

THE ULTIMATE BUSINESS RESOURCE

ProGlobal Business Academy

Platinum Program

ONE-ON-ONE GUIDANCE

» Senior Business Consultant / Marketing Strategist



I will work with you on a weekly basis to ensure you're generating optimal results and exponential growth. Together we will closely monitor your business breakthrough roadmap while I assist you in implementing the strategies and tactics that will separate your business from your competitors and help you to dominate your market.

» Confidential 1/2 Day Business Assessment



Complete business analysis using our proprietary software to unlock the financial breakthroughs that exist throughout your business – then prioritizes those breakthroughs so we focus on the areas that will generate the fastest revenue growth at the lowest cost, and in the shortest timeframe for your business.

» Weekly Group Coaching Strategy Webinars



Every Tuesday our team covers a small business marketing strategy you can immediately implement into your business and begin generating instant cash flow that day. These strategies are easy to understand, require no marketing expertise, are quick to implement, and require NO marketing or advertising dollars to execute.

ADDITIONAL RESOURCES

» Private E-Learning Business Academy



Our online business academy is your own private "online business advisor" – available to you 24/7/365. As we execute your business growth roadmap, you will need access to specific strategies, tactics, training and resources that are proven and tested to build successful and profitable businesses. This resource will teach you how to build a successful business so you never have to depend on others for your continued success.

» 52-Week Business Fundamental Training Series



Each week you will receive a new video, audio and workbook to teach you marketing and business development fundamentals. This series of training content has been specifically organized to help you build a multimillion dollar business in less than 18 months. This series is so powerful that you could be easily dominating your market within just 12 weeks.

» 52-Week Personal Skills Development Program



There are two sides to success within every business – the business fundamentals and your personal development fundamentals such as goal setting, leadership skills and cultivating a winning mindset. This series unlocks the secrets to helping you develop this often overlooked requirement for building a profitable business.

» Quick Start Profit Generator



Every business needs a quick infusion of cash flow! Jump out of the gates quickly and begin producing new revenue immediately by implementing just one or two of our ten Quick Start tactics that take minutes to execute. Each tactic was designed to produce \$10,000 to \$15,000 in additional revenue for your business within your first 45 days.

» \$2M Marketing Library



Never struggle with marketing again. Stop spending hundreds or even thousands of dollars creating, designing and developing marketing for your business. We have it done-for-you! Our proprietary Ad Library contains more than \$2 million dollars worth of tested and proven done-for-you marketing collateral. This library may be the largest and best produced "swipe file" ever created. Instead of spending months to develop your marketing campaigns, we need mere hours and we're ready to execute.



All information, ideas, strategies, research, and proposals submitted herein are the proprietary property of ProGlobal Business Advisors and may not be used without permission.

Strategic Marketing System & Achieving Business Excellence

‘YES’

Action Plan, Agreement and
Statement of Work For

‘Brandy Speer’

October 22, 2020



PURPOSE OF THIS ‘YES’ DOCUMENT

The purpose of this proposal is to give an overview of a partnership between ‘Brandy Speer’. and ProGlobal Business Advisors (PBA) to create and implement a strategic sales and marketing plan for ‘Brandy Speer. This document will outline the objectives to be reached, and the time frame in which they are to be accomplished.

SAY ‘YES’ TO YOUR ROADMAP

The purpose of marketing is reasonably basic when you break it down to the core fundamentals. It is the process of getting the correct message to the correct audience via the correct media and methods, so they make the correct decision of buying the solution you offer.

When we accept you as a client your marketing will:

1. Organize you for success	8. Position you as the place to be/person to talk to
2. Create sales hours (time - your vital resource!)	9. Create measurable results (test/measure/decide)
3. Project the right message (test/measure/decide)	10. Massive value (under promise – over deliver)
4. Target an audience (who has the want/ability?)	11. Fuel ‘word-of-mouth’ promotion (Free!)
5. Provide a solution (create need – fill it)	12. Have buy NOW strategies (regular promotion)
6. Work to your strengths (analytical or sales)	13. Adopt change early (easy technology)
7. Generate low cost/no cost publicity/promotion	14. Hire then Fire the experts (Us in 12 months)

When we accept you as a client your marketing will:

1. Be Unique (Market Dominating Position)	9. Hard/soft offer
2. Be Clear (big words confuse message)	10. Use Multi-Channel Marketing (email/mail/SMS/RVM)
3. Never assume (eliminate assumptions)	11. Just DO IT! (fear will keep you ‘busy’)
4. Ask for the order (63% do not ask!)	12. Joint venture (network is your net worth)
5. Use subordinate questions (Which do you prefer?)	13. Package products (happy Meal)
6. Accept they think your lying (social proof)	14. Loss Leader (give something away)
7. Change constantly (stay in their thoughts)	15. Sponsorship (appears to work well for Nike...)
8. Capture details (kids names/specific challenges)	16. Use a ‘roadmap’ (fail to plan – plan to fail)



When we accept you as a client your marketing will not:

1. Offer boring platitudes (service/quality/dependability/honesty)
2. Buy into 'brand awareness' promotion before you are ready
3. Take customer loyalty for granted
4. Assume something works without 'testing' (If you can't measure it... you can't manage it)
5. Confuse being 'busy'... with being 'successful'
5. Fall into the trap of Analysis Paralysis

**FOUR REASONS TO SAY 'YES'
TO JOIN OUR 'TEAM'
(Together Everyone Achieves More)**

Reason #1: Say 'YES' and we will develop with you and ultimately you will end up with a strategic sales and marketing plan that essentially lasts forever. *Provided you have an open mind and a willingness to follow the program we will absolutely make you and your company a more results-based enterprise through this dynamic relationship.* Law of nature dictates highly successful human beings have coaches (**Anthony Robbins, Sidney Crosby, Tiger Woods, Wayne Gretzky, Michael Jordan**, note the ones that do not take on coaches... do not end up on this list...) say 'YES' to the 'Law of nature'.

Reason #2: Say 'YES' and we provide access to information the proven '**Marketing Super Stars**' use on a daily basis as organizing principles to outstanding business success. Fundamentals through to cutting edge results-based techniques will be our mantra. **Success in business is not a 'Mystery'... it is a 'System'...**

Reason #3: Say 'YES' to join our '**ROCKET SCIENCE FREE ZONE!**' Many programs are full of pleasant theories that sound highly impressive but are difficult or impossible to employ in the small business space. You will learn nothing but proven, practical strategies that can be put into place easily to make a substantial difference to your amount of sales, status, freedom, and the ultimate success you enjoy in business/life!

Reason #4: Say 'YES' and tap into '**The Power of your new Network!**' This is an opportunity to network with all of our clients, alliances and affiliates over the course of the year... they are not just any business owners... like you... this is a self selected group of high achievers rabidly interested in becoming a more 'results based' enterprise and educated on the importance of alliances/joint ventures to become and remain massively successful. Make a point of meeting as many as possible, joining in conversations, handing out and collecting business cards and know BEFORE you arrive at the seminars your goal of the event.



RESOURCES AND NEEDS

'Brandy Speer is not a start-up. 'Brandy Speer' is interested in developing the successful sales and marketing function to build a **lifestyle friendly business** that will serve the needs of the owner to regaining their time, increase revenue and enjoy life. This is bigger than a business, it's a movement!

Specific needs identified are as follows:

- To implement a measurable 12-month strategic marketing plan with regular consultation
- Develop cross selling opportunities for 'Brandy Speer' at little to no 'time expense' (see PBA affiliate program as example)
- Develop a process to mine and greatly increase 'Brandy Speer' database in the interest of improving 'profit' – not just sales
- Weekly, monthly and quarterly 'Brandy Speer' visual sales targets to ensure regular and measurable short-term increases
- Provide intelligence and information on 'Brandy Speer' target market, customer profile, and market characteristics to facilitate and improve sales and marketing efforts
- Provide benchmark and performance data on the efforts of marketing
- Optimize the sales, marketing, branding and time investment for 'Brandy Speer'
- Profitable Key Performance Indicators (KPI's) managed and improved upon (number of customers per week / month / quarter, average value of transaction <up-selling / packages / starter clients>, number of times they use your added value services <expanded custom software design projects as an example> plus more initiatives to be developed as needed / able / necessary)
- Coordinate existing marketing functions and provide training and recommendations on marketing opportunities available to 'Brandy Speer' (We will watch 'time expense' closely)
- Development of a systemized referral program for 'Brandy Speer' clients to improve 'word of mouth' clientele
- Educational contact strategy developed to continually contact clients without 'annoying'!



OBJECTIVE OF THE MARKETING SYSTEM

We are strategic sales and marketing experts and essentially, we are coming on board to become your 'De facto Marketing Department and COO' for the next three-hundred and sixty-five (365) days. The objective is to develop a rock-solid results-orientated business with a marketing function that effectively creates results in sales / profitability increases and an on-going marketing roadmap for 'Brandy Speer'—not only for the next twelve (12) months but many years to follow.

Say 'YES' to a successful business and marketing plan. It effectively works forever once developed... good news for you is... you only have to pay once!

There are only three ways to grow any business... to that end we will work towards maximizing the effectiveness of your marketing process in these three key areas:

- 1) Increasing your database
- 2) Increasing the value of the client average purchase value
- 3) Increasing the frequency at which customers buy from you

We will accomplish this through developing these four separate areas of the Excuses End Now Achieving Business Excellence Program.

1. Building the Marketing Roadmap: It is exciting that you are in the unique position of 're-building from the ground up' and essentially 'focusing' your marketing message... therefore we will start with the development of your marketing roadmap and your **Market Domination Position™ (MDP)**. The goal of your MDP will be to separate you from the competition. Subsequently concentrating on 'growing the pie' rather than 'the slice' of market share available... ironically this is the basic premise we have built PGBA on. Growing the pie! Our clients have never searched Google under 'marketing'... and probably never will. The results will be used to create marketing that instantly communicates the advantages and compels prospects to take action. This is done through researching your business, your target market, and your competitors; then, we will build a program for 'Access 1 Properties' that quickly, clearly, and concisely communicates why they will do business with you. To develop the program, we will assist you with the following:

- a. Analyze all sales and marketing materials
- b. Conduct a comprehensive product and service analysis
- c. Create and conduct a customer and competitive / intelligence survey
- d. Develop new programs, packages (Custom Project Starter Package) and pricing
- e. Create the master strategies, including selling angles
- f. Develop and subsequently nurture profitable joint venture opportunities / commissioned salespeople (example: Strategic Partners, Companies who serve your current clients)
- g. Recognize events profitable customers experience and target them (expansion, systems upgrading, new staff members, etc.)



- h. Gather and document all supporting materials (including competitors' pricing / programs / newsletters / special offers and any thing else we can find both here and overseas)
- i. Develop a 'contact strategy' (Go-to-market & value proposition) including sales angles and schedule

2. Lead Generation: Once the roadmap is outlined, we will assist in the development of suitable marketing materials that build the marketing strategy for 'Brandy Speer'. The objective is to create marketing that will qualify your prospects (*to reduce time wasted on non-prospects – example: aspiring female entrepreneurs vs. an entrepreneur that has been in business for 5 years - 5 years is a VERY different market and will be marketed to accordingly*), and spur the prospects to take 'immediate' action – [example: people stop smoking once diagnosed with cancer not when told by doctors it is a recipe for disaster!] You must get prospects out of 'status quo' in order to have them 'take action' and make the buying decision with you. This can easily be done via a templated questionnaire with predictable answers (I.e.: A Yes/No. Thinking is nothing more than asking and answering questions to yourself... therefore by asking the right questions in a sequential order you can effectively direct your prospects thinking pattern. Another powerful technique is to take notes through this process... clients essentially buy 'your notes' due to the curiosity factor). We will easily assist in the creation of whatever marketing materials are determined to be effective (*determined during the research phase, above*). This could include any of the following formats:

General Lead Generation initiatives:

- a) Create marketing materials based on step 1
- b) Create educational information and strategy to deploy
- c) Develop and improve upon educational material/strategy
- d) Prepare letters, postcards, emails, text, RVM, landing pages, direct mail, etc.
- e) Organize and promote educational seminars for your target market
- f) Explore media and broadcast marketing
- g) Experiment with targeted 'free offer' for low cost / high value services to generate 'ideal client' traffic
- h) Review content to be placed on website/landing page (web is designed to 'give away' not sell)
- i) Explore trade show/networking materials and opportunities
- j) Test, measure and Decide upon all other opportunities that exist as we move forward



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3. Closing Business: We will assist in the creation of sales tools and materials (*including overhauling existing sales and marketing materials where necessary*) so that they will increase your conversion ratio and drop your cost per sale. This will include several types of marketing materials (listed below), and scripts and dialogues for salespeople (commissioned and not on your payroll!) to use... as well as follow-up materials to convert prospects that don't immediately convert.

- a) Create sales tools and materials that promote lead to profitable customer conversion ratio
- b) Create sales scripts, questions and follow up materials for 'ideal' prospects (Ex: Seasoned Female Business Owners, over 50, who's generating revenue, has money and a credit score above 730) such as:
 - a. Brochures, reports, correspondence, emails and contact strategy
 - b. Sales scripts and questionnaires (mandatory and easily done!)
 - c. On hold messages
 - d. Voice mail message ('Hi this is..... please leave a message' will be improved upon)
 - e. Internet content, Pay-per-Click Advertising (PPC), search engine optimization (SEO) and ability to generate business online will be explored
 - f. Explore Multimedia such as interactive video, audio, going LIVE online etc....

4. Systemization: We will generate an ongoing, long-range marketing program that coordinates all of the lead generating, customer conversion, revenue enhancement and follow up activities. This plan will give you an 'at-a-glance' view of what has happened, what is currently happening, and what will be happening next. In the case of 'Brandy Speer', the follow-up system (paramount to our success!) will likely involve an inexpensive series of **contacts, direct mail, emails, SMS, and RVM, drips (contact strategy).**



PROJECT SCHEDULE

PBA will immediately begin providing direction for the development of the “Brandy Speer” marketing roadmap. The initial initiatives will be ready to go within the first thirty days (30) days of execution. Due to the nature of the project it is difficult to ascertain a timetable for the completion/fulfillment of the marketing initiatives undertaken before we start. We will, however, create a timetable as specific objectives become clear.

Tentative ‘Client Company Name’ Project Schedule to be Developed

<i>‘Client Company Name’ Steps</i>	<i>Estimated Effort</i>	<i>Start Timeline</i>	<i>End Timeline</i>
1. Research/develop roadmap	30 days	TBA	TBA
2. Lead Generation	45 days	TBA	TBA
3. Closing Ratios	90 days	TBA	TBA
4. Systemize process for duplication	120 days	TBA	TBA

ADDITIONAL PRODUCTS AND SERVICES YOUR EXCUSES END NOW BUSINESS PROGRAM PROVIDES

In addition to the steps of the marketing system listed above, we will also do the following:

1. Conduct **weekly consultations** for the first twelve (6) weeks to ensure ‘Brandy Speer’ momentum (a powerful word we will use repeatedly throughout the year)
2. Conduct twelve **(12) monthly reviews** to ensure fulfillment of initiatives for ‘Brandy Speer’
3. Create **two (2) separate and flexible marketing roadmaps** to ensure your marketing success
4. Conduct 1 Business Model written by Malcolm to ensure proper implementation of your plan.
5. Provide **Lifetime Access to the ProGlobal Business Academy** covering all aspects of your successful business
6. Provide **90 Day Access to the LIVE** Group Coaching Program
7. Implement a lead tracking and reporting system to monitor results.
8. Advise on website development where applicable.
9. **Unlimited access** via phone or email to ensure implementation of program.
10. Access to broader network of ProGlobal Business Advisors consultants through **Malcolm Reid.**
11. *Provide a **100% ROI Happy Client Guarantee.** *Guarantee is pursuant to client/consultant SOW.



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ACCOUNTABILITY

Our objective is to be a long-term player with “Brandy Speer” and; therefore, we desire to carefully track all results of the marketing system to measure their effectiveness. As the project progresses, we will assist detailed tracking reports of marketing initiatives, and results from those expenditures in terms of both leads generated and clients closed. Goals, KPI’s and results will be discussed regularly to ensure monthly projections and results are being met.

‘Brandy Speer’

INVESTMENT

The incredibly low investment of implementing our proven marketing system for “Brandy Speer” is only \$19,997, for a six (6) month period (1 on 1 and Group Coaching)

Payment is due upon commencement of this Agreement and can be completed via credit card (no chargebacks allowed). ‘Brandy Speer’ will only be liable for an out of pocket amount of \$5,014. This will be repaid at \$397 per month for 12 months. All payments are due on the 26th of each month beginning November 26, 2020.

Given the current plan with our *100% ROI HAPPY CLIENT GUARANTEE*, say ‘YES’ and we will easily provide a solid return on time spent and profitability increase for your investment.

At the end of the six-month period, both parties will meet to discuss whether an ongoing 1 to 1 relationship is necessary and/or desired with no obligation to “Brandy Speer’.

Say ‘YES’ and we will have a rewarding and successful relationship together.

Period of Performance:

The services shall commence on October 18, 2020 and shall continue based on the SOW.



Engagement Resources:

We will be utilizing multiple Resources including but not limited to; workbooks, reading material, homework, special assignments, phone calls, social media, email, live visits, the internet, people, affiliates, partners, applications, case studies, quizzes, puzzles, games, questionnaires, role playing, completing assigned task, keeping scheduled appointments, assessment and profiling tools, funding sources, field trips, credit reports and other professionals.

Top 10 Client Responsibilities:

1. You will provide full and honest information to me. It is a must that we have brutally honest dialog. Your coach can't coach what you don't share.
2. You agree to be available by phone and in person for all scheduled meeting times. If you miss a scheduled session it will not be made up. See #9 below.
3. You agree to participate in the System of Discovery, a two-way exchange of information and ideas.
4. You agree not to work with any other coaches as the process we provide is much more extensive than a normal coaching program, therefore you will respect my time and commitment to resources to help you achieve your desired outcome.
5. You will let me know if any financial or life altering circumstances take place that could have an impact on your ability to continue progressing.
6. You are solely responsible for the results of YOUR business. You must put into action the techniques, strategies, resources and tips provided to you. We want to see you succeed. The only place SUCCESS comes before WORK is in the dictionary. YOU MUST TAKE MASSIVE ACTION!
7. You will refer at least 3 clients to me during your coaching program. Since we expect your life will change, we expect our students to let others aware of it. Due at conclusion of first session.
8. You will provide assistance and help to all fellow coaching members. You are amongst a select few who are selflessly changing lives and growing a thriving business. We expect you to contribute to the coaching community and to thrive in the process.
9. You agree to give at least a 48-hr. notice of any situations that will require you to alter or change your scheduled times. Remember, someone else could be utilizing that time slot to change their life. Please be considerate of your fellow coaching members.
10. We expect your BEST at all times. We expect you to DOMINATE YOUR INDUSTRY! We expect you to be the best, NO EXCUSES ALLOWED! ALL EXCUSES END NOW!



Out-of-Pocket Expenses / Invoice Procedures/ Payments:

Client investment will be automatically deducted on the 1stth day of each month for the consulting services to be provided plus T&L expenses. Standard Client invoicing is assumed to be acceptable if no auto-debit is set up. A copy of the paid invoice will be emailed to the Client each month.

Client will be invoiced all costs associated with out-of-pocket expenses (including, without limitation, costs and expenses associated with meals, lodging, local transportation and any other applicable business expenses) listed on the invoice as a separate line item. Reimbursement for out-of-pocket expenses in connection with performance of this SOW, when authorized and up to the limits set forth in this SOW, shall be in accordance with PBA then- current published policies governing travel and associated business expenses, which information shall be provided by the Coach to the Client. The limit of reimbursable expenses pursuant to this SOW is estimated to be 15% of the fees unless otherwise authorized in writing and agreed to by both parties via the project change control procedure outlined within.

Each invoice will reflect charges for the time period being billed and cumulative figures for previous periods. Terms of payment are above. If you are not on automatic deduction, each invoice is due upon receipt by Client. PBA shall provide Client with sufficient details to support its invoices, including time sheets for services performed (if requested) and expense receipts and justifications for authorized expenses, unless otherwise agreed to by the parties. Payments for services invoiced that are not received within 30-days from date of invoice will be subject to a \$250.00 late assessment per calendar month.

If a payment is not authorized for any reason whatsoever, regardless of fault, a \$50.00 re-processing fee will be assessed. We are here to help you achieve your goals not to be a bill collector. If your payment is late you are considered in default and we will pursue you to the highest extent allowed by law. You will be responsible for all collection cost, court cost and any and all fees associated with the collection of this debt. You also agree to a Consent Judgment for any and all monies due as a result of your failure to pay. You will be responsible for the maximum amount of pre and post Judgment Interest allowed by law. This is not a month to month nor pay as you go service. You are responsible for the entire balance agreed upon. There are no chargebacks from your credit/debit card company. There are no refunds. All sales are final.



Completion Criteria:

PBA shall have fulfilled its obligations when any one of the following first occurs:

1. PBA accomplishes the activities described within this SOW, including delivery to Client of the materials listed in the Section entitled “Deliverable Materials,” and Client accepts such activities and materials without unreasonable objections. No response from Client within 2-business days of deliverables being delivered by PBA is deemed acceptance.
2. The agreed upon term has been completed.

This SOW is governed by the Laws of the State of Maryland. No assumptions are made whatsoever. If it is not a part of this agreement, it does not apply.

100% Return on Investment (ROI) Guarantee is subject to the following conditions and would become invalid if:

- The client ends the contract prematurely or fails to make all payments to PBA as and when they are due;
- The client does not live up to the stated accountabilities;
- The client doesn't provide support or act as a sponsor, or assign key personnel to implement what is agreed at regular meetings;
- The client disappears or doesn't respond to our communications within the agreed upon time period (usually 48 hours);
- The client does not enforce subordinate accountability (i.e. enforce consequences for negative, ineffective, or lazy behavior);
- The overall economy or the specific industry that the client is engaged in takes a downturn over at least two consecutive quarters;
- The client has made some bad assumptions or has misrepresented the facts, either knowingly or innocently, which are verified to be incorrect;
- The client has inadvertently under-committed in terms of support and is not investing the time needed to be the champion;
- Key people are on vacation, ill, responding to emergencies, or called away by client demands and do not implement within the agreed upon time frame;
- The competition makes a dramatic, unexpected move;
- A new technology emerges suddenly, or an existing one fails;
- Key customers of the client desert;
- Lower down in the organization, people are resisting a project because of rumor or competing self-interests;



- The client does not inform the coach/consultant (within 48 hours) if any situations develop that could materially affect the outcomes and success of the agreed upon implementation plan;

Confidential Information. PBA agrees that any information received by PBA during any furtherance of PBA obligations in accordance with this agreement, which concerns the personal, financial or other affairs of 'Brandy Speer' will be treated by PBA in full confidence and will not be revealed to any other persons, firms or organizations.

Performance. Neither party shall be responsible for delays or failures in performance resulting from acts beyond its control, such as acts of God, acts of war, epidemics, civil insurrection, riot, power outages, fire, earthquakes and other disasters.

*Once you receive information from your coach, you now have it forever. The information you receive during this term is the intellectual property of Malcolm A. Reid, Sr. and ProGlobal Business Advisors, LLC.

* Your Happy Client Guarantee: You must have completed all task assigned to you by your coach. You must also show proof of the efforts you put forth to apply the coaching provided to you. You must make every effort and attempt to apply the techniques, resources and strategies you were given. You must return any and all workbooks, notes (electronic or written) and any material provided to you during your coaching. If said techniques, resources and strategies were applied by you to and you do not earn at least \$5,014 in gross sales (from start of initial coaching program until 1 year after) or our team will help you sell, or sell your services for you to make up the difference in revenue.

If the ROI Guarantee provision is invoked, you cannot apply, use, sell, distribute, market or teach any of the techniques, resources and strategies you were given. Improper use of this intellectual property will cause Malcolm A. Reid, Sr. M REID Enterprises, LLC and ProGlobal Business Advisors irreparable harm. We will seek any and all legal relief as a result of this breach.

By giving us verbal and/or recorded authorization to charge your Credit/Debit Card ending in - 6850, this constitutes your agreement to all of the term listed above. Your signature is not required to enforce this SOW.



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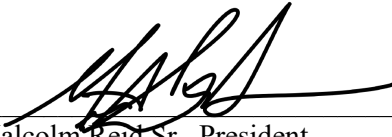
Business Advisors

Total Agreement:

IN WITNESS WHEREOF, the parties hereto have caused this SOW to be effective as of the 23rd day of October 2020.

Date Signed _____

Brandy Speer



Malcolm Reid Sr., President
ProGlobal Business Advisors