

A close-up photograph of a person's skin, showing a tattoo on the upper arm. The skin is a warm, brownish tone. The tattoo is a dark, swirling design. The lighting is soft, highlighting the texture of the skin.

hertility[®]

Content creator guide | Awin Affiliate Creator Guide | S/S23



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Welcome

Hi, we're Hertility.

Founded by scientists and powered by an (all female) research team, Hertility is a women's health company, bringing the latest reproductive science out of the lab and direct to your home.

With at-home hormone and fertility testing, telemedicine and treatment we screen for 18 conditions relating to reproductive health, like PCOS, in just 10 days and streamline you to female health experts and vetted partner clinics.

We provide what's offered at a fertility clinic (costing £1,000+) for a fraction of the price.

Hertility's clinical trials aim to raise the standard of scientific rigour and education in female health to radically reduce the time to diagnosis and fast-track women to specialist care sooner.

Thank you for creating content that will help to get our product into the hands of women everywhere.



WHY TEST

At-home Hormone and Fertility Test

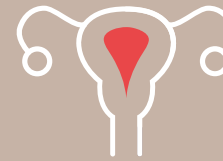
There are lots of reasons people choose to test their hormones with Hertility.

Women come to Hertility to:



Pin-point symptoms

Feeling tired, irritable, skin flaring up? Check to see if symptoms are linked to a hormone imbalance.



Check ovarian reserve

We test between 3 and 10 hormones (depending on factors such as your form of contraceptive) to get you the answers you're looking for.



Flag reproductive health conditions

We screen for 18 conditions relating to reproductive health helping to potentially discover underlying conditions, such as PCOS.



Better understand their body

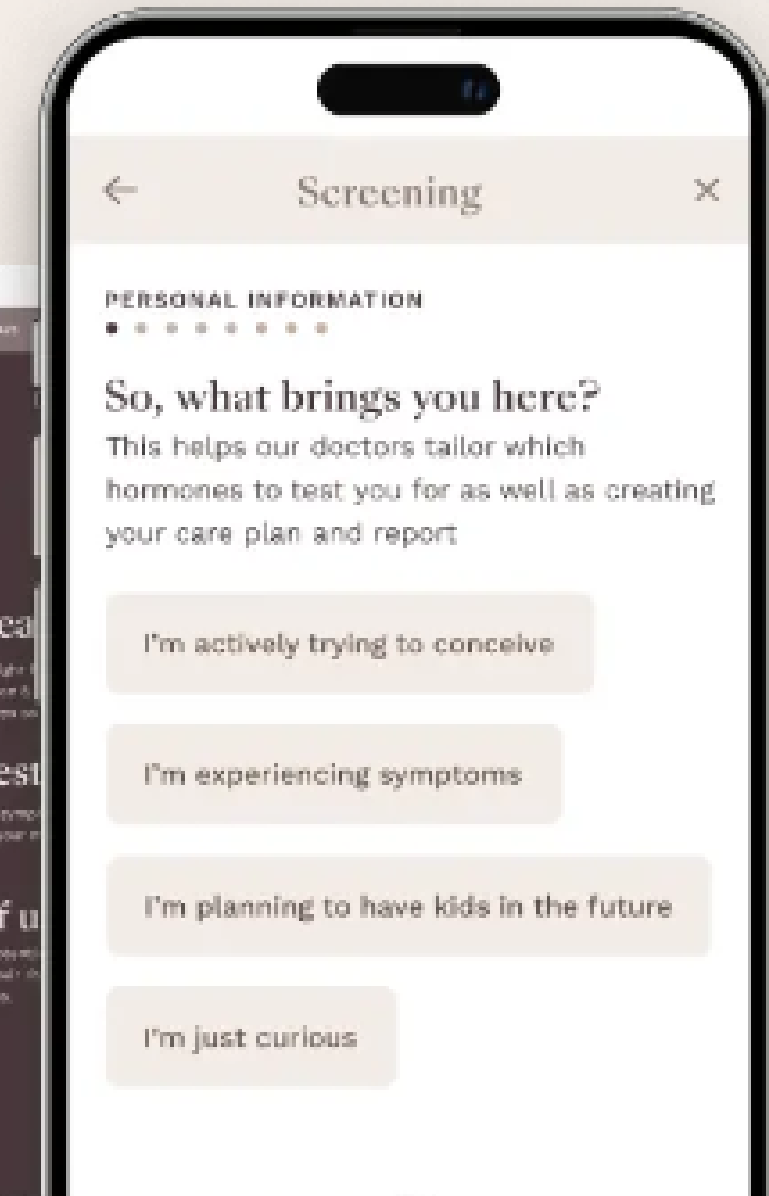
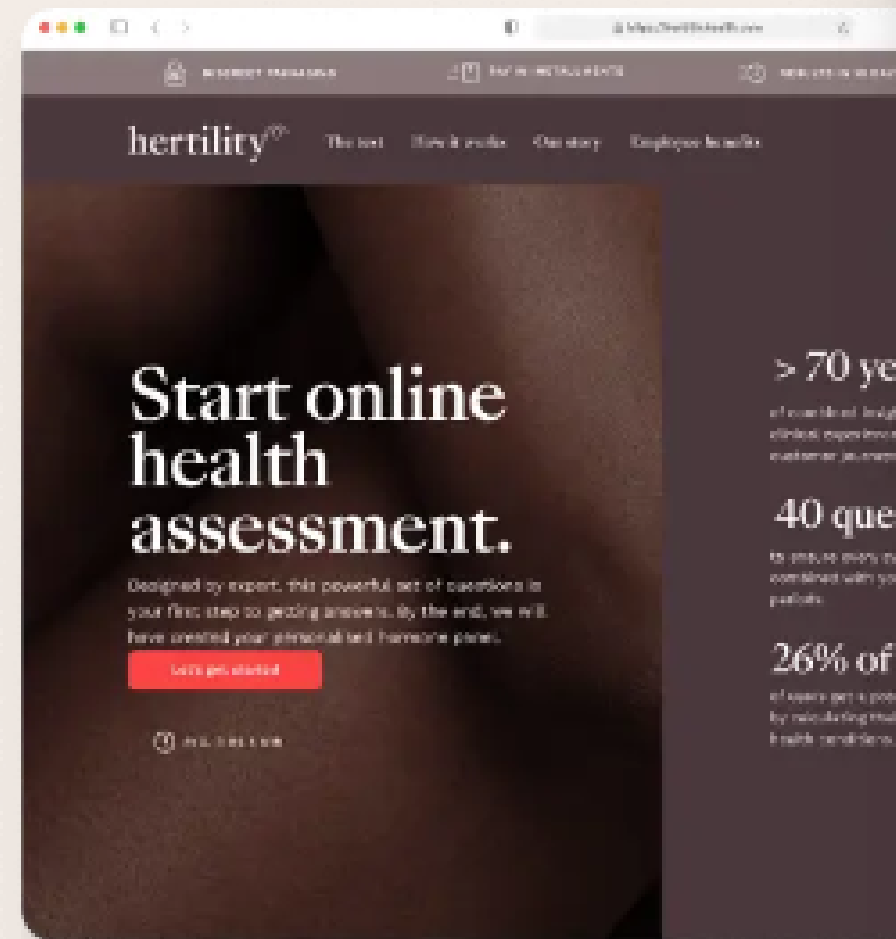
Learn how hormone levels impact not just fertility but physical and mental wellbeing too.

STEP 1

Online health assessment

When it comes to hormones, there's no one size fits all. That's why we ask you to first complete our online health assessment to tailor your test and personalise your experience. We ensure every symptom is listened to, combined with your medical history, lifestyle & periods.

This test is a medical diagnostic tool and your answers will inform any diagnosis (or suggested diagnosis) you may receive with your hormone and fertility test results.



STEP 2

At-home blood collection kit

Our at-home blood test is a convenient and affordable way to understand your hormones & fertility.

You will receive your blood collection kit, which includes everything you need to collect your sample for testing, in 3-5 business days.

No more additional appointments, waiting lists and lengthy commutes!



STEP 3

Personalised report and clinical services

We test a specific combination of between 3 and 10 hormones (depending on factors such as your form of contraceptive) to get you the answers you're looking for.

Receive a personalised, doctor written report in just 10 days.

From online appointments with our dedicated team of clinicians to fast-tracked access to testing, ultrasounds and partner clinics, whatever your results, we've got answers and services to support.

Written by
Dr. Jennifer Barcroft

Hormone Levels

Sample received on 14th June 2022 | Published on 28th June 2022

Levels ● Low ● In Range ● High

Ovulation & Period

The hormones associated with regulating your menstrual cycle

LUTEINISING HORMONE (LH)
15.02

OESTRADIOL (OEST)
29.63

FOLLICLE-STIMULATING HORMONE (FSH)
21.25

Read more

Thyroid Hormone Health

Checking your thyroid is making hormones to keep your body functioning normally

FREE THYROXINE (FT4)
25.10

THYROID-STIMULATING HORMONE (TSH)
22.45

Read more

Ovarian Reserve & Fertility

Your reproductive potential based on number and quality of eggs

ANTI-MULLERIAN HORMONE (AMH)
20.45

Read more

Download your detailed report

If you want to show your doctor the results of your hormone test, please select the report using the dropdown and click the download button

Select report

H&F Test - 12/06/2022

Download lab report

WHAT NEXT

Clinical services

You can now book consultations with a range of clinicians to discuss your continued care journey, including:

Private Gynaecologist: Take the stress away from finding a gynae and get online appointments - all without a GP referral.

Fertility Advisors: Get expert guidance on navigating fertility services and treatment options.

Fertility Nutritionists Optimise your nutrition, diet and lifestyle with a personalised hormone and fertility nutrition plan.

Fertility Counsellors Get 1-1 emotional support with a wide range of health-related issues.



OUR CUSTOMERS

Who is Hertility for?

Our customers typically fall into one of four categories. We have provided some insights into our customer profiles to help you better understand our audience goals, frustrations and reasons to test.



Just curious

Just started menstruating, approaching menopause, or anywhere in between - these people are curious and want to learn more about their body.



Experiencing symptoms

Experiencing symptoms such as fatigue, hair loss or pain, these people want to learn why and access care.



Trying to conceive

Experiencing problems getting pregnant, these people are looking for clarity on why and get fast-tracked to treatments.



Planning for the future

Keen to have children at some point, these people want to access insights about hormone health and fertility in order to better plan their future.

CONTENT DIRECTION

Consider your audience

We're all on our own reproductive health journeys and we want your content to be authentic to that. Consider which of our customer profiles your experience aligns with to help craft your narrative.

Think about:

- What are your frustrations when it comes to reproductive healthcare?
- Have you experienced hormonal symptoms?

- Do you want access to information about your health but found it hard to get answers?
- Were you shocked at the cost of testing with private fertility clinics?

Then consider the solutions Hertility provides:

- Why is the Hertility test useful to you?
- What do you think is special about the service Hertility provides?
- How would it feel to receive insights about your health?



CONTENT DIRECTION

Consider the narrative - a suggested storyboard

01

Start with a 3-second 'hook'

eg: "If you want to get answers about your fertility for the future, you need to hear this."

02

Establish the key problem and mention the negative emotions associated with it (sadness, frustration, fear, loneliness...)

eg: "If you want to get answers about your fertility for the future, you need to hear this."

03

Present the solution: the Hertility test and its key features

eg: "then I came across Hertility. Their ordering process was straightforward (explain steps) and I was surprised at how quickly my results came back."

04

Present positive emotional results; how it made you feel: (relieved, empowered, confident, supported, hopeful, happy...)

eg: "My results were really clearly explained to me, and I feel so relieved to understand what I can do next."

05

Conclude with a clear call to action.

e.g. "Get your own answers by ordering an at-home Hormone and Fertility Test today."



STYLE GUIDE

Important!

When it comes to healthcare, people often don't know who to trust.

Through endless online misinformation, and the challenges many women face within the traditional healthcare system, we truly believe we're doing something different.

This is why it's so important for us to present ourselves as a reputable source for healthcare information, especially to new customers being introduced to our brand.

Our test is the product of years of research; we are the only CQC approved hormone & fertility test in the UK & Ireland; and, we are CE marked and MRHA approved.

Our content needs to reflect the clinical, scientific setting we provide, whilst remaining authentic to the experiences of those sharing their stories.

Regulated by



Medicines &
Healthcare products
Regulatory Agency



STYLE GUIDE

Visuals, tone and pace

Visual style:

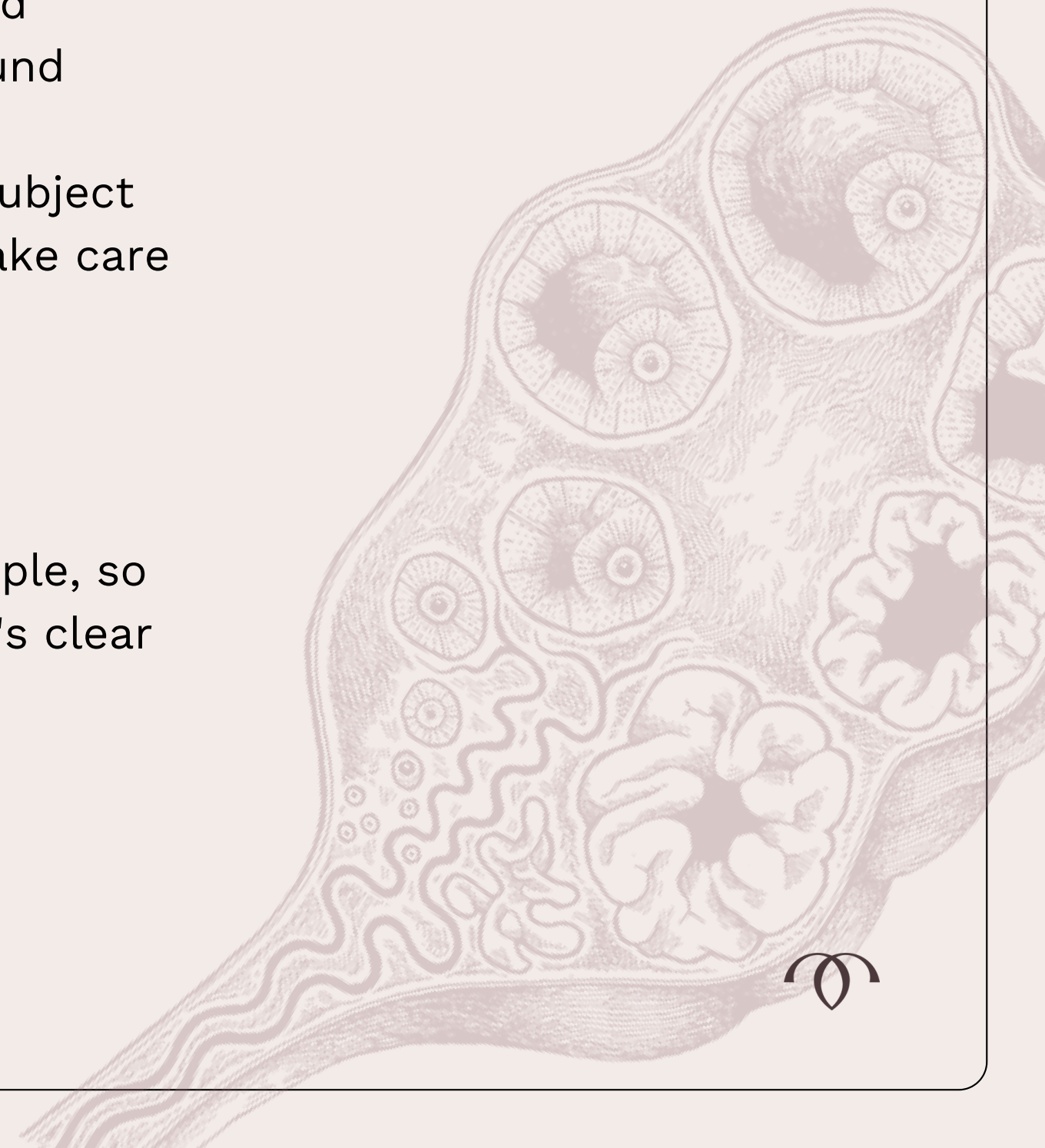
- We want the test and results to be the star of the show, so do ask for backgrounds to be kept minimal and clothing to remain simple and muted. We suggest showing up how you would to a doctor's office when filming, because that's essentially what you're doing when using Hertility!

Tone of voice:

- Authentic - tap into your lived experience to ensure you sound genuine and true
- Sincere - this is a sensitive subject for most, so we ask you to take care to sound earnest

Pace:

- Slow it down - we take the complicated and make it simple, so slow it down to make sure it's clear what you're saying



STYLE GUIDE

Filming, editing and formats

- We recommend the video starts with you talking to camera, ideally holding the test box displaying the Hertility branding. (You may need to flip the video so it reads left to right!)
- B roll footage with a voiceover works well. This can include taking the online health assessment or showing the blood sample process.
- Ensure subtitles should match the audio and be easily readable. Add a caption background colour in our cream (#F2EBE8) to improve readability.
- Please provide variations in 1:1 (square) and 9:16 (portrait) dimensions.
- Aim for a maximum of 40 seconds.
- We love pets but we don't want to distract from the key messages

Feeling stuck? Check out this '6 easy steps to film yourself' guide:

6 Easy Steps video guide



STYLE GUIDE

Examples we love

Click to view examples of content that has worked well for us in the past. Keep in mind that we want you to sound like you, these should be used for inspiration.



STYLE GUIDE

Dos and Don'ts

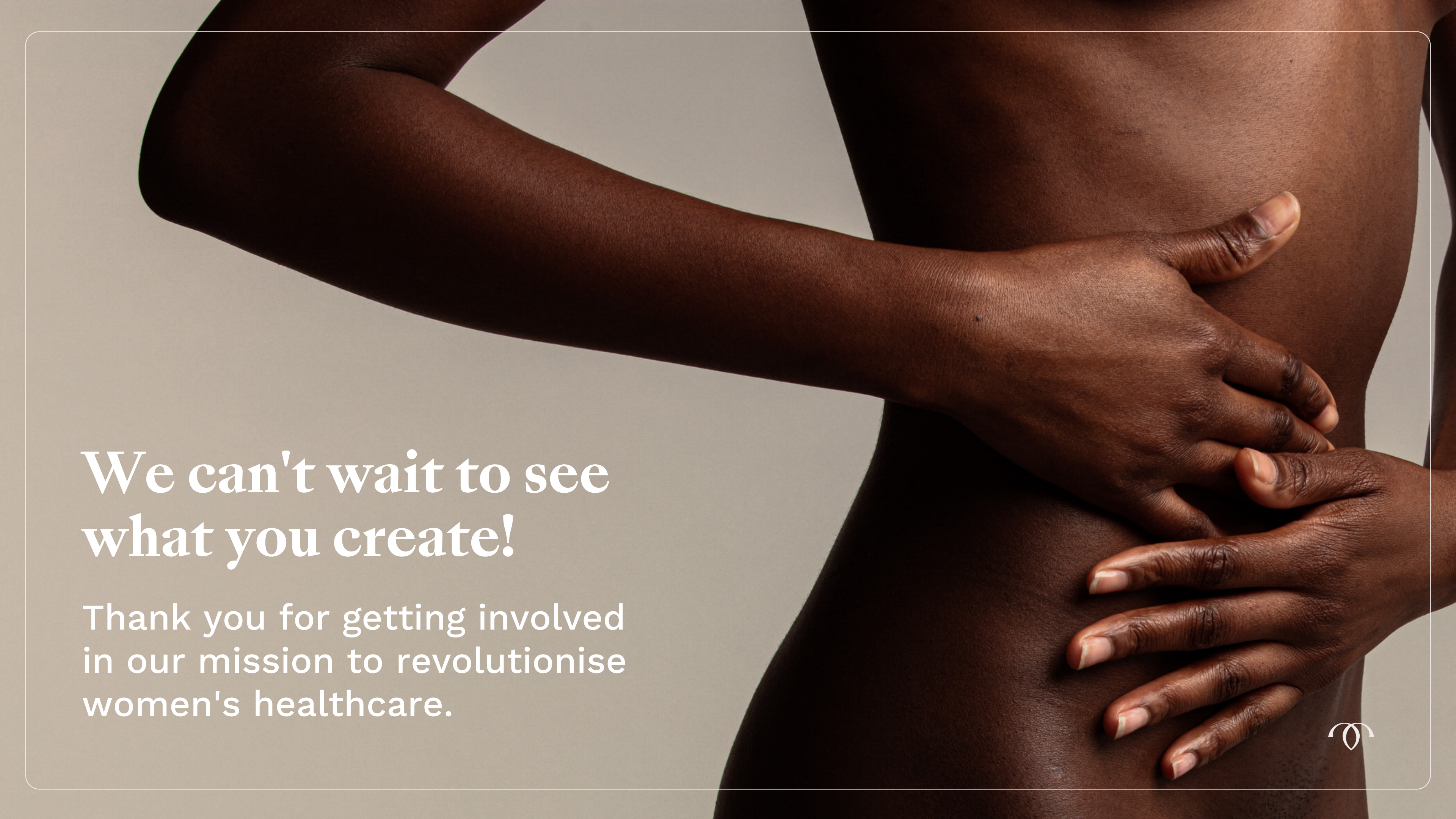
DO

- Ensure subtitles match the audio and are easily readable. Add a caption background colour in our cream (#F2EBE8) to improve readability.
- Keep backgrounds minimal and clothing simple and muted to let the product shine!
- Provide variations in 1:1 (square) and 9:16 (portrait) dimensions.
- Aim for a maximum of 40 seconds.
- Tap into your lived experience to ensure you sound genuine and true

DO NOT

- Film with your pets
- Forget that this is a sensitive topic!
Be mindful of language used.





**We can't wait to see
what you create!**

Thank you for getting involved
in our mission to revolutionise
women's healthcare.

