MPP
MY PERMIT PASS

Promote My Permit Pass in five minutes.

Everything an affiliate, publisher or marketing partner needs on one page: what the product is, who buys it, what to say, where to send people and what to avoid.

What it is

DMV permit test prep for all 50 states + D.C. Exam-style questions, mock exams graded to the state's passing score, road scenes that play after you answer, and an AI tutor in five languages. Web, iPhone, iPad and Android.

Who buys it

Teens (15–18) studying for a learner's permit, parents buying for them, adult first-time drivers, new residents switching states, and Spanish / Chinese / Korean / Russian speakers.

Why it sells

One-time price instead of a subscription ($24.99 for 6 months), a free tier to try first, and a Pass Guarantee (complete the program, fail the official test, get a refund — terms apply).

THREE THINGS TO SAY

Don't imagine it. See it.
Situational questions come with a top-down road scene that plays after you answer, so the rule is something you watch, not just memorize.

One-time price. No subscription.
Single State $24.99 for 6 months, Complete $39.99 for 12 months. Nothing renews, nothing to cancel.

Study in your language.
Every question, explanation and tutor reply in English, Spanish, Chinese, Korean and Russian.

WHERE TO SEND PEOPLE

Free practice	mypermitpass.com — 5 free questions, no sign-up. Best for cold traffic.
Pricing	mypermitpass.com/pricing — for audiences that already know they need prep.
Road scenes	mypermitpass.com/road-scenes — the feature page; strong for video and social.
Apps	App Store and Google Play: search "My Permit Pass". Account and progress carry across web and app.
Assets	mypermitpass.com/press — logos, banners in 9 sizes, screenshots, 59 video ads, key visuals, one-pagers.

DO

- Write the name as **My Permit Pass** or **MyPermitPass**
- Use the banners and logos from the press kit as they are
- Keep the "independent study tool" line wherever space allows
- Quote the prices and plan lengths exactly as above

DON'T

- Imply any DMV, state or government affiliation or endorsement
- Promise that a learner will pass
- Use state seals, DMV logos or "official" wording
- Add discount codes unless we issued one to you

My Permit Pass is an independent study tool and is not affiliated with any DMV or government agency. Practice questions are handbook-based study material, not official exam questions.

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