

12-WEEK PLAN / BUILT FOR HYROX-FORMAT RACING

First race ready.

***A 12-week plan built around
your week, your gym and
your first race.***

For runners who can hold 5 km. Answer a short intake and get a plan built from your answers: every effort coded, every station rehearsed before race day.



BUILT WITH

Primer & Proof

12 WEEKS

four phases, base to race day

CUSTOM TO YOUR WEEK

3 to 5 days, your gym

RPE-CODED

five effort zones with a talk test

BUILT FOR FIRST-TIMERS

starts from a steady 5 km

SAMPLE EDITION / PREPARED FOR YOUR CHANNEL

Not affiliated with or endorsed by HYROX.

BUILT AROUND YOUR WEEK

Your plan, built around your week.

Every buyer answers a short intake. Their plan is then assembled from a library of coach-approved session variants: the same sessions, phases and tests, matched to their days, time, gym and starting point. No one hand-writes each plan, and every plan is built from your answers by the same rules.

INTAKE ABOUT 3 MINUTES / HIGHLIGHTED: THE SAMPLE PROFILE

TRAINING DAYS PER WEEK
☐ 3 ☒ 4 ☐ 5

TIME PER SESSION
☐ up to 45 min ☒ up to 60 min ☐ up to 75 min

GYM ACCESS
☒ Full functional gym (sled, SkiErg) ☐ Standard gym
☐ Minimal equipment

STARTING POINT
☒ New to racing, can run 5 km ☐ Have raced before

RACE FORMAT
☒ Singles ☐ Doubles plans coming later

WEEKS UNTIL RACE
☒ 12, standard ☐ Shorter start points available

YOUR WEEK 1 BENCHMARK
☒ 1 km run time, entered after week 1 Monday

Injury or health condition? Talk to your doctor before starting; the plan does not adjust for medical conditions.

HOW IT'S BUILT

- 1 ANSWER THE INTAKE**
Days, session time, gym, starting point, format, race date.
- 2 ASSEMBLED FROM COACH-APPROVED SESSIONS**
Your days and swaps are applied in the sessions themselves.
- 3 DELIVERED AS YOUR 12-WEEK PDF**
Dated weeks, your paces from your week 1 benchmark.
- 4 WEEK 6 RE-TEST REFRESH**
Enter your new 1 km time; weeks 7 to 12 are rebuilt with updated paces.

PROFILES FROM ONE LIBRARY

3 days × 3 times × 3 gyms × 2 starts

= **54**

54 profiles before race date, each from the same approved sessions.

SWAPS ARE WRITTEN IN a minimal-equipment buyer never sees "if you don't have a sled"

FULL FUNCTIONAL GYM



SLED PUSH

4 x 15 m at a moderate load



MINIMAL EQUIPMENT



HEAVY WALKING LUNGES

4 x 15 m, holding the heaviest weights you have

Built for Jordan.

RACE DAY

Saturday, March 13, 2027

Week 1 starts Monday, December 21, 2026 / 12 weeks to race day

FROM YOUR COACH

Jordan, welcome. Here's how to use your first two weeks. *Your note here: two sentences in your own voice, with the buyer's first name filled in from the intake.*

YOUR ANSWERS

built from your answers; change them any time before week 1

TRAINING DAYS PER WEEK 4	TIME PER SESSION UP TO 60 MIN	GYM ACCESS FULL FUNCTIONAL GYM (SLED, SKIERG)
STARTING POINT NEW TO RACING, CAN RUN 5 KM	RACE FORMAT SINGLES	WEEKS UNTIL RACE 12

YOUR STARTING PACES

starting estimates, adjusted at your week 6 re-test

WEEK 1 BENCHMARK, 1 KM 5:30 ENTERED DEC 21	RUN TYPE	ZONE	YOUR PACE	RULE
	EASY RUNS	Z2	6:30 to 7:00 per km	60 to 90 sec per km slower than your benchmark
	STEADY RUNS	Z3	5:50 to 6:10 per km	20 to 40 sec per km slower
	RACE RUNS	Race	5:30 to 5:45 per km	At your benchmark pace or up to 15 sec per km slower

YOUR DATES

WEEK 1	WEEK 2	RE-TEST	FINAL TEST	RACE
Dec 21 to 27	Dec 28 to Jan 3	Mon Jan 25	Mon Mar 8	Sat Mar 13

WEEK 6 REFRESH

After your re-test on Mon Jan 25, enter your new 1 km time. Weeks 7 to 12 are rebuilt from it with the same rules, so every pace above moves with you.

Jordan is a fictional buyer. Dates are for a race on Saturday, March 13, 2027; every pace above follows from the 1 km benchmark by the stated rule. No finish-time targets.

Built for your *first* start line.

Many first-timers lose much of their time in the runs after the stations, when their legs are heavy. This plan trains that moment every week, and keeps the early weeks easy enough that you arrive at week 12 healthy.

YOU'RE READY TO START IF

- ☐ You can run 5 km without stopping
- ☐ Any gym works; your plan swaps what it lacks
- ☐ Your first race is about 12 weeks out
- ☐ You want to finish strong, not chase a podium

THE RACE AT A GLANCE

8 ROUNDS / 1 KM RUN, THEN A STATION / SAME ORDER EVERY RACE

Run 1 1 km -----	Run 2 1 km -----	Run 3 1 km -----	Run 4 1 km -----
 STATION 1 SKIERG 1,000 m	 STATION 2 SLED PUSH 50 m	 STATION 3 SLED PULL 50 m	 STATION 4 BURPEE BROAD JUMPS 80 m
Run 5 1 km -----	Run 6 1 km -----	Run 7 1 km -----	Run 8 1 km -----
 STATION 5 ROW 1,000 m	 STATION 6 FARMERS CARRY 200 m	 STATION 7 SANDBAG LUNGES 100 m	 STATION 8 WALL BALLS See your division's standard

Loads, wall ball reps and target heights change by division and season. Check your division's current standards before race week.

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EFFORT ZONES

Every session names a zone. Use the talk test when you're unsure.

ZONE	NAME	RPE	TALK TEST	WHERE YOU'LL SEE IT
Z1	RECOVER	RPE 1 to 3	You could sing.	Mobility, warm-ups, cool-downs
Z2	EASY	RPE 4 to 5	Full sentences, no gasps.	Easy runs and the long run
Z3	STEADY	RPE 6 to 7	Short phrases only.	Strength, stations, compromised runs, tests
Z4	HARD	RPE 8	A few words at a time.	Race-specific sessions, weeks 9 to 11
Z5	ALL OUT	RPE 9 to 10	No talking.	The last stretch of race day

THE METHOD

Four ideas, every week

01
BUILD THE ENGINE
Most running stays in Z2. Eight 1 km runs are most of your race, so the base comes first.

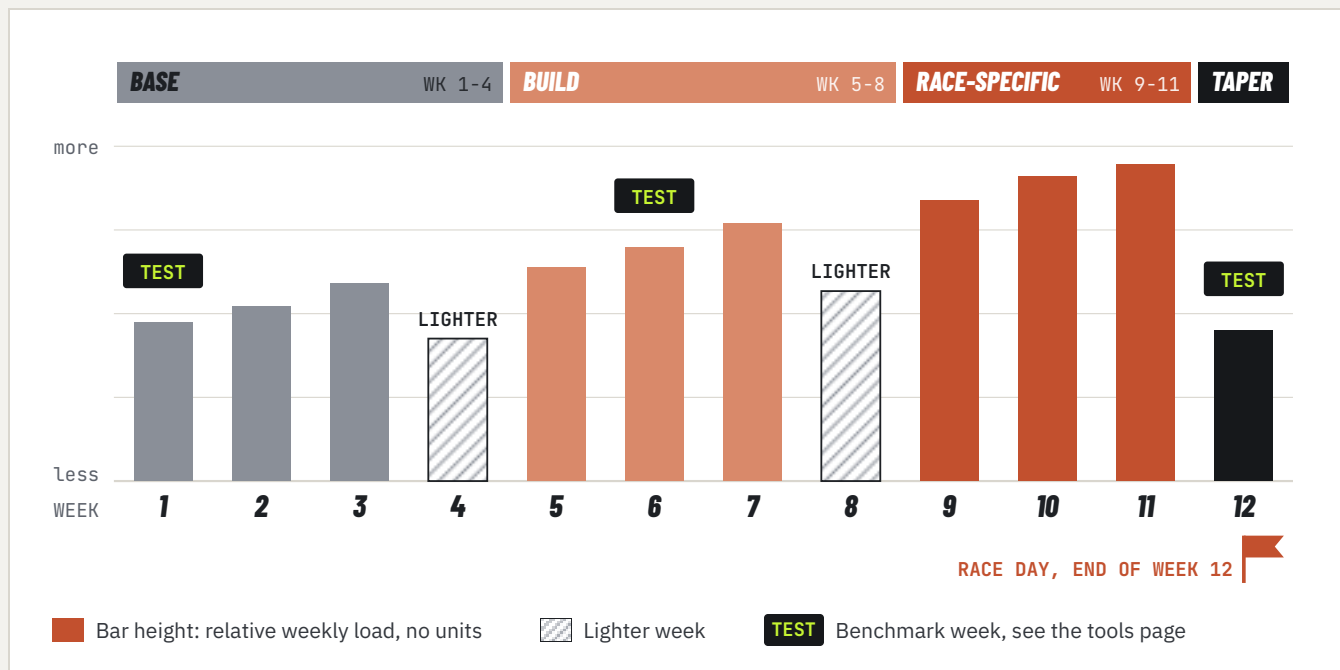
02
LEARN THE STATIONS
Technique at Z3 before speed. Smooth reps waste less energy than fast, ragged ones.

03
RUN ON TIRED LEGS
A compromised run every week: running straight out of station work, like the race.

04
REHEARSE, THEN REST
Race-specific blocks in weeks 9 to 11, then a taper so you start fresh.

Four phases. One race day.

Load climbs in small steps and drops every fourth week so the body can absorb the work. Weeks 4 and 8 are lighter on purpose. You test in weeks 1, 6 and 12 with the same benchmark, so progress is measured, not guessed.



WEEKS 1 TO 4

BASE

Easy running, first strength work and station technique at low effort. Nothing above Z3.

WEEKS 5 TO 8

BUILD

More rounds, longer runs and heavier sled work. The week 6 test shows what has moved.

WEEKS 9 TO 11

RACE-SPECIFIC

Longer race-order blocks with Z4 efforts. You practice pacing, transitions and fuel.

WEEK 12

TAPER AND RACE

Volume drops, a little intensity stays. A short test early in the week, then race day.

A 4-DAY WEEK

★ key session; the sample profile. 3-day and 5-day plans use the same session types

STRENGTH



STRENGTH A OR B

Legs, pull and grip for the sleds, carries and lunges. RPE 6 to 7.

STATIONS



STATION INTERVALS

Short runs into station work. Technique first, then pace.

COMPROMISED



COMPROMISED RUN

1 km runs straight out of stations. The race skill.

RUN



LONG EASY RUN

Z2 only. It builds the engine the other three sessions use.

Learn the stations.

Keep it easy.

01

THIS SAMPLE WAS BUILT FOR 4 training days a week plus an optional easy run, sessions up to 60 min, full functional gym, new to racing, singles, 12 weeks out. Paces are Jordan's, from a 5:30 benchmark.

MON 21 TEST BENCHMARK required in test weeks See Tools page 30 min Z3 STEADY RPE 7	TUE 22 ★ STRENGTH STRENGTH A 50 min Z3 STEADY RPE 6 to 7	WED 23 MOBILITY MOBILITY 20 min Z1 RECOVER RPE 2 to 3	THU 24 ★ STATIONS STATION INTERVALS 45 min Z3 STEADY RPE 6	FRI 25 REST Off	SAT 26 ★ COMPROMISED COMPROMISED RUN 45 min Z3 STEADY RPE 6	SUN 27 ★ RUN LONG EASY RUN 35 min Z2 EASY RPE 4
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KEY SESSIONS 4 + benchmark	PLANNED TIME, ALL SESSIONS 225 min, approx.	HARDEST EFFORT Z3 / RPE 7	BENCHMARK Required Monday
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THE WORK

Thursday and Saturday have full session cards on the next pages

DAY	SESSION	THE WORK
Mon	BENCHMARK (SEE TOOLS PAGE)	10 min easy warm-up 1 km run at RPE 7 - Rest 5 min - Station test at RPE 7: 250 m SkiErg, 10 burpee broad jumps, 250 m row 5 min easy cool-down
Tue	STRENGTH A	- Goblet squat 3 x 10 - Romanian deadlift 3 x 10 - Push-ups 3 sets, stop 2 reps short of failure - Bent-over dumbbell row 3 x 10 per arm - Farmers carry 4 x 40 m, heavy enough that grip is the limit by the last carry - All at RPE 6 to 7, 90 sec rest between sets
Wed	REST OR MOBILITY	20 min easy mobility: hips, ankles, thoracic spine.
Fri	REST	Full rest. Walk the dog, sleep well.
Sun	LONG EASY RUN	35 min at RPE 4.
	Your pace 6:30 to 7:00 per km	

COACH'S NOTE, WEEK 1

DRAFT COACH'S NOTE: YOU'LL REWRITE THIS IN YOUR VOICE.

This is a benchmark week, so Monday is required: the benchmark on the Tools page, about 30 min at RPE 7. Every other session stays at or below RPE 7 on purpose. If a session feels hard, slow down; the early weeks build the base that later intensity sits on.

Same week.
A little more.

02

MON 28 RUN EASY RUN optional 30min Z2EASYRPE 4	TUE 29 STRENGTH STRENGTH A 55min Z3STEADYRPE 6 to 7	WED 30 MOBILITY MOBILITY 20min Z1RECOVERRPE 2 to 3	THU 31 STATIONS STATION INTERVALS 50min Z3STEADYRPE 6	FRI 1 REST Off	SAT 2 COMPROMISED COMPROMISED RUN 55min Z3STEADYRPE 6	SUN 3 RUN LONG EASY RUN 35min Z2EASYRPE 4
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KEY SESSIONS 4 +1 optional	PLANNED TIME, ALL SESSIONS 245 min, approx.	HARDEST EFFORT Z3 / RPE 7	STEP FROM WEEK 1 +9% total time
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WHAT CHANGED +9% total time (225 to 245 min), inside the 10% rule; nothing harder than week 1

DAY	SESSION	THE WORK	WHAT CHANGED
Mon	EASY RUN (OPTIONAL) Your pace 6:30 to 7:00 per km	- 30 min at RPE 4.	VS WEEK 1 Back to the optional easy run after the week 1 benchmark
Tue	STRENGTH A	- Goblet squat 3 x 12 - Romanian deadlift 3 x 12 - Push-ups 3 sets, stop 2 short of failure - Bent-over dumbbell row 3 x 12 per arm - Farmers carry 5 x 40 m - Sled push 4 x 15 m at a moderate load, if your gym has one - RPE 6 to 7, 90 sec rest	VS WEEK 1 12 reps (was 10), 5 carries, first sled push
Thu	STATION INTERVALS Your pace 5:50 to 6:10 per km	- 5 rounds: - 500 m run at RPE 6 - 250 m SkiErg - 20 wall balls - Rest 2 min between rounds.	VS WEEK 1 5 rounds (was 4), 20 wall balls
Sat	COMPROMISED RUN Your pace 5:50 to 6:10 per km	- 4 rounds: - 1 km run at RPE 6 - 20 m burpee broad jumps - 250 m row - Rest 2 min between rounds.	VS WEEK 1 4 rounds (was 3), 55 min; jumps now measured by distance: 20 m
Sun	LONG EASY RUN Your pace 6:30 to 7:00 per km	- 35 min at RPE 4.	VS WEEK 1 Holds at 35 min so the added rounds get the time

COACH'S NOTE, WEEK 2

DRAFT COACH'S NOTE: YOU'LL REWRITE THIS IN YOUR VOICE.

Week 2 adds a round to each interval session and your first sled work. Monday goes back to the optional easy run, and the long run holds at 35 min. The effort stays the same. If week 1 left you sore for more than two days, repeat it before moving on.

Station intervals

TYPE	TIME	ZONE	KEY
STATIONS	45 MIN	Z3 / RPE 6	★

PURPOSE Learn the SkiErg and wall balls on lightly tired legs, and practice moving from the run to a station without rushing. This session is for technique, not speed.

MAIN SET

FROM THE WEEK 1 PLAN

WARM-UP

10 MIN

4 ROUNDS / A, B, C back to back / rest 2 min between rounds				
#	EXERCISE	DISTANCE OR REPS	EFFORT	REST
A	 RUN	500 m	Z3 STEADY RPE 6	Straight into B
B	 SKIERG	250 m	Z3 STEADY RPE 6	Straight into C
C	 WALL BALLS, LIGHT BALL	15 reps	Z3 STEADY RPE 6	2 min, then repeat
Aim for the same 500 m time in every round. If round 4 is much slower than round 1, start slower next week.				

EASIER	STANDARD	HARDER
3 rounds. Walk-jog the 500 m. 10 wall balls with the lightest ball, or squat to a box and throw.	4 rounds as written. Every piece at RPE 6. Rest the full 2 min.	5 rounds, same RPE 6. Add volume, not speed. Hold your round 1 split.

- 5 min easy jog or brisk walk, Z2
- Leg swings, 10 each leg, front to back and side to side
- 10 slow bodyweight squats, as deep as you can control
- 1 min easy SkiErg, long relaxed strokes
- 5 wall balls with the light ball, practice the catch

COOL-DOWN

5 MIN

- 3 min easy walk until breathing settles
- Calf, quad and hip flexor stretch, 30 sec each side
- Easy chest and lat stretch, 30 sec

YOU NEED

Treadmill, track or measured loop.
SkiErg. A light wall ball and a wall target.
A watch.

EQUIPMENT SWAPS

APPLIED FOR YOU FROM YOUR INTAKE

NO SKIERG	Band pull-downs, 20 reps, standing tall and hinging at the hips.
NO WALL TARGET	Thrusters with a light dumbbell or medicine ball, 15 reps.
NO TRACK	Out-and-back 250 m on a flat path, or a treadmill at 1% incline.

WALL BALLS

Squat below parallel, drive through the heels and throw on the way up, so the legs do the work and the arms only guide the ball. Catch it into the next squat without pausing at the top.

SKIERG

Hinge at the hips and use your body weight to pull the handles down; the arms finish the stroke. Long, steady strokes at RPE 6 beat short, frantic ones.

LOG / FILL IN AFTER THE SESSION					COMPARE WITH THE WEEK 2 SESSION									
ROUND 1	ROUND 2	ROUND 3	ROUND 4	TOTAL TIME	RPE, WHOLE SESSION									
--:--	--:--	--:--	--:--	--:--	1	2	3	4	5	6	7	8	9	10
NOTES					☐ DONE									

Compromised *run*

TYPE	TIME	ZONE	KEY
COMPROMISED	45 MIN	Z3 / RPE 6	★

PURPOSE Practice running on tired legs. Notice how your legs feel on the first 200 m of each run; that feeling is what race day is made of.

MAIN SET

FROM THE WEEK 1 PLAN

3 ROUNDS / A, B, C back to back / rest 2 min between rounds

#	EXERCISE	DISTANCE OR REPS	EFFORT	REST
A	 RUN	1 km	Z3 STEADY RPE 6	Straight into B
B	 BURPEE BROAD JUMPS	10 reps	Z3 STEADY RPE 6	Straight into C
C	 ROW	250 m	Z3 STEADY RPE 6	2 min, then repeat

Settle into your run pace by 200 m. If it takes longer each round, that's normal now and the reason this session exists.

■ ■ ■ EASIER	■ ■ ■ STANDARD	■ ■ ■ HARDER
2 rounds. Step back out of each burpee and jump at a short, easy distance. Walk the first 100 m of a run if you need to.	3 rounds as written. Runs at RPE 6, jumps and row steady. Rest the full 2 min.	4 rounds, same RPE 6. Keep each 1 km within 15 sec of the first.

WARM-UP

10 MIN

- 5 min easy jog, Z2
- Leg swings and 10 walking lunges
- 5 slow burpees, stepping back and forward
- 2 min easy row, building to RPE 5

COOL-DOWN

5 MIN

- 3 to 5 min easy walk
- Calf, hamstring and hip flexor stretch, 30 sec each side
- Easy chest opener against a wall, 30 sec

YOU NEED

Treadmill, track or measured loop. A rower. A clear lane of floor for the broad jumps.

FROM YOUR COACH

Your note here: one sentence in your own voice on what your first race taught you about the run after the burpees.

EQUIPMENT SWAPS

APPLIED FOR YOU FROM YOUR INTAKE

NO ROWER	Assault bike for the time the row would take you, about 1 to 1.5 min.
SHORT ON FLOOR	Burpee, then 2 broad jumps forward, walk back, repeat to 10 burpees.
NO TRACK	Treadmill at 1% incline. Step straight off and on, no pause.

BURPEE BROAD JUMPS

Step back out of the burpee instead of jumping if your heart rate spikes, then jump forward at a distance you can repeat. A steady 80 percent jump beats a few big jumps followed by long rests.

THE FIRST 200 M

Short, quick steps until your legs come back. Don't chase your pace; it returns on its own.

LOG / FILL IN AFTER THE SESSION				COMPARE WITH THE WEEK 2 SESSION											
RUN 1	RUN 2	RUN 3	TOTAL TIME	RPE, WHOLE SESSION	1	2	3	4	5	6	7	8	9	10	☐ DONE
--:--	--:--	--:--	--:--												
NOTES															

Measure it. Then race it.

A benchmark you repeat in weeks 1, 6 and 12, a grid to tick off every key session, and a pacing sheet with targets from your own benchmark. After the week 6 re-test you enter your new time, and weeks 7 to 12 are rebuilt with updated paces.

BENCHMARK

10 min easy warm-up, then the run. Rest 5 min, then the station test.

TEST	WK 1	WK 6	WK 12
1 KM RUN Time trial at RPE 7: hard but controlled, the same effort every test.	5:30	—:—	—:—
STATION TEST 250 m SkiErg, 10 burpee broad jumps, 250 m row, for time, at RPE 7.	—:—	—:—	—:—

Sample: Jordan's 1 km on Dec 21. Re-tests Jan 25 and Mar 8, five days before the race.

12-WEEK COMPLETION

WEEK	MON EASY/TEST	TUE STRENGTH	THU STATIONS	SAT COMPR.	SUN LONG
W01 test	☐	☐	☐	☐	☐
W02	☐	☐	☐	☐	☐
W03	☐	☐	☐	☐	☐
W04 lighter	☐	☐	☐	☐	☐
W05	☐	☐	☐	☐	☐
W06 test	☐	☐	☐	☐	☐
W07	☐	☐	☐	☐	☐
W08 lighter	☐	☐	☐	☐	☐
W09	☐	☐	☐	☐	☐
W10	☐	☐	☐	☐	☐
W11	☐	☐	☐	☐	☐
W12 test, race	☐	☐	☐	☐	☐

Dashed box: the optional easy run. Clay box: the required benchmark in weeks 1, 6 and 12. Black boxes: the 4 key sessions.

RACE-DAY PACING SHEET

SAMPLE: JORDAN

	SEGMENT	TARGET	ACTUAL
R1	>>> Run 1, 1 km	5:45	—:—
S1	SkiErg	—:—	—:—
R2	>>> Run 2, 1 km	5:30-5:45	—:—
S2	Sled push	—:—	—:—
R3	>>> Run 3, 1 km	5:30-5:45	—:—
S3	Sled pull	—:—	—:—
R4	>>> Run 4, 1 km	5:30-5:45	—:—
S4	Burpee broad jumps	—:—	—:—
R5	>>> Run 5, 1 km	5:30-5:45	—:—
S5	Row	—:—	—:—
R6	>>> Run 6, 1 km	5:30-5:45	—:—
S6	Farmers carry	—:—	—:—
R7	>>> Run 7, 1 km	5:30-5:45	—:—
S7	Sandbag lunges	—:—	—:—
R8	>>> Run 8, 1 km	5:30-5:45	—:—
S8	Wall balls	—:—	—:—
FIN	Finish time	—:—:—	—:—:—

Jordan's targets, from a 5:30 benchmark: benchmark pace to 15 sec per km slower, run 1 at the slow end. Starting estimates, adjusted at the week 6 re-test. Stations and finish are logged, not targeted. Check your division's current standards.

A FIRST-RACE PLAN WITH YOUR NAME ON IT, SOLD TO THE AUDIENCE YOU ALREADY BUILT.

Your comments are full of people asking how to train for their first race. We build the intake, the session library and the weekly notes in your voice, run the store, take the payments, deliver every buyer's plan and answer every question. You review and approve the library once, share the link, and your share of every sale is paid to you automatically.

YOU GET 60%

Of every sale price, before any fees. We pay the store, payment, delivery and production costs out of our share, and nothing is ever billed to you.

NOTHING TO RUN

No store, no intake forms, no plans to write, no customer emails. Every buyer's plan is built and sent automatically from the library you approved.

PAID AUTOMATICALLY

Your share is credited at checkout on every sale and paid out to your bank on the store's regular schedule. You see each sale in your own dashboard.

YOU DO

Open a free payout account	10 min
Review and approve the session library, once	4 to 6 hrs
Link in bio, 4 posts or stories in launch month	about 2 hrs
A mention once a month after that	15 min

WE DO

The intake and session variant library, maintained
Every buyer's plan, assembled and delivered
Design, sales page, store and checkout
Payments, sales tax, week 6 refreshes, support and refunds
Reported errors fixed within 7 days, corrected copy to every buyer

THE MATH, ILLUSTRATED

Audience **40,000** Price **\$49.99** Your share **60%**

CONSERVATIVE / 0.25% BUY

100 buyers × \$49.99 = \$4,999

\$2,999 your 60%
fees paid by us

BASE / 0.5% BUY

200 buyers × \$49.99 = \$9,998

\$5,999 your 60%
fees paid by us

STRONG / 1% BUY

400 buyers × \$49.99 = \$19,996

\$11,998 your 60%
fees paid by us

Illustrative, not a forecast or guarantee. Results depend on your audience and the launch. Your 60% is figured on the full sale price; we pay every platform and payment fee.

RACERS ALREADY PAY FOR PLANS

●	●	●	●
\$7.99	\$35	\$49.99	\$75/mo
8-week plan, Gumroad	12-week program, TrainHeroic	this plan, custom	(\$225 for 12 weeks) Hunter McIntyre All Access

Why \$49.99: a 12-week plan built from each buyer's answers, with personal paces, a week 6 refresh and a pacing sheet, built with a racer they already follow.

From yes to launch in about 30 days.

STEP 1

A SHORT CALL

What your audience asks most, your own racing, and whether this fits you.

STEP 2

WE BUILD IT

The intake, the session library, the weekly notes, tools, design, store and checkout, written in your voice.

STEP 3

YOU APPROVE

You review every session in the library. Nothing goes live until you approve it.

STEP 4

LAUNCH

Link in bio and 4 posts or stories in the first month. You're paid from the first sale.

01 Your name, your voice. Nothing goes live without your yes.

02 Written terms before anything launches.

03 Leave anytime on 30 days' notice. The plan comes down, and neither of us sells it without the other.

04 Reported errors are fixed within 7 days, and every buyer gets the corrected copy.

BL

BLAKE LONG, FOUNDER

Blake trains three to four days a week and spent years teaching skydiving students as a certified instructor. He started Primer & Proof to give creators a finished product without the production work, and he is your one point of contact from first call to every payout.

We only partner with creators who race. The plan has to hold up in front of your audience, and that takes someone who has been on the course.

EXISTING SPONSORS OR A TRAINING CLUB?

We check for conflicts on the first call; nothing here limits your other deals.

DO I DISCLOSE IT?

Yes, as the FTC requires. We give you the wording.

IS IT EXCLUSIVE?

Not for you. Keep doing everything you do now.

WANT THIS BUILT FOR YOUR AUDIENCE?

Reply "interested" and we'll send the partnership terms and a build plan for your channel. No call needed.

or email hello@primerandproof.com

Blake Long, founder, Primer & Proof