

Motivating the Masses

Lisa Nichols Company

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Motivating The Masses

1.0 Executive Summary

Motivating The Masses will provide top-quality professional development and coaching services. The principal officer of Motivating The Masses believes that most small businesses and entrepreneurs suffer two major challenges. They lack training or development resources and the depth of knowledge needed to focus on their businesses from a true "ownership" perspective. Both lead to lowered expectations, lack of business and personal growth and frequent owner burnout. Motivating The Masses believes that it can improve upon and exploit these weaknesses to gain local market share.

The objectives for Motivating The Masses over the next three years are:

- Achieve sales revenues of approximately \$1,757,659.38 2012
- Achieve sales revenues of approximately \$5,768,673 by year three.
- Achieve and maintain client base consisting of 60% small business/30% entrepreneurial/10% individual corporate clients per year.
- Move into office space by the end of the 2011.

The company will provide its professional development services in the most effective manner and with an ongoing comprehensive quality-control program to provide 100% client satisfaction. The company's principal officer sees each contract as an agreement not between a business and its clients, but between partners who wish to create a close and mutually-beneficial long-term relationship. This will help to provide greater long-term profits through referrals and repeat business.

Motivating The Masses will institute the following key procedures to reach its goals:

- The creation of a unique, upscale, innovative environment that will differentiate Motivating The Masses from other coaching or professional development businesses.
- Focus on increase the number of participants in each private venue doubling client count
- Educating the business community on what business and strategic coaching has to offer.
- The formation of a learning environment that will bring people with diverse interests and backgrounds together in a common forum to overcome challenges both professionally and personally.
- Affordable access to the resources of business coaching and other consulting services.
- Train and develop key individuals to leverage MTM's trainings, coaching programs and platforms
- Hire the Executive Team

Motivating The Masses is a existing limited liability company (LLC) consisting of one principal officer with 15 years of industry experience. Lisa Nichols (principal) has investing significant amounts of her own capital into the company to expansion costs and future growth. Motivating The Masses will partner with the national marketing organizations to provide services.

The company plans to use its existing contacts and customer base to generate both short and long-term coaching contracts. Its long-term profitability will rely on professional contracts obtained through strategic alliances, a comprehensive marketing program and a successful referral program.

The company has focused on professional development, strategic workshops, one-on-one coaching and special project relationships. Motivating The Masses expansion will provide a separate and comprehensive coaching, mastermind session, and online membership services.

Motivating The Masses

The company has rigorously examined its financial projections and concluded that they are both conservative in profits and generous in expenditures. This was done deliberately to provide for unforeseeable growth in events. The company's principal believes that cash flow projections are realistic.

1.1 Objectives

Company's objectives for the next three years of operation include:

- The creation of a unique, upscale, innovative environment that will differentiate Motivating The Masses from other coaching or professional development businesses.
- Educating the business community on what business and strategic coaching has to offer.
- The formation of a learning environment that will bring people with diverse interests and backgrounds together in a common forum to overcome challenges, both professionally and personally.
- Affordable access to the resources of business coaching and other development services.

The financial objectives for Motivating The Masses over the next three years are to:

- Achieve sales revenues of approximately \$1,757,659.38 2012
- Achieve sales revenues of approximately \$5,768,573 by year three.
- Achieve a client mix of 60% small business/30% entrepreneurial/10% individual per year.
- Move into small office space by end of first year.
- Hire a team of sales people
- Hire three mastermind coaches
- Hire Marketing department focused on brand and participation.
- Hire Executive leadership team

1.2 Mission

Motivating The Masses offers small business owners, managers and entrepreneurs a reliable, high-quality resource for business coaching and professional and management development on both a local and national scale. Its mission is to help clients develop the strategy, motivation and accountability required to succeed in their business and personal lives. The company sees each contract as an agreement not between a business and its customers, but between partners who wish to create a close and mutually beneficial long-term relationship. This will help to provide greater long-term profits through referrals and repeat business. Motivating The Masses must also be able to maintain financial balance, charging a high value for its services, and delivering an even higher value to its clients.

1.3 Keys to Success

1. Excellence in fulfilling the promise--completely confidential, reliable, trustworthy expertise and information
2. Developing visibility to generate new business leads
3. Leveraging from a single pool of expertise into multiple revenue generation opportunities: retainer coaching, project consulting, workshop facilitation and individual coaching
4. Consistently developing productive and thought-provoking learning experiences to maintain growth and success with each client
5. Our use of state-of-the-art technology

Motivating The Masses

6. Easy access to services
7. Establishing a seasoned advisory team

2.0 Company Summary

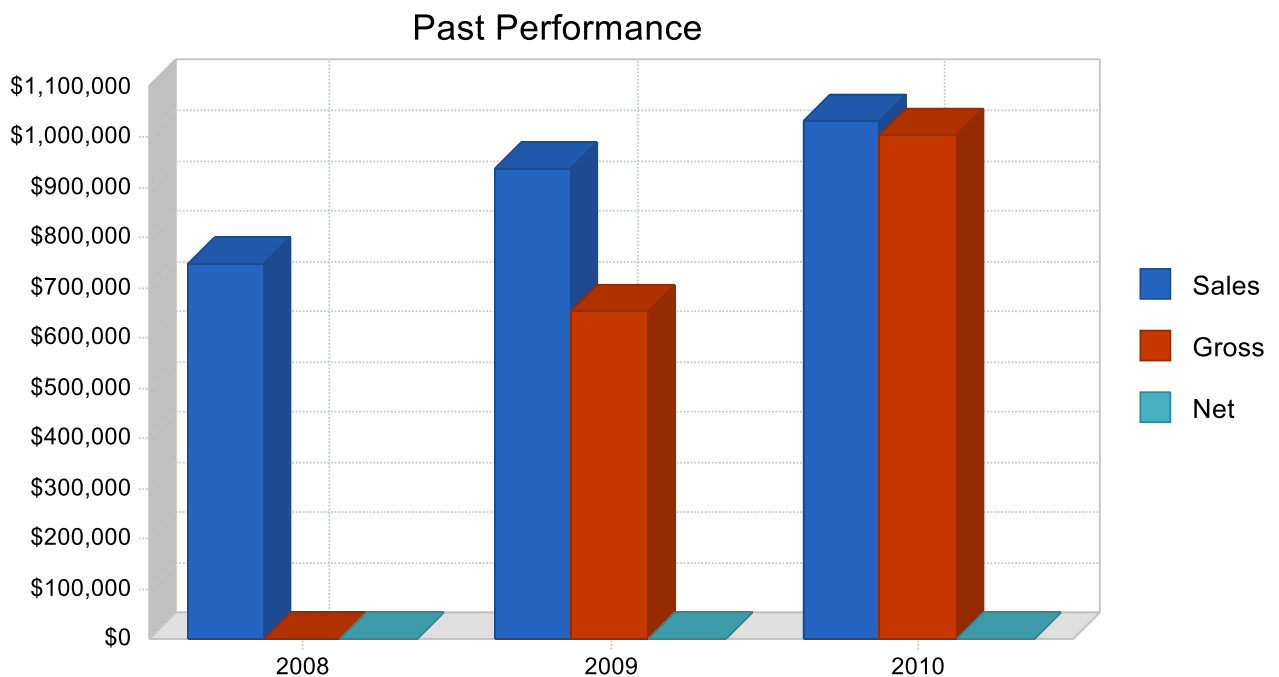
Motivating the Masses is doing business as Training and Development Coaching Company, is a seasoned limited liability company consisting of one principle officer with industry experience of 15 years in sales, professional development training and business operations. The company was formed to take advantage of the perceived weakness of existing professional development opportunities, in terms of quality and client satisfaction. Motivating The Masses is owned and operated by Lisa Nichols.

Motivating The Masses is a virtual company with the main office located Carlsbad, CA. The facilities required for workshops will be contracted with professional service firms, community facilities, colleges or universities or contract office facilities.

The company plans to use its existing contacts and the combined customer base of Ms Nichols star status to generate both short and long-term coaching contracts. Its long-term profitability will rely on focusing on professional contracts that will be obtained through strategic alliances, a comprehensive marketing program and a successful referral program. The one of the overriding success factors this year will be the number of participants in each workshop and training.

2.1 Company History

Chart: Past Performance



Motivating The Masses

2.2 Company Ownership

Motivating the Masses is a privately owned Nevada LLC owned by Lisa Nichols.

Lisa Nichols 90% ownership

Susie Carder 10% ownership

MTM would like to give key employees and early investors of MTS stock in the organization.

3.0 Products and Services

Motivating The Masses provides strategic coaching, professional development and counseling for small business owners, entrepreneurs and self-employed professionals. The core services that are offered from day one will be:

Two Year Strategic mindset Program: these quarterly workshops include strategic planning, peer advisory counseling, marketing/sales planning, accountability processes, business planning and work/life balance implementation.

One-on-One Coaching includes ongoing reinforcement to support Strategic Coaching program, as well as professional development coaching, leadership, career or management coaching.

On Demand Coaching (for time restricted clients) includes but is not limited to, affordable "on-demand," access to private and strategic business or professional coaching via phone/email.

Special Projects includes strategic business planning and implementation, marketing plans and implementation, leadership development, people management and systematizing businesses.

KeyNote Speaking

Types:

- A - Industry Events where MTM is paid to teach, gets wide exposure to the industry, and can sell it's products and tools. MTM will deliver 27 of these type events (24.1%)
- B - Industry Events where STI is NOT paid to teach, gets wide exposure to the industry, and can sell it's products and tools. STI will deliver 58 of these type events (51.8%)
- C - Private Events where MTM is paid to teach but there is little to no exposure or opportunity to sell products and tools. MTM will deliver 27 of these type events (24.1%)

Training and Development: Trainings are 1 hour to 8 hours held over 1 to 5 days depending on the needs of the clients.

Training & Development:

Speak & Write to Make Millions- 2 days LIVE Training

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- Speak powerfully, move and inspire an audience to action.
Touch and connect to the hearts of those you are speaking to.
Overcome the fear of speaking in public.
- 10 steps to writing a best seller
- How to make more money than you can imagine doing what you love to do
- How to triple your speaking and writing income instantly

No Matter What Training - 2 days LIVE

- Push past your personal limitations create a life you love.
- Shift from the limiting beliefs that have limited you in the past
- Create tangible shift in your mindset behavior and actions
- Gain and Maintain a peace of mind

Wisdom & Wealth:

12-week tele-course 6 Modules:

Uncover the secrets of building Wealth and Wisdom, learn to leverage your most value asset, YOU! Identify what is holding you back from your financial greatness. Create the money system and the financial strategy to live your dreams!

Love & Money: 3 days LIVE

Are you ready to increase your wealth, and be more in love? Are you having trouble breaking through to the next level of financial success? Has money gotten in the way of your love life? Are you looking to find your dream partner or re-ignite your passion for your partner?

Did you know Love is a VERB and it takes action, commitment and dedication? Unfortunately no one ever taught us how to be in love, stay in love and create love! Did you know financial challenges are the #1 cause of divorce in America today? Wow What if you were to learn some valuable lessons about Love and Money and give you tools to immediately transform both areas in your life?

Global Leadership Program:

This program will accelerate your effectiveness in front of the room and more importantly in the back of the room. The global leadership program is offered to only a few who are interested in mastering the ART of presenting in front of a room.

You will learn:

- 6 Critical Steps for Increasing the Impact of Your Current Content
- Ways to have any audience member feel like they are the only ones in the room
- Learn the secrets of having participants take ACTION in their goals
- Uncover how the masters have people run to the back of the room to purchase more
- Build trust and rapport in 60 seconds
- BE your authentic self in front of any audience size!
- Learn to structure fees, and multiply income streams

This program is 12 months with group coaching learn from the masters in the world of training and development!

Product:

No Matter What Hardback book

No Matter What Homecourse Study Guide The new personal coaching course.

You get five inspirational CDs and the self-work journal in the Main Course. And you'll also get the brand new breakthrough Paraliminal that Paul Scheele and Lisa Nichols created for you to ensure that what you learn from Lisa takes root and flourishes.

You Deserve it CD

Own your past, release it, and free your power to create your life anew.
Replace fear and trepidation with self-confidence and strength.
Respond to challenges and opportunities with mindful awareness.
Receive the highest levels of love, prosperity, health, and happiness

Ladies Can We Talk CD

- **Relationships** - Creating healthier and more fulfilling relationships, taking complete responsibility and ownership for your relationship choices and outcomes by celebrating the highs and lows.
- **Finances** - Enhancing your money mind-set by standing in the mirror within your safe space and looking at your emotional relationship to money, and by creating powerful systems and strategies for abundance.
- **Self Image** - Filling up your own prosperity tank by letting go of old, outdated, and disempowering conversations about you. Giving yourself permission to celebrate who you are on a regular basis.
- **Health** - Learning to love and honor your body, every inch and every pound, while designing ways to attain optimum health for your varied lifestyle.
- **Champion** - Finding your passion, setting your champion free, grabbing hold of your courage, stepping out on faith, and playing larger than ever in your passion and purpose.

Proven Life Secrets CD

1. The secrets to personal, spiritual and financial prosperity
2. How to make your Passion Table
3. What's required to gain clarity around your limiting beliefs and how to overcome them once and for all, and...
4. The 3 key techniques to overcome negative self talk, procrastination and overwhelm for good!

4.0 Market Analysis Summary

Motivating The Masses focus on small business owners, managers and entrepreneurs who are concerned that their businesses have not grown at the rate they want or need them to, frustrated that they are spending too much time in their businesses and may be burning out and worried that their business will not survive without them. These companies will have revenues of \$10 million or less.

Motivating The Masses

MTM's marketing strategy is simple and cost-effective, they get exposure through their live business seminars, which are delivered all over North America. In 2010, they delivered 124 of these seminars which had an estimated audience of 35,000 professionals.

The primary keys to success for MTM are:

- Market exposure - building reputation and mind share
- Market penetration - both breadth and depth
- Client acquisition
- Client retention
- Achieving or surpassing projections through strong performance and fiscal management

The reason this strategy is so effective is because participants who attend these workshops have in essence pre-qualified themselves as someone who is interested in learning about business and is willing to invest time and money to do so. This allows MTM to get right to the point and to aggressively sell its tools and support to participants. At a typical seminar, 19% of the participants will spend at least \$347 for some sort of after training education or support.

Advertising

MTM has historically done very little print advertising in industry magazines but has instead spent the money to market directly to its own database of nearly 47,000 professionals. This is a database of past and current clients, as well as any participant who has attended an MTM seminar and filled out an evaluation. The MTM database is sent a quarterly newsletter which features new products and services, success stories, and information on upcoming events.

MTM sends out a monthly press release to industry press contacts and submits business articles to industry magazines when requested. This has gotten MTM a lot of consistent exposure over the years with no cost.

4.1 Market Segmentation

Motivating The Masses will focus on two markets within the United States, the small business segment (businesses with more than one employee/owner), and the entrepreneur segment, which includes home-based and one-person business operations. Although the company can handle larger organizations, the greatest benefit will come to businesses with under \$10 million in annual sales. The majority of these companies are comprised of "technicians" who are gifted in the work of their business, but typically do not have the resources to have in-house staff dedicated to strategic planning, professional development and/or coaching. Our goal is to eventually obtain approximately two-thirds of all our business from the small business segment, since this generates the greatest cash flow. Furthermore, this segment has the lowest percentage of variable costs. The small business segment is considered to be the company's cash cow.

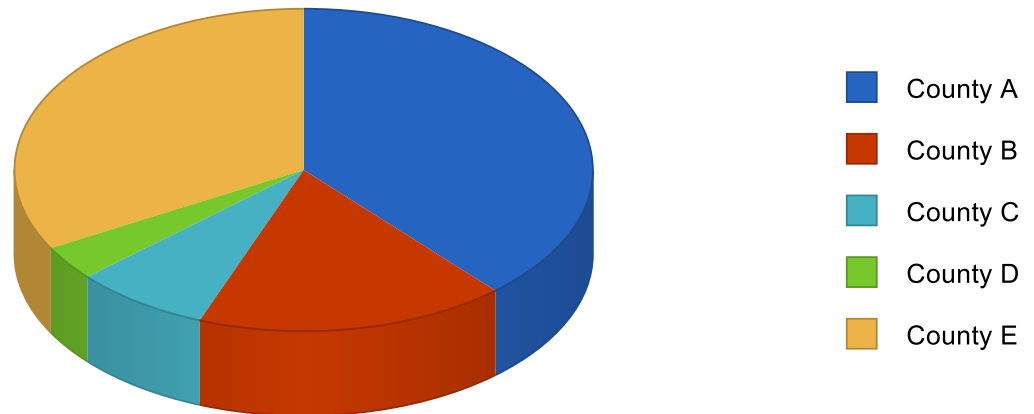
Table: Market Analysis

Motivating The Masses

Market Analysis							
		2011	2012	2013	2014	2015	
Potential Customers	Growth						CAGR
County A	3%	31,424	32,367	33,338	34,338	35,368	3.00%
County B	2%	14,130	14,413	14,701	14,995	15,295	2.00%
County C	3%	6,189	6,375	6,566	6,763	6,966	3.00%
County D	2%	2,849	2,906	2,964	3,023	3,083	1.99%
County E	2%	27,008	27,548	28,099	28,661	29,234	2.00%
Total	2.46%	81,600	83,609	85,668	87,780	89,946	2.46%

Chart: Market Analysis (Pie)

Market Analysis (Pie)



4.2 Target Market Segment Strategy

The small business and entrepreneur markets are ideal targets for several reasons:

1. As a small or entrepreneurial business, resources are often limited to core business functions such as production, administration, finance and distribution. Professional development, training, coaching or planning frequently goes unnoticed or even forgotten. As economic pressures increase and competition becomes more intense, these companies are always looking for effective ways to make themselves more prosperous.
2. As a small or entrepreneurial business, the owner is typically an accountable technician which means he or she has everything on the line with regard to their business succeeding or not, and that their area of expertise is in the business they are "in." Frequently, a technician will be attracted to the "work" of the business and neglect the fundamental health of the business, which includes nurturing both themselves and the customer base.

4.3 Service Business Analysis

The United States spends more per capita on education than any other country. Training or professional development in America is a \$210+ billion industry.

There are five basic groups that need training as follows:

1. **Large Businesses** – These are firms with 100 or more employees. This group spends more than \$28 billion in training, with the largest portion going to training managers and career personnel.
2. **Small Businesses** – These are firms with fewer than 100 employees. There are more than 79 million small businesses in the U.S. This group spends more than \$20 billion on training each year.
3. **Professional Service Firms** – This group includes doctors, lawyers, accountants, engineers, consultants, etc. Continuing education requirements move this group to spend training dollars disproportionate to their size, more than \$11 billion per year.
4. **Individuals** – Those who buy training with their own money and on their own time. This group spends more than \$2.5 billion on training and they tend to be highly motivated.
5. **Government** – Those employed in federal, state, and local governments, the military, post office personnel, school teachers and administrators. This group spends more than \$23 billion in training funds annually.

4.3.1 Competition and Buying Patterns

The key element in purchase decisions made at Motivating The Masses client level is trust in the professional reputation and reliability of the professional development firm. The professional development industry is pulverized and disorganized, with thousands of smaller consulting organizations and individual consultants for every one of the few dozen well-known companies.

Competitors range from major international name-brand consultants to tens of thousands of individuals. One of MTM challenges will be establishing itself as a *complete* professional development company, creating "other" experts the client trust outside of Lisa Nichols while creating trust and confidence at the same level on a consistent basis.

When dealing with the small or entrepreneurial business market, cost or price will be one of the greatest obstacles Motivating The Masses will face. It will be up to Motivating The Masses to assist its clients in the discovery of how much it may cost them NOT to pursue professional development and establish Motivating The Masses as the most effective solution to their challenges.

With time, reputation and referrals will allow for a steady stream of new clients as well as regular price increases. This is not a business to build brand as much as it is to build reliability.

The following table is an internal competitive evaluation prepared by management to highlight how the company expects to compare with competitors in a number of key aspects within the next few years. A rating of 5 is excellent, 3 is average, 1 is poor, and 0 is not applicable.

5.0 Strategy and Implementation Summary

Emphasize results

We will differentiate ourselves with results. We will establish our business offering as a clear and viable alternative for our target market, from the scores of unrefined, one-time seminar, consulting, and "feel good motivational" companies.

Build a relationship-oriented business

Build long-term relationships with clients, not single-visit deals. Become their advisor and partner of choice. Make them understand the value of long-term relationships.

Focus on target markets

We need to focus our offerings on small business owners and entrepreneurs who have a passion for their business and have the willingness to work for what they receive. We do not want to compete for the buyers who seek "get rich quick" types of resources. We need to be able to sell to smart, quality-conscious clients.

5.1 Competitive Edge

The most unique benefit that Motivating The Masses offers to clients is the ability to experience ongoing, reinforcement development, versus a typical "one-time" seminar format. Motivating The Masses provides development and support for a year or more. Since each Strategic Workshop client will be immediately qualified for one-on-one coaching, we will manage and monitor the specific progress of each client to ensure appropriate development.

SWOT ANALYSIS	Competitor A	Competitor B	Competitor C	Competitor D	Competitor E	Importance to Customer	
	MTM	HARV EKER	JACK CANFIELD	OneCoach	Action Coach		Iyanla Vanzant
Interface							
capabilities	5	5	5	4	4	4	5
	5	3	3	5	2	3	5
ness	5	4	4	3	2	4	5
erface and sticky	3	3	3	5	2	2	4
ort methods	5	1	3	4	3	2	4
	5	5	4	4	2	4	5
	5	4	5	3	3	4	4
ort methods	4	3	5	4	4	3	5
usiness advising	4	1	3	5	4	0	4
	5	5	5	5	2	5	5
Workshops	3	5	5	5	3	5	5
ining	5	5	4	5	3	0	4
elopment Training	5	3	5	2	0	5	5
ducation							
agement	3	2	2	2	2	0	4
ses	5	5	1	4	3	0	4
vDs / audio CDs /	5	4	4	4	3	4	4
cation events /	5	5	5	1	1	2	3

5.2 Marketing Strategy

Motivating The Masses plans to reach their target companies by four methods which have been proven to be effective. They are:

Lead Generation Program or Affiliate Marketing: Motivating The Masses will do a direct mailing with key affiliate partners. In this industry, an average of 10% conversion ratios.

Sample Previews: These are invitation-only workshops that Motivating The Masses will host for referral sources (i.e., accountants, attorneys, financial planners, insurance professionals) as well as owners of businesses in a target market. The previews will be the actual first year program offered to paying clients. The intent is to provide value and proof of the Strategic Workshop process so that clients will be comfortable making referrals. Motivating The Masses will be responsible for the generation of the lists to which these invitations will be sent.

Free Talks/Networking: This is an excellent opportunity for new coaches and new trainers getting launched and get exposure to these are talks given to Chambers of Commerce, trade councils, professional organizations, etc. It has been industry experience that it is most

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beneficial to have at least two of these talks per month and attend two networking events per month.

Referrals: Referrals contribute are a large part of MTM's business, putting together an effective drip campaign and concentrated effort will leverage this opportunity.

Other Income Generators: Special Project Assistance. This includes writing private programs for specific businesses, designing custom programs and retainer based coaching on an ongoing basis.

SWOT Analysis:

<ol style="list-style-type: none"> 1. Reputation 2. Relationships 3. Technology 4. Content 5. Industry Knowledge 6. Existing customers 	<ol style="list-style-type: none"> 1. Form partnerships and open doors with industry leaders 2. More quickly and effectively get meetings with the right people 3. Ensure that MTM technology becomes well-proven to help businesses grow and become more profitable, making it easier to sell in the future 4. Use existing and new content to attract people to MTM's event and service, and barter with magazines and websites for free advertising and exposure 5. More effectively implement the correct business strategies, and deliver tools and solutions that work for real people in the real world 6. Rapidly beta test new services and features with existing customers while generating revenue from a stable base
WEAKNESSES	HOW COMPANY WILL MINIMIZE OR OVERCOME WEAKNESSES
<ol style="list-style-type: none"> 2. Need to hire a Marketing Online Manager to oversee and synthesize the online and offline branding, content and marketing materials into one cohesive message 3. Need additional capital to grow 4. Need to hire a dedicated sales team 	<ol style="list-style-type: none"> 2. Continue to outsource marketing needs, and manage them internally to lower costs until adequate capital is raised and financial justification exists to hire these key team members 3. Rigorously manage costs, pursue revenue growth, and raise investment capital Continue to set sales goals and objectives and have everyone responsible for the growth of the organization.
OPPORTUNITIES	HOW COMPANY WILL CAPITALIZE ON OPPORTUNITIES
<ol style="list-style-type: none"> 1. Essence Pilot Program 2. Leverage MindValley Relationship for marketing partnership 3. Sponsorship negotiation 4. Provide solid Membership Program 	<ol style="list-style-type: none"> 1. Get Essences readers to use the and sign up for tele-classes and resources MTM has to offer, continue to leverage the Essence Relationship to deepen and widen the exposure for MTM 2. continue to leverage the Mindvalley audience and create additional products they can sell and distribute 3. Building strategic relationships to leverage with our key sponsors 4. Create the membership program for all existing clients to continue working with MTM for a minimal fee

Motivating The Masses

5.3 Sales Strategy

Motivating The Masses will make a significant profit through the delivery of top-of-the-line professional development services. The company will see revenue growth and profit by leveraging its strategic marketing partnerships. Creating digital delivery services that have no product cost will maximize profitability.

Each event funnels to the next event, we have mastered this process and know how to build credibility and leverage each interaction and event to maximize the lifetime value of our clients. On average MTM closes 32% of its audiences into another program. MTM has closed as high as 87% on particular events.

Sales Funnel Cycle



Sales Strategy 2011

This is the BIGGEST opportunity for MTM historically all sales have been closed through customer service representatives, and Lisa Nichols at live event. There has never been a sales team focused on outbound marketing and sales generation.

Our strategy is to hire 1 full time sales person immediately, following up on all leads, evaluations and capture strategies. By the end of 2012 have a full sales team, and management team in place.

Sales Strategy: Strategic Partners

MTM has signed an exclusive agreement to be Essences premier online personality focusing on spirituality, self empowerment and business development.

About Essence

ESSENCE.com is the No. 1 online destination for African-American women. It is an all access pass to celebrity news and photos. We celebrate Black women and her personal style, independent spirit and curves. Always trendsetting, ESSENCE.com is the authority on Black beauty and hair. We empower and inspire African-American women by focusing on love and life. The cultural discussion is happening on ESSENCE.com.

ESSENCE.com Key Metrics 1

- Monthly Unique Visitors: 1.0 Million
- Monthly Page Views: 7.3 Million
- Monthly Minutes: 7.0 Million
- Minutes Per Visitor: 9.0 (+34% Year Over Year)
- Pages Per Visitor: 9.0 (+32% Year Over Year)

Mobile Growth

- ESSENCE Mobile reaches 544,000 users each month—
- an increase of 96% from January 2010

An Extensive Social Network

- ESSENCE social media properties reach 125,000 users
- with 70,000 Facebook “Likes,” 55,000 Twitter followers
- and dozens of new users added each day

Age

- 18–24 (186) 20%
- 18–34 (447) 47%
- 25–34 (261) 28%
- 35–44 (185) 20%

Median Age: 39

- **Household Income**
- \$60,000+ (426) 45%
- \$75,000+ (305) 32%
- \$100,000+ (192) 20%

Median hi: \$47,500

Education

- College Educated (255) 29%

Employment

- Employed (5,523) 66%
- Professional/Managerial (1,171) 14%



Home Ownership

- Own Home (588) 68%

Marital Status

- Married (324) 37%
- Single (429) 49%

Household Composition

- Any Children (501) 53%
- Comscore September 2010

ESSENCE enjoys a unique relationship with African-American women, combining an authentic voice and a trusted platform for reader engagement and advertiser connection.

REACH

Reach 8.3 million readers—40% percent of African-American women each month; 70% over one year; with +12% audience growth year-over-year

EXCLUSIVITY

An audience who **do not read** Marie Claire (97%), Harper's Bazaar (95%), Lucky (95%), Elle (89%), Allure (85%), Glamour (80%), Cosmopolitan (78%) or Vogue (77%)

ENGAGEMENT

ESSENCE has the **highest involvement index** of all fashion and beauty titles (126)

INSIGHT

Peerless insight with **best-in-class research** and proprietary studies such as Smart Style, Smart Beauty and the ESSENCE Insiders consumer panel made up of 15,000 African-American women

Against challenges within the market, ESSENCE's circulation remains strong throughout the first half of 2010. Subscriptions grew an average of 4%, driving a 1.5% bonus above rate base.

Circulation Vitality

- Audit Bureau of Circulations, June 2010

CIRCULATION

- Rate Base 1,050,000
- Subscriptions 82%
- Single-Copy Sales 18%
- Cover price \$3.99

Corporate Sponsors for Membership Revenues:

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We currently building strategic Corporate Sponsors

- GM
- Leading Investment Agency
- Frasernet
- StateFarm

We will leverage the strategic partnership with innovative ways to sponsor their KEY clients or ideal demographic to participate in on going educational and inspirational events. Sponsors will pay a per head fee for each member to participate in training and development.

We will hire a Business Development Manager who will be responsible for developing revenue from business partners, schools, franchise businesses, and other marketing partners. Sales associates are responsible for following up on monthly direct mail pieces, making phone sales for various marketing campaigns, sending subscriber referrals to member support, and supporting other sales department initiatives.

The primary sales department initiatives include:

Successfully growing bulk subscriptions revenue, allowing MTM to shift from individual sign ups to bulk sign ups.

- 250 bulk memberships in 2011-12
- 1,000 bulk memberships in 2013
- 2,500 bulk memberships in 2014

Coaches:

Will be an instrumental addition in 2011-12 alleviating all the responsible from Lisa Nicolas allow us to expand and grow and a much more efficient rate.

Pricing

New packages for 2011

The Ultimate You Package

Downloadable training 11 valuable programs designed to support you in business a successful business.

- Speak and Write
- Destined for Greatness
- Bootstraps to Big Time
- Marketing Mastery
- Success Systems
- Publishing Secrets
- Internet Marketing
- Setting Your Champion Free
- You Deserve It
- Turning Passion into Profit
- Will the Universe Answer My Call

Motivating The Masses

Valued at \$2364

Event Price: \$397

Essence Mastermind

The purpose of The Women's Business Mastermind Group is to further develop the "women helping women" concept by bringing new and exciting business opportunities and connections to women across the country.

We share similar values: A generosity of spirit, an openness to new ways of thinking, a willingness to trust, and a desire to help others. This means we're always sharing, always learning and always growing.

- Gain new insight for business development
- Work ON your business regularly
- Collaborate with other savvy business people
- Keep you motivated and inspired
- Actively engage in weekly business building activities
- Generate new ideas for your business
- Find better and quicker ways to increase your level of success
- Enjoy a social and fun environment where you can interact, learn and do business with other members
- Find referral sources
- Clarity on Faith, Family Career, Health, Education and Financial

Your group meets one time per month to focus on each area to propel you forward.

Groups of Six meet 1 x per month for the following

Focus Faith, Family, Career, Health, Education and Financial

Price: \$999

5.3.1 Sales Forecast

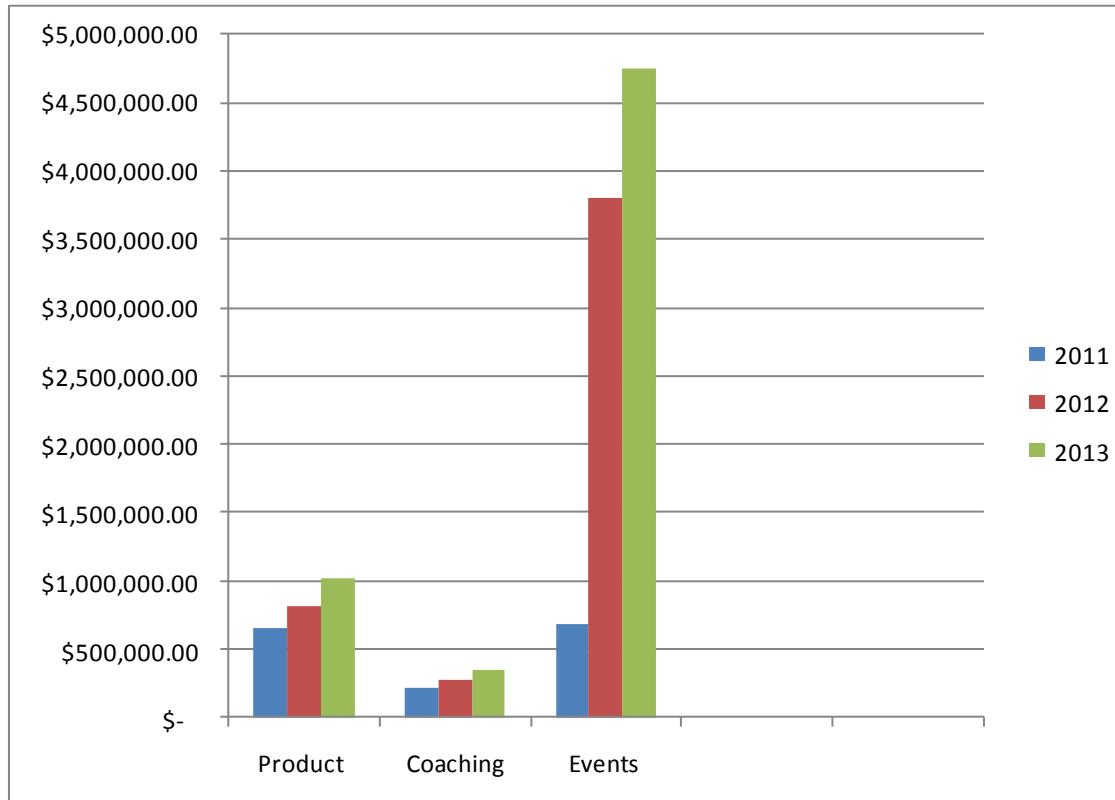
Motivating The Masses expects a slow start to 2011, but a strong finish with referral marketing beginning to replace hard marketing dollars. The last quarter and first quarter are historically slower than the 2nd and 3rd quarters. The core business will be the Strategic Workshops, Consulting and seminar participants. Pricing ranges from 397- \$25,000 for high end consulting. With a qualified sales team, and sales leadership we are confident we can hit our revenue goals. 89% of all sales efforts have historically relied on Lisa Nichols removing this responsibility from her will free up more time to create new content and more effective delivery of programs. Consistent efforts made by Motivating The Masses based on the marketing plan will drive enough opportunities to supply both initial and ongoing growth. Potential obstacles to achieving these results:

1. Prospecting/marketing plan not followed

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2. Poor delivery of service
3. Any health problems of owner
4. Finding quality professionals
5. Training perspective coaches to meet the growth plan

Chart: Sales Monthly



5.4 Milestones

Motivating The Masses has a big year coming. In order to achieve the sales and marketing goals that have been outline in this business plan, the company has deadlines to meet and ideas to implement. MTM Management Team is accountable for all items. Some of these are outlined below:

- May 2011 is the date specified to begin the Lead Generation Program (direct marketing) which includes direct mail, email marketing, advertising and phone sales calls.
- June 2011 is the deadline for joining two chamber of commerces (trainers locations), and other networking groups; this is key to the marketing/networking effort. This will be effective immediately after submitting application and membership fee. Trainers/coaches will be responsible for scheduling free talks immediately.

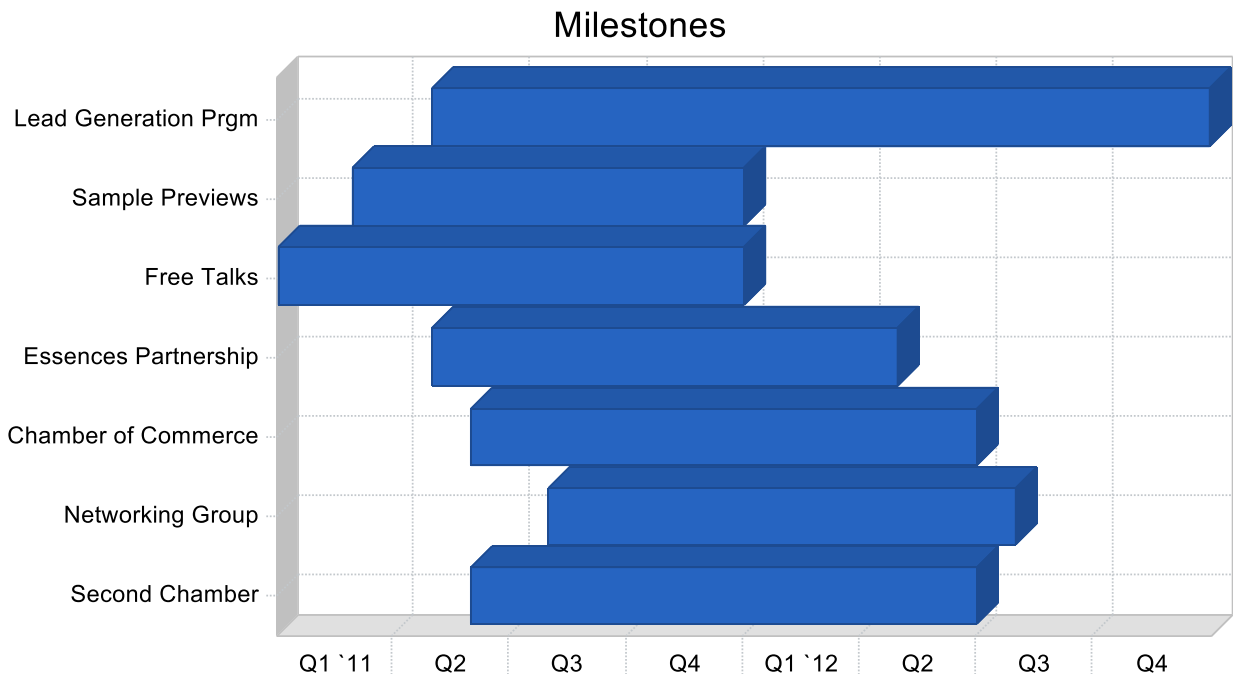
Motivating The Masses

- January 2011 is the deadline for scheduling the first of monthly Sample Previews, these are ongoing an account for many of our exposure events.
- Marketing materials. Printing costs are involved in printing brochures, business cards, and developing website.
- Create video campaigns and drip campaigns to leverage database
- Infusionsoft Database to streamline our databases for better quantification and measuring results.
- June 2011 is the deadline to join Local Business Network. Cost is \$360/year. Benefits include networking, marketing and free talks. May also be used to populate first workshops.
- Hire Gail Kingsbury focus on corporate speaking events
- Essence Partnership, in action building out training modules
- Fulltime social media expert
- Fulltime internet marketing expert

Table: Milestones

<i>Milestones</i>					
Milestone	Start Date	End Date	Budget	Manager	Department
Lead Generation Prgm	5/1/2011	12/31/2012	\$1,000	SFC	Marketing
Sample Previews	3/1/2011	1/1/2012	\$300	SFC	Marketing
Free Talks	1/1/2011	1/1/2012	\$50	Trainer	Marketing
Essences Partnership	5/1/2011	5/1/2012	\$17,900	LN/SFC	Finance
Chamber of Commerce	6/1/2011	7/1/2012	\$195	Trainer	Marketing
Networking Group	8/1/2011	8/1/2012	\$360	Trainer	Marketing
Second Chamber	6/1/2011	7/1/2012	\$200	Trainer	Department
Totals			\$20,005		

Chart: Milestones



Motivating The Masses

6.0 Management Summary

MTM is currently understaffed to properly manage current business volume. The Company needs to hire a several people to support the growth and development of the organization. CTO to direct software development, Sales Manager/Team, Marketing Manager to direct marketing message in with first round of funding. The President/COO has been doing both of these things during the startup stage to keep costs down, but MTM cannot accelerate growth under this structure. Management does not believe it will be difficult to find either of these people.

The following table indicates the current and projected employee headcount by type of work they do. Subcontractors are not included in this table.

Year End Headcount	Year 1	Year 2	Year 3
CEO	1	1	1
COO / President	1	1	1
CTO	1	1	1
Marketing Manager	1	1	1
Sales Manager	1	1	1
Salespeople	2	3	3
Business Coaches	3	5	7
Operations Manager	0	1	1
Assistants	1	2	3
Copywriter	0	1	1
Business Development Manager	1	1	1
Customer Service Manager	1	1	1
Total	12	19	22

6.2 Team Bio's

Lisa Nichols CEO/ Chief Creative Officer

Lisa Nichols is a best-selling author, a popular public speaker, a powerful coach, and a charismatic teacher!

Lisa Nichols has reached millions, both nationally and internationally with her powerful message of empowerment, service, excellence & gratitude..

Motivating The Masses

Her participation in the self-development phenomenon, *The Secret*, catapulted her popularity across the globe. Lisa has appeared on the "Oprah Winfrey Show," "Extra," "Larry King Live" and on NBC's Emmy Award-winning show, "Starting Over."

In addition, Lisa is the founder of Motivating the Masses and CEO of Motivating the Teen Spirit, LLC. Her transformational workshops have impacted the lives of over 210 thousand teens and over 1 million adults.

Her new book, *No Matter What!* Hit 6 bestsellers list, including the New York Times list, in the first 37 days of being released and has already been sold in 20 foreign languages. Lisa has been coined "The Break through Specialist" by her peers in the industry.)

Lisa has been honored with many awards in recognition for her empowering work, including the Humanitarian Award from South Africa, the Ambassador of Good Will Award, Emotional literacy award, The Legoland Foundation's Heart of Learning Award. The Mayor of Henderson, Nevada has proclaimed November 20th as Motivating the Teen Spirit Day. And recently the Mayor of Houston, Texas proclaimed May 9th as Lisa Nichols day for her dedication to service, philanthropy and healing.

Lisa is a dynamic speaker with an extraordinary story and a tremendous ability to touch people's hearts and souls. She is a master at accomplishing unfathomable goals and teaching others to do the same. Lisa Nichols has transformed her life from struggling single mom to a motivational millionaire entrepreneur, and she has dedicated her life to teaching others how to do the same.

Susie Carder President/COO

Susie Carder is an expert in providing companies with training, organizational development, management leadership development, and growth solutions. Carder's expertise is in operations, finance, sales accountabilities systems, and marketing. Through a successful 20-year track record, she developed and implemented strategic business plans leading to substantial revenue, profit growth and investment opportunities. Furthermore, Carder has excelled in creating both the structure and team necessary to guide the company through the turbulence and uncertainty of this dramatic growth.

Veena Coble Director, Operations & Finance

Veena has over twenty successful years of experience in Operations Management, Finance, and HR Administration. She has written countless policy and procedure guidelines in all three areas which served to streamline current operations or define procedures for start-up and growing organizations. Veena is very proficient in state and federal guidelines, GAAP standards, HR protocols and operational integrity.

Margaret packer / Executive Manager

Margaret is an essential component to managing the corporate movement and environment of MTM. An accomplished leader who is confident, organized and driven

with 15 years of experience of holding and executing company mission and values. Maintaining the corporate and personal calendar of Lisa, coordinating contracts, travel itineraries, project planning, concierge program, customer service, and organizing programs and back office to events. As the executive manager she can analyze a situation, work out a precise plan of action, itemize everything, and carry out the work on time. Margaret significantly expands and reinforces her sphere of activity in business by working together with co-workers and volunteers. On top of everything else, she ensures morale stays high and employees work as a team.

Erica Cleveland/ Customer Service Manager

As Director of Communications for MTM provides a wide degree of creativity and latitude for the growth of the company. She also runs the customer service program which is designed to create and maintain a favorable public image for MTM and provides solutions for retention to the programs that are offered. She puts a positive perspective on what the company has to offer, highlighting its best attributes to potential clients and customers. Erica has strong communication skills, articulates clearly both with the written and spoken word, and is able to relate to a variety of people. She also works in conjunction with other managers to help generate income for their company while increasing brand recognition for MTM.

Joe Mathis/ IT

Joe Mathisan accomplished business manager, responsible for the technology for MTS and MTM. Implementing his skill he produces extraordinary results in record time. Joe brings his diverse experience and successful track record to each project, whether it involves personal development, implementing customer-focused programs, database management, online marketing, integrating technologies, redesigning operational core processes, or delivering strategic initiatives.

Tia Ross

Tia Ross is a powerful Certified Master Facilitator for Motivating the Teen Spirit. Facilitating workshops that focus on emotional healthiness and personal accountability, she has touched the lives of parents and youth in schools, in the juvenile justice system, and in social services across the nation.

Ahmon`dra (Brenda) McClendon, MSW is creating transformation in the professional and personal lives of people of all ages. She is an international speaker, trainer, author and life coach. As a certified Master Facilitator with Motivating The teen Spirit, Ahmondra has delivered workshops to thousands of teens in the U.S., Africa and Canada. An accomplished writer, she has co-authored eleven books in the Professional Woman's Library. Three of which offer training for young people: *The Young Man's Guide to Personal Success*; *Raising African-American Girls*; *Mentoring and Empowering Young People in the 21st Century*.

Ahmon`dra uses her more than twenty-five years of experience in human services, to provide ongoing training to social workers, foster parents and mental health professionals. She is also certified as a geriatric care manager and a cross-cultural diversity trainer.

Melissa Evans

Melissa Evans, MHA, PMP, is a successful entrepreneur who realized her dream of becoming a self-made millionaire by age 31. A seasoned business professional with 20 years of experience in a variety of fields, she holds a Master of Science degree in Health Care Policy and Administration from Mercer University's Stetson School of Business and Economics in Atlanta.

Melissa is a master business coach and consultant whose international company, The Broshe Group, has changed the lives of business people worldwide. Her practical, proven system for success is helping large companies like Microsoft, Motorola and ESPN, as well as small start-ups and individuals, to accomplish their business goals. Known as The Guru of Implementation, Melissa is passionate about helping motivated business owners, executives, managers and entrepreneurs become more effective, profitable and successful while increasing their free time.

Allyson Byrd/Trainer – Business Coach

Allyson Byrd is a highly sought after Business and Transformational Leadership Coach. As the Founder and CEO for The Purpose Within, Allyson is one of the most provocative thought-leaders and personal growth teachers of our time.

A noted speaker, author and life coach, she inspires individuals to live in purpose, embrace passion and achieve personal greatness through balance in work and life. In 2008, Allyson founded The Purpose Within as a unique tool to assist the average persons transition from "purpose discovery" to "purpose mastery".

A passionate teacher and master communicator, her messages capture the individual as well as the organization to ignite an understanding of personal power that leads to institutional shifts creating higher levels of employee moral, achievement, productivity and drives bottom line increase.

Advisors

Alan McKenna

Alan McKenna is a business strategist with over 22 years experience in turning companies around and exploding their growth. He has a proven track record for helping companies attain massive revenue increases, slash marketing costs, and growing bottom-line profits through implementing innovative sales and marketing strategies.

He has created profitable joint ventures and strategic alliances. Created and executed highly profitable direct mail and email marketing campaigns. Created new and turnaround online marketing strategies.

Motivating The Masses

Originally from England, Alan managed the marketing nationally for a \$60 Million UK Company before being transferred to the US where he helped market and launch the unique English Conservatory to the USA, developing 3 major sales territories – Long Island, New York (5 Boroughs) and Pennsylvania; helping grow that business from Zero to \$20 Million annually. He applied his unique systems and accelerated the annual revenues of one office by almost 60% in just eight weeks.

Erin Saxton/ Public Relations

Founder and president of ***The Idea Network***, Erin Saxton developed the firm in response to an industry need for a new kind of agency capable of capturing the attention of media.

A four-time Emmy-nominated TV producer, Ms. Saxton has long been on the receiving end of PR the View, The Rosie O'Donnell Show, Barbara Walters Special, Good Morning America .pitches, having This extensive experience gives her an insider's status that enables her to identify the concepts that resonate for television and radio producers. She knows the best ways to pitch a book, person, or product, and utilizes her professional skills and expansive contacts to generate strong media interest in the messages her clients wish to deliver.

Jim Bunch

For over 18 years, Jim has been building businesses and collaborating with people and companies across North America and around the world to help them realize their true and hidden potential. His seminars and workshops have impacted thousands of lives and Jim has worked intimately with top companies.

Jim has also launched two successful companies in the areas of personal and business development. In 2002, he created [The Ultimate Game of Life](#) - a company and online, game-like experience that brings balance, happiness, health and wealth into people's lives. In addition, he's created [CoachGenie.com](#) - an on-line technology resource for entrepreneurs that gives them the tools to create and automate their virtual businesses.

Pete Bissonette

Pete Bissonette, President and Publisher, first met [Paul Scheele](#) cofounder of [Learning Strategies Corporation](#)

Learning Strategies has evolved into one of the largest life-improvement publishers and training companies in the world with well over a million books and CDs circulating in at least 155 countries.

Today Pete Bissonette spends his days on marketing, publishing, and business development. And, yes, he is a big fan of our products. "I PhotoRead nearly every day -- thousands of books so far, I practice [Spring Forest Qigong](#) from thirty minutes to two

hours a day, I keep my home totally updated with [Diamond Feng Shui](#), and I have all of our programs loaded on my iPod -- of course, the [Paraliminals](#) are my favorites."

Pete is a founding member of the [Transformational Leadership Council](#) and sits on its board with Jack Canfield, Marci Shimoff, Stewart Emery, Raymond Aaron, and Donna Steinhorn. The Transformational Leadership Council was founded so leaders of personal and organizational transformation could support each other in their contributions to the world.

Patty Aubery is the vice president of The Canfield Training Group and Self-Esteem Seminars, Inc. Patty came to work for Jack Canfield in 1989, when Jack still ran his organization out of his house in Pacific Palisades. Patty has been working with Jack since the birth of the *Chicken Soup for the Soul*

Bobbi DePorter is President of Quantum Learning Network (QLN), producing Quantum Learning and SuperCamp programs for students, teachers, schools and organizations across the United States as well as in Asia, Europe and Latin America.

With more than 48,000 SuperCamp graduates and Quantum Learning implemented in thousands of schools, QLN has impacted over two million students. Bobbi is the author of several books on learning and teaching including Quantum Success, Quantum Learning: Unleashing the Genius in You, Quantum Business, Quantum Teaching: Orchestrating Student Success and The 8 Keys of Excellence: Principles to Live By.

During Bobbi's 30+ years in education, she has been involved in many industry organizations, including serving as president of the International Alliance for Learning and as chairperson of the Best Practices in Education Committee for the San Diego Regional Chamber of Commerce Foundation's Business Roundtable for Education.

Sandra Yancey is an award winning entrepreneur, international business owner, ABC radio show host, author, movie producer, speaker and philanthropist who is dedicated to helping women achieve and succeed. She is the Founder & CEO of eWomenNetwork, the #1 resource for connecting and promoting women and their business in North America. She also is the co-founder of MyGLOW.Net, and international authentic, heart-centered social network for women. Central to Sandra's commitment to serving others is the eWomenNetwork Foundation, a 501(c) (3) non-profit, which supports the financial and emotional health of women and children in need. Sandra is the recipient of numerous business awards including Excellence in Leadership from the Euro-American Women's Council in Athens Greece; the Entrepreneur Star Award from Microsoft; the Women Advocate of the Year Award from the Women's Regional Publishing Association; Women

Motivating The Masses

Advocate of the Year from Enterprising Women Magazine; and the Distinguished Women's Award from Northwood University.

Sandra is the author of *Relationship Networking: The Art of Turning Contacts Into Connections*, co-author, with Julie Ziglar Norman, of *Mastering Moxie: From Contemplating to Creating Absolute Success*, is featured in *Chicken Soup for the Entrepreneur's Soul*, which showcases some of the top entrepreneurs in North America. Soon to be released (7/2011), her latest book, *TGIF: Thank God I Failed—How Setbacks Can be a Setup for Skyrocketing Success!* Is a book full of rich insights, lessons learned and savvy moves that inspire and shake-up old paradigms of success

6.3 Organizational Chart – See attached

7.0 Financial Plan

Our financial plan is based on conservative estimates and assumptions. We built the organization with bootstrapping, with the financial investment we can focus on filling classrooms and trainings. Once we have participated in the seats we leverage the audience. The model is taken from one of our colleagues who consistently produces these results.

We can minimize risk factors by:

1. Obtaining initial capitalization of the company to sustain operations through year one
2. Maintaining low overhead through the use of shared office space and home-based office through year one
3. Developing a strong customer base through aggressive marketing
4. Build the marketing funnel and follow up systems
5. Creating strong community ties and involvement
6. Eliminating collection costs, by establishing cash/credit/debit card only facilities

01/11/12
Accrual Basis

Motivating The Masses, Inc.
Profit & Loss
January through December 2011

	<u>Jan - Dec 11</u>
Ordinary Income/Expense	
Income	
Books	
Living Proof	168.58
No Matter What	3,556.68
Total Books	<u>3,725.26</u>
Ardyss Sales	-314.00
Book Completion w/Amanda	17,011.15
Book Launch - Book 1	3,158.87
Chicken Soup	21.40
Co-Author Program	
Co-Author Program 1	6,172.00
Co-Author Program 2	142,702.95
Total Co-Author Program	<u>148,874.95</u>
Coaching Fees	
Premier Coaching w/LN	78,525.00
Executive Coaching w/ SC	207,166.66
Laser Coaching	79,107.92
Coaching Fees - Other	18,202.14
Total Coaching Fees	<u>383,001.72</u>
DVD & CD Sales	
Destined For Greatness	16,956.01
You Deserve It	8,350.30
LCWT	4,301.90
NMW HSC	2,359.00
DVD & CD Sales - Other	144.97
Total DVD & CD Sales	<u>32,112.18</u>
Interest Income	15.80
MTS - Pd thru MTM due to MTS	0.00
Royalties/Commissions	11,216.68
Speaking Fees - LN	129,217.50
Trainings & Workshops	
GLP 2012	75,000.00
NMW Agape Church 2012	2,598.72
Love & Money Sept 23 2011	12,778.82
Speak & Write 2012	19,213.44
All Access	-4,497.00
Global Leadership Program 2011	490,917.62
Love & Money / P	-3.00
NMW Seminar	0.00
Speak & Write	19,759.00
Ultimate Success Package	26,442.16
Trainings & Workshops - Other	1,088.00
Total Trainings & Workshops	<u>643,297.76</u>
Total Income	1,371,339.27
Cost of Goods Sold	
Travel.	

01/11/12
Accrual Basis

Motivating The Masses, Inc.
Profit & Loss
January through December 2011

	<u>Jan - Dec 11</u>
Tips /Misc	38.00
Clothing & Appearance	246.76
Supplies	608.47
Hotels	15,552.00
Airfare	8,225.42
Mileage Reimb	2,994.12
Parking/Taxi/Auto Rental	1,536.10
Total Travel.	<u>29,200.87</u>
Event/Seminar Exp-MTM sponsord	
Tips /Misc	32.00
Temp Staff/Admin	4,105.50
Meals/Food/Bev	405.89
Supplies	1,143.00
Hotels	549.17
Facility Rental	17,295.14
Total Event/Seminar Exp-MTM spons...	<u>23,530.70</u>
Consulting.	
Ops,Sales,Training	2,333.33
Edit / Copywrite	7,323.40
Support Staff	68,229.75
COO	66,733.26
Social Media	6,000.00
Web / IT / Technical	62,350.00
CoAuthor Program.	12,411.72
Total Consulting.	<u>225,381.46</u>
Commissions.	
Sales split	65,514.45
Sales - Qtr Comm benchmark	44,898.05
Coaching	146,236.45
Affiliate / Joint Venture	3,012.40
Commissions. - Other	2,845.90
Total Commissions.	<u>262,507.25</u>
Book Purchase	1,137.57
Production	
Destined CDs	605.00
Destined DVDs	906.75
LCWT	1,231.05
Production - Other	1,721.50
Total Production	<u>4,464.30</u>
Total COGS	<u>546,222.15</u>
Gross Profit	825,117.12
Expense	
Banking	
Merchant Fees	47,573.63
Service Charges	981.02

01/11/12
Accrual Basis

Motivating The Masses, Inc.
Profit & Loss
January through December 2011

	<u>Jan - Dec 11</u>
Total Banking	48,554.65
Office / Building	
Telephone - Cell	10,081.50
Postage and Delivery	3,912.76
Office Supplies	11,672.30
New set up and supplies	28,695.14
Repair & Maint	600.00
Telephone - Land, Inet, Virt	980.80
Rent	10,496.03
Total Office / Building	66,438.53
Adminstrative - Temp Staff	772.50
Donations / Gifts	255.89
Meetings/Staff Dev	1,726.99
Auto Expense	
Fuel/Service	2,710.20
Insurance	2,823.02
Lease	3,487.02
Total Auto Expense	9,020.24
Insurance	
AD&D	96.00
Life	3,567.36
Health Insurance	8,878.68
Liability Insurance	3,680.00
Work Comp	551.70
Total Insurance	16,773.74
Interest Expense	1,400.65
Licenses and Permits	460.00
Marketing	5,354.33
Meals & Entertainment	13,541.06
Payroll Expenses	
Bonuses	12,000.00
Admin Fee	2,149.47
Payroll Taxes	78,882.09
Wages	149,459.70
Total Payroll Expenses	242,491.26
Printing and Reproduction	4,026.82
Product Fulfillment Service	1,190.25
Professional Dues - TLC	350.00
Professional Fees	
IPO	25,000.00
Legal	9,410.00
Professional Fees - Other	23,247.50
Total Professional Fees	57,657.50
Recruiting	50.00
Rent - LN & Storage	11,511.00
Taxes	
Penalty	8,482.66

01/11/12
Accrual Basis

Motivating The Masses, Inc.
Profit & Loss
January through December 2011

	<u>Jan - Dec 11</u>
Total Taxes	8,482.66
Website / Inet Fees	<u>11,714.77</u>
Total Expense	<u>501,772.84</u>
Net Ordinary Income	<u>323,344.28</u>
Net Income	<u><u>323,344.28</u></u>