understand more about you to ensure the best fit. With small cohorts of just 10 individuals, we foster a close-knit community and a rich educational experience.

Step 2:

To unlock the full potential of our **EmpowerED Partners** program, a one-time fee of \$150 is required, granting you access to exclusive resources and support.

1. Pay the \$150 **EmpowerED Partner** fee to gain full access to our toolkit.
2. Sign the **EmpowerED Partners** Agreement to officially join the program.
3. Receive your comprehensive sales toolkit, which includes:
 - Big World of Little Dude book series (9 books)
 - Affiliate Guide
 - A sample lesson plan from the humanKIND Curriculum™
4. Gain access to create your unique Easy Affiliate login.
5. Attend an online onboarding video conference (30 mins.)
6. Monthly video conference check-ins (30 mins.)

GET STARTED TODAY, AND FILL IN [THIS QUESTIONNAIRE](#)



ABOUT THE FOUNDER:

Hi, I am Cara, founder of Big World of Little Dude, which was born out of a transformative experience I had while volunteering with Little Dude, my therapy dog, through The Good Dog Foundation. It was during this time that I discovered the incredible power of kindness – that even small acts of kindness can have a profound impact on others. Inspired by this realization, I started bringing Little Dude into an early childhood classroom to teach children about the importance of kindness. This experience sparked a deep interest in social and emotional learning for young children, leading me on a journey of research and exploration.

Through my research, I discovered that kindness and other social and emotional skills can be nurtured and taught. Driven by this revelation, I began writing books and developing curricula that focus on social and emotional themes for families and teachers. In 2014, Big World of Little Dude was born!

Our mission at Big World of Little Dude is to provide support and resources for both home and classroom settings, empowering caregivers and educators to foster social and emotional development in the little humans in their lives.



BIO

Cara Zelas is an early childhood educator with a passion for helping young children thrive. She holds a Bachelor of Media Communications and a Bachelor of Elementary Education from Macquarie University in Sydney. Additionally, she is a certified Early Childhood Montessori teacher from West Side Montessori School in New York.

