



CACHE _ SEVEN

WELCOME TO THE GUIDE PROGRAM

THE GOAL

GUARANTEE CLIENTS ARRIVE READY

- Get compensated for your valuable knowledge and recommendations.
- Help new clients find you and increase bookings.
- Save time telling clients what gear they need, why they need it and where to get it (before and after trips)
- Guarantee that guests show up prepared, have the best possible experience, tell everyone about you, and book their next trip before the first one's done.

HOW THE GUIDE PROGRAM WORKS

- Create your Gear List.
- Share your Gear List link with anyone looking for recommendations.
- Clients and friends can view, share and purchase from your Gear List, and when they do, you get a cut of their purchase.

GEAR LIST EXAMPLE

ABOUT THE GUIDE

Aaron Samuels
MOUNTAIN GUIDE









Aaron is originally from Seattle, Washington and grew up hiking and camping throughout the PNW with his family. After attending college in Denver, Colorado he started guiding and hasn't missed a ski season since.

[Guide Profile](#)

EQUIPMENT LIST

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

NECESSARY ITEMS

 WATERPROOF JACKET Arc'teryx Beta LT Jacket Learn More Purchase	 BACKPACK Black Diamond Dawa Patrol 32L Pack Learn More Purchase	 TRKING POLES Komperdell Peak PowerLock Trekking Pole Learn More Purchase	 INSULATED JACKET Arc'teryx Cerium Hoody Learn More Purchase
 CAMP STOVE MSR PocketRocket Deluxe Stove Kit Learn More Purchase	 SLEEPING PAD Therm-A-Rest ProLite Apex RV Sleeping Pad Learn More Purchase	 SLEEPING BAG The North Face Inferno -40C Down Sleeping Bag Learn More Purchase	 GUIDANCE FROM THE GREATS Learn More

HOW TO GET STARTED

- Search our gear database by product name and brand, then select “add” to your list.
- Feel free to build multiple lists if you guide different terrain, regions or activities.
- Our database will pull in the product description and image from each brand’s website, but if you’d like to customize your list with personal anecdotes or photos, here are some thought starters to consider:
 - During a high-stakes moment, how has this product proven its worth?
 - How does it outshine other options on the market?
 - Is there a specific feature that you love? Why is it awesome?
- Categorize each piece of gear by these categories
 - Included in guided trip
 - Required
 - Optional

IMPORTANT DETAILS

- You’ll receive a monthly email with an account update and confirmation of payment based on sales from your Gear List(s).
- We offer monthly or quarterly direct deposit payments.
- You receive 50% of the commission of each sale from your Gear List.
- We don’t have a deal with every brand yet, but we’re working on it, and the list is growing daily.

MORE TO COME

- This is just the start – we’re working alongside guides to create more tools to support your businesses and livelihoods, and connect the guide community.
- Future features include: marketing and business growth insights, mentorship from experienced guides, client testimonial tools, and guide-to-guide recommendations to amplify each other’s businesses.

THANK YOU FOR BEING PART OF CACHE SEVEN

Our team has spent the best days of our lives outside, and many of them with guides. We have a deep respect for what you do. Our aim is to amplify your businesses and help you deliver the best experience to your guests.

We all believe the more people loving and looking after the outdoors, the better.

We're learning and improving this experience every day, and appreciate any input you have. Don't hesitate to reach out.

SPREAD THE WORD

Know a guide who should be featured on Cache Seven?

Invite them to connect with us by emailing guides@cache7.com and we'll get them rolling.

