# Strategic Marketing Matrix<sup>™</sup> for Universal Stewardheirship, Inc.

Articles	Ezines	Printed Magazines and Newsletters	Online Quizzes and Self- assessments	Online Mini-courses	Webinars	Teleseminars
Consulting Services	Publishing, Marketing and Distribution	Ultimate Destiny Success System	Empowerment 101  Empowerment 101  Resources to Help You Discover How to Realize More of Your Potential and Enjoy A Happler, Richer and More Fulfilling Life!	Enlightenment 101  Enlightenment 101  Where Are You on the Enlightenment Ladder?	Success Puzzles  Ultimate Destinyland Success Puzzle- Beiging Van Diever V vor Drann and Manifect Weer of Vor Ultrans Berings  "It has taken humanly floward of year in lazer field it has the humanly floward of year in lazer field it has the humanly floward of when the humanly  "The humanly flow for the field of the humanly flower in the second floward of such as the humanly flower in the second floward of such as the humanly flower in the second floward of such as the humanly flower in the second floward of such as the humanly flower in the second floward of such as the humanly flower in the second floward of such as the humanly flower in the second floward of such as the humanly flower in the second flower in the second flower in the humanly flower in the second flower in the humanly flower in the second flower in the humanly flower in the second flower	Web Sites and Blogs
Coproducing Major Development Training Events and Seminars	Playshops  ULTIMATE DESTINY UNIVERSITY  PLAYSHOPS	Ultimate Destiny University	Expanding the Circle of Success	CENTER SPACE CENTER SPACE  CENTER SPACE  Center for Spiritual, Personal And Community Enlightenment	Community Unity Partnership Programs	Combining "Brick and Mortar" Centers with "Click and Learn" Technology
Workshops and Playshops	Cocreative Visioning  Discovering and Manifesting Our Dreams with Co-Creative Visioning	Fulfilling the Destiny of the USA  Solving the Ultimate Destiny Success Puzzle for THE STATES OF AMERICA  by Chill's Millerine, MICE	Blessing Millions, Manifesting Stewardship Over Billions, Leaving a Trillion Dollar Legacy	Hall of Fame Awards	Retreat Centers and Intentional Communities	Offering Programs on "Pay What It's Worth To You" Basis
Conferences Gatherings and Retreats	Harnessing Creative Power  Co-create Your Ultimate Destiny Using the Five Steps of Spiritual Mind Treatment  **The Company of the Company of	ETMS TM Empowerment Training Mentoring Systems	Successful Living Skills  Successful Living Skills for the 21st Century	CAN DO! CED Empowerment Resource Centers	Multi-Media Programs	Speakers Bureau Services
Training and Certification Of Trainers	New Thought 101  New Thought 101  Resource for Heighing Millions of Propin Discovered How for April the Sprinted Principles and Practices for Successful Living Known As New Thought United New April 1997 (1997) (1	Infopreneurship University  Enfopreneurship University in Harvess the Utilization Power of the Calendal  Brown of the Calendal  Incomment of the Calendal  I	Stewardheirship Stewardheirship The A.R.T. of Successful Living Awakening Realization, Transformation.  By Charles Retterton Surper Survey States (SM)	Universal Stewardheirship  Universal Stewardteiship  Universal Stewardteiship  Universal Stewardteiship  Universal Stewardteiship  Steller Stewardteiship  An Installation to high Special Palantei  Steller Stewardteiship  Steller Steller Steller  Steller Steller  Steller Steller  Steller Steller  Steller Steller  Stel	New Thought University  Strategic Marketing Matrix- for Introducing New Thought to 100 Million People  The Third Control of the Control  Third Control  Thir	Ultimate Fundraising Programs for NPOs
Licensing and Franchisiing	Resource Showcases	<u>"Earn, Learn and Retiurn" Affiliate</u> <u>Programs</u>	<u>Joint Venture</u> <u>Marketing</u>	Amazon.com A-stores	Internet Radio and Video	Public Domain Works

### Marketing Funnel for <u>Universal Stewardheirship</u>, <u>Inc.</u>

# Empowering Millions of People; Manifesting Stewardship Over Billions of Dollars for Personal, Social and Global Transformation; and Leaving a Trillion Dollar Legacy of and for Stewardheirship™

Universal Stewardheirship, Inc. (US, Inc.) is organized as a collaborative Strategic Marketecture<sup>™</sup> that includes the Company, two major affiliated non-profit organizations (the Center for Spiritual, Personal and Community Empowerment and Ultimate Destiny University for Successful Living) and several Strategic Alliance Partners and Resource Providers.

Our ultimate vision is to Expand the Circle of Success for Solving Our Personal, Community and Global Success Puzzles by helping establish a network of non-profit Community Resource Centers that will provide Successful Living Skills for the 21st Century including Infopreneurship.

The Company has developed a <u>Strategic Marketing Matrix</u>™ (SMM) for each of our main organizations to demonstrate how we will ensure the ultimate success of the programs, products and services we are creating, producing, marketing and distributing. Links to the SMMs are provided in the Table below. Click Here for an SMM for an individual product.

Learn, Earn and	SMM for the	SMM for Universal	SMM for CENTER	Ultimate Destiny
Return Affiliates,	University for	Stewardship, Inc.	SPACE	Hall of Fame
JV Partners. NPOs in our <u>Ultimate</u> <u>Fundraising</u> <u>Program</u>	Successful Living Not-for-Profit for personal growth, professional and organizational development	C Corp based on the B Corp Model Pay What Its Worth To You!	Not-for-Profit for personal, spiritual and community empowerment and enlightenment	Award Recipients and Other Featured Resource Providers

#### **Examples of Traffic Generators to Introduce Our Free and Low Cost Products, etc.**

Articles	Quizzes and Self-	Ezines	Surveys
	Assessments		
Teleseminars	Webinars	Newsletters	MeetUp Groups
Web Sites	Blog Sites	News Releases	Search Engine
			Positioning
Memberships (SVN,	Pay Per Click	Social Media:	Donating
World Business, IONS,	and Other Ads	Facebook, Twitter,	Consulting Services
Tyson Center, AGNT +)		LinkedIn, YouTube	_

#### **Free Products**

E-books	Self-Assessments	Webinars	Teleseminars	Coaching
Digital Downloads	Memberships	Printed Books	Bonuses	Resource
				Providers
Seminars	Workshops	Playshops	Online Mini-	Repurposed
			Courses	Public Domain
Coaching	Consulting	Resource	Success Puzzle	Strategic
Services	Services	Showcases	Templates	Marketing Matrix

#### Low Cost Products (\$1.99 to \$99+-)

E-books	Self-Assessments	Webinars	Teleseminars	Resource
				Showcases
Digital Downloads	Memberships	Printed Books	Consulting Services	DVDs/CDs
Seminars	Workshops	Playshops	Online Mini- Courses	Software for Visioning/Planning

#### Medium Cost Products (\$100 to \$497+-)

Memberships	Complete Book	Home Study	Small Group	Complete Multi-
	Library	Programs	Discussion Kits	Media Programs
Seminars	Workshops	Playshops	Online Mini- Courses	Coaching and Consulting

#### **High Cost Products (\$500 to \$9,999)**

Higher Level	Complete Book	Home Study	Small Group	Complete Multi-
Memberships	Library	Programs	Discussion Kits	Media Programs
Seminars	Workshops	Playshops	Online Mini- Courses	Coaching and Consulting

#### **Higher Cost Products (\$10,000 to \$25,000)**

Higher Level Memberships	ETMS <sup>™</sup> Empowerment Training Mentoring Systems (\$10K)	Empowerment Resource Centers (\$25K to \$50K)	Consulting Services Community Economic Development Strategic Planning, Visioning, Infopreneurship	Co-branding and Private Labeling of Complete Multi- Media Programs
Training of	Training of	Training of	Training of	Training of
Training to	Training to	Training to	Training	Training to
Facilitate Seminars	Facilitate	Facilitate Playshops	to Facilitate Online	Facilitate Coaching
	Workshops		Mini-Courses	and Consulting

## Highest Cost Products (\$25,000 to \$250,000 year)

Highest Level	Ultimate Customized	Ultimate Empowerment	Licensing and	Coaching and
Memberships	ETMS	Resource Centers	Franchising	Consulting
,	(\$25K to \$50K)	(\$50K to \$250K)		Services
Training and	Development and	Joint Ventures on	Rights to IP	Production and
Certification of	Implementation	Program and	including Strategic	Co-production of
Trainers-of-	of Master	Product	Marketing Matrix	Major Development
Trainers	Fundraising Plans	Development	System, Success	Training Events
		'	Puzzle software,etc.	

**NOTE**: We have raised several hundred thousand dollars in equity capital, mostly from cofounders. We have opportunities available for Revenue Participation Agreements and we have an Investment Marketing Memorandum through which we will raise more equity from accredited investors.