

/MOTION

INFLUENCER & AFFILIATE PLAYBOOK

Create. Post. Get People Locked In.

Your guide to making content that pops, stays on-brand, and gets you reshared — start posting today.

BE AUTHENTIC

TALK FOCUS

STAY ON-BRAND

POST TODAY

START HERE

Four Simple Rules

Follow these and you're golden — they keep your content credible and protect the brand.



1. Keep it real

Only post about MOTION if you've actually tried it. Your honest take is what makes content land — and it's what the FTC requires.



2. Disclose a connection — when you have one

If you earn a commission from your link/code or got free product, add a quick, visible disclosure (“#ad,” “MOTION affiliate,” or “#gifted”). Got nothing and just love it? No disclosure needed.



3. Talk focus, not medicine

Rave about feeling locked in, energized, and clear — that's perfect. Just never say MOTION treats, cures, or fixes any condition.



4. Keep it accurate

MOTION is nicotine-free and caffeine-powered. Never imply nicotine — and aim your content at an adult audience, like any energy brand.

Make Content That Hits



Show the outcome

"What I got done today" — your wins, your focus, your flow.



Lock in on camera

Film a real "work with me" / "study with me" focus session.



Make it your routine

A pouch check before deep work, the gym, a shift, or a drive.



Hook in 2 seconds

Lead with the payoff — scroll-stoppers win the algorithm.



Talk how you feel

Locked in, energized, clear, no crash — your real experience.



Do flavor reactions

Mint, Blue Raspberry, Mango — taste content drives trial.



Film native & vertical

Trending audio, full-screen, made for each platform.



Tag & hashtag us

Tag @motionpouches and use our tags so we can reshare you.



Drop your link

Add your code/link — disclose it if you earn from it.



Keep it premium

Performance, clean, aspirational — and genuinely you.

Skip These



Don't fake it

Only post genuine experience — never hype something you don't use.



No medical claims

No “cured my anxiety,” “better than Adderall,” “fixes ADHD.”



Don't overhype

Skip “miracle,” “instant genius,” and fake before/after.



Don't imply nicotine

It's nicotine-free — never frame it as tobacco or a quit-aid.



Don't hide a freebie/commission

A quick disclosure keeps you (and us) FTC-safe.



Don't bash competitors

No naming or “better than [brand]” claims you can't prove.



No fake or bought hype

No fake reviews, bought followers, or rogue giveaways.



Respect copyright

No music, clips, or content you don't have the rights to.



Don't alter the brand

Never recolor or distort the logo, or go cheap/spammy.



No income claims

Don't promise earnings if you recruit other affiliates.

Stuff That Actually Hits Right Now



FOCUS & PRODUCTIVITY

- › “What I got done today on MOTION”
- › “Lock in with me” — a real work session
- › My deep-work focus stack
- › POV: 4 hours of flow, zero crash



ROUTINE & LIFESTYLE

- › Morning routine / “what's in my ritual”
- › Get ready to lock in for the day
- › Day-in-the-life: founder / student / creator
- › “My 5-to-9 before the 9-to-5”



THE PRODUCT MOMENT

- › Pouch check before you start
- › Flavor ranking: Mint vs Blue Raz vs Mango
- › “Energy without the crash” vs coffee
- › First-try taste reaction



PERFORMANCE & GRIND

- › Pre-gym / pre-training lock-in
- › Gamer focus session
- › Long shift or long drive fuel
- › Creator / studio grind day

Say It Like This — Not Like That

“This locks me in better than ____” is one of the best-performing formats out there. Keep the comparison to everyday products — never prescription drugs.



COMPARE TO EVERYDAY STUFF

- › “Locks me in better than my third coffee.”
- › “Hits harder than my pre-workout — for focus.”
- › “Replaced my energy drink. No jitters, no crash.”
- › “My ritual instead of doom-scrolling.”



NEVER COMPARE TO DRUGS

- › “Like Adderall” / “my natural Adderall.”
- › “Better than my ADHD meds / Vyvanse / Ritalin.”
- › “Like Xanax but for focus” — any Rx drug.

Why: comparing to a prescription drug implies MOTION treats a condition — an FDA/FTC landmine (warning letters, takedowns), even when other brands do it.

OR JUST CAPTURE THE FEELING (always safe)

“Feels like someone turned the noise down and I could just focus.” · “Like flipping a switch from scattered to locked in.” · “That clean, calm focus — energy without the buzz.”

Copy, Tweak, Post

FOCUS FLEX

“POV: I found the thing that actually locks me in. One MOTION, 3 hours of deep work, zero crash. [Flavor] is elite.”

GYM RITUAL

“Pre-gym ritual: one MOTION, headphones in, locked in. Focus and energy, none of the pre-workout crash.”

FLAVOR RANK

“Ranking every MOTION flavor — Blue Raz is undefeated, fight me. Which one should I try next?”

COFFEE SWAP

“Swapped my 3rd coffee for a MOTION pouch — more done by noon than I used to do all day. No jitters, no crash.”

THE 5-TO-9

“My 5-to-9 before the 9-to-5 runs on MOTION. Clear head, full to-do list, done by lunch.”

STUDY WITH ME

“Study-with-me, hour one. MOTION in, phone away, locked in. Let's get this exam.”

Make each one yours — swap the flavor, your wins, your voice. Add your disclosure if you earn a commission or got free product.

Copy, Paste, Post



DISCLOSURE — MATCH IT TO YOUR SITUATION

- ✓ You earn a commission (your link/code): “#ad” · “MOTION affiliate — I earn from this link”
- ✓ You got free product: “#gifted” · “MOTION sent me these”
- ✓ You got nothing, you just love it: **Post freely — no disclosure needed**



TAG & HASHTAG

@motionpouches · #MOTIONpouches #PoweredByMOTION #LockedIn
#NeuroPouch



YOUR LINK / CODE

[your unique affiliate link or discount code]



FIRST-2-SECOND HOOKS

“POV: the pouch that actually locks you in.” · “What I got done today... because of this.” · “I replaced my coffee and locked in.” · “3 hours of deep work, zero crash.”

[confirm final handle, hashtags & link]