

## THE COST BUILDING A RELATIONSHIP EXPERT BUSINESS

WHAT'S NEEDED?	RECURRING COSTS IN YELLOW		DETAILS OF RTTI PACKAGE	RTTI's Investment to Support Experts
	IF YOU BUILD IT ON YOUR OWN	RTTI INCLUDES / PROVIDES 4U		
Business Planning Consultant to Custom-design initial business plan (revise every 2-5 years)	\$5,000.00	INCLUDED	Personalized business mapping, at least once a year.	\$5,000.00
Customized Branding	\$7,500.00	INCLUDED	Leverage our brand and we create graphics for you.	\$1,000.00
Website hosting (\$30/month x 12 months)	\$360.00	INCLUDED*	RTTI pays first year; you pay only \$5/month thereafter. We pay for a dedicated server.	\$4,800
Unique domain name (per year)	\$10.00	INCLUDED*	RTTI pays for name; you pay annual renewal.	
Website design (initial design \$5000-10,000)	\$5,000.00	INCLUDED	RTTI creates co-branded website and trains you to customize it. If you want RTTI to customize it to your specs, it's only \$250.	\$1,000
Website maintenance and support (monthly retainer + time = \$200/mo)	\$2,400.00	INCLUDED	If your site ever doesn't work properly, RTTI fixes it at no charge to you.	\$2,400.00
Shopping cart to process orders securely (\$197 monthly)	\$2,364.00	INCLUDED	Use RTTI's shopping cart. RTTI sets up your basic products for you.	\$2,364.00
Affiliate program (\$197/mo.)	\$2,364.00	INCLUDED	RTTI staff/leaders are your affiliates and JV partners.	\$2,364.00
Virtual Assistant and/or Out-sourcing projects (\$2500/month)	\$30,000.00	INCLUDED	RTTI's team does basic mandatory tasks, sets up all programs/products, teaches DIY, and provides discounted out-sourcing resources.	\$30,000
Fortune 500 Project Manager (\$500/hour x 1 hours/month)	\$12,000.00	INCLUDED	RTTI has one on its team. He's available to you 1-2 times a month on support calls	\$12,000.00
Training in search engine optimization (every year, because it constantly changes OR spend your time reserching and staying up on it.)	\$2,997.00	INCLUDED	You don't have to keep up with trends, research, new strategies and tools. Gina is always up-to-date and tests all strategies then shares with her students, which you are by being an RTTI Expert.	\$2,997.00

Website automation plug-ins and tools (some one-time tools = cost at right. Some have monthly fee on top and are not listed) Examples: GoToWebinar = \$80/month, AudioAcrobat = \$29.95/month, BestDamnRedirect = \$97, Modular Course Program for blogs = \$297, WishList to have protected content/courses = \$497, Mojo Video Marketing = \$997 + monthly fee, Contest Burner = \$97, and more!	\$5,000.00 INCLUDED	RTTI buys all mandatory tools and installs them on the hub site so they can be shared. If they can't be shared or incur extra costs, they are optional.	\$5,000.00
Coach Certification Training	\$5,800.00 INCLUDED	The value of the trainers' time = \$500/hr	\$2,000
Speaker training	\$5,000.00 INCLUDED		
Speaker marketing training	\$5,000.00 INCLUDED	The value of the trainers' time = \$500/hr	\$3,000
Group Facilitation training	\$3,200.00 INCLUDED	The value of the trainers' time = \$500/hr	\$4,000
Develop Trainer certification program	\$15,000.00 INCLUDED	The value of the Jody's time = \$500/hr	\$10,000
Professional Liability Insurance (annual premium)	\$2,000.00 INCLUDED*	No fee the first year, during training. Annual policy fee is split among all leaders actively providing direct service to clients. Usually \$50-\$200/year.	\$2,000.00
Social Media Training (per year, constantly changes)	\$1,997.00 INCLUDED	Gina is always up-to-date on latest trends and shares with RTTI Team. If training fees are required, RTTI pays for training for its Leader/Expert training team, who then shares with you. If a training with fees is recommended, it's not mandatory, and discounts are sought for our Experts.	\$1,997.00

Intellectual Property License to re-purpose all content	\$100,000.00 INCLUDED	RTTI provides you with everything: sales pages, web pages, articles, books, audio/video scripts, workshop outlines and powerpoints (usually about \$1000 by themselves), marketing materials, coach training program, speaker training program, speaker marketing training program, comprehensive skill-improvement course with outcome-evaluation tools already developed, Trainer-of-Trainer course. Value of team's time to provide to you.	\$5,000
Content creation (Your Time = multiply times your current hourly rate -- priceless! OR hire a ghostwriter)	\$10,000.00 INCLUDED	Because you receive all the above, you don't have to create any content from scratch! Value of Jody's time to co-author with you =	\$25,000
How to Write a Book course	\$2,000.00 INCLUDED	RTTI teaches you how to create a variety of information products, including books and multimedia resources. Trainers' time = \$500/hr	\$5,000
How to Self-Publish a Book	\$1,500.00 INCLUDED		
How to Get a Publisher (agents cost about \$15,000)	\$2,997.00 INCLUDED	RTTI has it's own publishing company and exclusively publishes Toolshop® Experts' resources.	
Publicist (\$1000-\$5000 per month)	\$12,000.00 INCLUDED*	RTTI purchases do-it-yourself public relations and media services and gives Experts access.	\$1,000
Book marketing training	\$1,997.00 INCLUDED		
Internet Marketing Training: \$10,000 Do It Yourself or \$30,000 for 1:1 coaching)	\$10,000.00 WE PAID \$40,000	You get access to parts of Gina's Directions University Bachelor Program:	
	WE PAY \$247 4U	DU/Gina's Blogging Systems Workshop (retail price, not value)	\$247
	WE PAY \$247 4U	DU/Gina's 21 Days to Blogging Profits (retail price, not value)	\$247

	WE PAY \$247 4U	DU/Gina's Copywriting course (retail price, not value)	\$247
	WE PAY \$497 4U	DU/Gina's Content Creation (info products) (retail price, not value)	\$497
	\$239.40	Gina's Bachelor Student Benefits: discounts, hug seats on Gold calls (if a 1:1 student instead, it's \$30,000/yr.)	
<p><b>TOTAL:</b> If you were to build a business as a relationship expert <i>on your own</i>, it would cost the amount to the right in <b>red</b>. Normally, it can take 5-15 years to slowly build your business because of these costs and needing to earn/save enough to do a little at a time.</p>	<p><b>\$253,725.40</b></p>	<p><b>\$10,000 one-time lifetime training fee (This is the investment IF you make monthly payments. Get a \$2500 discount for making a one-time, up-front payment. Other discounts may apply.)</b></p>	<p><b>Because you receive all the above, you don't have to save up for each next step. All the training is included. First year expenses are included. Select ongoing hard costs for Leaders are split among all leaders. (See * items.) YOU PAY THE AMOUNT TO THE LEFT. EACH YEAR , RTTI PAYS AT LEAST THE AMOUNT TO THE RIGHT ON BEHALF OF ITS EXPERTS. (Some of these costs are the value of Jody, trainers, or the team's time (some are billable hours to RTTI. Jody's hours currently aren't paid.)</b></p>
			<b>\$129,160.00</b>