

★ Beyond Psychology Team Structure

A structure for collaboration, co-creation & aligned partnership

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At Beyond Psychology, we are building a movement — not a marketplace.

To keep our collaborations clear, grounded, and aligned with our mission, we've created a contributor structure with **three different ways to join our team**.

Each level comes with its own involvement, visibility, and revenue split — so you can choose the role that fits where you are in your work, energy, and long-term vision.

1. Join Our Team: 3-Level System

1.1 LEVEL 1 — CORE CONTRIBUTOR

Part of the core team & movement — co-creating the future of Beyond Psychology

Revenue split: 80% contributor / 20% BP

This level is for people who want to **actively build with us**, share their voice consistently, and be part of the visible core team of Beyond Psychology.

What's included

- You are listed as a *team member* on our About page (with photo, bio, and links).
- You will receive your own mini – website with your photo, bio, links to your website, services, products, articles, videos, and e.g. events.
- You publish **12 pieces of content per year** (monthly) — articles or videos with a minimum of 3 videos per year for Youtube.
- Your 1-on-1 sessions, events, workshops, and digital products can be listed in the BP shop.
- You receive 80% of all revenue from your products sold through BP.
- You may offer your products both through BP (revenue split) and your own channels (free).

Requirements

- After your application, when we feel we want to continue with you, we will ask you to send 2 articles (new or existing) and an introduction video.
- Content in English.
- Monthly contribution (pre-existing or new content).
- Alignment with the trauma-informed, systemic, and embodied nature of BP.
- Clear communication and transparency.
- Having your own website, brand, and digital products + online services (1:1 / group)

This is the closest level of collaboration — perfect for those who want to help shape the movement.

1.2 LEVEL 2 — TRAUMA-INFORMED PSYCHOLOGISTS / THERAPISTS / MENTORS (NO TEAM ROLE)

Part of the professional network — not part of the core BP team

Revenue split: 70% practitioner / 30% BP

This level is for people who want to offer **sessions, guidance, workshops, or community support** through Beyond Psychology — **without** being listed as an official team member.

It is for trauma-informed professionals who want visibility, clients, and a place within our ecosystem, while remaining independent.

What's included

- A private 1-on-1 book session page on the BP platform.
- Visibility on the 1-on-1 guidance page — and being part of our trauma-informed referral network.
- Ability to offer classes, workshops, or small events via Beyond Psychology's webshop (we showcase them in our shop, website, event page, and mention them in the newsletter if applicable / relevant).

Requirements

- No content obligation.
- This is not a contributor/team role.
- Professional background in psychology, therapy, somatics, or guidance, plus 5+ years of experience, and being able to show reviews.
- Alignment with BP ethics, vision, and trauma-informed framework.

This level is perfect for guides who want to offer their work through BP but don't want the responsibility of content creation or team membership.

1.3 LEVEL 3 — SHOP-ONLY CREATOR

Only selling digital products in the Beyond Psychology shop

Revenue split: 70 – 30%

This level is for people who want to **sell digital products only**, without:

- being part of the team

- being part of the contributor circle
- offering 1-on-1 guidance
- creating monthly content

What's included

- Your digital products are listed in the BP shop.
- You receive a set percentage of every sale.
- You manage delivery/updates of your product + content of any communication (like emails, follow-up emails, etc.) we manage the webshop and build it in our platform and e-mail system.
- You are credited clearly beneath the product.

Requirements

- High-quality digital offering that aligns with BP (audio, video, course, workbook).
- No monthly content or involvement.
- Your name may be visible on product pages but not on team pages.

This level is ideal for people who want visibility & passive sales — without joining the movement structurally.

Shared Principles Across All Levels

Regardless of the level you choose, we collaborate based on:

- clarity
- mutual respect
- trauma-informed ethics
- creative freedom
- transparency
- aligned partnership
- sovereignty — both yours and ours
- accurate, clear, open communication

2. Publishing Rhythm, Ownership, Content formats (for Level 1 - Contributors only)

2.1 Publishing Rhythm

We publish according to the Beyond Psychology platform rhythm, which means once a month for every contributor, depending on the agreement with Myrthe (when you deliver your content and when BP will post it).

We decide the exact publishing timing and platform unless agreed otherwise in dialogue (for example when you have an event coming up that you wish to promote).

Optional: Updates for Your Audience

As a contributor, you can choose to send updates to people who've expressed interest in your work via Beyond Psychology.

For example:

If your next piece is scheduled for release on May 1st, we can send out a personal update around April 28th to everyone who signed up to be notified about your offerings.

This is an additional service, offered to:

- Keep your audience engaged
- Support participants who follow your content
- Add value to both you and the BP platform

We aim to automate this where possible — so it runs smoothly for you and the people who love your work. Let us know if you'd like to activate this option as part of your contributor journey.

2.2 Content Ownership & Visibility

All content you share remains yours. You're welcome to share it on your own platforms, and you'll always be credited, tagged, and acknowledged across BP channels. We honor your authorship and creative voice. BP branding applies only to content published on the platform.

Content removal

- BP maintains the right to remove content if it no longer aligns with the platform.
- Contributors can request to remove their content through dialogue. In essence when you agree upon delivering 12 pieces of content per year, you can't remove a piece of content without replacing it with another in that same year. If this is not possible, we prefer good arguments and consultation rather than sudden removal, to protect platform consistency (if your content is part of our SEO structure and strategy, and you wish for it to be removed, we need to have a replacement, or we need to replace it ourselves first before we can remove it).
- When the content is older than 1 year and out of the present agreement, let's talk and find a mutual agreement.

2.3. Content Formats

We work with a variety of formats, and we value creativity, originality, and emotional depth. Some core formats include:

- **Long-form video (10–15 minutes)**
These videos can be repurposed into short clips (reels, shorts), and we may also use AI to turn them into SEO-friendly articles.
- **Longer-form writing / Blogs / Articles**
Think: articles, blogs, essays for our website. We optimize these for search engines and often repurpose them into social media posts.

This structure is designed to offer clarity, fairness, and a sense of ownership. You're invited to feel into which role resonates most with you at this moment, and know that there's always room to shift or grow as we evolve together. Our focus at Beyond Psychology lies on visibility and reach and will try to steer or advice if we deem necessary.

We're open to feedback. If something doesn't feel fully balanced yet, let us know, we want this to be built on mutual trust and creative freedom.

2.3.1 Editing, Publishing, and Review

- Contributors create their own finished content (e.g., edited video or written article) and deliver the final version to BP.
- Beyond Psychology performs light final editing (adding BP logo, speaker name, links to books/products mentioned, subtitles for reels if applicable, seo title, keyphrase) to align with our house style.
- Control moment: Before publishing, we send the final version back to the contributor for review and approval.
- Contributors are free to use their original, unedited version (without BP branding) on their own platforms.

2.3.2 Content Snippets and Social Media

- When we create snippets (e.g., reels with subtitles) from contributed content, contributors will always be tagged on social media (e.g., Instagram).
- These snippets are not separately sent to contributors for their own use, as they are created in BP's style. Contributors can, however, use their original videos or content freely for their own channels.

3. Payment system and revenue distribution

To ensure clarity, fairness, and transparency across all collaborations, Beyond Psychology uses one unified and consistent revenue system for all contributors, practitioners, and digital product creators.

3.1 WooCommerce Fees (Applies to ALL Sales)

All sales made through Beyond Psychology — including:

- 1-on-1 sessions
- digital products
- workshops
- classes
- events
- courses

— incur a standard **WooCommerce payment fee**.

This fee is **always deducted first**.

Net Revenue = Gross Sale – WooCommerce Fee

Your revenue split is calculated on this **net revenue**.

This creates full alignment across all levels.

3.2 Revenue Split (After Fees)

Your share is always calculated on **net revenue**:

- **Level 1 — Core Contributors: 80% / 20%**
- **Level 2 — Trauma-Informed Practitioners: 70% / 30%**
- **Level 3 — Shop-Only Creators: 70% / 30%**

This split structure applies to:

- product sales
- session bookings
- event sales
- workshop sales
- digital products (audios, toolkits, books, courses)

Everything remains consistent.

3.3 Payout Threshold

For contributors, practitioners, and shop creators:

- Payouts are made once your accumulated earnings reach **€25 or more**.
- Earnings below €25 roll over to the next cycle.

This allows efficient financial administration while still supporting small creators.

3.4 Payment Schedule Level 1, 2, 3

Monthly payouts, with a minimum threshold of €25 – otherwise moved to the next month(s). You receive a monthly revenue summary and invoice us — payouts on the 15th of the next month.

Pay-out Flow

1. **BP exports your monthly WooCommerce session data** (gross → fee → net).
2. BP sends you a **monthly revenue summary**, including:
 - number of sessions delivered – if applicable
 - gross session and/or webshop revenue
 - WooCommerce fees
 - net revenue (after fees)
 - your earnings (based on your level split)
3. You send an **invoice** to Beyond Psychology for your share. Invoices must be sent **on the 1st of each month**.
4. BP processes payments on the **15th of each new month**.

This ensures stable monthly income and transparent accounting.

3.5 Reporting & Transparency

Beyond Psychology handles all backend calculations so practitioners and creators never need to:

- calculate WooCommerce fees
- track sales manually
- run analytics
- guess their earnings

BP provides:

- quarterly sales updates for contributors & creators
- transparent breakdowns of fees, net revenue, and splits

Future goal: full automation + live dashboards.

3.6. Payment Methods

- All payouts in **EUR (€)**
- Bank transfer or PayPal (or something similar like Paypal depending on contributor preference + availability in country of residence).

4. Commitment & Collaboration Timeline

In principle, we aim for a 3-year collaboration, to build something sustainable and meaningful together, especially for level 1 contributors. Of course, other timelines are possible in consultation. Let's stay in dialogue and keep co-creating from clarity, freedom, and mutual respect. Because there is always space to grow, shift, or renegotiate your role.

Closing

Choose the role that feels aligned with where you are right now — and know that all three roles support the bigger mission:

**healing the world by healing the individual
and building a global movement of embodied wisdom.**