Our Mission, Document #2 of 3

    Dear vested sponsor, I'm so glad to be able to invite you into a fruitful and lasting relationship, you've requested 'Service Level’ access to this platform, The Professional Exchange... This platform is a portal or threshold to a larger network. In the interest of laying down the concept, or founding principle of the Professional Exchange, here are some key phrases.

1. **An association of mutual support where assisting other members is dynamically rewarded.**
2. **A community built on the premise;** ***you contribute... you gain access to premium resources,*and with greater access:**

* Increased knowledge.
* Ramped up productivity.
* Acquire influence and a following.
* Positively impact the culture *and* your bottom line.

3.          **Access to a membership containing:**

* Applications ranked on technology's leading edge, that have grown from a certain logic and are maintained through an ethic which ensures market relevance, provides users a clear roadmap and progress track, which allows individual customization, action steps, mileposts, actionable markers and which promote long term goal realization.
* Additionally, most of these solutions can be provided to users with either root access or the code source. Thus, with award winning tools, and owning your infrastructure, you gain credibility and achieve those projections.
* Access to the larger community with various communication tools, support from community members, and a robust compensation system to reward community interaction.
* Grow by helping others, acquire standing, gain free access, and accrue credits and privileges to access premium content and even more dynamic tools, as you support others in making progress on their own action steps on their progress track.

**This document is to whet your appetite for the features you will find**, and give you a little background on the '*why'* of what you're about to experience. Our approach, you may recall, is to seek out the most advanced tools and training, orient these in a logical flow *with the assistance of* and, *for* the help of associates. The objective is to create, host and deliver white label solutions, package them in an intuitive flow so that both our members and, by extension, the followers that our associates attract, virtually can't fail. So far, the thousands that are basing services on this technology are fans, and I think you'll find the logic unimpeachable.

    The following outline, describing the mindset which underlies this platform:

**FLASH FORWARD PRINCIPLE**

***You have a voice***.... Under heaven, you are charged to develop and hone the reach and effect of that message in the overall scope of life. ***You acquire a story worth having by hearkening to an inspired vision,*** and then distilling, demystifying and delivering for wider consumption, your narrative. By giving away to and mentoring others, the law of inertia is overcome and momentum begins to take over. By employing the aid of a principle we refer to as ***"flash forward timelines"***, one can often make practical progress in accomplishing these things..... by mapping out where you want to be in 90 days, in two to five years, or in twenty years, you’ll establish a visible timeline with actionable markers which this system can help you meet.

         In a sense, looking inversely, this resembles an old religious tract I remember reading; “This Was Your Life”, in which an individual came before the final judgment and was mortified when a visual record of all his life was played before the judgment seat.

         By meeting measurable expectations, individuals can and do develop their narrative, and as members recognize that, they acquire a narrative worth having by mentoring others; they then begin to build their own community and are in turn sustained by that community.

**OVERALL ETHIC**

       At virtualproexchange.com we are truth tellers, some call this real-ville, by actively seeking the enlightened choice, we equip others while developing character ourselves.....and, with proven character comes a following.

         In the creation of dynamic healthy communities, if you use the metaphor of a physical building which is made up of many components (or the members), we’ll readily realize the imperative that is implicit in the following three vision statements:

1. *Follow an inspired pattern or building blueprint.*
2. *This model should include the careful inclusion of, and ongoing maintenance and care of, the components/or members.*
3. *And the promotion and extension of the building's/community's benefits out into the greater world, as a feature rich resource, a network populated with those having common interests, and a secure platform and launch pad for some of those out in that greater world.*

***When you have achieved the forgoing 3 principles, you have truly hit the mother lode,*** and the *how* with which to **achieve success in your given venture.** This is the formula which comprises the element lacking in 99% of all the claimants out there demanding your attention.

    I made reference to "harkening to an inspired vision" and "seeking the enlightened choice", you may be wondering where we're headed with that, and the basis of these assertions.

    I'm operating on the proposition, which most can agree upon, that for most of life's issues, including business and vocation; a reliance on the source documents of human history, should provide the assurance we're looking for. If a reliable record has been left us, of the Creator's intentions, authority can be vested in these pronouncements. Do you not concur with me that; *if and when God spoke throughout history, it may be mans chief duty to decipher that speaking and apply it to a practical topology for how we are to conduct our lives?*

    I for one, admit to searching in many places for these assurances, in some cases areas where the truth doesn't reside. However events have a way of returning us to foundational lines that do support the truth... and to the reality of man's responsibility to love and know his maker.

    Therefore, on balance, a certain percentage of our time and energy should be spent in the pursuit of these foundations and that also is true of your writer. Because we're just getting acquainted, perhaps for the first time, it is necessary to speak quite generally of very pointed issues. Hopefully, as you ease into this relationship you'll allow me to proceed to more direct speech. If you'll allow me that liberty, I think you'll learn that we can build together along commonly shared principles, even if there are differences in each other's faith traditions.

The forgoing mission statement is tied to every action the Platform Originators at the Professional Exchange engage in, and as such, we want staff members to subscribe on the whole to these values… therefore a word of caution is in order; if you for the most part can agree to be lead by these principles then welcome, proceed to your platform staff contract. However if you object to any of these statements because they’re ideologically not reflective of your world view or are morally or spiritually antithetical to you, proceed no further. Do not sign accompanying contract, it will bring you into conflict with your associates and that would not be good.

Choose honestly and wisely… the very best be yours, your fellow Staff at the Exchange.