



Introducing...Marcia Bench's

PURPOSEFUL ENTREPRENEUR PROTÉGÉ COACHING PROGRAM

VIP INVITATION

“protégé: one whose well-being or career is furthered by an influential person”

January 2009

Dear Purposeful Entrepreneur,

Marcia Bench, Marketing and Business Strategist to Purposeful Entrepreneurs, invites you to join like-minded peers to articulate your purpose, activate your passion, and accelerate your profits, as part of an exclusive group of business owners.

This is your invitation to join this unique group: the Purposeful Entrepreneur Protégé Coaching Program. If you are reading this, I know that you have a unique, special message to share with the world...and it's time for you to step up and express it! I am committed to helping you **make 2009 your very best year yet**. To that end, this is my personal invitation for you to join this private group of purpose-oriented entrepreneurs, so that together we can help each other achieve our respective vision for bettering the world, serving our “tribe,” and manifesting the desires of our hearts.

The purpose of the program is to help you clarify your life purpose and how it is - or is not - being expressed in your business. Then, we help you integrate the practical implications of that purpose into a cohesive, profitable business that you feel passionate about, and that reflects who you truly are - your essential self. The program offers a unique, winning combination of spiritual principles and sound business and marketing advice that, if applied, will catapult you to new heights you had never dreamed possible.

This program is perfect for you if:

- You want to grow your business into a highly profitable, passionate enterprise that expresses your purpose more fully
- You want your business to perfectly fit your lifestyle and values while it serves an ever-expanding group of enthusiastic clients and customers
- You long for better balance between work and personal life, and the elegant solution of simplicity instead of the chaos and overwhelm that you often struggle with

- You are a coach or other information or service business owner who is just starting out and wants to jump-start your business launch and growth
- Your business is at a crossroads and you are not sure what to do to grow or change it at this point
- You desire support from other similarly situated professionals so you don't feel so alone in growing your business and achieving your dreams (no, you AREN'T crazy for wanting to do this!!)

In this group, the entrepreneurs you will interact with are hand-picked by me and my staff because of their commitment, their level of consciousness, and their willingness to take action on their dreams while sharing their own expertise with the group, supporting each other, and “masterminding” their way to the life of their dreams.

In addition to completing the application which follows, you must meet the following requirements to enroll:

- You must have a burning desire to express your purpose in a BIG way in the world
- You must have had some business experience, but know that to get to the next level you need the support of a coach and committed colleagues
- You must feel driven to build true wealth in your business, not just make enough money to get by - you want to create an investment through your business
- You must long for more time off, a more nurturing lifestyle, and your own brand of success and fulfillment
- You must be committed to take effective action on your stated goals and to take the advice of me as your coach
- You must be willing to give the proven systems we share with you to improve all the aspects of your business and life, a fair test
- You must be self-motivated, positive, resourceful, reliable, visionary and results-oriented

What will the group be like?

The Purposeful Entrepreneur Protégé Coaching Program will connect you with other powerful, committed entrepreneurs like yourself, and you will become part of a core community of purposeful entrepreneurs. Together, we will build a plan and a pathway for you to achieve - or exceed - your dreams. You will certainly get some unexpected benefits from being part of the group too, in addition to the wealth of stated benefits listed in this invitation!

During this year-long program, I will coach you throughout the process, supporting and holding you lovingly accountable. I will work with you, using my unique talents and gifts as well as drawing on the other members in the group, to co-create the best solutions for you. You will have an ongoing step-by-step action plan to reach YOUR

personal and professional goals, with the support and accountability you need to implement what you say you want. The true magic in coaching occurs when a group of like-minded individuals come together with a common intention - and that is the essence of the Purposeful Entrepreneur Protégé Coaching Program.

Why did I create this program for you?

I took a big step this year and joined a live Mastermind group myself, with a coach I highly respect. The dynamic, quantum leap experiences I am having in that group - as well as those I have observed in others who have participated in similar groups - has inspired me to provide a similar opportunity for you.

The current rapid evolution of consciousness in business that is occurring requires that we, as purposeful entrepreneurs, embrace our greatness and the role we are to play as thought leaders in the world. You are being called upon to usher in this era. The world needs what you want to give...and the time is now! My purpose is to help you live YOUR dream, through inspiring, supporting and facilitating connections between you and the other members of the group. All of us will enjoy exponential growth through the synergy of the group.

When you step fully into your purpose, you expand your commitment as well as your awareness...which increases your self-confidence, your belief in yourself, and the degree to which the Universal Spirit can flow through you and take you to even greater levels of expression. And that includes money!

If you are selected for the program, we will have our first meeting in late January, 2009. We will review the program schedule and ensure you can take full advantage of the benefits offered. You will get to know your fellow coaching group members and complete a short exercise to share with the group.

Purposeful Entrepreneur Protégé Coaching Program Application Process

To apply for the group, please:

- Fully complete the application which follows
- Read and sign the Program Agreement
- Complete the Payment Authorization Contract (no charges will be made until you are accepted into the program)

You will be notified as to your status after the review process, and we will contact you for a brief telephone interview prior to acceptance. I am accepting a maximum of fifteen (15) participants in the Purposeful Entrepreneur Protégé Coaching Program to ensure maximum personal attention to each participant.

NOTE: I must receive your application no later than Friday, January 23, 2009, in order to prepare for your participation. Applications will be given priority based on date of application (so get your application to me ASAP).

After all 15 memberships are accepted, I will create a waiting list.

Purposeful Entrepreneur Protégé Coaching Program Exclusive Benefits

✓ **Three (2-day) Live Group Mastermind and Strategy Meetings**

These closed-door meetings are for private masterminding for your personal and professional goals. Assignments for preparation will be given prior to each meeting. This is a very collaborative, cooperative, and safe space for you to explore and gain clarity on beliefs that may be stopping you, as well as for your next action steps. You will also want to listen for opportunities to align with strategic partners and identify current opportunities to implement what you discover.

Your conscious awareness will shift in this group environment. You will experience increased confidence and support to accomplish your goals. Your price includes all sessions, and attendance is required. You may bring your spouse, partner or one key employee or staff member to all live meetings at no additional charge. All travel and lodging for these live meetings are to be paid by you. Currently scheduled dates will be provided upon registration.

✓ **Twelve Private Group Phone Meetings**

Each month we will meet via teleconference as a group to discuss your progress toward your goals and growth. All calls are recorded so you can listen to them as you integrate the information.

✓ **Twelve Private 30-Minute Private Individual Coaching Sessions**

You will receive 30 minutes of one-on-one individual coaching with me every month. This will reinforce and support your progress from your group mastermind sessions and provide a private, confidential space for you to process and expand as you move toward your goals. You may have these sessions recorded at your request.

✓ **Twelve Monthly Purpose, Passion & Profits Silver Mastermind Calls**

Each month you will get to participate in a training call with a hand-picked expert on a topic related to Purposeful Entrepreneurship. These calls are open to PPP Mastermind members only, and each call is recorded and made available on our member only web page.

✓ **Six “Just in Time” Coaching Sessions**

As you move toward your goals, it is natural to experience fear, discomfort or resistance. These calls are available for you should these emotions or other urgent issues arise. You are supported through your expansion or “up-leveling”

of your life, and these “emergency” sessions help you feel connected to your goals when doubt creeps in.

- ✓ **FREE Administration of our new Purposeful Entrepreneur Compass™ Assessment Tool**
You will be one of the first to receive the insight and benefits of our newly developed assessment tool for Purposeful Entrepreneurs so that you can clearly see which of 6 key areas are strong and which need improvement. This will help in developing your coaching plan.
- ✓ **FREE copy of our just-released Business Acceleration System™ for Purposeful Entrepreneurs**
This 14-module program includes two binders with how-to’s for launching your business and for growing your client or customer base quickly, capitalizing on the latest trends as well as proven marketing principles, online and offline.
- ✓ **Special Meals and Events**
During your in-person meetings, you will receive a special event to connect socially and deepen the experience. This will be both fun and memorable!
- ✓ **Direct Email Access**
I will give you my personal email address for your use as your questions arise - and so you can share your victories too!
- ✓ **FREE Full Tuition to the Purposeful Entrepreneurs’ Retreat and Workshop**
In June 2009, we are holding a 3-day conference for Purposeful Entrepreneurs, expected tuition to be \$2997. This event is FREE to you as a Protégé Program member. By participating in this event, you will be assisted further in overcoming limitations, breaking through limiting beliefs, clarifying additional dimensions of your purpose and gaining knowledge and skill in shifting your inner and outer life to create the life of your dreams. You may bring your spouse, partner or one key employee or staff member as well.
- ✓ **FREE copy of my forthcoming book, *Tao of Entrepreneurship*, scheduled for release in early 2009**
- ✓ **Member discounts on all classes offered during 2009** through the forthcoming Purposeful Entrepreneur University (celebrity faculty planned as well as thought leaders in coaching, marketing, entrepreneurship, wealth and spirituality)

Purposeful Entrepreneur Protégé Coaching Program Topics to Be Addressed

1. Probe deeply into your life purpose and understand what drives your success
2. Focus and support to think BIG and keep moving forward

3. Become crystal clear about the value you bring and how to manifest money while making a difference
4. Increase your self-confidence, learn critical decision-making tools and entrepreneur-as-leader skills
5. Build a business that is patterned after successful 6- and 7-figure entrepreneurs (we give you the templates)
6. Hone your niche and brand so that you “own” it
7. Learn the latest and most effective marketing techniques to use in selling information, services, and products
8. Develop passive revenue streams
9. Raise your fees exponentially and actually have *more* clients
10. Create a compelling vision and strategy plan and step-by-step actions to bring it to life
11. Overcome fear and bring your greatness out so you can make a large impact in the world
12. Build dynamic relationships with a group of like-minded entrepreneurs on the path of success - who will in turn hold your vision and understand who you are
13. Incorporate your spiritual life purpose into your business, whether new or established
14. Bring passion to your work - whether you once had it and it waned or whether you never had it before now
15. Create a fun, collaborative, creative environment to keep you on track
16. Take BIG action to move forward in faith and trust, knowing you are just where you need to be now and that what you need is within you
17. Express the greatness of ALL you are, once and for all, in both your business and personal life
18. Stop being overwhelmed by your business - instead, use systems and staff to free you to focus on your greatness

Purposeful Entrepreneur Protégé Coaching Program - Eligibility Checklist

- ✓ You are motivated to succeed and willing to take action on your goals

- ✓ You are willing to be decisive, seek and speak your truth and claim what you want, in front of the group
- ✓ You are willing and able to commit 100% to your growth, show up fully and ask for support when needed
- ✓ You are willing to try new things and stretch beyond your comfort zone
- ✓ You are willing to take action even if it feels scary at times
- ✓ You have a dream you are committed to achieving

NOTE: You do not need to already have a clear idea of HOW you will achieve what you want - that's what you will learn if you are accepted into the program!

Your (Client) Commitment Includes:

- ✓ Thoroughly read this invitation letter and complete the application
- ✓ Arrange your transportation to and from the in-person meetings
- ✓ Schedule your coaching sessions me - and show up. I will accommodate 48 hours rescheduling notice.
- ✓ Arrive at the in-person meetings and coaching calls on time, rested and ready to fully participate
- ✓ Prepare assignments before the group meetings
- ✓ Participate fully on the group calls and at the in-person meetings
- ✓ Support yourself and your fellow Program members with your full attention, belief, connection, support and feedback
- ✓ Honor the confidentiality of participants and program processes
- ✓ Be vulnerable within the unknown so you can learn and grow
- ✓ Set a clear intention, goal or objective for each of your coaching calls and group meetings
- ✓ Take risks, try new things, and stretch beyond your current experience
- ✓ Take full responsibility for your results, ask for support, and use your program benefits
- ✓ Honor our relationship through direct, truthful, open self-expression
- ✓ Celebrate your wins, shifts, achievements and excitement throughout the program, both verbally and in writing and/or video upon request

My (Coach) Commitments Include:

- ✓ Believe in you and your ability to achieve your vision
- ✓ Allow you to be 100% authentic and fully express YOU
- ✓ Hold you accountable to act from your highest self, even when you may not feel connected
- ✓ Be honest with you
- ✓ Hold extremely high standards for you
- ✓ Provide a safe space in which you may express yourself
- ✓ Be kind and patient with your progress
- ✓ Keep you laser focused on your goals and hold you accountable for taking the action steps you agree to
- ✓ Coach to your highest potential
- ✓ Care about you and your success

Confidentiality:

For you, for me, and for other Protégé Program participants, it is essential to maintain complete confidentiality and non-disclosure. You must commit not to disclose any information about any participant, either personally or professionally, in any way outside the group. You must also commit to not using private or sensitive trade secrets that a participant shares with the group for your own or another's gain.

Payment:

You agree to pay according to the payment schedule selected in the Payment Contract which follows.

Commitment and Termination:

The **Purposeful Entrepreneur Protégé Coaching Program** is a full-year commitment. It includes your three 2-day in-person meetings, monthly one-on-one coaching, the group calls and other benefits listed above. If, for any reason, you choose not to continue, you will continue to be liable for the fees of your program. This is due to the nature of this program. A FULL commitment is required for your success.

We expect more applicants than spaces available, so your full commitment is essential. Your space cannot be filled once we begin. You must commit fully to this program in order to experience its benefits.

Coaching is powerful, at times magical process. At times, you may feel stuck or as though something isn't working. This is a good sign - it means something is coming up to be transformed! Please address all concerns regarding assignments and coaching directly with me so that I can effectively coach you. I am committed to working together in integrity and honesty.

I am 100% committed to YOU and YOUR SUCCESS! I am passionate about seeing you become who you really are and express your greatness, in your business and your personal life.

To your success,

Marcia Bench
Marketing and Business Strategist for Purposeful Entrepreneurs

Purposeful Entrepreneur Protégé Coaching Program Application

I understand that you will personally review my application. This application, together with my payment contract, officially indicates my interest in being accepted into this program. I understand that if I am accepted, I will immediately move forward with the financial commitment for the program and that all fees are non-refundable. I also understand if I am accepted into the program that I may use my Purposeful Entrepreneur Protégé Coaching Program benefits.

Please be completely open and honest. **When complete, FAX your application to 206-350-1389 or email to info@purposefulentrepreneur.com on or before January 23, 2009.**

Name _____

Company Name _____

Street Address _____

City/Town _____

State _____

Zip Code _____

Country _____

Phone _____

Cell Phone _____

Fax _____

Email _____

Website _____

Today's Date _____

1. Please describe your business as it is right now.

2. If you could wave a magic wand and have 3 wishes come true now that would make your business and lifestyle ideal, what would they be?

3. What was your business revenue last year? And what is your goal for 2009?

4. What have been your three biggest accomplishments in the past 5 years?

5. If you are accepted into the program, at the end of our year together what are the top 3 goals you want to be really excited and happy about having accomplished?

6. Please check your gross business revenue for each of the indicated years. (Please note this is completely *CONFIDENTIAL*.)

2009 (forecasted):

less than \$100K \$100K - \$250K \$250K - \$500K
 \$500K - \$1 million \$1 million + \$2 million +

2008:

less than \$100K \$100K - \$250K \$250K - \$500K
 \$500K - \$1 million \$1 million + \$2 million +

2007:

less than \$100K \$100K - \$250K \$250K - \$500K
 \$500K - \$1 million \$1 million + \$2 million +

7. What is your long-term vision for your work, your business and yourself?

I understand that if I am accepted into the group, after submitting my payment contract I am committed to the program for its duration. I agree, at that time, to pay my coaching fees on time, and show up 100% and ready to fully participate. I understand my role and the role of my coach in this program, as outlined in the invitation letter. I will ask questions and clarify anything I don't understand. I am committed to doing everything I need to do to get 100% from the program.

Signature: _____ Date: _____

Printed Name: _____

Thank you for your application! Now please **FAX this to 206-350-1389 on or before January 23, 2009**. I will personally review it, and I or a member of my team will contact you **within 2-5 business days** via email or phone to let you know if you are approved. If you are approved, we will charge your card(s) noted below for the payment amount selected, and send you all the details!

I'm excited to review your application and for the chance to **make 2009 year your BEST ever!**

To your Success,

Marcia

PLEASE CHOOSE YOUR PAYMENT PLAN:

- Option One - 1 payment:** Pay in full \$10,000 and save \$2,000
- Option Two - 4 payments:** Put down a \$3,500 deposit and your card will be charged the following 3 months at \$2500 per month on January 2009 and continuing through March 2009.
- Option Three - 12 payments:** Secure my spot via a \$1500 deposit and 11 monthly payments of \$955 beginning January 2009 and continuing through November 2009

CHOOSE YOUR PAYMENT METHOD:

If more than one card is listed for payment, we will divide payment among these cards. If you opted for monthly payments, please list a second card for us to keep on file as a backup.

<p>CREDIT CARD #1: (circle one) VISA MASTERCARD AMEX DISCOVER Card Number: _____ Expiration Date: _____</p> <p>CREDIT CARD #2 (optional): (circle one) VISA MASTERCARD AMEX DISCOVER Card Number: _____ Expiration Date: _____</p> <p>CREDIT CARD #3 (optional): (circle one) VISA MASTERCARD AMEX DISCOVER Card Number: _____ Expiration Date: _____</p>
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Alternately, you may make a check payable to Purposeful Entrepreneur Enterprises, LLC (Checks not accepted for monthly payments).

Call 877-51-PURPOSE with any questions.