



The Next Generation of Content Delivery

Co-Branding Proposal For Conscious Dating Virtual Coaching Program

**Your name, your brand, your way,
and you keep 100% of the revenue.**

Providing opportunities for co-branded training courses that enable you to impact more lives, leverage your time and increase profits.

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Note: The fees quoted in this proposal are subject to future increase. Don't delay!

An Invitation to Expand Your Reach and Increase Profits

Congratulations! Because of your association with the Relationship Coaching Institute and the great work you are doing with your clients, you are being given the opportunity to participate in a co-branding project with David Steele and his team. It's an exciting way to leverage a program that is expertly designed to add additional revenues to your current product offerings.

This co-branding project is being offered through a company called The *Virtual Training Academy* (VTA). They offer a powerful, customized, virtual course delivery platform that delivers the six powerful modules of **The Journey To Conscious Dating** course through a student interface that is branded to reflect the look and feel of your personal and company brand.

This personally branded course interface is easy to navigate, enticing to use and includes an accountability feature that allow students to track their progress as they complete each Module. From automated student correspondence to a personalized message in your graduation Module, this course is a powerful tool for your client's personal transformation.

Leverage Your Time While You Highlight Your Expertise

The Virtual Training Academy has a combined total of 67 years in the training and technology industry. Our extensive research in the area of human potential training and our hands-on experience in the training trenches have provided us with a wealth of experience we can now bring to you.



The VTA team members hold themselves to the highest of standards and live by the "Conscious Initiative" in all our interactions with trainers and their students. In doing so we are a model for creating virtual connections and impacting positive change through the innovative use of technology and the application of conscious business practices.

Our Invitation to You

We invite you to become a part of the VTA family of Visionary Leaders, Authors and Trainers. In addition to bringing the content of David's Conscious Dating book and program to life with this co-branded course material, we will work with you to personalize various aspects of the course such as your module upsells or the addition of one bonus offer per module. The result will be a highly respected program that will delight your clients and build your reputation for being a leader within the conscious dating field.

The Virtual Training Academy Promise



As a Virtual Training Academy Co-Branded trainer we'll walk you through three simple steps of personalizing the Journey to Conscious Dating Course.

Our hands on, step-by-step approach will result in a course interface that matches the look and feel of your personal and business brand. We'll also guide you in creating your personal Course Orientation message so that your clients are connected to you - right from the start.

Best of all, we take care of all the technology. You never have to hassle with complicated platform software.

The Virtual Training Co-Branding Package

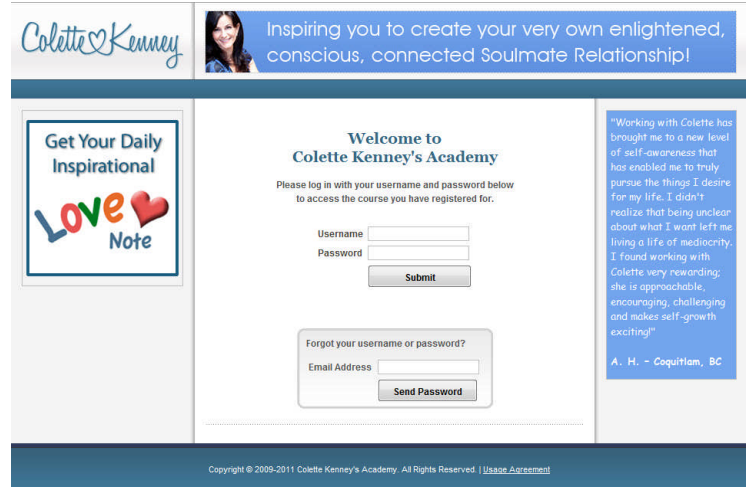
This Done-For-You service provides you with a state-of-the-art, life-changing course that eliminates the hassles of content creation and setting up the online delivery mechanism. You simply provide us with a few items and we do the rest.

Support Services

1. **Access to our value-packed "Co-Branding Made Simple" online resource** that walks you step-by-step through the process of getting us what we need to personalize your co-branded platform.
2. **Monthly Group Q&A Sessions with Jane Deuber** during which she will share the latest news on how to remain on the cutting edge of the virtual training movement. You'll learn creative ways to enhance your student's course experience and discover ideas for marketing your virtual course.
3. **Round the Clock Tech Support** to ensure smooth technical progression throughout your course.
4. **Strategic Alliances** with the vendors and service providers who can help you market your online courses. See Additional Services for examples.
5. **Two complimentary registrations** for your use and the use of your in-house team.

Virtual Platform Features

1. **Licensing rights to the Journey To Conscious Dating Course** that you can market and sell to your community.
2. **Branded E-Learning Platform Interface** that complements your business brand including color scheme, banner, logo treatment and images.
3. **Easy Student Enrollment Interface** that prompts a personalized welcome message from you and includes the student's unique username, password and an invitation to get started with the Welcome Module.
4. **Customized Email Notification of Live Calls** – This optional feature applies to live launches of the course.
5. **Personally Branded Welcome Module** that is proven to affirm the student's decision to invest in your program and start them on the right path to completing your course.
6. **Student Progress Tracking** allows you to track participant's responses to the Orientation steps and monitor their progression throughout the course modules.
7. **Easy Student Profile Update** allows participants to change their password and update contact information.
8. **Email recognition** of students' progression to the next module.
9. **Three student progression modes** – You get to choose in which mode you will be launching your course.
 - 1) Live Mode for which module progression is guided by your live call schedule.
 - 2) Self Study Mode - uncontrolled progression that allows students to progress through the modules at their own pace.
 - 3) Self Study - weekly progression that enables you to specify the time duration when modules will be opened and students notified via email.
10. **Personalized Upsell Strategies** that provide you with additional opportunities to offer your products or the products or services of affiliate partners.
11. **Complimentary Graduation Module** that contains the following components...
 1. Student Graduation Certificate.



2. Personalized audio or video message that congratulates them on the completion of the course.
3. An invitation to re-take the course assessment to track their progress.
4. A “next steps” offer that provides you with additional revenues and a loyal client for life.

Services Available For an Additional Fee

- ✓ **Customer Support Services** – We have a skilled support person who can oversee student inquiries, provide log-in support and disseminate student questions to the proper individuals.
- ✓ **Marketing Assistance**– Our team of Internet marketing experts can help you design a step-by-step launch plan that will enhance your success.
- ✓ **Coach on Call Service** – Our in-house coach can provide additional support to your clients in the form of add-on group coaching calls (for “live mode” only). Having a coach supporting your clients helps remove mental and emotional barriers to completing the course and adds immeasurably to the value of your course!
- ✓ **Extended Course Personalization** – Certain aspects of the course can be personalized for a reasonable programming fee based on the extent of the personalization.

100% of the Profits Remain with You

It's important to note that David Steele is the only trainer offering the co-branding option to his community and allowing 100% of the revenues to go to the Co-branding partner. Typically the trainer asks to receive a portion of resulting revenues. In our opinion this is a reflection of David's commitment to his coaches with revenue generating tools for greater success.

Furthermore, the VTA platform can accommodate an **unlimited student body**, which makes your potential revenues unlimited. Taking into consideration the size of your list and the extent of your joint venture relationships, your initial course could net considerable revenues for a small investment of your time.

Your Co-Branding Investment

There is a one-time fee for co-branding this course of only **\$1997**. This set-up fee includes the following customization features.

- Re-branding of the course interface to reflect your brand look and feel, including the addition of your logo and/picture to the co-branded banner.
- A personalized welcome message for which a suggested script is provided.
- One customized upsell for each module
- Hosting your platform for the first year at no charge
- Personal admin access which allows you to manage course registrations and monitor student progress.

There is a onetime \$15 new student fee for each individual enrolled in your course. This covers technical support of the platform and supporting your in-house team to manage your course. After the first year, an annual hosting and maintenance fee of \$197 will be charged on your 1 year anniversary.

Your Next Step: A look inside the Conscious Dating Course Platform

We are happy to establish a temporary access pass so you can see inside the course platform. Simply email robin@virtualtrainingacademy.com to request a temporary pass to the David's course platform.

Co-Branding FAQ

1. Course Creation Time Frame

Once we decide to go forward, what is the lead time until the course is ready for launch?

Once your Agreement is signed and we receive your deposit all we need from you in order to get started is a few branding items such as your logo, the domain name where you want your learning center to reside, your photo and a few other items that are quite easy to gather. When we receive all the components in a timely manner we can create a co-branded course in as little as five days.

To make the process easy, we have a step-by-step checklist that you will receive upon signing. It spells out each of the steps we'll take to get you ready for launch.

2. Custom Upsell Offers

We have products and services that we would like to promote to course students. Is that possible?

Yes! While the course content, workbooks and steps are provided, you are encouraged to include your own unique upsell offer for each module.

3. Guidelines for Changes to the Course

Knowing this is a turn-key co-branding offer, how much am I able to change?

With the "Co-Branding" option, there are stipulations as to what can be changed and what remains the same. See below for details.

Components that are changed:

- The branded course interface branding (header, logo, color scheme)
- The welcome video
- The upsells

Components that remain the same:

- The module training audios
- The module workbooks
- The course name
- The action steps
- The Bonus material

- The Discovery Quiz
- The Assessment tool
- The module names

David does offer a “Private label” option which involves “licensing” his content and private labeling multiple aspects of the content. Re-naming the course and altering the content is included in this. David charges \$5000 for that and is in addition to VTA's platform branding and customization fees.

If you have your own content that you would like to use in a course under your own brand, The Virtual Training Academy team is happy to discuss that option. Some coaches are exploring designing their own course using the Course Concierge service and platform.

Acceptance Terms & Conditions

Upon acceptance of the proposal, we will forward to you a VTA Client Agreement and Non-Disclosure Agreement within 48 hours. Upon the signing of the Agreement, a 50% deposit of your co-branding fee is required to commence the design of your E-Learning Platform.

It is important to note that use of the Conscious Dating trademark and content is restricted to licensed members of Relationship Coaching Institute in good standing. If you were to terminate your RCI membership and relinquish your license you would no longer be eligible to continue using the co-branded platform.

It would be our pleasure to play an important part in turning your proven content into a profitable revenue stream for years to come.