

Discovering and Fulfilling Our Global Ultimate Destiny



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Solving the Global Sustainability Success Puzzle

Who else would like to help solve the “global sustainability success puzzle” and help co-create an innovative “strategic marketecture” designed to serve, bless and prosper millions of people all over the world by facilitating personal, community and planetary transformation?

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Well, even the skeptics are beginning to realize that something is going on with the increasing number of serious global challenges that we face such as global warming.

“We can’t solve any problem at the level of consciousness where we created it.” Albert Einstein

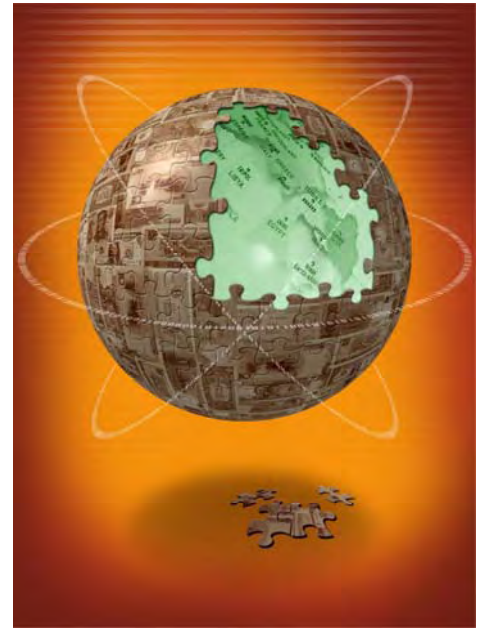
What if the experts who say most people only use about 5% of their potential are right?

What if there are resources already used by the top achievers in our world that could help people utilize more of their potential and harness their creative power to be part of the solution?

And what if for the first time in the history of the world, there was a way and an available technology to provide a comprehensive and integrated system for bringing the best of these tested and proven resources to millions of more people, organizations and communities world-wide?

How might empowerment and capacity building be enhanced through an international network and infrastructure of transformational learning centers staffed by facilitators trained to help individuals, organizations and communities see, believe and achieve all they can be, do and have stewardship over?

Would the world be a better place? Would we be better able to identify and resolve the root causes of the many complex challenges and problems we face as a global family?



Mark Twain thought so and so do we . . .

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“Inherently, each one of us has the substance within to achieve whatever our goals and dreams define. What is missing from each of us is the training, education, knowledge and insight to utilize what we already have.” Mark Twain

Earl Nightingale, the “Dean of Motivation” and co-founder of Nightingale-Conant used to tell a story about a father who was trying to work who had a young son who wanted to play. The father cut a picture of the world out of a magazine and made it into a jigsaw puzzle. He gave it to his son and told him that they could play when he had put the puzzle back together.

The father who had imagined that it would take his son at least several minutes to complete the task was surprised when his son was almost instantly back with the puzzle put together. When he asked his son how he had managed to put it together so quickly, his son answered: “ It was easy Dad. There was a picture of a man on the other side and when I put the picture of the man together, the world was together too.”

Whatever you can vividly imagine, ardently desire, sincerely believe and enthusiastically act upon, must inevitably come to pass.” Paul J. Meyer

Mr. Meyer, the leading self-improvement author of all time, founded Success Motivation, Inc. which has been the world leader in personal and corporate development for over 40 years. During the company’s history of helping people and companies in over 70 countries, they have discovered that successful people and organizations possess five primary success skills. They have a positive mental attitude, they are goal oriented, self-motivated, masters at managing their time around their priorities and they are masters at managing their financial resources to support their priority goals and values.

"The acquisition of wealth is no longer the driving force in the 24th century. We work to better ourselves and better all of humanity." Captain Picard in First Contact (Star Trek)

That statement from Star Trek encompasses Bucky Fuller’s vision of betterment for all of humanity which is what we vividly imagine, ardently desire, sincerely believe is possible and are enthusiastically acting upon. . . and through strategic alliances, it is coming to pass!

Introduction to Ultimate Destiny

Ultimate Destiny is fostering the realization of human potential and “expanding the circle of success” through the establishment of an international network of facilities and facilitators that provide resources for personal, organizational, and community empowerment. Our team has been conducting research for over 40 years on the best programs, products and trainers to discover those that actually deliver results and help participants learn how to develop successful living skills.



We have developed dozens of new proprietary programs, products and systems that help people learn how to learn by utilizing these existing program resources. In some instances, we have developed strategic alliances with the producers of best selling programs to develop adaptations of their programs designed to make them more effective for the populations we serve who may have had limited experience with development training materials. www.expandingthecircleofsuccess.org. By helping these individuals learn how to put their own “success puzzles” together, the world will have a better chance of being healed again also, just like the story about the father, his son and the puzzle.

In addition to product development activities, we have been designing, testing and refining various models for the local delivery of educational programs. This has included award-winning Community Resource Centers, Centers for Successful Living, a Success Center Partnership for the Muncie, Indiana Public Housing Authority and the creation of CAN DO!, a turn key system for helping organizations and communities learn how to pool their resources and co-produce large scale development training programs featuring some of the top success coaches in the world such as Brian Tracy, Les Brown, Jim Rohn, Jim Britt, Jack Zufelt, Mark Victor Hansen, etc.

While these prototypes for locally initiated community resource centers provide the “brick and mortar” component of our marketing and distribution strategy, we have also incorporated “click and learn” technologies for distance learning on the Internet through Ultimate Destiny University. www.ultimatedestinyuniversity.com We envision an international network of thousands of local **Empowerment Resource Centers™** staffed with certified **Success Coaches, Empowerment Consultants™** and **Empower Mentors™** that will provide new and expanded distribution channels for the world’s best resources for personal, spiritual, organizational and community empowerment.

As a result, millions of people will develop a larger vision of themselves, learn how to set and achieve goals, increase their performance levels, manifest stewardship over increased financial resources, fulfill their highest possible destinies and live happier more productive lives. Thousands of new businesses will be created, millions of new jobs will be created, families, neighborhoods and communities will be empowered and strengthened, succeeding generations will realize more of their potential and America will fulfill its ultimate destiny as an example of a fully actualizing society.

Our ultimate goal is to help tens of millions of people world-wide awaken to their true spiritual identity, realize more of their potential and know how to discover and fulfill their purpose. We plan to serve as the catalyst for the establishment of thousands of locally initiated facilities all over the world and the certification of thousands of facilitators, primarily through strategic alliances with some of the world's leading resources for success and empowerment, including world-class success coaches and trainers and several of the top resources for educational and training programs and materials. www.ultimatedestinyhalloffame.com

Presenting an Invitation To Collaborate With Ultimate Destiny

Walt Disney said: "Tell enough other people what you want to do and why and some of them will want to help you."

That's why we created this informational packet on Ultimate Destiny to share with others who may resonate with our vision and mission. Please take a few minutes to review the contents and let us know how you would like to participate and how we might be able to support you and your vision. **Thank you!**



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We have co-created a company that has the vision, infrastructure and implementation strategy in place to potentially serve millions of people, generate billions of dollars and ultimately leave a trillion dollar legacy. The company has evolved over the past six years as the cofounders (whose backgrounds are in training, community economic development, disaster relief and non-profit administration) have been conducting research and development, designing and producing programs and products and building strategic alliances with like minded individuals and organizations.

Two years ago, we turned down an offer for 20 million in cash and part of a public company from a billionaire who told us he comprehended the significance of what we were building and the substance of the foundation we had laid. After discovering that he had paid a \$2.2 million dollar fine to the SEC for alleged "pump and dump", we decided to turn down the offer.

For about a year, we researched and explored several possible ways to become public. Then we were advised that we really did not need to invest the time and cost. The primary reason was that we project to generate substantial profits that will enable us to provide for any investor who wants to exit and we will be positioned for a merger or acquisition, perhaps by a public company.

Over the past 2 years, we have continued to further develop the infrastructure that we refer to as our "strategic marketecture", create programs and products and attract more strategic alliance partners and resource providers.

We have invested tens of thousands of dollars acquiring hardware, software, and training in publishing, electronic publishing, marketing, and Internet marketing. We have developed hundreds of intellectual properties including books, seminars, workshops, training programs, web sites (with top search engine positioning) and hundreds of strategic domain names.

We have developed strategic alliances and marketing agreements with some of the top resource providers in our targeted niche markets of personal development, professional development, corporate training, organizational development, community development and spiritual enlightenment.

We are seeking to attract one or more major partners (individuals or organizations, either for profit or not-for-profit) who share our vision and mission and who have the business expertise and capacity to help ensure the ultimate success of Ultimate Destiny.

We are initiating the process of attracting new partners and co-creators in several ways. The first is to issue an invitation to participate that will share a comprehensive overview of who we are, what we envision, how we plan to accomplish our goals and why we are so confident it will be successful.

We plan to issue news releases in the next few weeks to announce and promote:

Solving Your Ultimate Destiny Success Puzzle. We are publishing our 15 part, 700+ page system with free review copies and a provision for customers to pay what it's worth to them after working with the interactive contents. The Success System includes digital programs, print books, audio CD's, coaching, webinars, teleseminars and live workshops. www.solvingyoursuccesspuzzle.com.

Ultimate Destiny Hall of Fame Award program which honors individuals and resources that help people realize more of their potential, fulfill more of their life purpose and achieve more of their ultimate destiny. This is also a major component of the marketing strategy as described at www.ultimatedestinyhalloffame.com .

Expanding the Circle of Success to donate up to 100 million dollars worth of empowering resources over a 10 year period to and through 10,000 of the 500,000 non-profit organizations we have already identified as potential local sponsors of our Empowerment Training Mentoring Systems (ETMS) and Empowerment Resource Centers as described at www.expandingthecircleofsuccess.org .

Ultimate Fundraising Programs. An innovative fundraising program where we will donate 110% of any income generated when a non-profit organization promotes the Ultimate Destiny programs and products to their membership and mailing lists. One of our principle objectives is to produce programs and products that reach and serve the 87% of the population that most development training companies ignore. <http://ultimatefundraising.wordpress.com>

The fundraising strategy will help us achieve one of our primary goals of building an Opt In mailing list of 1,000,000 people and produce substantial revenue for the company as every publication generates future sales. Because we will also donate at least 25% of any additional income generated through a non-profit partner back to that organization, we will build the partnerships required to be successful in obtaining local non-profit sponsors for our ETMS and Empowerment Resource Centers.

We have designed our programs and products to serve the top 13% of the population that most development training companies target and to include innovative programs that reach, serve and help empower the 87% of the population, and generate new revenue streams for the non-profit organizations that many of the 13% already support. As a result, we believe that we can build a company that serves millions of people, earns billions of dollars and leave a trillion dollar legacy.

If you invest time to review these materials and comprehend how we have been preparing for decades to do that, you may be as amazed as we are at the power and potential the project represents for fostering greater self-help, empowerment and capacity building. That in turn leads back to our interests, expertise, and credentials in Community Economic Development, sustainable living and disaster preparedness. With the increasing number of global challenges (and opportunities) that we face, we are deeply grateful to have been inspired to "build these castles in the air" as Thoreau said. Now, perhaps with your help, we can finish building the foundations underneath them and ensure their ultimate success and practice Earth Stewardship.

So here are some questions for your consideration?

Are you the next "missing piece" of **our** Ultimate Destiny Success Puzzle?

Are we the next "missing piece" in **your** Success Puzzle?

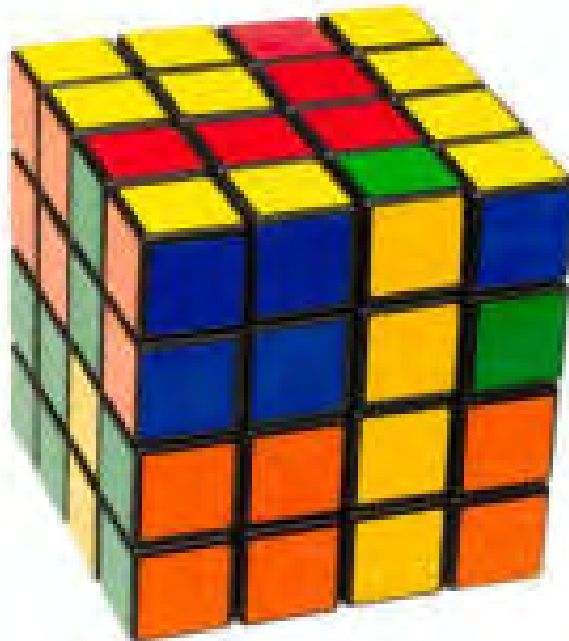
How could the Ultimate Destiny team help you fulfill your ultimate destiny?

If you resonate with this overview of our vision, mission and plans, please contact Charles Betterton at 760-212-9931 or ceo@ultimatedestinyenterprises.com. Thank you!



Ultimate Destiny Enterprises™

**Helping Individuals, Organizations and
Communities Discover Your Dreams and
Manifest More of Your Ultimate Destiny!**



**“It has taken humanity thousands of years to learn
that it has the power to control its own destiny.”**

Ernest Holmes

**Ultimate Destiny Enterprises has devoted thousands of hours to discover,
develop and design innovative systems and processes that will help you
know which of the thousands of available resources that can help you see,
believe and achieve all you can be, do and have stewardship over will be
most valuable to you right now!**

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Ultimate Destiny Success Puzzle™

www.SuccessPuzzle.com

Ultimate Destiny uses the Rubik's Cube to help illustrate the "strategic marketecture" the company is developing to facilitate personal, organizational and community development and empowerment by acting as a customizable "Success Puzzle."



Ultimate Destiny Success Puzzle™

Learn How It Facilitates Your Discovery, Evaluation and Application of Empowering Resources that Help You Realize More of Your Inherent Potential and Fulfill Your Ultimate Destiny. The Success Puzzle helps you discover the next most important step to take and what resources to use that will help you realize more of your inherent potential and fulfill your ultimate destiny.

The following pages present the Ultimate Destiny "business plan" and marketing strategy within the context of a comprehensive system of interconnected assessment instruments and discovery exercises that enable our trained facilitators to help each member and customer in the manner and style most appropriate for each individual. The innovative systems also allow the facilitators to effectively and efficiently present to each customer the next "break through" resources that will generate maximum results. The nature of the selected resources and delivery systems is shaped by several factors.

The first of these "self selection" turns of the Success Puzzle is determined by whether the client is an individual seeking personal development or spiritual enlightenment, a company seeking profitability and productivity, a non-profit organization seeking greater effectiveness and efficiency or a community seeking a larger shared vision and co-creative participation of its residents. The second turn of the Success Puzzle or "self-selection" factor is the level of consciousness of the participant. This is discerned through a number of exercises including consideration of where the participant is on Maslow's Hierarchy of Needs, the Map of Consciousness developed by David Hawkins, the Chart of Emotions developed by Ester and Jerry Hicks, etc.

Whether you're an individual, a company, non-profit organization or community, the Ultimate Destiny Success Puzzle sorts through thousands of possible resources to present you with just what you need next, in the way that best meets your needs, learning style preferences and priorities. Every participant enjoys greater levels of self-awareness, discovers learning style preferences, behavior styles, and preferred communication methods.

For an individual the Success Puzzle provides resources for successful living skills, self-help, empowerment and capacity building. For an individual on a spiritual path or church, the Success Puzzle provides the best available resources for spiritual growth and enlightenment including discovery exercises and spiritual practices. For a youth, the Success Puzzle provides successful living resources for greater self-esteem, enhanced academic performance, leadership development and interactive exercises that help you learn more about yourself, your learning style preferences, attitudes, etc.

For a company, the Success Puzzle provides the best available resources for enhancing productivity and increasing profitability. For a nonprofit organization, the Success Puzzle provides the best available resources for improving efficiency and effectiveness. For a community, the Success Puzzle provides resources for community development and empowerment and community economic development including community building and co-creative visioning and planning.

In developing the Success Puzzle, Ultimate Destiny and its partners have conducted research to discover the best-of-the-best resources for every aspect of development, empowerment and enlightenment. We have developed strategic alliances with some of the world's best resource providers and we have created innovative systems and processes that facilitate accelerated learning, foster higher levels of self-esteem and self-motivation, happiness, well-being and successful living.



Ultimate Destiny “Strategic Marketecture”

www.StrategicMarketecture.com

The power and effectiveness of the unique and innovative business model developed by Ultimate Destiny is also effectively presented by using a Rubiks Cube.



There are six primary aspects or “sides” to the Ultimate Destiny business model. These include: Strategic Alliances and Joint Ventures; Featured Resource Providers; a Network of Interconnected Web Sites; Free Introductory Resources to Build an Opt In Data Base and Customers; Products and Services; and Marketing and Distribution Channels.

Each of these six primary aspects of the Ultimate Destiny business model is presented in more detail in the following pages.

