



Nia NZ Website Member Benefits

The Nia NZ website offers you as a Nia graduate and your personal Nia business (for those who teach) increased local and national exposure through a quality NZ-based website created to serve the NZ Nia community.

Market Yourself and/or Your Nia Business

Advertise the following on your personal profile page:

1. Space to write some information about yourself and/or your Nia business.
2. Option to add your signature *
3. Upload a profile photo
4. Upload six photographs to your own personal gallery *
5. List your belt level - White, Blue, Brown or Black.
6. Current status * - eg. Teaching in NZ. Classes pending. Personal growth Nia student only. Teaching abroad.
7. Nia 5 stages certified - Y/N
8. Green Belt certified - Y/N
9. Holder of valid First Aid Certificate * (this is a NiaHQ teacher requirement) - Y/N.
10. Personal and/or business contact details
11. Link to personal Nia website
12. Link to another personal website for businesses that relates to Nia only *
13. Links to personal social media sites (eg. Facebook, Flickr, Twitter, YouTube etc)
14. Advertise your class information (see below)
15. Advertise your event information (see below)
16. Advertise personal testimonials *

Note: For 14 and 15 above, the following information is offered:

- Class / special event type and title.
- Venue details (for up to four different locations for no. 15) including map.* Link option to venue website.
- Cost.
- Day. Date. Time (start, finish).
- Description of class / special event.

Note: Entries above marked with an asterisk (*) indicate information offered in addition to what is offered on the NiaNow site.

Non-practising teachers are offered a reduced profile page for a part membership fee. A star beside titles below indicate this benefit is not relevant or offered to part members.

Self and Business Exposure

Advertising yourself and/or your business on a quality national website allows greater business exposure, linking your target market directly to you. Know that many New Zealanders may be more likely to visit a NZ-based website over an international one expecting more localised information. Advertising on a NZ Nia website may expose you to a market that may not find you on www.nianow.com

Personal Profile Management

Ability to create your own account on the Nia NZ website and update your personal profile, class information and contact details as often as you wish (very similar to the profile management autonomy offered on the Nia HQ member section of the website).

Personal Web Page / URL

The Nia NZ website offers members their own personal web page and URL unique to them. Advertise your personal URL on your business cards and other advertising to lead potential students directly to your online Nia NZ website profile.

Prime Website Space Event Advertising *

Opportunity to advertise your event on the prime website advertising space; top right on the Home Page (length of time your event will be advertised will depend on demand for space by members).

Note: Advertising of NZ Intensive Trainings and trainer-hosted workshops will take priority for this advertising space.

Regional Class List and Regional Events List *

Advertise your classes and events on a regional Nia class and event list. A great resource for site visitors and for you as it provides further paths to link to your profile.

Nia NZ Logo *

Use of the Nia NZ logo to promote yourself as a member of the NZ Nia community on any internet or print-based advertising used to market yourself as a NZ Nia professional. A high resolution Nia NZ logo in pdf format will be emailed to you once membership is confirmed. It may be later available as a download option for members on the website.

Nia NZ Business Cards *

Link yourself visually to the Nia NZ community with the option to purchase personalised Nia NZ logo'd business cards. Extend the marketing potential of your business cards by choosing between three different templates. The templates will be included with your membership, leaving it up to you to choose your business card provider.

Direct Customer Contact *

Teachers may choose to list as regional contacts, receiving direct enquiries from site visitors.

Media Marketing

Attach to an email any newspaper, magazine or local print media articles or TV/radio interviews about you or your Nia business to site owner (correct format and size) and these will be either posted on or referred/linked to on the Home Page for at least one week and advertised permanently under Media Resources.

Social Marketing

Utilise the growing resource of social marketing by requesting to submit blog entries for posting on the website. The initial intention is to post a Nia NZ website blog weekly. Note: preference will be given to full members for blog submissions.

Newsletter / E-zine

Option to submit material (photos, articles, quotes etc) for a Nia NZ website quarterly e-newsletter or monthly E-zine. Anybody may subscribe to receive the Nia NZ e-newsletter. Email or mail this out to your personal Nia database to keep your students and target market informed.

National Community Link

Support and networking readily available through the act of NZ Nia graduates coming together within an online Nia NZ community.

Value for Investment

The first year annual full website membership fee breaks down to less than \$10 per month and the lite membership to less than \$3.00 per month!

Acknowledgment of Contribution to Nia NZ Growth

Producers of each successful* NZ Nia White Belt Intensive training receive a one year complementary full membership or for producers who are personal growth students only, two years complementary part membership.

* WB training must take place in order to be deemed successful. Number of registrants is irrelevant.

Nia NZ website benefit ideas that could be introduced in the future

Gift Certificates

Option to accept Nia NZ gift certificates purchased by the public directly from the website, encouraging personal business growth through the 'Gift of Nia'.

Acknowledgment of Introducing the Public to the Nia NZ Website by Earning Commission on Sales

Member receives x% of the total cost of first merchandise purchase made on the Nia NZ website by a person referred to the site by that member. Commission will be paid out as either Nia NZ points or Nia NZ dollars accrued as a Nia NZ website member. Points/dollars can be used by member to purchase merchandise on the website or to put toward subsequent membership fees. Details of exactly how this will work are yet to be determined.

Once the online shopping option on the website is operational the following benefits are likely to be offered (details to be determined):

Merchandise Discounts

Receive x % (*% to be determined*) discount off merchandise advertised on the Nia NZ website. Merchandise may be any of the following; NiaWear, routine DVD's, CD's, related books and selected marketing material.