

GLOSSARY OF S&P DEFINITIONS

Certification vs. License

- **Certification** refers to completing a leader training. It is a one-time occurrence and doesn't usually expire, unless a leader has been inactive for over 2 years.
- **License.** Leaders who complete a certification training receive a license that grants certain privileges and needs to be renewed to stay active.

License vs Franchise & Ownership of Expert business

- **Licensing:** means RTITI gives a *license* to use what has already been created, *as-is*. Depending on the license, it could be that the use must be as a *representative* of the company, *using* the company brand name, trademark, IP, etc. There is no ownership, transfer of ownership or co-ownership of the company whatsoever.
- **Franchising:** is a model that usually comes into play when someone wants to create a *business entity* that they *own*, but that is connected somehow to a larger “umbrella” parent company/business. A franchise can also *not* be *owned* by the franchisee, but only a more expansive *use license* so the company is still owned by the parent company but the franchisee may have greater license to use, reuse, repurpose, repackage, and leverage brands and intellectual property.
- **Subsidiary companies:** A subsidiary company is a separate business entity that is part of a larger (or parent) company. The parent company owns the subsidiary company. There can also be subsidiary product/service *divisions*. See more information at: http://rt-leader.s3.amazonaws.com/s-and-p/S-P_Clarification-WhoseBusinessIsIt-WhatType.pdf

Terms Related to Intellectual Property Rights

- **Co-authored** - is a resource written by two or more authors.
- **Co-created** - is a *new* resource that has been conceived and written or created in other formats by two or more authors.
- **Co-branded** –

For **Experts:** this means the Toolshop® branding is consistent, but can be specific to the niche. (i.e., all Toolshop® website banners will have a similar look and branding, but the name of the niche will be different.) Website formats and layouts could be different, to meet the needs of the target market, but it would be ideal for the branding colors and fonts to be consistent, so the connection is made to the larger brand.

For **Independent DSPs**, see “repackaging” example below.

- **Repurposing** content can only be done by an RT Expert. Repurposing consists of taking an *existing* Toolshop® program/resource and substantially editing or adding to the content to make it niche specific.

For example: a RT Expert can take the 7-day PT or RT course and/or PT articles and make edits/changes/additions/deletions so it fits their (different) target audience. The expert would change the story, body text and call to action to make it specific to their target audience. This could be done by a RT Expert with a parenting niche (i.e., Foster-Adoptive Parents Toolshop®), relationship niche (i.e. Christian Relationship Toolshop® which might start with Christian parenting programs/resources and eventually add services/resources for couples, business, etc.) or a country expert who is either parenting-only niche or relationship-niche (bringing the above Experts' services/resources to their country).

Rebranding & Private Label Rights (PLR).

- **Re-branding and PLR** involve *removing* the Toolshop® branding and authorship citation and *replacing* it with their brand and name as author.
- ***Under no circumstances can anyone rebrand Toolshop® content or imply that any license to use Toolshop® content includes PLR.***
- **What both RT Experts and Independent DSPs can do is re-package** Toolshop® content as described in the “Repackaging” section.

Repackaging.

- If an **Expert** wants to take Toolshop® content as-is and re-organizes or repackages it and then creates a new resource from it. *Only Experts* can re-package in ways that *change* the content. This is when you don't change any of the content, you just package and resell it a different way.

For example, Experts can repackage the 2011 “30 day challenge” lessons as:

- An e-book by simply reformatting the lessons into chapters and adding a TOC.
 - A video series, by recording yourself reading the lessons and adding Prezi/VideoScribe presentation to it and creating a video lesson.
 - A 6-part series, by packaging them by Toolboxes. People can learn about one Toolbox through a low-cost product, which up-sells to the whole series.
- Independent DSPs can add a blurb to the beginning and end of the Toolshop® content, with the niche Expert's URL/contact info included in those areas. The content being

repackaged needs to retain the original URL/contact info. Affiliate commissions would be paid on repackaged resources since the IDSP did not add or edit content.

- For instance, IDSPs can add a note to the front of the resource: “Here’s a gift from me to you” (for free resources) or “Provided to you by <Expert’s contact info and Niche URL>” and/or note at end “I hope you enjoyed this Toolshop® resource. If look forward to serving you as an “Authorized Independent <Niche> Toolshop® Service Provider.”

In all these examples, the content wasn’t changed *at all*, aside from edits to make it flow in the new format. Otherwise, it is just how it’s *packaged*.

- **“Content curation”** is when the Expert (or maybe an Independent DSP with his/her own website *for articles only*) adds a blurb to the beginning and end of the Toolshop® content (usually an article), with reference/citation to original URL/contact info of author, and delivered on their site. The content *must* reference the source/original author. Affiliate commissions would be paid on repackaged resources since the Expert did not add or edit content.
- **“Leveraging”** content is sharing existing content through one’s own site and using an affiliate link for profit sharing. Here are some examples:

A RT Expert or Independent DSP can offer an existing Toolshop® resource/program on their site with a link that sends the person to the original author’s site (i.e. PT.com) to receive that resource. If it’s a service like the on-line TIPS class, a PT-DSP could have their group do the on-line course on their own and then arrange to have own training/support webinars to discuss it. (We have two kids of plug-ins for this purpose.

- One shows the Expert or IDSP’s website branding at the top of the page they send people to on a Toolshop® site, so it looks like people are still on the referring site. This plug-in goes on the *referring* site.
- Toolshop® websites have a courseware program called LearnDash that provides multiple instructors for one course. The Toolshop® site can set up a GF (a PT-GF or Independent GF) as an instructor for the main course (like T.I.P.S.). Then that leader can send people to register for “their” course (which is PT’s course with them as the instructor). They can log in and see who is in “their” course (even though all the content is on the PT site and owned by RTITI) and can set up support webinars just for *their* class, using their own or RTITI’s webinar provider.

A RT Expert or Independent DSP can send their affiliate link in an email or on a sales page with a note that says, “Here’s a gift from me to you” (for free resources) or “I’m sponsoring this on-line class” (example “a”), or “Provided to you by (Expert’s contact info and Niche URL)” with follow-up emails saying “I hope you enjoyed this Toolshop® resource.” Independent DSPs use *existing*

programs as-is, because repurposing content can only be done by an RT Expert. (Again, “repurposing” consists of taking an existing Toolshop® program/resource and substantially editing or adding to the content to make it niche specific.

- **"Word-for-word" Translations:** means a translation in which the *meaning* is identical, without changes or additions. It might take 8 words to convey the same meaning that one English word means. Therefore, literally word-for-word isn't always possible. So grammar and language adaptation is considered to be part of translation and is *not* considered re-purposing the content.

Are there other terms you'd like included in the Glossary that aren't explained in other clarification documents? If so, send an email to SPcommittee@RelationshipToolshop.com