

Become a
Licensee, and
benefit from:

- **Incremental revenue streams**
 - **Instant product offering**
 - **Attract new customers**



Don't just plan—*strategize!*[™]



Who needs strategic planning?

There are about 25 million small businesses in the US (SBA 2006).

- 80% of them do not have a strategic plan.*
- 81% of small businesses fail within a year.**
- Lack of planning causes business failure.***
- Main reasons for not planning:
 1. Too busy with day-to-day operation of the business.
 2. Don't know how to develop a valid plan for the business..
 3. Intimidated by "traditional", complex and lengthy business planning models.

Starts and Closures of small businesses, 2001-2005

Category	2001	2002	2003	2004	2005
New companies	585,140	569,750	612,296	642,800e	671,800e
Failed companies	553,291	586,890	540,658	544,300e	544,800e
Bankruptcies	40,099	38,540	35,037	34,317	39,201

Source:

* Gibson, Brian., & Cassar, Cavin. (2002). Planning behavior variables in small firms. *Journal of Small Business Management*, 40(2), 171. Appendix A

** US Small Business Administration (see below).

*** Perry, C. Stephen. (2001). The relationship between small business plans and the failure of small busi-



The Solution - *Instant Strategist*®

- *Instant Strategist*® helps small businesses develop strategic plans in the *quickest and easiest way possible (one day)*.



- The *Instant Strategist*® methodology is the results of years of scientific research, testing, and market acceptance
- The system contains only three basic steps for completion, can be done in less than eight hours, and is applicable to any type of business or industry.
- No prior knowledge of strategic planning is required to learn this methodology.

**3 steps to a successful
Strategic Plan**





Complete System

- In addition to the revenue stream from Licensee referrals, you can generate incremental revenues from the sale of the *Instant Strategist*® products.
- The *Instant Strategist*® system contains six products.
- As a licensee, you will receive the products at a wholesale price of 25% off the retail price.
- You may also use the *Instant Strategist*® products as promotional items to attract new clients.





What makes *Instant Strategist*® so unique?

1. *Instant Strategist*® was developed specifically for small companies. Unlike other planning models, which were designed for large companies, and are not appropriate for the special needs of small companies.
2. The *Instant Strategist*® methodology is based on scientific studies, and on years of research and development. Scientific studies established a strong positive correlation between strategic business planning and business success.
3. The *Instant Strategist*® method was designed to allow small businesses to develop their plans in the quickest possible way. This was done in response to a study by Dr. Eisenhardt of Stanford University, who concluded that - ***"More than ever before, the best strategies are irrelevant if they take too long to formulate."***
4. The *Instant Strategist*® system is the only system that contains six unique products (software, book, audio seminar, PowerPoint, video presentation, and eBook), which allows the customer to understand the material and develop his or her plan in the shortest amount of time.



Benefits to Licensees

- Earn \$3,000 in referral fees for each business consultant that you sign up as an associate.
- Earn \$50 for each *Instant Strategist*® system that you sell to your small-business clients.
- Benefit from residual business from clients who purchased the *Instant Strategist*® system, and who need additional services.
- Attract new customers by advertising and promoting the *Instant Strategist*® system.
- Leverage our years of experience in providing small-business owners with strategic planning tools and advise.



Becoming a Licensee

- Becoming a Licensee of *Instant Strategist*® is easy, and costs only \$5,000.
- You may choose to pay the entire sum up front, or \$500 a month for one year (\$6,000).
- When you sign up, you will receive 12 complete systems (all six products in each), which you can resell for a total of \$2,399.
- You will receive a discount of 25% on all future orders of the *Instant Strategist*® system.
- You will receive marketing and promotional material that will help you sign up other Licensees, and earn \$3,000 referral fees for each.



ROI Scenario

- \$5,000 investment is required to join the *Instant Strategist*® Licensing program.

ROI Scenario

- Sign up one new Licensee: \$3,000
- Sell 12 complete systems: \$2,499.
- Total: \$5,499.
- You will have a complete ROI, and a \$500 positive cash flow just as soon as you sign up one new Licensee, and re-sell 12 Complete packages.
- **After that, all future profits are yours!**

Notes:

*Allow for 3-6 months for introductory period and market penetration.



Preliminary Due Diligence

Prospective Licensees are encouraged to conduct preliminary due diligence. Just copy URL to browser.

Company verification:

- Instant Strategist is a trademark registered with the US Patent & Trademark office: <http://tess2.uspto.gov/bin/gate.exe?f=searchss&state=ksur8v.1.1>
- The Instant Strategist system is featured by the California Economic Development Association: <http://www.toolsforbusiness.info/success/index.cfm?action=businessplan&subsection=essentials&CX=tuolumne>
- The Instant Strategist system is endorsed and sold by the official SBDC store: <http://sbdcstore.com/cfshopkart/index.cfm?Action=ViewCategory&Category=35&CX=SBDC19>

Professional verification:

- Dr. Geller is a Business Counselor with the SBDC, a program of the US Small Business Administration: <http://www.santarosa.edu/instruction/jtwd/sbdc/counselors/>
- Dr. Geller is an adjunct professor of Business Strategy at Dominican University of California: <http://www.dominican.edu/query/searchdirectory.php>



Who else is using the *Instant Strategist*® program?

Thousands of small-business owners and many business-related institutions are using the *Instant Strategist*® system to develop quick and easy strategic business plans.

Clients of the Small Business Development Center (SBDC), which is a program of the US Small Business Administration, are using the *Instant Strategist*® system for their business.



In addition, the *Instant Strategist*® system is featured and sold to small businesses on the official resource center of the SBDC network.



Members of various Chambers of Commerce are using the *Instant Strategist*® system to develop strategic business plans.



For more information on this opportunity please contact our offices.



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