



Hey Marlene!

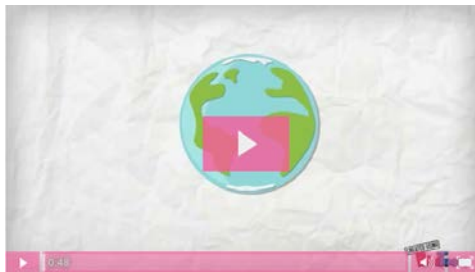
We've been chatting quite a bit about our similar target markets and how to best serve them. Based upon these conversations, I wanted to mention an idea I've been mulling over.

We're both looking for ways to **boost our credibility online** {and also build engaged lists}, and I think a great way to do this would be to **publish a digital magazine** for the mothers we serve, and to then offer a **premium membership site** they can join.

The mission is to provide **potent, actionable, fluff-free information** by combining our core focuses, and to mobilize the community as a whole to bring about a **real cultural shift**. When we provide a place for involved mothers and their daughters to learn and grow, we're helping create a force of change in the world.

By providing **resources, information, accountability, and a helping hand**, we are helping these women empower a new generation through effective communication, self-esteem building, and abuse awareness, and this will have an impact on many generations to come. With proper execution and follow through, this venture will cement us as the **go-to individuals** in our fields.

Take a look at this super-short video to learn more about this project:



Isn't it exciting?! By combining your extensive experience fostering community in your area and your years of teaching in schools and private arenas, my tech and design skills, and our collective B-School training, we can publish a stellar quarterly magazine.

Here are a few more specifics for you:

- 🏠 Upon opting in to receive the magazine, subscribers will be presented with:
 - their **magazine** for online reading and/or download
 - access to one {or more} **exclusive email training series** offered by myself and you {if you're interested}
 - the opportunity to join our **premium member site**
- 🏠 Upon purchase of a membership, access to a variety of features is given:



- o **Facebook community** of other members
- o A regularly updated **resource list** to help them find the answers they need
- o A **monthly Q&A call** to help them raise confident young women & keep the lines of communication open
- o A **monthly Awesomesauce Workshop**: one hour devoted to helping them through a specific challenge we know most mothers face when raising girls
- o A **monthly Adventure** to complete with their daughter{s}
 - Girls receive a **charm bracelet** after completing first monthly adventure
 - They receive a **charm for the bracelet** upon subsequent completions
- o The opportunity to sign up their daughters for the **girl section** of the site

My **initial goal** is to build the new site's membership {and the new, shared opt-in list} to at least 200 in the first month. This will give us a solid, yet manageable foundation to start with.

It'd be great if you could **leverage your reputation** within your local community, at schools where your courses have been offered, and in the press you regularly receive to help spread the word, as well as online to your list subscribers and social media followers. I'd also like your help with **curating content** for the magazine and membership site and appointing at least **one site moderator**.

I'm offering a **50/50 profit split** and **access to my own list** for promotion of your products and services. We've talked before about your desire to begin reaching out to the homeschool community so you can develop programs for them. I can give you **access to thousands** of homeschoolers who are constantly on the lookout for new programs. This will give you the ability to conduct research, offer new programs, and build that part of your business.

You and I both know that if we give subscribers our very best, they'll naturally want to share us and our offerings with others. By giving from a place of **graciousness, gratitude, and true service**, we can accomplish our mission. This will naturally **increase your list size**, revenue, business opportunities, and quite possibly present you with ideas for new products, services, and markets to enter.

If you feel that you are aligned with the mission of this project and you have a marketing calendar and schedule that can support **launching in three months**, I'd love to have you! **Please schedule a time to chat** about the project further; two heads are better than one and I'd love to hear what thoughts you have for the project!

Have a great week, Marlene!

Tiffany