

# Strategic Marketing Matrix™ for Universal Stewardship, Inc.

Articles	Ezines	Printed Magazines and Newsletters	Online Quizzes and Self-assessments	Online Mini-courses	Webinars	Teleseminars
Consulting Services	<p><a href="#"><u>Publishing, Marketing and Distribution</u></a></p> 	<p><a href="#"><u>Ultimate Destiny Success System</u></a></p> 	<p><a href="#"><u>Empowerment101</u></a></p> 	<p><a href="#"><u>Enlightenment 101</u></a></p> 	<p><a href="#"><u>Success Puzzles</u></a></p> 	Web Sites and Blogs
Coproducting Major Development Training Events and Seminars	<p><a href="#"><u>Playshops</u></a></p> 	<p><a href="#"><u>Ultimate Destiny University</u></a></p> 	<p><a href="#"><u>Expanding the Circle of Success</u></a></p> 	<p><a href="#"><u>CENTER SPACE</u></a> <a href="#"><u>CENTER SPACE™</u></a></p> 	 <p><a href="#"><u>Community Unity Partnership Programs</u></a></p>	<p><a href="#"><u>Combining "Brick and Mortar" Centers with "Click and Learn" Technology</u></a></p>
Workshops and Playshops	<p><a href="#"><u>Cocreative Visioning</u></a></p> 	<p><a href="#"><u>Fulfilling the Destiny of the USA</u></a></p> 	<p><b>Blessing Millions, Manifesting Stewardship Over Billions, Leaving a Trillion Dollar Legacy</b></p>	<p><a href="#"><u>Hall of Fame Awards</u></a></p> 	<p><a href="#"><u>Retreat Centers and Intentional Communities</u></a></p> 	Offering Programs on "Pay What It's Worth To You" Basis
Conferences Gatherings and Retreats	<p><a href="#"><u>Harnessing Creative Power</u></a></p> 	<p><a href="#"><u>ETMS™ Empowerment Training Mentoring Systems</u></a></p> 	<p><a href="#"><u>Successful Living Skills</u></a></p> 	<p><a href="#"><u>CAN DO! CED Empowerment Resource Centers</u></a></p> 	<p><a href="#"><u>Multi-Media Programs</u></a></p> 	Speakers Bureau Services
Training and Certification Of Trainers	<p><a href="#"><u>New Thought 101</u></a></p> 	<p><a href="#"><u>Infopreneurship University</u></a></p> 	<p><a href="#"><u>Stewardship Stewardship</u></a> <a href="#"><u>Stewardship</u></a> The A.R.T. of Successful Living Awakening. Realization. Transformation.</p> 	<p><a href="#"><u>Universal Stewardship</u></a> <a href="#"><u>Universal Stewardship</u></a></p> 	<p><a href="#"><u>New Thought University</u></a></p> 	<p><a href="#"><u>Ultimate Fundraising Programs for NPOs</u></a></p>
Licensing and Franchising	Resource Showcases	<p><a href="#"><u>"Earn, Learn and Return" Affiliate Programs</u></a></p>	<p><a href="#"><u>Joint Venture Marketing</u></a></p>	<p><a href="#"><u>Amazon.com A-stores</u></a></p>	Internet Radio and Video	Public Domain Works

## Marketing Funnel for [Universal Stewardheirship, Inc.](#)

**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™ 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 [Strategic Marketing Matrix™](#) (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.

<a href="#">Learn, Earn and Return Affiliates</a>  JV Partners. NPOs in our <a href="#">Ultimate Fundraising Program</a>	SMM for the University for Successful Living Not-for-Profit for personal growth, professional and organizational development	SMM for Universal Stewardship, Inc.  C Corp based on the B Corp Model <a href="#">Pay What Its Worth To You!</a>	SMM for CENTER SPACE  Not-for-Profit for personal, spiritual and community empowerment and enlightenment	Ultimate Destiny <a href="#">Hall of Fame Award</a> Recipients and Other Featured Resource Providers
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### Examples of Traffic Generators to Introduce Our Free and Low Cost Products, etc.

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

### Free Products

E-books	Self-Assessments	Webinars	Teleseminars	Coaching
Digital Downloads	Memberships	Printed Books	Bonuses	Resource Providers
Seminars	Workshops	Playshops	Online Mini-Courses	Repurposed Public Domain
Coaching Services	Consulting Services	Resource Showcases	Success Puzzle Templates	Strategic 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 Library	Home Study Programs	Small Group Discussion Kits	Complete Multi-Media Programs
Seminars	Workshops	Playshops	Online Mini-Courses	Coaching and Consulting

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

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

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

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

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

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

**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.