



OUR MODEL based on 2000 meeting with Jack Canfield, author of the *Chicken Soup for the Soul®* series

“The Parent’s Toolshop® has the potential to be a multi-million dollar best-selling niche series. It’s Universal Blueprint® (UB) system applies to any relationship, so there could be “Divorced Parents Toolshop®,” “Couple Toolshop®,” and more!

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2000-2010:

Jody has created nearly 100 Toolshop® UNIVERSAL products & resources, including:

- Books
- Articles
- Audios
- Videos
- Webinars
- Teleseminars
- Free reports
- Training programs
- Leader certification (Advisor, GF)

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2011: Relationship Toolshop® Legacy Plan

- Co-Author NEW Toolshop® branded (and owned) programs & resources that apply the UB® to parenting/relationship niches
- Provide PT/RT Leader support to people in those niches around applying the UB® to their special needs.
- Those leaders can
 - Reach people worldwide with teachings
 - Carry on Toolshop® legacy after Jody's retirement/death.

Potential PT/RT Niche Supplemental Guidebooks

- | | | |
|---|--|--|
| 1. The Single Parent's Toolshop®. | 21. The Couple's Toolshop® | Relationship Toolshop® |
| 2. The Homeschooling Parent's Toolshop®. | 21. The Dating Toolshop® | 35. The CEO's Toolshop® |
| 3. The Divorced Parent's Toolshop®. | 22. The Divorce Toolshop® | 36. The Business Partnership's Toolshop® |
| 4. The Grandparent's Toolshop®. | 23. The Friendship Relationship Toolshop® (sub-niches by age, teens, adults, etc.) | 37. The Neighbor's Toolshop® |
| 5. The Kinship Caregiver's Toolshop®. | 24. The Extended Family Relationship Toolshop® | 38. The Community Volunteer's Toolshop® |
| 6. The Adoptive Parents Toolshop®. | 25. The Protective Service Caseworker's Toolshop® | 39. The Engaged Couple's Toolshop® |
| 7. The Parenting Young Adults Toolshop®. | 26. The GLBT Relationship Toolshop® (and sub-niches) | 40. The Social Acquaintance's Toolshop® |
| 8. The Teen Parent's Toolshop®. | 27. The Adult Siblings Relationship Toolshop® | 41. The Soul Mate Toolshop® |
| 9. The Step-Parent's Toolshop®. | 28. The Mother-In-Law Relationship Toolshop® | 42. The Elder-Care Toolshop® |
| 10. The Blended Family's Toolshop®. | 29. The Dysfunctional Family's Toolshop® | 43. The Roommate Toolshop® |
| 11. The Recovering Parent's Toolshop®. | 30. The Committee Member's Relationship Toolshop® | 44. The Millennial Parents Toolshop® |
| 12. The Incarcerated Parent's Toolshop®. | 31. The Employee's Relationship Toolshop® | 45. The <<Country/Culture>> Relationship Toolshop® |
| 13. The Special Needs Parent's Toolshop®. | 32. The Professor's Relationship Toolshop® | 46. The <<Country/Culture>> Parents Toolshop® |
| 14. The Spiritually Conscious Parent's Toolshop®. | 33. The Military Relationship Toolshop® | 47. The other niches>> Parents Toolshop® |
| 15. The Work-At-Home Parent's Toolshop®. | 34. The Non-Profit Agency | 48. The other niches>> Relationship Toolshop® |
| 16. The Celebrity Parent's Toolshop®. | | 49. The <<Relationship Issue Niche>>Toolshop® |
| 17. The Military Parent's Toolshop®. | | 50. The <<Parenting Issue Niche>>Toolshop® |
| 18. The Sports Coach's Toolshop®. | | |
| 19. The Father's Toolshop®. | | |
| 20. The Mother's Toolshop®. | | |

Stair-Step Leader Certification Process & Non-Leader Options:

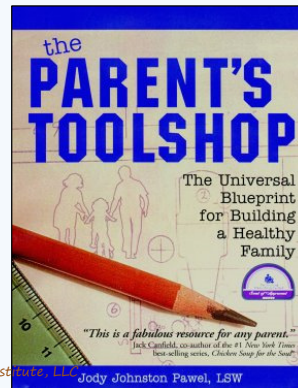
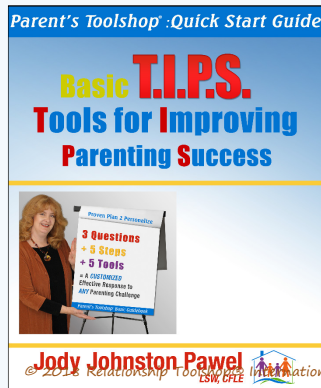
- Step 1** Someone **reads or attends** a Toolshop® resource/program teaching the UB®
- Step 2** Invitation in resource to become a “Content Contributor” *
- Step 3** Jody compiles the content to create supplemental niche Toolshop® resources & programs. **NEED PT/RT LEADER CERTIFICATION for remaining steps:**
- Step 4** Anyone in that niche can become Certified Advisors to provide 1:1 & Group coaching in applying UB® to that niche.
- Step 5** If they want to teach others the UB® (as a trainer for on- and off-line Toolshop® programs), they get GF certification and can use niche resources for the classes.
- Step 6** If they want to co-author NEW niche-specific curricula/resources/programs, they can become RT Experts.

Non-Leader “Content Contributor”

Step 1 Someone reads Jody’s Toolshop® Resource that teaches the UB®

Step 2 Invitation in resource to become a “Content Contributor” *

The UB®
Short
Book →



← The Original
Advanced
UB® Book

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* Content Contributors

Contribute:

- Success **STORIES** and testimonials of how they applied UB®/tool(s) and results they got
- Chapter (Toolbox/Toolset) Notes from reading “generic/universal” PT/RT resource *specific to that niche*
- Top 10 Common Challenges for that niche + PASRR Formula responses

Step 3 Jody compiles, edits, authors, produces

Photos
of niche



Niche-Specific Action Guides:

- Bonuses
- References
- Stories
- Examples
- Top 10 PASRR solutions
- Action Practice Exercises

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RTITI rights to CC's Submissions

- CC's Agree that all content contributed becomes property of RTITI.
- CC's give rights to RTITI to use/edit contribution to create niche-specific resources/programs that RTITI publishes/manages/distributes
- Attribution will be given to contributors in resources in which it's used.
- No compensation for story submissions other than attribution.
- Compensation for submitting expert niche information may get discount on Leader Certification tuition (to encourage to start moving into niche leader roles)
- CCs can leverage (mention) their role as a “CC,” but can't teach the UB® without being GF or start Toolshop® businesses without being RT Expert.

*** This follows Chicken Soup for the Soul® model.**

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NEW Leader Requirements: Stair-step

PT/RT LEADER CERTIFICATION for:

Step 4

Anyone in that niche can become a Certified **Advisor** to provide 1:1 & Group coaching in applying UB® to that niche (same)

- a. Advanced T.I.P.S.
- b. TIPS4Leaders (post-test, skill assessment, listen to teleseminars, 3 Hintbook)
- c. Advisor cert training

Advisors can offer group coaching & support for using/applying **BASIC** T.I.P.S. (using existing niche resources) (Can't teach the UB®)

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NEW Leader Requirements: Stair-step

PT/RT LEADER CERTIFICATION for:

Step 5

If Advisors want to *train the program/trainers*, they get **GF** cert to *teach* the UB® & offer coaching & support for using/applying the UB®

- a. TIPS4Leaders (post-test, skill assessment, listen to teleseminars, 3 Hintbook)
- b. GF cert training

GFs can offer live local classes + be “instructors” for generic/universal on-line **ADVANCED T.I.P.S.** (parents have the niche resources)

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NEW Leader Requirements: Stair-step

PT/RT LEADER CERTIFICATION for:

Step 6

If DSPs (Advisor + GF) want to *co-author NEW niche resources/ programs*, become RT **Experts** (current model)

- a. More thorough screening & assessments (personality, business skills, biz partner compatibility) & up-front contracts (IP atty or publisher?)
- b. Teach at least 3 full-length generic/universal TIPS classes to their niche (using available materials) with skill assessments and evaluations. Outcomes are in top 2 highest ranges for each.
- c. Submit *niche-specific* notes for each Toolbox/Toolset chapter
- d. Submit 10 Hintbook PASRR solutions to the “Top 10 Challenges” of their niche.

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All RT Experts receive 1st-mention co-authorship and equal compensation.

