

## MIRACLEMIND MARKETING SUMMARY

### Quick Overview:

MiracleMind is building a massive library of relevant online coursework to be offered to consumers through a convenient low-cost subscription service. We plan to build over 1,000 hours of instruction over the next several years - all of it authored by college professors and other experts - and offered at rates affordable to every online consumer. Courses will be downloadable to iPod, and videos will be accessible through Internet TV technology. The initial response to this concept, from consumers *and* direct sales affiliates, has been outstanding.

### MiracleMind curriculum includes FOUR general subject categories:

*Business & Technical Skills*                      *Consumer Education & Protection*  
*Self-Help & Personal Growth*                *Grade School & High School Courses*

### There are THREE target groups, representing three distinct consumer channels:

- 1) Direct Marketing: General Public & Small Business @ \$17.95 per mo. - a full service program offered through direct sales channels and affiliate partnerships, which includes numerous benefits and deeply discounted educational media. This channel will be sold through home-based direct sales agents and established business affiliate partners. Sales commissions are paid on a recurring residual basis.
- 2) Employee Payroll Deduction @ \$2 per week - a limited private-branded version sponsored by employers. Employees opt-in as part of their employee benefits package. This channel will be sold primarily through employee benefits administrators. Sales commissions are paid on both an acquisition and recurring residual basis.
- 3) College Students @ \$79-\$99 per year - Also private-branded for the participating college, this limited version of the program covers a wide range of practical and necessary life skills that will enhance the value of a typical \$12,000-\$20,000 annual college tuition. MiracleMind brands, hosts and maintains the entire service at no additional cost to the college. Sales are generated by in-house sales staff.

### There are at least FOUR companies involved in this project:

- 1) Evolution Media Group ([www.EvoMedia.com](http://www.EvoMedia.com)) is building and maintaining MiracleMind inventory, and coordinating the authorship and assembly of all courses.
- 2) [www.Ceonex.com](http://www.Ceonex.com) / [www.Ocix.com](http://www.Ocix.com) is a highly skilled and profitable international production studio that is being acquired by EMG/MiracleMind.
- 3) [www.XpertUniverse.com](http://www.XpertUniverse.com) is a state-of-the-art live web-based platform that supports live one-on-one instruction worldwide. This platform is licensed on a private-branded basis by MiracleMind for use by live instructors in a wide range of categories including tutors, consultants, counselors, attorney and financial planners.
- 4) [www.TernarySoftware.com](http://www.TernarySoftware.com) is our lead technical development firm, specializing in Agile Programming and technical instruction for I.T. professionals.

MiracleMind combines three factors within the e-learning marketplace. When combined, they establish a unique selling proposition for a huge worldwide market niche. All are directly applicable to the marketing channels listed below.

- 1) *Outstanding Consumer Value:* We provide low-cost access to an extensive body of knowledge presented as dynamic flash and streaming audio/video. MiracleMind packages the most popular continuing education categories into a low-cost \$17.95 flat-rate membership. The membership also includes numerous value-added benefits. The most popular categories include technical and business skills, self-help, personal growth and K-12 grade school /high school markets.
- 2) *Wisdom Culture Paradigm:* The “Cultural Creative” audience numbers over 65 million consumers in the U.S. This audience is still largely underserved with respect to its overall needs and desires within the larger dominant media culture. In addition to mainstream in-demand coursework, MiracleMind will also address this audience directly, i.e., alternative medicine, environment and energy sustainability, metaphysics and spirituality, religious studies, personal growth, character, ethics and values education, etc.
- 3) *Affiliate Marketing, Performance-Based Advertising & Small Office/Home Office Sales Dynamics:* The entire MiracleMind program is driven by word-of-mouth sales and referral-based affiliate sales. This “viral” method of promotion works extremely well when price, relevance and opportunity combine to maximize the product’s appeal. MiracleMind will incorporate a balanced blend of online and offline sales initiatives. Each member has access to personalized automated sales tools including a personal webpage, automated email announcement tools, personalized URL string, pre-coded banners, etc.

## DIRECT MARKETING INITIATIVES

- 1) *Print Media Advertising:* EMG/MiracleMind holds a \$2 million agreement for pre-paid advertising with [www.media4equity.com](http://www.media4equity.com) / [www.newsusa.com](http://www.newsusa.com) to use many forms of print media on a performance-partnership basis. This includes placement of “editorial” content in over 5,000 newspapers nationwide. Additional media partnerships include magazine inserts, advertorials, specialty publications and direct mail inserts.
- 2) *Inbound Telemarketing:* MiracleMind’s internal call center will handle inbound calls from national advertising placed in industry specific publications, as well as outbound telemarketing to targeted lists. The callers will be potential sales agents looking for affiliate partnerships.
- 3) *Affiliate Banner Partnerships:* Dozens of high-traffic websites will host MiracleMind banners on a performance-partnership basis. Affiliate banner marketing is one of the most popular methods for promoting consumer services. This was the primary method for Amazon’s growth in the early years. NetFlix has used affiliate banners to secure over 4 million subscribers over the past 5 years. There are hundreds of additional examples. EMG has agreements in place to promote MiracleMind services throughout the networks of web hosting companies representing over 400,000 small business websites.
- 4) *Product Shippers (Piggyback Marketing):* The MiracleMind program will offer unique value to a wide consumer audience that is pre-disposed to education-oriented materials. Pre-coded MiracleMind brochures will be inserted into all types of retail product shipments. Shippers will receive upfront and residual income on all sales. This program is no cost to shippers. We have several major agreements in place.
- 5) *Small Business:* MiracleMind coursework represents an outstanding value for small business owners where multi-task training for key employees is critical. The program automatically promotes itself from business to business through referral incentives.

- 6) *Home Office Networks:* Over the past seven years, over 20 million Americans have earned money from home through the Internet. EBAY® is a prime example of the power of this marketplace, which also includes hundreds of successful direct sales and network marketing companies.
- 7) *Radio Infomercials:* Media agreements currently in place include nationwide talk radio. This program involves MiracleMind’s sponsorship of talk radio programs pertaining to small business, home schooling, personal growth, etc. MiracleMind will produce the half-hour shows. The package includes built-in revenue from advertising.
- 8) *Mall Kiosk Operators:* Part of EMG’s media partnership agreement includes full access to 5,000 independent mall kiosk operators. We expect 4% of these operators (200) to each generate at least one sale per week (800 per month or about 10,000 subscribers per year).

**Some Examples of Information-Based Products That Have Been Selling Consistently Through TV & Radio Infomercials, Direct Mail and the Internet over the Past Six Years:**

No Money Down Real Estate (Carleton Sheets)	\$300
Purchase Distressed / Tax Lien Properties (John Beck)	\$ 40 (full package-\$180)
Make A Living With E-Bay (Dave Espino)	\$ 40 to \$ 85
Real Estate - Think A Little Different (Dean Graziosi)	\$ 40
Find & Place Secured/Collateralized Notes	\$100 +
Speed Reading (Eye-Q - Infinite Mind) <a href="http://www.infmind.com">www.infmind.com</a>	\$215
Memory Improvement	\$ 79 to \$299
Vocabulary Building & Language Skills (Verbal Advantage)	\$150 to \$300
Business Mentoring Program (Steve Scott) 12 hours of DVD’s	\$450
Prevent & Cure Breast Cancer Naturally	\$100
MS Office (Video Professor TV & Online - 1 <sup>st</sup> course = \$7.00)	\$ 50 per course \$15/mo.
Mind-Brain Intelligence - Audio Course	\$150
Natural Cures They Don’t Want You To Know About	\$ 35
Buy An Online Mall <a href="http://www.internetspeedway.com">www.internetspeedway.com</a>	\$300
Establish Corporate Credit (Ray Reynolds)	\$200
InvestTOOLS Investor Education for Consumers	\$2,000 (6 month program)
Investing - Trend Trading (Michael Parness)	\$225 (plus seminars)
Investing Fundamentals	\$200 to \$500
FOREX Trading	\$400 to \$2,000
Conquering Anxiety & Depression	\$300
Identity Theft Course	<u>\$ 50</u>
<b>Total Minimum Cost for All Courses</b>	<b>\$6,000 or more</b>

MiracleMind and the Ceonex design team can reproduce the essentials of the courses listed above - as high quality dynamic narrated interactive online flash presentations - with testing, discussion groups & supporting documents - for about \$400,000. Many MiracleMind courses will include a download-to-iPod feature (for a small additional fee). While the above titles and content are trademarked and copyrighted, NONE of these authors are exclusive providers of their information, and there is NO course subject matter that is patented or proprietary.

One final note about advertising sponsors: The MiracleMind business model facilitates the inclusion of quality advertising messages incorporated within and alongside individual course panels. We estimate revenues from advertising sponsorships to be an additional \$2 per user per month. 