

Affiliate Messaging Guide

Thank you for partnering with Hello Angel.

We're so grateful you're helping us share Hello Angel with your community. To ensure our messaging remains accurate, compassionate, and compliant with advertising guidelines, please follow these recommendations whenever creating content.

OUR MISSION

Hello Angel is a grief support app designed to help people tend to grief through evidence-informed tools, continuing bonds, and an empowered support circle.

Our mission isn't to fix grief.

It's to help people feel less alone while honoring the love that continues.

OUR THREE PILLARS



DAILY TENDING

Evidence-informed practices that support people through the changing moments of grief.

- Daily Check-ins
- Bilateral Stimulation
- Guided Journaling
- EFT Tapping
- Guided Meditations
- Grounding Exercises
- Breathing Exercises

SUGGESTED LANGUAGE

"Hello Angel provides evidence-informed tools that support people as they navigate grief one day at a time."



CONTINUING BONDS

Meaningful ways to honor and stay connected to loved ones through remembrance and reflection.

- Message Your Angel
- Signs Journal
- Call Your Angel
- Memorial Map
- Voice Messages
- Carry Their Legacy
- Memory Box

SUGGESTED LANGUAGE

"Hello Angel encourages meaningful continuing bonds by creating space to remember, honor, and celebrate the love that continues."



EMPOWERED SUPPORT CIRCLE

Helping friends and family show up well for someone who is grieving.

- Community
- Grief Education
- Shared Memories
- Anniversary Reminders
- Memorial Stickers
- Support Resources

SUGGESTED LANGUAGE

"Hello Angel empowers a person's support circle with thoughtful ways to walk alongside them through grief."

DO SAY

- ✓ Grief support app
- ✓ Grief companion
- ✓ Daily grief tending
- ✓ Evidence-informed tools
- ✓ Continuing bonds
- ✓ Guided reflection
- ✓ Remembrance
- ✓ Supportive resource
- ✓ Mindfulness
- ✓ Grief wellness
- ✓ Empowered support circle
- ✓ Helps people navigate grief

PLEASE DON'T SAY

- ✗ Therapy
- ✗ Therapist
- ✗ Counseling
- ✗ Clinical treatment
- ✗ Medical care
- ✗ Healthcare
- ✗ Mental health treatment
- ✗ Crisis intervention
- ✗ Replacement for therapy
- ✗ Replacement for counseling
- ✗ Cure for grief

PLEASE DON'T MAKE CLAIMS LIKE...

- ✗ "This heals grief."
- ✗ "This treats depression."
- ✗ "This cures anxiety."
- ✗ "You'll finally move on."
- ✗ "This guarantees peace."
- ✗ "You'll never feel alone again."
- ✗ "This works for everyone."
- ✗ "You don't need therapy anymore."

INSTEAD, SAY...

- ♥ Supports
- ♥ Encourages
- ♥ Helps
- ♥ Guides
- ♥ Offers tools
- ♥ Creates space
- ♥ Provides resources
- ♥ Many people find comfort in...
- ♥ Designed to support...
- ♥ May help...
- ♥ Built on contemporary grief research

SPIRITUAL LANGUAGE

Hello Angel welcomes people of many beliefs and backgrounds.

AVOID

- ✗ "You'll communicate with your loved one."
- ✗ "The app lets angels talk back."
- ✗ "This connects you to Heaven."

BETTER

- ♥ "Creates space for remembrance."
- ♥ "Encourages continuing bonds."
- ♥ "Supports personal reflection."
- ♥ "Honors the love that continues."

AGE REQUIREMENTS

Hello Angel is intended for users 13 years of age and older.



Children under 13 may use a Kids Profile only with the supervision and involvement of a parent or legal guardian.

Please do not market Hello Angel as an app designed for children to use independently.

IMPORTANT

Hello Angel is not:

- ✗ A medical device
- ✗ A healthcare service
- ✗ Therapy
- ✗ Counseling
- ✗ Crisis support
- ✗ Emergency services

If someone appears to be in crisis or needs immediate mental health support, encourage them to contact local emergency services or an appropriate crisis resource.

PARTNER DISCLOSURE

If you're promoting Hello Angel as an affiliate or partner, please be transparent about your relationship in accordance with applicable advertising guidelines.

- ♥ Proud Hello Angel Partner
- ♥ #HelloAngelPartner
- ♥ #affiliate (if earning commission)
- ♥ #ad (if being paid to make the post)

If you're simply sharing because you love the app and aren't receiving anything in return, no disclosure is generally needed.

OUR BRAND VOICE

We aim to communicate with compassion and hope. Every post should feel:



- | | | | | | | |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| Gentle | Honest | Hopeful | Evidence-informed | Respectful | Inclusive | Authentic |

We ask affiliates to avoid fear-based marketing, sensational claims, or language that promises outcomes we cannot guarantee.



Thank you for helping us share Hello Angel with integrity, compassion, and care.

We are so grateful for you!

