

The Marketing Materials Maven

Translating Your Unique Talents
Into Words That Work



Launch Your Wellness Biz RIGHT Small Group Coaching with Karin Witzig Rozell

Your Brand Authenticity and Marketing Message Coach, Karin Witzig Rozell, invites you to powerfully align your passion with your profits in this exclusive group coaching program.

April 16, 2010

Dear Wellness Pro,

I designed this program for the emerging entrepreneur who is transitioning from one field of expertise into a new career in wellness (or the wellness pro with years of experience who is ready to re-brand their work). This is for the person who has always known, deep down in their bones, that their destiny is to succeed and make a living making a difference with their work.

This group program is designed to save you years of frustration of trying to figure it all out on your own by showing you how to launch your wellness business **THE RIGHT WAY.**

It includes everything you need to launch (re-launch) your business in a powerful and profitable way. Including the branding and message crafting, marketing material copy, business design, important resources and information, and the coaching and accountability you want, to help **you create focus, leverage your talent and increase your income.**

You'll see from what is included in the program that it is designed to deliver a **high level of accountability, coaching and support so you make powerful decisions and take passionate action towards achieving your Bold Goals and your vision of success.**

There are a lot of benefits to this program as I will share, by far the biggest outcome is you will step into your most powerful presentation of your unique gifts, have a clear, profitable target market to focus on and a unique message to stand out, get noticed and attract new business.

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Why did I put this program together for you?

As my business continues to grow I have been faced with the challenge of how do I help the people I highly value grow their business, while maintaining my own lifestyle integrity...plus leave time to create even more new and exciting programs and products.

PLUS, in full disclosure, I'm happy to report that I have a full practice. And I have a baby on the way (yeah!). And so these wonderful and exciting challenges spurred me on to design new ways to support more people.

In light of this, this group program is officially the last call to receive coaching with me until January 2011.

This high-level group coaching program is set up to help **you receive the information, accountability and high-caliber coaching I know you want to make 2010 - 2011 a brilliant year for you.**

By being a bold stand for my own meaningful success and doing what my soul is calling for me to do, I know I empower you to do the same.

I am COMMITTED to helping you shine your gifts in the world, let nothing stop you and see you achieve the SUCCESS that is waiting for you.

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To Be Accepted Into This Coaching Program:

FIRST... please read this letter so you are clear as to HOW this powerful program will benefit you.

THEN... simply complete the Enrollment Payment Form you received from Karin and FAX back to Karin's office at (518) 338-0340.

NOTE: You MUST fax back your Enrollment Payment Form by Friday, May 7th, Midnight to receive the best deal on this program. (Please note, the investment increases with later enrollment)

Of course, RESULTS are what you are investing in

You want to know that your business and life will change as a result of being in this program.

What You Receive As A Participant Includes:

Introducing...

The Launch Your Wellness Biz RIGHT Group Program

(This is the last call for Coaching with Karin until 2011.)

This small group coaching program includes:

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✓ A 3-Day Group Business Breakthrough Retreat in Stockbridge, MA with Karin and Drew Rozell

We'll meet in a beautiful resort Inn in the Berkshire town of Stockbridge, MA (minutes from Great Barrington and Lenox, MA – home of Kripalu).

In this small group of like-minded wellness pros, you will be personally guided by Karin to create your unique marketing message, discover your profitable niche and how to brand your talents using the power of archetypes.

The difference between this Retreat and other conferences you have attended is...

- 1) personalized attention (instead of being one of many in a large group – there is a maximum of 15 people)
- 2) you're getting everything done while you're there with Karin to guide you through it (No more procrastination or trying to figure it out on your own)
- 3) ongoing coaching and support with Karin with the very same group of people at your Retreat (no more feeling alone in this process!).

You'll also get clear on your programs, packages and pricing, how to design breakthrough offers to attract clients the right away, and so much more.

We'll outline your complete business model, brand, message and offerings in just 3 days! You'll go home with a renewed sense of clarity and confidence.

Date of Business Breakthrough Retreat: Thursday, June 3rd, Friday, June 4th, Saturday, June 5th 9am – 5pm with a special cocktail reception on Friday night with Karin and Drew.

Location: Stockbridge, MA (approx 45 minutes from Albany Airport, 2.5 hours north of New York City and 2 hours south of Boston)

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Complete lodging and travel recommendations will be provided so you don't have to guess where to stay, where to eat and what attractions to enjoy.

Optional: Up to three participants have the option to do a private 1-day retreat with Karin in lieu or in addition to the group retreat **for an additional investment**. Please ask Karin about this as there are only 3 spots available in June through July 2010 for a one-day retreat. (While openings last)

✓ **3 Months of Group Business Launch Coaching**

After the retreat, we'll immediately dive into putting what you created at the Retreat into play.

This includes **3** small group coaching calls each month on topics designed to outline your next steps, one focus at a time, and to support you on embracing the mindset of the successful healer.

Topics we'll cover include:

June: Setting Up Your Practice Like You Mean It

One of the secrets to feeling confident is having all your "ducks in a row." From setting up your business accounts and legal protection to easily accept money and credit cards, to organizing your home office, your voice mail and phone system, to working with an accountant or hiring your first assistant, I'll show you what to do and in what order to set up your practice like you mean it.

You'll also create new client welcome letter and business policies and procedures (I'll provide you with templates and examples you can plug and play) to help you create healthy boundaries and honor the lifestyle you want your practice to support.

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July: Marketing Material Creation to Create a Professional Presence

Wondering what to write on your website, brochure or business card? You won't have to with me on your side.

In this month I'll provide you with templates to create every single piece of copy you'll want for your website, print materials and business cards so that everything will be clear and congruent to your new branding.

Hate to write? No problem, I'll include access to my team of writers and editors to outsource any part of this that you want.

August: Designing (or Revamping) Your Website to Showcase Your Gifts

Now that you have all the content for your website, it's time to share it with the world.

You and your fellow participants will create your website in just one month.

You'll learn what design elements are absolutely necessary, what marketing pieces (like an email newsletter and blog) are essential to your website's success and how to do it on your own or hire an expert.

The best part? You'll be ready to harness the upward energy of autumn to launch (or re-launch) in September!

✓ Private Web Community to connect, network, share your successes

Got a quick question for your presentation the next day? What if you can't wait to share a celebration with the group? Log on to your private web

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community and share, ask and give your own insights. I'll log in each week to answer questions too! This is like health insurance for your practice.

✓ **BONUS! Set Yourself Up for Success Tele-series**

I'll host two bonus tele-seminars in May 2010 to help you get the most out of this program.

Topic 1: The One Question Everyone Must Ask Themselves Before They Launch (or Re-launch) Their Practice

Topic 2: Success Secrets to Getting More Done Without Burnout, Ignoring Your Family or Your Well-Being

Additional Bonus Benefits Included:

(These benefits are available to you as a Coaching Program Member but participation in them is NOT a requirement. You can choose to participate in them as they fit your schedule and your needs, during your coaching program.)

- **All Wellness Professional Network Member benefits during your coaching program:** including the monthly Wellness Marketing Tele-Training call, online forum, transcripts, VIP Access to past classes and weekly inspiring audio messages from me to you on staying focused on results. Valued at \$497
- **VIP recognition:** I'll be giving your launch a boost by sharing your successes in my newsletter, in social media and in the Wellness Professional Network membership community and public blog. My clients love receiving this kind of publicity!
- **BONUS GIFT! The Meaningful Holiday Marketing Kit:** This info-product filled with templates for reaching out to your client base

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during the holidays will help you attract business in a feel-good way.
This can be used during any holiday. Valued at \$97

This Coaching Program Is ONLY Right For You If:

- You're willing to TAKE ACTION even if it might feel scary at times (in an exciting way)
- You are willing to be DECISIVE, seek (and speak) your truth and claim what you want
- You're willing and able to commit 100% to your own growth, show up fully and ask for support
- You're willing to try something new and stretch beyond your current experience or knowledge
- You have a dream that you are committed to achieving

You do NOT need to already have a clear idea of HOW to achieve what you want—that's what you'll learn when we are working together!

Your Commitment Includes:

- Reading this invitation letter and filling out the application and payment enrollment form
- Attending the Business Breakthrough Retreat in June (or meeting privately with Karin in a 1-day Business Breakthrough Retreat for an additional investment)
- Refraining from multi-tasking during our coaching calls

Karin Witzig Rozell | The Marketing Materials Maven™ and Founder of WellProNet.org
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Page 8

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The Marketing Materials Maven

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- Replying to my emails within 24 business hours
- Being authentic, honest and speaking up for what you want
- Letting me know about any personal situations that may interfere with your experience in the program
- Honoring confidentiality both in and out of the specific program calls and events
- Letting it be okay not to know all the answers (being kind to yourself)
- Giving yourself permission to just be you!
- Having a clear intention, topic or goal for each coaching call or event
- Be willing to take risks, try new things and stretch beyond your current experience
- Being responsible for your own results, which includes proactively asking for support and using your program benefits
- Honoring your investment and the expectations you are making in yourself by handling any situations that may take you away from your experience, being patient with yourself and resting when necessary to periodically “catch up”
- Honoring our relationship (by being direct, truthful, open and deeply expressive with me we will go farther, faster)
- Celebrating your wins, shifts, achievements and excitement throughout the program

Karin’s Commitment Includes:

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Page 9

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Launch Your Wellness Biz RIGHT **Small Group Coaching with Karin Witzig Rozell**

- Believing in you and your ability to achieve your vision of success
- Sharing in-depth information and knowledge with you so you move forward with marketing your business much more quickly than you would on your own
- Allowing you to be 100% authentic and fully YOU
- Holding you accountable to act from your highest self, even when you may not feel that way
- Being in integrity and honest at all times
- Holding high standards for you and myself (and handling any situation that crosses the line, helping you to resolve and move beyond things you are putting up with that are not in alignment with your brilliance)
- Being kind and patient with your progress so that you know you always have a safe place to express where you are
- Keeping you focused on YOUR goals (and holding you accountable for taking the action steps you agree to, or renegotiating them)
- Coaching you to find solutions to challenges that may come up
- Coaching you to your highest self and coaching you to achieve your highest potential
- Knowing that you are connected to spirit and that there is unlimited possibilities available to you, no matter what any particular situation may look like
- Caring deeply about you and your success

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Confidentiality:

Confidentiality is crucial in this program.

As your coach, I will maintain a highly confidential environment. However, in the case of any legal request, I, and my representatives can not hold confidentiality as we do not have a doctor/client privilege. If information you share with us is sufficiently "illegal" or "dangerous-to-oneself-or-others", I will consult an attorney in order to determine whether or not to notify authorities. If information you share with me creates an uncomfortable feeling for me, or steps outside of my ethics and integrity base, I will let you know and may terminate the coaching relationship.

Payment:

You agree to pay according to the payment schedule you select if accepted into the program.

Commitment and Termination:

The Private Coaching Program is an approximately **3 MONTH** commitment (with a bonus series of calls during May 2010 for a total of 4 Months of support). If for any reason you choose not to continue, or stop participating, you will continue to be liable for the fees of this program.

There are absolutely no refunds of any kind in this program.

Results are based on your willingness to implement what you learn and ability to keep a positive perspective as you grow with your practice and prepare your launch. I'll help you with this, but you have to do your part.

Coaching is a powerful process and at times, you may feel "up against a wall" or as if something isn't working. This is often a perfect sign that you are releasing obstacles and limiting beliefs. My request is that any and all concerns regarding assignments and coaching be addressed with me so I can

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be the best coach to you I can be and assure the coaching relationship is in integrity. Working together, we will make sure your needs are met.

To your success,

A handwritten signature in black ink that reads "Karin". The script is fluid and cursive.

Karin Witzig Rozell
The Marketing Materials Maven

Karin Witzig Rozell and The Marketing Materials Maven is a dba of Maven Enterprises, Inc., a New York State Corporation. The venue for all legal matters is the City of Glens Falls, in the County of Warren, in the State of New York, USA.