



February 27, 2012

Call for Proposals

Financial Freedom for the Self-Employed

A Multi-Author Course on Renewal Space

www.renewalspace.net

This is a call for proposals from contemporary thought leaders for the *Financial Freedom for the Self-Employed* virtual course, to be launched on *Renewal Space* in 2012.

Renewal Space is an exciting interactive online platform for personal and professional development.

Financial Freedom for the Self-Employed is our inaugural multi-author course that will address various practical topics related to financial freedom for self-employed professionals. This market includes self-employed coaches, psychotherapists, speakers, writers, consultants, and health professionals.

Provides the Thought Leader:

- Professional course design and production, editorial and composition assistance: a complete draft module will be prepared for your review and approval prior to publication.
- Professional videotape production of you presenting on, or being interviewed on, your module topic (Alternatively, existing video footage that you have may be adapted for use in your module).
- Direct links to your personal websites, opt-in pages, products, services, and events – your offerings are literally a click away.
- Your course content is completely modular and dynamic. It can be updated, revised, and expanded without having to go through a new production cycle.
- Your course content lives online and cannot be readily resold, replicated or electronically reproduced.
- Early mover advantage with a superior technology for content delivery that stands out in an overcrowded field of teleseminars and webinars.

- Ongoing web hosting: courses can remain on the site indefinitely to provide outreach and passive income years into the future.
- Extensive horizontal and cross marketing with other course creators appearing on a shared platform.
- The course will be offered in completely automated form, ready for purchase, and can also be offered in conjunction with “add-ons” such as group coaching and other support options.

Provides the Course Participant:

- A rich, multi-sensory learning experience that combines professionally produced video, audio, text, and web links.
- A proprietary technology that captures user-response and reflection to customize and reinforce the learning experience for each participant.
- An exceptional format that functions like an interactive workbook to build lasting, positive change through repetition and habituation.

How many authors will the course include and how will authors be selected?

The course will initially include six to eight authors, each of whom will contribute one “learning module.” Contributors will be selected to achieve depth, coherence and balance between “inward” topics (e.g. stress-free productivity, overcoming financial anxiety, positive mindsets) and outward topics (e.g. client attraction and retention, optimal web presence, effective collaboration). Additional modules (and authors) may be added after the initial course launch. This will enable the course to continually grow, remain relevant and benefit from ever-expanding market-reach.

Compensation

- You will receive 55% of proceeds from course purchases by those on your mailing list. Additionally, an affiliate relationship may be established, in which you receive a percentage of purchases of other products by those on your list, and/or Renewal Space receives a percentage of purchase of products from those who are first introduced to your list through Renewal Space.
- The expected initial price of the financial freedom course is \$97. This may vary based upon market conditions and is not guaranteed. The price is likely to increase as additional modules are added.
- You will be provided with a 15% discount coupon to offer to your client list.
- You receive 100% of any proceeds from events that you may conduct in conjunction with the course (eg. live workshops, teleseminars, group or individual coaching, etc.).

Proposal Requirements

- A proposed topic or topics related to Financial Freedom. Topics should be representative of at least one aspect of your larger body of work, products and services. Topics should be focused around one primary practice or principle that can be put into action over the course of a week or more.
- Access to informational content (books, articles, handouts, video, audio) that can either be repurposed for use in the learning module, or can provide a conceptual framework for developing your module.
- Though not required, an outline of your proposed module is helpful.
- If you are selected as a co-author, once the launch date for the course is set, you will be asked to send three or more single-subject emails to your mailing list inviting them to participate in the course.

Project Mission: Financial Freedom for the Self-Employed

- To be of service to self-employed professionals.
- To help them grow their businesses, reach and help more people, and free up their time to do what they love.
- To champion entrepreneurial ingenuity, integrity, cooperation and compassionate service.
- To help build elements of a “win-win” economy.

Inquiries and submissions, please contact: publish@humanfulfillment.org