



WOW FEST COACHING BENEFITS PACKAGE

Since WOW is not paying the coaches, are you paying a reimbursement or stipend for parking at the hotel? Are you providing breakfast/lunch for the coaches?

We are not providing reimbursement for parking, but we are providing the following:

1. Continental breakfast the day of the event - \$25.00 value
2. Free attendance to see keynote Speaker (Dr. Emoto) - \$99.00 value
3. Free attendance to Soul Mate Mixer and Seminar - \$35.00 value
4. Free business card ad in our souvenir booklet - \$110.00
5. Free listing on web site, includes photo, bio, and contact information - \$125.00

Total package has a value of approximately \$394.00.

Can coaches attend the Soul Mate Mixer event Friday evening (January 20, 2006) to meet potential speed coaching clients who haven't yet signed up for Saturday sessions?

Although coaches are invited to attend the mixer, we are producing this mixer with LA Lock and Key Events. It may not be an appropriate time to hard sell coaching as the event has been structured to encourage men and women to meet and develop relationships. The seminar is focused on finding one's ideal mate. But networking, in a general sense, is encouraged.

What is the "Speed Life Coaching Orientation" listed on the schedule? Is it just orientation for the coaches and WOW staff or is it a public event where we're introduced to the attendees as a group, or something like that?

The orientation program is for WOW coaches and volunteers who will be working the event. It will familiarize you with the rules of the event and provide tips for success.

Can we bring our business brochures, cards or seminar/product flyers to distribute, and will there be a table or special place where attendees can get this info on the coaches and their products even if they're not doing Speed Coaching (like a "coaching resource" table)?

PLEASE bring your marketing materials. This event is really a business opportunity for the coaches. If we sell all tickets, each coach will have the opportunity to have 10 minutes face time with 30 potential new clients. Each coach will have their own small table. You can keep cards in a card-holder and folded brochures in a brochure holder. We do not recommend unfolded flyers as they will clutter your space. Bring enough marketing materials to hand out during your sessions, and some to be placed in our literature section.

Are you taping the seminars so the coaches can get copies (gratis or purchase if necessary) of presentations we won't be able to attend since we'll be coaching from 10-12 and 2:30-5?

Most of the workshops and presentations will be videotaped by an independent company. DVD's will be available for purchase by the end of the conference.

What other promotion is WOW doing before and at the event where the coaches will be included (which would be considered in lieu of payment for coaching services which are usually \$100-300/hour)?

Our marketing and advertising campaign includes the following:

- We have purchased time with KBIG, commercials will run the week of the event
- KBIG is sending an eblast and we will appear on their web site
- Yogi Times is sending an eblast and we appear on their web site
- We have purchased time with Adelphia cable, and have spots running the week before and the week of the event on Lifetime, USA, HGTV.
- We have purchased ads in Awareness Magazine, Nexus Magazine, Yogi Times, The Whole Person Calendar of Events, Learning Light newsletter, Mysteries Magazine, Mystic Pop, Magical Blend, Vision Magazine and The New Spirit Magazine.
- In addition, 10,000 flyers were distributed in West Los Angeles, Santa Monica and West Hollywood
- Flyers are being distributed to Unity Churches and Churches of Religious Science in the Los Angeles area.
- Additional flyers are being distributed to metaphysical bookstores, spas and alternative medicine offices.
- We have listings in weekly papers such as the LA Weekly and OC Weekly, with plans to advertise the Speed Life Coaching Sessions the week before the event as a display ad. I have attached a copy of the ad.
- We will send out eblasts to over 300,000 people 5 times before the event.
- We are in the process of spreading the word about the event on the internet in spiritual and empowerment blogs.
- Issued numerous press releases with several wire services.
- Issued media alerts for press coverage
- Entered into a joint venture with LA Lock & Key events for the Soul Mate Mixer and Seminar which provided us access to an email list of 10,000
- In addition, all of the speakers market the event to their client base.

What do you need from the coaches to assist in marketing the event:

Please provide us with the following:

- A digital photo for your web site listing
- Your bio
- Camera ready artwork for your business card ad. Please see the Souvenir Booklet Guidelines which can be downloaded from the web site.

Thank you for participating in WOW Fest.

Love and Light,



Cynthia Johnson
President
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www.thewowfest.com