

STEADFAST & SUSTAINED · CREATOR PROGRAM

Steadfast Insider Kit

You earned this. We have watched what you have built with us, and we want to invest back into you!

Grow closer to God, one intentional moment at a time.

WE NEED TO TELL YOU WHAT YOU HAVE DONE

You did this! 🎉

You didn't apply for Insider, you earned your way here — ten qualifying sales, or an invitation from us because we loved what you were making. We've watched the way you've shown up, the content you've created, and the people you've helped us reach. We noticed, and we're so excited to invest back into you now. 🤍 Welcome to the Steadfast Insider Family!

> You don't need to be a "salesperson" here. You earned your way here by showing up as yourself — keep sounding like you!

Ongoing product opportunities 🎉

We'd love to keep getting Steadfast products into your hands! That can include new releases, restocks, or something new you'd genuinely love to create with. We'll continue investing in product as you stay active with us.

Early access

New colors and launches in your hands before they go public, plus launch briefs a few days early with dates, photos and the angle.

More opportunities to be featured and reshared

Keep tagging us so we can cheer you on and share our favorites with the Steadfast community!

A say in what we make

We ask Insiders first. Tell us what your people keep asking for.

Opportunities for your content to go even further

If you create something we'd love to use in paid advertising, we may reach out about usage. We'll always ask first and get your written permission.

A QUICK NOTE BEFORE WE SEND IT

When we gift a journal, we ask that you share **two pieces of content within your first three weeks** with it. Your platform, format and timing are completely yours — we actually want it to feel like your normal content, not an ad.

If life gets in the way, tell us. We'd much rather hear "not this month" than wonder. Your link and your commission never go anywhere either way.

> **One favor that matters more than you'd think:** send us the original file of anything you post, full resolution rather than a screenshot. It's what lets us reshare you properly instead of posting a blurry crop.

TELL US YOUR COLOR | MY DASHBOARD

A NOTE FROM ME

Hi friend,



I'm Kailee, founder of Steadfast & Sustained, and I'm so glad you're here! 🤍

The heart behind Steadfast & Sustained started before college, during a season at the end of high school when I felt unsure about what was ahead.

I began writing down Scripture, sermon notes, prayers, and reminders of God's promises so I had something tangible to return to when I felt anxious or uncertain.

Over time, those pages became more than notes. They became reminders of God's faithfulness, and they helped me grow in peace and trust that He was with me — even when I could not see the whole path ahead.

One day while journaling, I had the thought: *I would love to create a journal that helps other people grow closer to God, too.* A couple of years later, before my first semester of college began, I started designing that first journal.

Once college started, Steadfast & Sustained quickly became part of my everyday life. I packaged orders on my dorm-room desk or on the floor, designed new products between classes, filmed content in whatever free moments I had, and learned how to grow a business while studying Marketing and minoring in Ministry.

What started as one journal has now grown into a community of more than 35,000 people around the world. And so much of that growth has happened because one person found something that helped them, then shared it with someone else.

That is what you get to be part of here. And now you get to help carry that story forward in your own voice, with your own community, in a way only you can.

When you share Steadfast & Sustained, you are not just sharing a journal. You are helping someone find a simple place to slow down, remember God's truth, reflect on what He is teaching them, and make intentional space for Him in whatever season they are in.

So grab your journal, your phone, and your favorite drink, I'll probably have a cold brew nearby! ☕ I'm so excited to create alongside you, cheer you on, and see how God uses your voice and your community!

Cheering you on always,

Kailee Elise

FOUNDER, STEADFAST & SUSTAINED

Our mission. To encourage and equip believers to grow closer to God by creating guided journals and faith-based tools that help them engage with Scripture, remember His truth, reflect on His faithfulness, and build intentional rhythms with Him in every season.

START HERE

Your first five steps

If you do nothing else in this kit, start here. These five things will make it easy for someone who connects with what you share to actually find the product.

1. **Put your link somewhere easy to find.**
   Add it to your bio and use a link sticker when you share Steadfast on Stories. If someone loves what you posted, make the next step simple.

2. **Capture your first impression, then share again after you have actually used it.**
   An unboxing or first-look video can be fun, and some of the most meaningful content happens once the journal has your handwriting, your notes, and your real life inside it. Those two moments tell different parts of the story.

3. **Show the journal open.**
   Let people see how you actually use it. Sunday sermon notes, Bible study, a planner page, your desk on a Tuesday morning. Real use helps someone picture it in their own life.

4. **Share your link and your code.**
   Say your code out loud, put it on screen, and keep your link easy to tap. Some in-app browsers can interfere with link tracking, so using both also helps make sure your sales are attributed correctly.

5. **Give one clear next step.**
   “It’s linked in my bio.” “Use my code for 10% off.” “Tap the link in my Story.”

That’s it! Start with what feels natural, show the journal in your real life, and let your own experience lead the way.





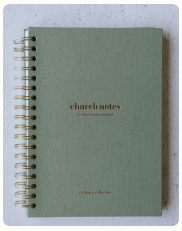
Check in on your creator dashboard once a week. You can see clicks, orders and commission, and learn which kinds of content your community is connecting with most.

SEE MY CLICKS + EARNINGS!

THE PRODUCTS

What we make, and who each one is for

Every product name below is a live link — tap one to see it on the site. Knowing who each journal is for makes it much easier to talk about naturally.



Church Notes Journal — Spiral

$35 SMALL · $37 LARGE · OUR BEST SELLER

Stay focused during the sermon, organize what you are hearing, and return to what God taught you long after Sunday. Guided space for key points, Scripture, notes and reflection.

TWO THINGS TO KNOW ABOUT THIS SAME JOURNAL



It comes in a range of colors

Same journal, same price, several cover colors to choose from. Pick the one you would actually reach for — see the current colors on the product page.



Reflection questions

A section inside every entry. Key points, scripture and room for notes, then the questions that carry the message into your week.

THE REST OF THE COLLECTION



Church Notes — Extended

$35

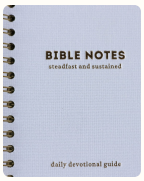
More room for detailed sermon notes, Scripture and reflection — made for the person who tends to fill the page.



Church Notes — Hardcover

$35

A book-bound Church Notes Journal with a guided layout and colorful interior, for someone who prefers a keepsake-style journal.



Bible Notes Journal

$35

A guided place to slow down in Scripture, capture what stands out, reflect on what you are learning, and respond in prayer.



Church Notes Notepad

$18

A simple, portable way to capture Scripture, key points, notes and reflection when you do not have your full journal with you.



Daily Faith-Based Planner

$35

Faith, gratitude, priorities and planning in one place — designed to help keep what matters most at the center of your day.



Journal Duo

$65

Two guided tools for different parts of your week: Church Notes for remembering Sunday's message, Bible Notes for slowing down in personal Scripture study.



Journal Trio

$94.50

Three guided tools for Sunday sermons, personal Scripture study and intentional planning through the week. Save 10% on the set.



Stickers & bundles

$4 – $14

Waterproof and UV-resistant. An easy add-on, and a natural thing to show alongside a journal.

HELP ME CHOOSE!

VISIT THE SHOP

A tip about sharing the products: Steadfast & Sustained is about more than beautiful stationery. Our products are tools that help people grow closer to God, remember His truth, and build intentional rhythms with Him in the middle of everyday life. It helps to share how the journaling format has transformed your church notes, devotional or planning time vs. only showing the cover!

WHAT TENDS TO WORK

Content that tends to connect

Start with the reason someone should care.

Instead of opening with "Hi guys," begin with the problem, the moment, or the result.

Show it in real life.

Filled pages, real handwriting, your Bible open beside it, the journal actually coming to church with you. It does not need to look perfect.

Tell your reason.

Why did you start writing things down? What have you been able to remember or return to because of it? Your personal experience is what resonates with your audience & helps them connect to seeing the product benefits in their life as well!

You do not need a huge audience.

Some of our most meaningful creator partnerships come from smaller communities where people genuinely trust the person they are following.

Let it show up naturally over time.

You do not have to create one giant polished campaign. Share the journal when it actually fits your life: Sunday, Bible study, a planning morning, or a moment when you look back at an old page.

The goal is not to make the perfect content, although we love seeing & sharing aesthetic content! It's to help someone watching think, "Wait, that would actually help me too."

OPENERS YOU CAN USE AS-IS

> *POV: you finally have somewhere for your sermon notes.*

> *I used to forget the sermon by Wednesday. Here's what changed.*

> *If you want to go deeper in Scripture but are not sure what to write, this is where I start.*

> *Three things I write down every single Sunday.*

> *The gift I'd give every Christian in my life.*

> *Show me your Bible study setup — I'll go first.*

POST INSPIRATION

12 easy content ideas to make your own!

My last month of sermon notes. Turn through filled pages. Read one line that stuck with you.

Sunday morning, real time. Coffee, Bible, journal, pen. Barely narrated.

Why I started writing it down. The season when you couldn't remember anything God was teaching you.

How I actually take church notes. Walk people through what works for you.

Scattered notes app to one journal. Show what felt scattered before, then what changed.

Opening a new color. The paper, the gold foil, the size in your hand.

Three things I write every Sunday. Fast cuts, one per section. Easy to repeat monthly.

What I'm giving every Christian in my life. Strong October through December.

My Sunday-to-Sunday rhythm. Church Notes on Sunday, Bible Notes and planner midweek.

What I'd tell a friend about it. Honesty builds trust.

Desk reset with my journals. Slow, satisfying, text on screen.

Read the verse you wrote this week. Builds trust for everything else.





STORY INSPIRATION

Ten Stories that take under a minute

Stories are especially helpful because someone can go directly from seeing how you use the journal to tapping your link sticker — and they can stay very simple.

- This morning's page with your link sticker.
- A poll: spiral or hardcover.
- An "ask me anything about journaling" box.
- Which color next.
- Journal on the passenger seat on the way to church.
- A reshare of your own post with "a few of you asked, here's the link."
- What you're underlining today.
- Your code on its own slide in big text, because people screenshot those.
- A page from three months ago.
- A countdown when we tell you something is coming.

CAPTIONS

Four captions, ready to fill in

Use these exactly as written, tweak them to sound like you, or tell your own story! Your audience follows you for your voice, not ours.

The short one: Still one of my favorite things I bring to church every Sunday. I love having one place to keep what I am learning instead of losing it in random pages. It's linked in my bio, and YOURCODE saves you 10% 🤍

The personal one: I started writing sermon notes down because I kept forgetting what I had heard by the middle of the week. Now I can flip back through months of messages and remember what God was teaching me in completely different seasons. If you have been wanting a place to keep yours too, it's linked in my bio. YOURCODE saves you 10%.

The teaching one: How I take church notes — key points at the top, the scripture, then the reflection questions at the end so the message carries into my week. Journal linked in my bio, YOURCODE for 10% off.

The gift one: If you're stuck on what to get the person in your life who loves Jesus — this, every time. Linked in my bio, YOURCODE saves you 10%.

The short list

Show the journal open with your real handwriting in it. Put your link in your bio and on a Stories link sticker. Make your link or code easy to find. Tag us so we can reshare you, and send the original file at full resolution if you'd like to be featured. And always feel free to reach out & share what is working & changes you'd like to see with the products or affiliate program, if any!

GETTING PAID

Commission is earned on completed orders attributed through your personal link or creator code. Cancelled, returned or refunded orders are not commissionable, and your own purchases do not count toward creator milestones. Shopify Collabs handles payouts according to the payout schedule shown in your dashboard. We recommend sharing both your link and your code — some in-app browsers can affect link tracking, so your code gives us another way to make sure your referral is credited to you.

HOW TIERS WORK

Creator tiers and ongoing gifting are based on recent activity and performance, and are reviewed periodically. Your link, your code and your commission stay yours either way — only product and launch access pause if things go quiet, and they start again as soon as you are creating with us again.

AD USAGE, ONLY IF YOU SAY YES

If we'd love to use something you've made in our own advertising, we will always ask you first and get your written permission. It is never automatic, at any level.

MORE WAYS TO EARN

Our journals are also sold on Amazon, Walmart and TikTok Shop! If you already create there, join the creator program for each and share our stores too. **You earn 10% commission on Amazon and TikTok Shop**, the same rate as your Steadfast link and code, and Walmart pays through Walmart Creator. The TikTok Shop affiliate program is joined in the app, under Creator Tools.

OUR STORES & ACCOUNTS

OUR SHOP | AMAZON STORE | WALMART | TIKTOK SHOP | OUR TIKTOK

CREATOR PROGRAMS YOU CAN JOIN

AMAZON INFLUENCER PROGRAM | WALMART CREATOR

SEE MY CLICKS + EARNINGS! | **I HAVE A QUESTION!**

QUESTIONS WE GET A LOT

Other helpful details

Could you use my content in your ads? Only if you say yes. If we'd love to use something you've made in our advertising, we'll always ask first and get your written permission. It's never automatic, at any level.

How often should I post? There is no need to force content just to hit a number. We recommend aiming for about one Steadfast-related post per week when it naturally fits your content — but the more the better! — plus Stories whenever you are using the product or want to share more quickly! Think real life over campaign mode: bringing your journal to church, a Bible study morning, a page you want to remember, planning your week, or wearing one of our faith-based pieces out for coffee. Consistency helps, but authenticity matters more.

Who do I ask when I am stuck? Reply to any email from us, or DM us on Instagram! A real person reads every single one, and we would so much rather hear from you than not.

LET'S STAY CONNECTED

Tag **@SteadfastAndSustained** whenever you share! We love seeing your content, cheering you on, and resharing some of our favorites with the Steadfast community. 🤍 If you'd like us to have the original file for potential resharing, send the full-resolution version to hello@steadfastandsustained.com.

INSTAGRAM | TIKTOK | PINTEREST | YOUTUBE | FACEBOOK

EVERY LINK YOU MIGHT NEED

steadfastandsustained.com	THE SHOP
All journals	COLLECTION
Your creator dashboard	CLICKS & COMMISSION
Send a friend our creator program	REFER A CREATOR
They can apply here	APPLICATION
hello@steadfastandsustained.com	ANYTHING AT ALL

We're here whenever you need us! 🤍

Have a content idea you want to talk through, need help choosing a product, or have a question about your link, code, or account? Reach out anytime. We're so glad you're part of the Steadfast Creator Family, and we're excited to keep cheering you on!

Thank you for helping more people grow closer to God, remember His truth, reflect on His faithfulness, and build intentional rhythms with Him in every season.

Grow closer to God, one intentional moment at a time.

Steadfast in faith. Sustained by His truth.