

# Welcome

## Contributor Guidelines



Welcome to *The Witch Was Always Me* ❤️ 🕯️

I'm thrilled you've found your way here—and even more excited that you're thinking about stepping into the circle.

*The Witch Was Always Me* is a paid digital bundle for the bold, the mystical, and the magic-makers. It's for creators who know their work holds power—and who are ready to share it without watering it down.

This is a multi-creator collaboration open to both B2B and B2C contributors. Whether you help people grow their business, deepen their spiritual path, or claim more of themselves—your offer belongs here *if it*

*stirs the cauldron*. Think: unapologetic magic, soulful strategy, seasonal rituals, sacred tools, and shadow-laced insight.

We're not casting spells for the algorithm. We're curating something intentional. Magnetic. A little mischievous. This bundle is a gathering of witches who know they've had the power all along—and are ready to offer something real to those walking their own path.

Inside this guide, you'll find:

- What kinds of contributions align best with the bundle
- How to submit your product
- What to expect during promotion
- Sponsorship details and a few extra perks I've conjured just for this one

Let's make this October unforgettable—mystical, grounded, and laced with quiet power.

We're not just bundling.

We're conjuring something that leaves a mark.



[Michele Lefler](#)

Bundle Host + Shadow Witch in Charge

Theme

## How It Works

### One tier. One price. One cauldron of power.

The bundle sells for **\$27**. Every contribution must carry a *real* retail value of **\$27 or more (you must actually sell the gift at \$27+)**. No token freebies—only solid, stand-alone offers that show what you’re capable of.

Products must be digital and ready to download the moment a buyer clicks *buy*. No memberships, coaching packages, or “schedule-a-call” services. We’re keeping this clean and instant.

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## Bundle Theme

### The Witch Was Always Me 🖤

This is a paid gathering for people who own their magic—whether they run a business, build a practice, or tend a private altar. Think shadows, candlelight, and confident spells. The energy is bold, a touch mischievous, and fully self-possessed.

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## What We’re Looking For

Bring digital offers that feel **useful, potent, and seasonally relevant** to October’s thinning veil. Rituals, strategy, healing, growth—if it serves the soul or the bottom line (or both), it belongs here.

### Acceptable formats

- Mini-courses or workshops
- Audio journeys or meditations

- Ebooks, workbooks, planners
- Spell guides, ritual kits (digital)
- Templates, swipe files, or scripts
- Divination spreads, chart packs, rune sets

If it's downloadable and valued at \$27+, you're good.

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## Witch Types — Choose Your Circle

Pick **one** archetype that best frames your product. If you're torn, choose the strongest match and note cross-energy in your description.

**Divination Witch:** (Lilia Calderu) tarot, astrology, runes, dream work, intuitive tools

**Potions Witch:** (Jennifer Kale) herbal guides, energetic remedies, alchemical recipes, well-being resources

**Protection Witch:** (Alice Wu-Gulliver) boundaries, shielding, nervous-system support, launch safety nets

**Green Witch:** (Rio Vidal) nature rituals, earth magic, eco-spirituality, grounded living

**Shadow Witch:** (Agatha Harkness) inner work, grief rituals, taboo topics, power reclamation

**Wildcard Witch:** (Billy Maximoff) Doesn't fit above? Claim this path and explain why it matters.

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## Tone & Vibe

I value straight talk, grounded mysticism, and products that *work*. Catchy titles and moody visuals help, but substance rules. Every contribution should feel like a spell that lands.

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## Contribution Checklist

- **Value:** \$27 or higher retail price
  - **Format:** Instant digital download or access (no live delivery)
  - **Alignment:** Fits one Witch Type and October's atmosphere
  - **Polish:** Proofed, branded, and ready—no placeholders
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## Ready to Conjure?

1. **Select your Witch Type.**
2. **Submit your application** using the form (link below).
3. **Be notified of your acceptance**
4. **Mark your calendar**—promotion runs mid-October

Step into the circle. Show them the witch was *always* you. ✨

# Contributor Benefits



## ♥ What's In It For You?

When you join *The Witch Was Always Me* bundle as a contributor, you're not tossing your offer into the void and hoping someone stumbles upon it. You're stepping into an intentionally crafted cauldron of visibility, aligned connection, and no-fluff growth.

This is your invitation to expand your reach *without* dancing for the algorithm, overdelivering for pennies, or pretending you're someone you're not.

## 💰 Aligned Affiliate Earnings

You'll earn **40% commission** on every bundle sale—because you deserve to be paid for your magic. The bundle sells for \$27, which means **\$10.80 per sale (before fees)** just for sharing with your people. Nothing extra. No upsell funnel. Just clean, direct earnings.

## 🧙 Audience Growth Without the Nonsense

This isn't a generic giveaway. This is a curated collection of mystics, witches, strategists, and soul-led creators. Whether you're B2B or B2C, your offer will land in front of new, engaged people looking for depth, not noise.

## Done-for-You Promo

You'll receive swipe copy, graphics, and a suggested promo plan that doesn't ask you to become someone you're not. No overhyped sales pressure—just real messaging that works.

## High-Integrity Networking

Our contributors are people doing meaningful work—with intention, depth, and yes, a bit of shadow. You'll find collaborators, conversation partners, and folks who just *get it*—without the usual “bro-launch” energy.

This isn't just a bundle. It's a gathering of witches reclaiming their space, offering real value, and refusing to shrink.

# Timeline

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- Application Deadline: Sep 12, 2025
- Product & Information Submission Deadline: Sep 19, 2025
- Promo Materials Available by: September 26, 2025
- Launch Period: October 13-17, 2025
- Redemption Deadline: Oct 31, 2025
- Affiliate Payouts: rolling payout 30 days after sale

Please respect these deadlines to ensure a smooth experience for everyone involved.

# Promotional Expectations

## Promotional Expectations

I want this bundle to be a win-win for everyone involved. However, I am not the bundle police and this is supposed to be a fun event.

Honestly, I just ask that you promote this bundle. How you do that and when/how often aren't my thing. I don't know your audience. You do what's best for you. It's in your best interest to promote. If you don't promote you don't make sales and you don't get commissions.

You'll receive a detailed promotion schedule and marketing assets to make this easy and aligned with your brand.

# Sponsorships

## Sponsorship Opportunities

Want to be seen without shouting? Claim one of our limited sponsor spots and wrap your brand in something potent, powerful, and impossible to ignore.

♥ [True Witch Sponsor](#) – \$97 (~~limit 4~~) 3 Remaining

You don't just show up—you *command the room*.  
This tier is for brands ready to take the front seat at the ritual circle.

Includes:

- Your logo on the bundle landing page
- Top billing in the product portal
- Solo email feature during launch week
- Optional freebie opt-in listed alongside your contribution
- Higher affiliate payout: 50% commission per sale

You bring the magic. We shine the lantern.

🔮 [Hidden Witch Sponsor](#) – \$47

Not flashy, but unforgettable. A subtle whisper with real power.  
Perfect for brands looking to show up without dominating the room.

Includes:

- Your logo on the bundle landing page



- Mid-tier billing inside the bundle
- Group shoutout in launch week emails
- Optional freebie opt-in listed alongside your contribution
- Higher affiliate payout: 45% commission per sale

Step into the circle quietly. Leave an echo that lingers.

 Ready to claim your spot?

Sponsorships are limited and always go fast—just like a good spell.  
Lock in your visibility now and let the coven meet your magic.

# Application Process



## Ready to Join *The Witch Was Always Me*?

This bundle uses a **2-step application process** to make sure every contributor fits the energy and intention of the circle.

If you're feeling the pull and want to walk this path with us, here's how to begin:



### Step One: Apply

Fill out the application form to share your interest. You'll hear back from me within a few days.



### Step Two: Submit Your Product

If accepted, you'll be asked to submit your contribution and all required details no later than **September 19, 2025**.



### Final Note

This isn't a free-for-all. I curate intentionally—and I reserve the right to decline any application, for any reason.

The most common reasons I'll say no:

- You were previously accepted into a bundle and didn't follow through (no product, no communication, ghosted the process).
- Your submission doesn't align with my brand values or the bundle's tone. [You can read more about those values here.](#)

If your product fits the **confident, witchy, and shadow-laced** energy of *The Witch Was Always Me*, and you're ready to contribute something real—I'd love to welcome you into the coven.

[Apply Here](#)

For any questions, feel free to reach out to [michele@michelelefler.com](mailto:michele@michelelefler.com).

# Feedback from Previous Bundles

I'm relatively new to participating in bundles like this, but I still found this experience to be extremely clear, smooth, and fun. Michele's vision for this bundle and her execution were just perfect. From how quickly she answered my random questions to the day-by-day updates during the bundle's launch week, participating in this bundle was a breeze. And it brought me 30 new email subscribers! Considering that I had 11 total when I applied for this bundle, I am doing the biggest happy dance over here. Thank you, Michele!

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Honestly nothing. Your communication was amazing - I LOVED those daily updates you sent out. You gave us swipe copy and images, you responded wicked-fast to all my random questions... I plan to always apply for relevant bundles I see you doing because this was AWESOME.

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It's a very easy, calm experience working with your bundles. Your promo materials are well organized and the requirements aren't so rigid it feels like a job to participate.

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I did this to prove myself, to myself. I've been coaching/mentoring for several years now, but it's only this year that I've created an email newsletter and am starting to create resources like the Sea of Me Journal. Seeing that I got subscribers and LinkedIn followers from this makes it a HUMONGOUS success in my book!

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the updates where really good for me and I liked getting them.

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I love the periodic updates on the bundle progress. I'm grateful to have helped anyone who opted in and resonated with my offering.

I gained new subscribers. I'm been working on broading me reach and this bundle has help me reach that goal.

The subscriber conversion rate is 32.4% which brought more visibility to my brand.

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Thank you for organising the bundle - it was a fun theme that got my creativity flowing and help me attract aligned sign ups for my email list.

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