

Strategic Marketing Matrix™ for Establishing a Network of Community Economic Development (CED) Benefit Corporations to Publish, Produce, and Distribute Programs, Products and Services That Help Expand the Circle of Success for Addressing Social, Economic and Environmental Challenges by Combining CED Principles and Practices with the Benefit Corporation Model and Crowd Funding Provisions of the JOBS Act to Help Foster Innovation, Collaboration, Job Creation and Sustainable Communities

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| <u>Article Marketing</u> | <u>Newsletters and Ezines</u> | <u>Web Site Development</u> | <u>Blog Sites</u> | <u>Surveys, Quizzes and Assessments</u> | <u>Digital Publishing</u> | <u>Print Publishing</u> |
| <u>Book Marketing and Promotion</u> | Training on Successful Living Skills | <u>Training on Crowd Funding</u> | Co-creative Visioning and Strategic Planning | Creating a Collaborative Strategic Marketecture | Entrepreneurship Training and Micro-Enterprise Development | <u>Webinars and Teleseminars</u> |
| <u>Digital Book Marketing and Promotion</u> | Joint Marketing Ventures and Shared Advertising | Providing Cooperative Printing, Publishing, and Multi-media Production Resources | <u>Empowerment Training Mentoring Systems™</u>  | Providing Mentoring, Training and Consulting Services on Creating Intellectual Properties | Social Enterprise and Entrepreneurship Training | <u>Licensing and Franchising</u> |
| <u>Affiliate Marketing</u> | <u>Hall of Fame Awards Programs</u> | Micro-Enterprise Development and Entrepreneurship Training | Empowering Millions of People and Helping Save and Create Millions of Jobs | Providing and Allocating Equity Capital, Grants and Donations | Training on Creation and Marketing of Intellectual Properties | <u>Membership Sites and Services</u> |
| <u>Developing and Marketing Mobile Apps</u> | <u>Resource Center for Business Development</u> | <u>Providing Mentoring and Consulting Services in Publishing, Internet Marketing</u> |  <u>CAN DO! Community Empowerment Resource Centers</u> | <u>University for Successful Living 24 X 7 access to online successful living skills training</u> | Training on Creative Thinking, Problem Solving and Master Minds | <u>Coaching, Consulting and Training</u> |
| <u>Private Label Rights</u> | <u>Providing Training and Resources for Community Economic Development</u> | Providing Templates for Business Plans, Grant Applications, Collaboration | Providing Technical Assistance on Designing, Delivering and Promoting Events | Providing Technical Assistance on Visioning, and Marketing | Adapting Programs and Products for the Other 87% of the Population | <u>Global Positioning and Marketing</u> |
| <u>Public Domain Works</u> | <u>Auto-responders and Shopping Carts</u> | <u>Social Media</u> | <u>Outsourcing</u> | <u>Merchant Account and Payment Services</u> | <u>Online Training Courses</u> | <u>Audio and Video Production</u> |