

MOM WHAT'S NEXT

City
Manager
Meeting

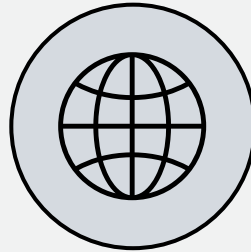
NOV 2023

-  Intros/Icebreaker
-  Welcome to the Family
-  City Growth Report
-  MWN Resources Overview
-  Housekeeping

MOM WHAT'S NEXT

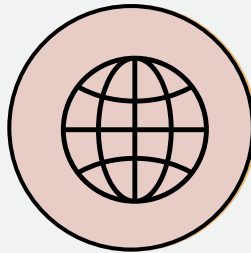
City
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NOV 2023



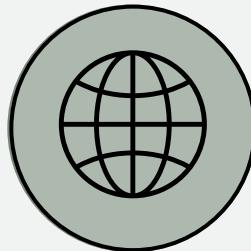
SET YOUR DISPLAY NAME

- Change to Name | City



INTRODUCTION

- Name
- City/Area you manage



ICE BREAKER

- What is your favorite Halloween candy?

We will call out your name when it's your turn.

WELCOME TO THE FAMILY



Evie Lin Delaney
Congrats Vicky (Bellevue)

MOM WHAT'S NEXT

meet our
corporate
team



Olivia Carter

.....
FOUNDER



Erica Fitch

.....
CO-FOUNDER
RECRUITING & OPERATIONS











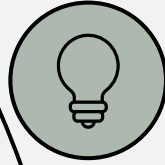
Victoria Chiampas

.....
CO-FOUNDER
FINANCE & MARKETING

MOM WHAT'S NEXT

city growth plan

-  0-100 followers
-  101-250 followers
-  251-500 followers
-  501-999 followers
-  1,000-1,499 followers
-  1,500-1,999 followers
-  2,000-2,499 followers
-  2,500+ followers



LAUNCH

Setting up your page, learning the brand, getting the word out.



BUILD

Consistently posting content and interacting with moms in your city



GROW

Looking for opportunities to get exposure for your page (collaborations, meetups, events, etc)



MONETIZE

Creating products, partnering with local businesses, paid media, etc.



NATIONAL CAMPAIGNS

Working with corporate to get paid media on a larger/national scale.

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city
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- 1,500-1,999 followers
- 2,000-2,499 followers
- 2,500+ followers

- PORTLAND**
OLIVIA CARTER
- BEND**
ERICA, VICTORIA &
WHITNEY BERNHISEL
- TRICITIES**
- PRESCOTT**
HELP WANTED
- SEATTLE**
CYNTHIA LOUIE
- LAS VEGAS**
AMIE CARR
- CHICO**
CARLY BOETTCHER
- SPOKANE**
SADIE MCBOURNIE
- OREGON COAST**
OLIVIA CARTER
- WHIDBEY ISLAND**
HELP WANTED
- MONTCLAIR NJ**
KAITLYN REILLY
- SF PENINSULA**
KRISTA DESILVA
- SAN JOSE**
HELP WANTED
- RALEIGH**
HELP WANTED
- REDDING**
KAITLIN CIBART
- SANTA CLARITA**
HELP WANTED

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17

CANBY
HELP WANTED

18

SNOHOMISH CO
ALLISON WILSON

19

EUGENE
HELP WANTED

20

OAKLAND
NICOLE DILLMAN

21

SALEM
REBECCA YOUNG

22

VENTURA
KELSEY REVICH

23

MAUI
MWN CORPORATE

24

VANCOUVER WA
VALERIYA O'BRIEN

25

OAHU
EMILY LEE

26

SANTA CRUZ
MWN CORPORATE

27

PRINEVILLE
CASSIE BECKER

28

CARLSBAD
LINDA VEJNONSKA

29

HOOD RIVER
OLIVIA CARTER

30

SALT LAKE CITY
MOLLY PEASE

31

KLAMATH FALLS
MIKAYLA HOWE

32

TWIN CITIES
JESSICA WALKER

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33 **BELLEVUE**
VICKY LIN

34 **TULSA**
MANDIE FREY
CORINNE LOVEJOY

35 **COEUR D'ALENE**
AMANDA BAREMORE

36 **ORANGE COUNTY**
JESSICA ALTHOFF

37 **SANTA BARBARA**
HELP WANTED

38 **NEW HAVEN**
RACHEL BERNHISEL

39 **NORTH AUSTIN**
TIARE CURTIS
RACHELLE GADBERRY

40 **NEW YORK CITY**
MWN CORPORATE

41 **TRI VALLEY**
MWN CORPORATE

42 **MINNEAPOLIS**
JAMIE VAN NUYS

43 **NEWBERG**
NATALIE BJOREM

44 **PHOENIX**
WHITNEY HANSEN

WHO'S NEXT?



MWN RESOURCES

WWW.MOMWHATSNEXT.COM

CANVA TEMPLATES

Quick links to Canva templates. Please 'Make a Copy' before using. If you need new templates, please let us know.

MONTHLY MEETING

Zoom Recordings & Resources from past meetings. Get caught up on your timeline.

PAID MEDIA TOOLKIT

If and when you're ready to monetize, this is a good place to begin. Rate sheets, message templates and more.

WELCOME KIT

This is the onboarding you received upon signing up but if you need to revisit the Starter Kit, Brand Kit or any other business basics THIS is where you'll want to start

WHAT ELSE?

What else would be helpful for you and building, growing and monetizing your City Page?

PASSWORD: FUNMOM



HOUSEKEEPING CONTRACT ADDENDUMS

01

TERRITORY MAPS



To give further context beyond “_____ and surrounding areas” we will be sending out what we believe to be your geographical territory. Once agreed upon, this will become part of the contract.

02

TERRITORY OWNER ‘TAX’



Paid Media sold in another owned territory will be taxed 5% (which will be paid to the territory owner).

03

10% PROFIT SHARING



Any multi-city or national deals that are attributed to a City Manager will earn that City Manager a 10% profit share. We appreciate your assistance in identifying and introducing us to these larger opportunities.



WHAT'S NEXT?

WE WANT TO HEAR
FROM YOU



HOUSEKEEPING

- Territory Addendums coming soon
- Winter Guide Launches



IDEAS/FEEDBACK

Lay it on us.



SHARE YOUR WINS

What's been working?



NEXT MEETING

Mark your calendar:

JAN 3rd 7-8pm PST or JAN 4th 12-1pm PST



IN THE MEANTIME

Check out MWN Resources tab at momwhatsnext.com

WHO DO YOU KNOW?

Our best referral source is YOU

