

The Ambassador Programme

For midwives, health visitors, IBCLCs, sleep specialists, dietitians and perinatal mental health professionals.

No cost

no contract, no fees

Nothing to sell

no affiliate scheme

You keep your voice

we edit only for warmth

A small, carefully chosen community of qualified professionals helping shape the gentle, honest guidance inside Circle Baby Care — and the calm education space we are building alongside it.

This is a place for expertise, not sales quotas. You bring your knowledge; we give you a platform, a growing audience of parents, a webinar space you control, and a byline on our blog.

circlebabycare.com/ambassadors



Scan to apply

About 5 minutes

You already do the quiet work.

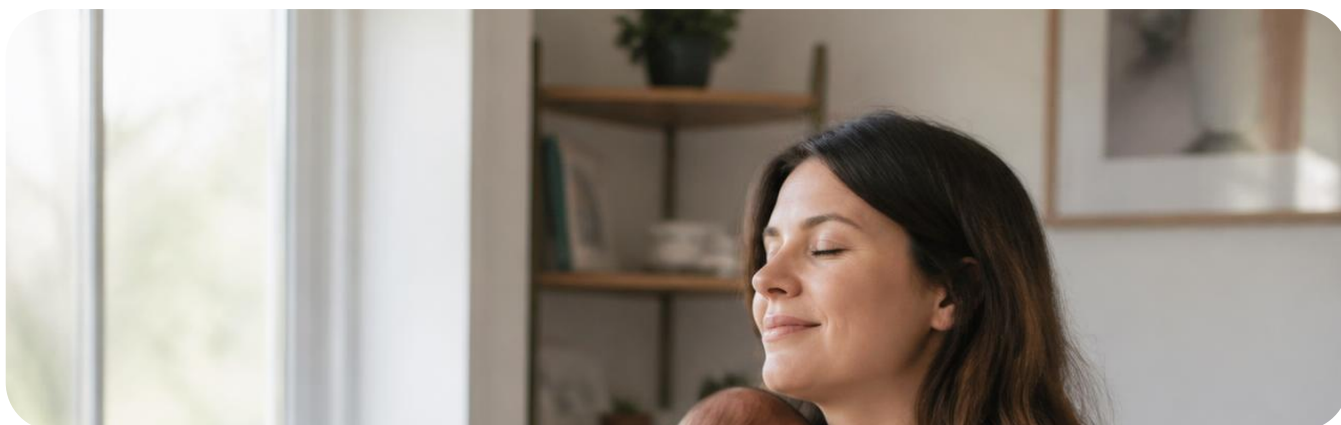
You have sat with a mother at 3am who could not tell whether her baby had fed twice or four times. You have watched a father hover in the doorway, wanting to help, unsure what help looks like. You have given the same kind, careful advice hundreds of times — and watched it disappear the moment exhaustion took over.

Circle Baby Care is a small app built by two tired parents. It logs feeds, nappies, sleep and medicine in one tap, shares that log with a partner, a grandparent or a trusted caregiver, and holds a few gentle safeguards — like medicine limits and an SOS button — for the moments when nobody is thinking clearly.

What it cannot do is replace you. It can only carry your voice into the hours you are not there.

That is what this programme is for. Not endorsements. Not affiliate links. A place where qualified professionals shape what parents read, hear and are gently nudged towards at two in the morning — and are properly credited for it.

“Your knowledge is worth more than a referral link. We price the app so parents get the best price from day one — not so we can fund commissions.”



We don't ask you to sell anything

There is no affiliate scheme here, and that is deliberate. You bring expertise, not a sales quota. What we give back is a platform, an audience, and space you control.

Evidence-informed

Every contribution is grounded in current, peer-reviewed guidance — NHS and equivalent regulated sources. No fads, no absolutes.

Kind by default

No shaming. Gentle, plain-English language that respects tired parents at their most fragile.

Quietly present

Your work lives in a calm library — never as pop-ups, sales messages or push notifications inside the app.

Why twenty is better than one

The programme compounds. Each ambassador brings their own audience to a session or a mention. Every registration collects a name and email with explicit opt-in consent — never bought, never passed on without permission. A nutritionist's attendees may meet a sleep specialist next month, and a pelvic health physio the month after.

You gain reach you could not buy alone. Circle gains sign-ups. Parents get better help from more than one careful voice.

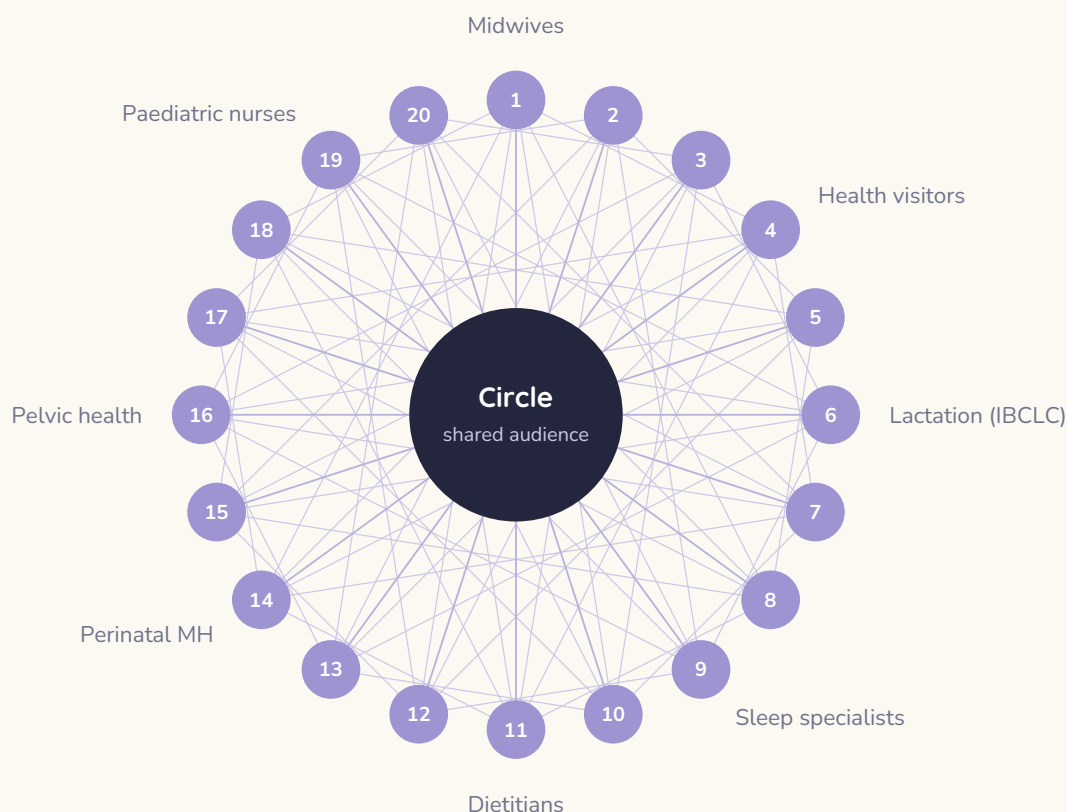


What ambassadors receive

- A named profile on our ambassadors page, linked to your own practice
- A byline on the Circle Baby Care blog, with a discreet credit note
- One free Circle Baby Care account for your immediate family
- Early access to “Babinar”, our webinar platform, and free hosting
- A small honorarium for commissioned pieces

What twenty ambassadors do for each other

One professional reaches their own audience. Twenty reach each other's. Every session, article and mention adds names to a shared, consented audience — so the next ambassador starts from a bigger room than the last.



1 to 20

Each ambassador's session is promoted to the whole circle, not just their own list.

0%

We take nothing from free sessions. Paid sessions keep around 88% after our 10% fee.

Consent first

Every name is opt-in. Lists are never bought, never shared without permission.

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CONTRIBUTE

Write for our blog — with your name on it

Ambassadors are warmly invited to contribute articles to the Circle Baby Care blog. Accepted pieces are published under your name.

Our blog is read by parents searching at odd hours for plain answers — feeding, sleep, recovery after birth, nutrition, worry. If you write, you reach them directly.

How recognition works

- Accepted articles are published with your name and professional title in the byline.
- At the foot of the article we add a discreet credit note — your website and social handles, set in small type so the article stays about the parent, not the promotion.
- You keep authorship. We may lightly edit for warmth, clarity and reading level, and will always send you the edit before it goes live.
- Articles are dated and kept in our library; we will happily supply a link for your own portfolio or revalidation record.

EXAMPLE FOOTER CREDIT

Written by Aroha Ngata

Registered Midwife (NMC), IBCLC

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Our editorial discretion

Publication is at our discretion. We check that every article points parents towards professional, reliable information: current NHS or equivalent regulated guidance, named sources where a claim needs one, and a registration or certification we can verify.

We will not publish product placement, MLM affiliations, or advice that conflicts with safer-sleep and safeguarding guidance. If we decline a piece, we say plainly why.

Topics we are always short of

Night feeding and safer sleep · Recovery after caesarean and vaginal birth · Vegan and vegetarian nutrition for feeding parents · Partner and grandparent support · Perinatal anxiety and “am I over-worrying?”

Webinars — free by default

We host, you talk. Registration page, opt-in capture, reminder emails and the replay are all handled for you.

Free sessions

The default, and what most ambassadors choose. We host the registration page, capture opt-in details, send reminders and publish the replay. It costs you nothing — we take 0%.

Paid sessions — by application

Want to charge? Apply and set your own price. Circle takes a 10% platform fee plus payment processing, so you keep around 88%. Switch back to free whenever you like, and keep your list.

You can also record a short introduction video for your profile — we suggest 5 to 15 minutes. Long enough for parents to get a sense of you, short enough to actually be watched.



Your list stays yours

Every attendee opts in explicitly. Lists are never bought and never passed on without permission, and you can export the names from your own sessions at any time.

Purposefully selective

Ambassadors hold a current, verifiable qualification in one of the disciplines below, and share our commitment to gentle, non-judgemental support for families.

Midwives

Health Visitors

Paediatric Nurses

IBCLC Lactation Consultants

Infant Sleep Specialists

Paediatric Dietitians & Nutritionists

Perinatal Mental Health

Physiotherapists (pelvic health)

Speech & Language Therapists

Our standards

- Currently registered or certified in your field (NMC, HCPC, IBCLC, BDA or equivalent).
- Willing to be named and briefly bio'd on our ambassadors page.
- Contributions align with current, evidence-informed guidance.
- No product-pushing, MLM affiliations, or absolutist parenting ideologies.
- Kind, plain-English tone. We edit for warmth.

The Ambassador Charter

The full detail — freedom of expression, where the line sits on harmful or distressing content, how concerns are raised and handled, and what happens if we part ways — lives in the Ambassador Charter at circlebabycare.com/ambassadors/charter. You acknowledge it when you apply. Concerns or complaints go to care@circlebabycare.com.



APPLYING

Takes about five minutes

1

Tell us who you are

Name, discipline, registration or certification, years in practice, and where we can verify it.

2

Tell us what you'd like to do

Write for the blog, host a Babinar, review our in-app guidance, or all three.

3

Acknowledge the charter

One tick. It sets out the tone, the boundaries and how concerns are handled.

4

We review weekly

You'll hear from a person, not an autoresponder — accepted or not.



Scan to apply

circlebabycare.com/ambassadors/apply



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Questions? care@circlebabycare.com · circlebabycare.com/ambassadors

Circle Baby Care is a product of CircleWork Ventures Limited, Suite 53c, Unimix House, Abbey Road, London, NW10 7TR, United Kingdom.

Guidance in the app and on our blog is informational and aligned to NHS and equivalent regulated sources. It does not replace individual clinical advice.