

NESSLE FOR EXPERTS



nessle

Inclusive, judgment-free guidance on all things
parenthood, right at your fingertips.



Interested in learning more about listing as an Expert on Nettle?
You're in the right place.

Thanks for considering listing your **parent support** products and services on Nettle. We're a dynamic online platform designed for birth workers and parent coaches like you. Read on to learn more about our company, software, and features—and to see why Nettle is your next step in scaling your business and supporting more parents across the world.

We're happy you found us.
~Co-Founders Carly and Michelle



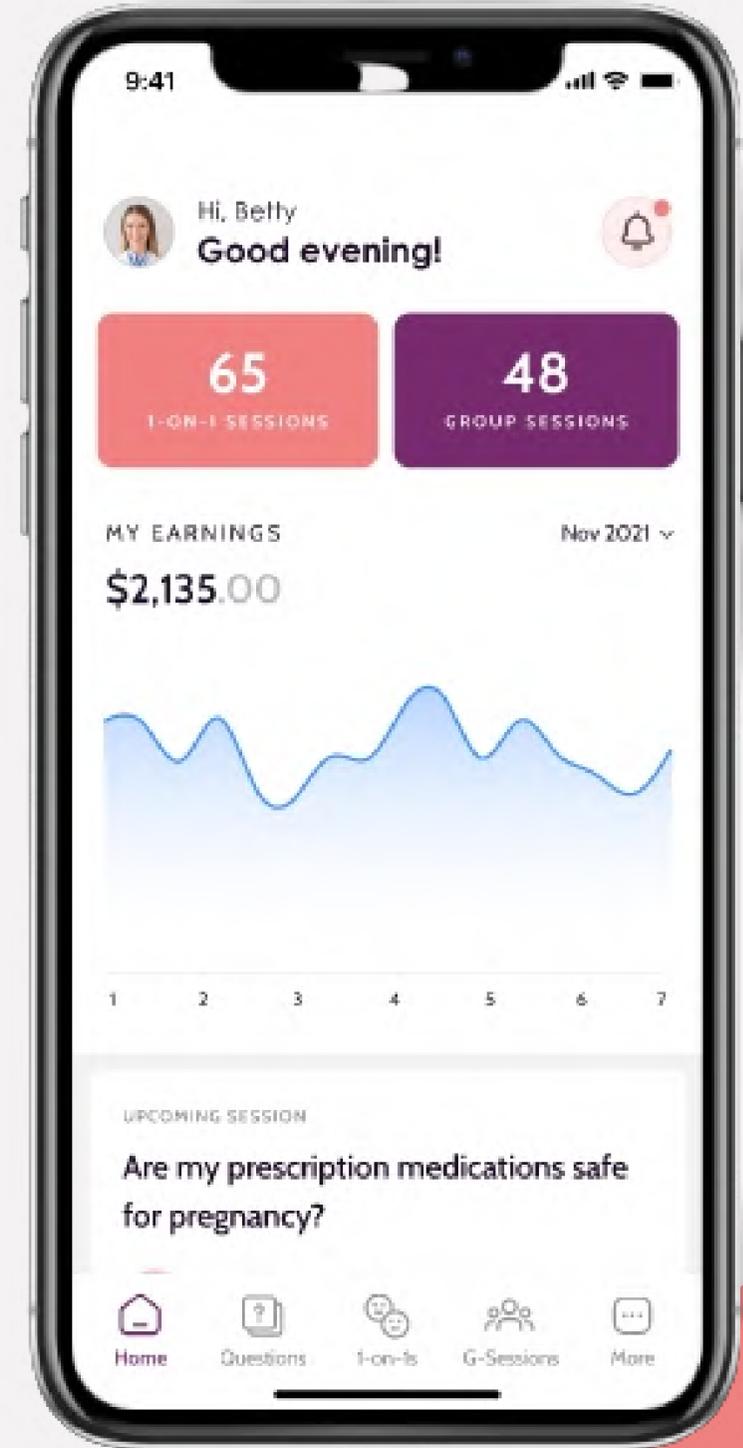
Nessle is an online support marketplace where parents find—and get found by—their ideal expert throughout the journey of parenthood.





Experts use Nessel as their online storefront and CRM

- Unique url and individual expert listing page
- Secure payment processing for sales of sessions, courses, products
- Seamless scheduling with calendar integrations
- HIPAA-compliant in-platform video calling
- In-platform messaging with clients
- Professional development + community, including our 90-day Nessel Thrive* program
- Gig-work flexibility via grabbing questions*
- Invoicing and expense tracking*
- Document exchange, signing, and storage*
- Customer workflow and important date notifications*



*For paid BUSINESS subscribers only, coming March 2023



Our Value Proposition to Experts

For **birth workers** and other **parent-support consultants** who want to launch, run, and grow their own independent business, Nessel is a Customer Resource Management Software that provides the industry-specific, easy-to-use tools Experts need to kickstart their business, communicate with and organize clients, and to attract new leads.

Unlike listing services like doulamatch.net, we are built for the full spectrum of parenting support (yes, doulas, but so many more roles!), and for selling and delivering both in-person and online services. We have client management tools, secure payment processing, HIPAA-compliant communication (SMS and video calling), dynamic scheduling functionality with calendar integrations, document sharing, income and expense tracking functionality, and the ability to list all services and products sold.

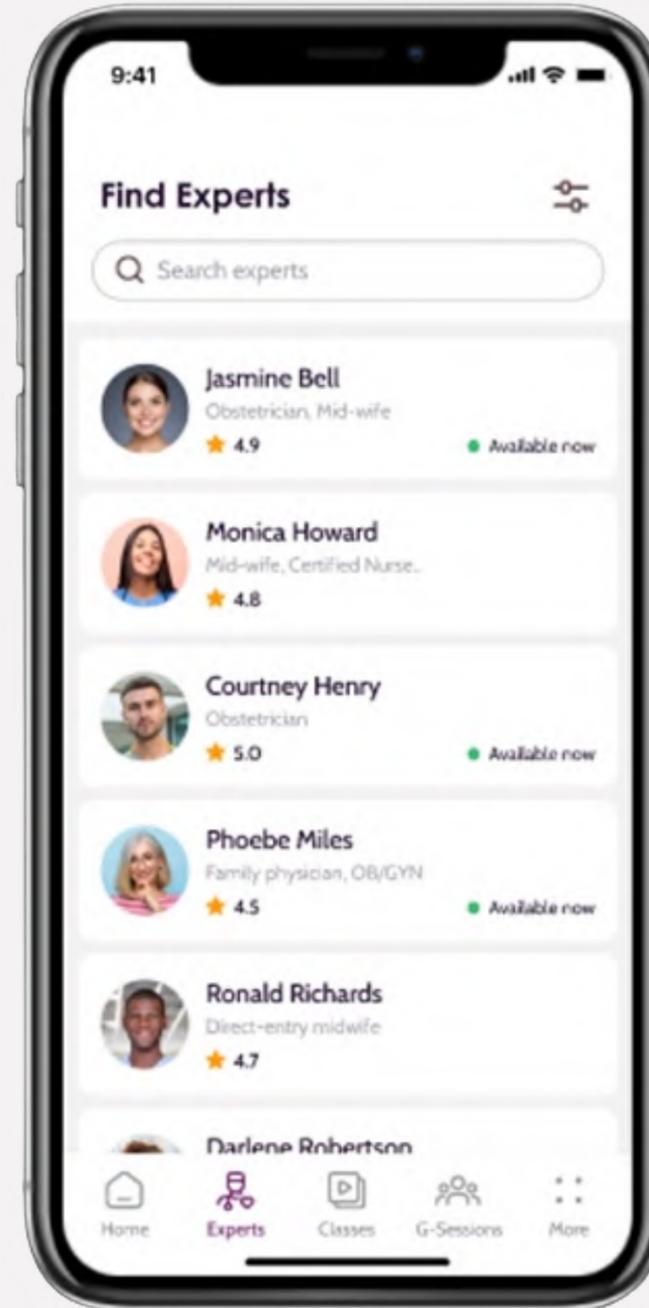
Unlike other CRM/invoicing platforms like Honeybook or Paperbell, we have features specifically designed for parent support consultants and birth workers, such as listing pages and online storefronts unique to each Expert, an evidence-based resource library, an active support network with professional connection and development opportunities to help experts grow in their field, and a parent-side of the marketplace that brings in leads from parents seeking support online.



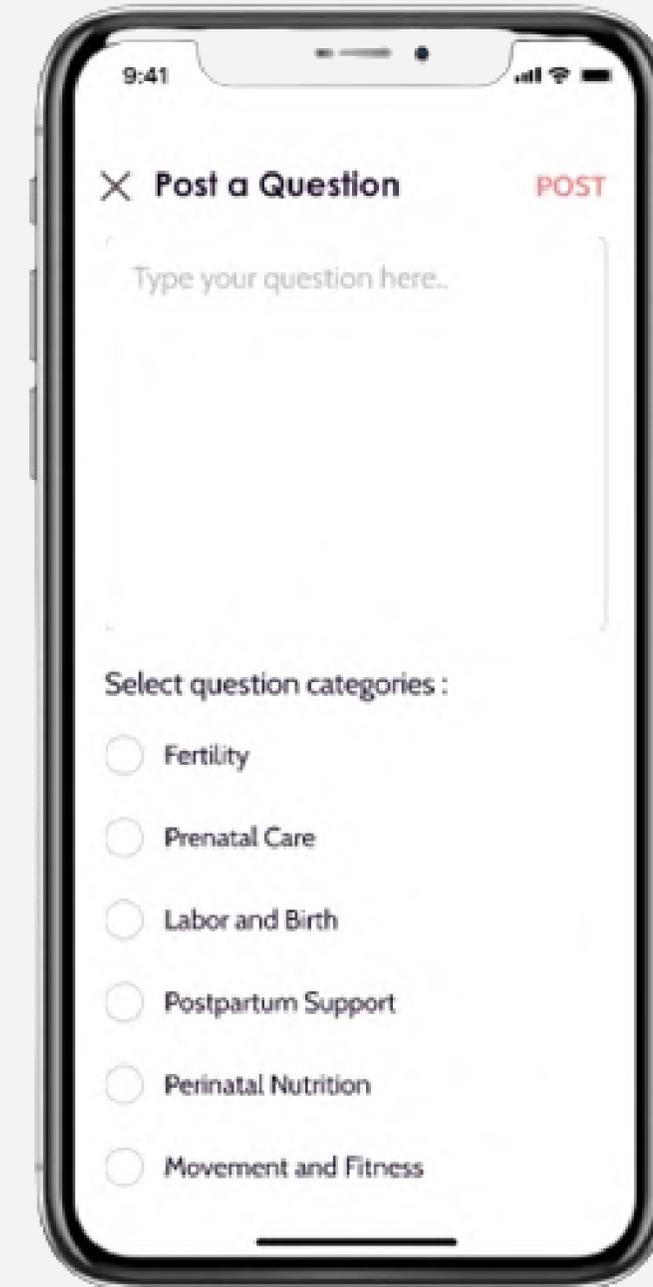
nessle

On the Nettle platform, Parents can easily find, communicate with, and pay Experts

- 1:1 video coaching
- On-demand courses
- Live group sessions
- Downloadable products
- Resource library



Listing directory to connect with experts



Question matching for 1:1 consults

Experts can register, onboard, and start selling services on Nettle in a single sitting.

Our team vets and approves new experts digitally every weekday.



SUPPORT MARKETPLACE FOR PARENTS

EXPERT ONBOARDING

A 5-STEP PROCESS



1

CLICK "[JOIN AS AN EXPERT](#)" AND FILL OUT YOUR NETTLE BIO



2

PURCHASE ONBOARDING (\$120) AND COMPLETE ALL 6 TRAINING MODULES - INCLUDES 3MO OF BUSINESS SUBSCRIPTION



3

ADD SERVICES, PRODUCTS, AND BANK DETAILS TO YOUR PAGE



4

START CONNECTING WITH CLIENTS, BOLSTERED BY NETTLE THRIVE 90-DAY SUPPORT PROGRAM



5

AFTER 3 MONTHS, CONTINUE BUSINESS SUBSCRIPTION AT \$39/MO OR DOWNSCALE TO FREE VERSION (20% FEE/SALE)

WWW.NETTLE.COM/FOR-EXPERTS

Nessle Thrive

Your First 90 Days as a Nessle Expert

When you join as a Nessle Expert at the Business level, you're joining a community of support and professional development. We carefully track your first 3 months on our platform to make sure that you feel confident and connected.

Over these first 90 days, we offer: a professional audit of your bio and service listings, the opportunity to appear as a guest on our podcast *Nessle Together*, a special introduction in our Slack community for Experts, a digital downloadables kit (includes business card backs, telesupport session templates, social media templates, and our ebook *Best Practices in Virtual Perinatal Support*), a user feedback analysis of your first months of sessions, and an optional meeting with a member of the Nessle leadership team to learn more about making the most of Nessle.

Beyond your first 90 days, we'll continue to support you via monthly office hours, Community Slack, annual virtual conference, and regular business workshops on topics that help you hone your craft and grow as an entrepreneur.

The screenshot shows the Nessle Thrive user profile page for Carly Buxton. The page is titled "Welcome, Carly!" and features a navigation menu on the left with options: Home, Questions, 1-on-1 Sessions, and Group Sessions. The main content area includes a profile card for Carly Buxton (she/her) with a "Joined: 7/26/2022" date, an "AVAILABLE BALANCE" of \$0.00, and a "Profile Info" section with fields for First Name (Carly), Last Name (Buxton), and Date of Birth (04/08/1985). To the right, there are sections for "About Me" (describing her as a Certified Lactation Counselor and Postpartum Doula), "I'm trained as a" (listing Postpartum Doula and Lactation Counselor), "Clients say I am" (listing Straightforward, Enthusiastic, and Research-lover), and "Engaging with these affinity" (listing English). A "My Services" tab is active, displaying a grid of six service cards: "Lactation Support + Postpartum Care" (\$140), "Prenatal Lactation Consultation" (\$75), "Lactation Consultation" (\$90), "In-Home Postpartum Doula Care" (\$150), "15 Minute Ask-Anything Session" (\$20), and "Meet Carly" (\$0). An "Add new" button is located at the bottom of the service grid.

Experts use Nettle to manage their individual businesses

\$0/mo

Free Subscription

% Platform Fee (20%)
for each product or service sold

\$39/mo

Business Subscription

0% Platform Fee for
unlimited monthly transactions
for one individual provider

Launch, Run, and Grow Your Business on Nettle

<i>Subscription Tier</i>	FREE expert subscription	BUSINESS expert subscription
What's included?	Personal listing page with bio, products, services; Secure payment processing; Basic client management system; HIPAA-compliant video calling & secure messaging	All "Free" features + Full access to Nettle Resource Library; 90-day Nettle Thrive launch program; Invoicing and expense tracking; Enhanced client management system; Document exchange and sharing/storage; Customer important date notifications; Unlimited customers with no platform fee
Nettle onboarding fee	\$120	\$120
Monthly fee	\$0/mo	\$39/mo
Platform fee for each sale	20% to Nettle + 3% to payment processor Stripe	0% to Nettle (Payment processor Stripe collects 3%)



We're on track to become *the* online support marketplace for parents

- the #1 place parents go to find support, both online and in-person
- a hub for information; an ecosystem for all parenting needs, where trust is made easy
- businesses everywhere are able to show parents they care by sponsoring Nettle credits for their workforce





Your next steps:

- Our **BUSINESS SUBSCRIPTIONS FOR EXPERTS** will become available in April 2023. To lock in your priority discounted rate of \$0 onboarding fee and \$0 for your first three months at the BUSINESS SUBSCRIPTION level, [register for the Nettle training](#) by February 28, 2023.
- Once you complete the online training modules, you can build your listing page, and we'll reach out to welcome you to the Nettle community, to activate your page, and to help you feel confident as you connect with parent customers on Nettle.





Our guarantee for BUSINESS subscribers:

If you haven't made enough to cover the monthly fee (\$39) through sales on Nettle by your third month of free BUSINESS membership, we'll give you another three months at the BUSINESS level for free.



nettle

Let's Grow Together

Thank you so much for learning more about Nettle, and for considering joining us on our mission to pioneer the future of a more supported parenthood.

Learn more about our company by following us **@nessletogether** on social media, by listening to our podcast **Nettle Together**, and by visiting our website nessle.com, where you can view our [Press Kit](#), [Blog](#), and more!

We look forward to continuing the conversation!

-Carly, Michelle, and Team

nessle.com | hello@nessle.com



nessle