Hi <NAME>…

I had a break in the action today with a training event that went a lot shorter than expected so I put the following together for you.

It was really nice to speak with you on Monday, and I am glad we could meet so quickly given that our schedules are very busy.

As per our discussion, I am listing some of the templated systems that I have created that I can assist you with wrt sales/fulfillment. These systems allow me to literally drop a business owner's IP into them to assist them with creating, selling and fulfilling high priced programs in a DFY and/or DWY format.

I have a lot of unleveraged IP that I have developed over the years that I am vetting a few potential high level strategic alliances or one partner during 2015 in addition to those I am currently working with.

Here is a list of some of the templates which could provide you some really great momentum if we were to create a strategic alliance. As I mentioned I am very careful who I 'partner' with as you can appreciate yourself I know.

This is some of what I have created over the past 12+ years and over 13,000 hours.

My core competencies are creating advanced training, coaching and sale’s processes.

I have our own business acceleration training and certification program that I would like to partner with or allow one partner to use under their brand which would also allow for royalties. There is no one in the market place who I know who uses a model like this.

I have been busy being hired to assist other entrepreneurial leaders to create their own programs, and haven't had time to leverage my own properly as I mentioned.

Anyways, I am looking at consolidating so I can effectively use my skills to assist someone who has the same vision.

Some of the assets I have created also include my own app for virtual training (available for all mobile devices and might be a great fit for you).

Here is a quick list of just a few of the hundreds and hundreds of tools, processes and systems I have created (from my speaker site)...

[http://GlennDietzel.com](http://glenndietzel.com/)

12 key assets/tools which every Expert Advisor should have to clearly leverage the new realities of the post-information age in which we now live:

1. 30 second and 2 minute pitch formula for communicating one's competitive advantage.

2. An Ideation (3M) Process which clearly differentiates a company and actually builds a USP in a step-by-step manner ensuring a perfect message-to-market match.

3. A 10 step consultative process which is templated and mapped directly to the latest in brain science and Neuro-Linguistic messaging so candidates for your programs will want to work with you and not shop around.

4. A vetting process which allows business owners to invert their business funnel and sale's process and instead have clients selling themselves to work with you.

5. A pitch process developed specifically for the coaching and consulting industry and experts who sell intangible services. (As I mentioned, uniquely designed for coaches/consultants/experts)

6. A scientifically based strategy to ensure a company's message is never, ever forgotten... but most importantly remembered with 100% certainty and precision framed clearly against any perceived competitors.

7. Keynote Riches Training -- How to create a keynote speech which creates an instant 7+ figure business.

8. Presentation templates/scripts for delivering messages during live events, Google Hangouts, webinars, board room, in person over coffee etc. This includes a specific detailed process for how to present under specific circumstances including...keynote/seminar/mastermind/&webinar scenarios. This is crucial for leveraging the differences in how people 'attend' under different conditions and how to integrate inductive/deductive/abductive messaging.

9. Executive Summary/Assessment Tools which flip the sale's process and speed up the conversion time leveraging EBM (Education-Based-Marketing) and VBS (Value-Based-Selling).

10. Interview Client Action Plan/The Ultimate Offer Formula(TM) to build the three types of data (product/problem/feedback-marketing) to grow and scale a company. The latter two types are crucial in understanding the precise way to message.

11. Personal and company branding for maximum leverage.

12. A coaching model which creates an ROIT business so business owners are not held hostage to their business model. This includes macro-business strategies like Coaching & Co-Branding™ and Mastermind Monitizer™ and how to deliver coaching confidently inside of five coaching models. Each of these systems developed using accelerated teaching as the foundation for rapid transformation and speed-to-market execution.

Potential Exclusive Partnership on the following:

1.  Coaching and Co-Branding program I have created. It’s a system designed to assist coaches, consultants,  trainers, speakers, authors, experts… to command top fees for coaching and training/certification programs and then create two types of royalties with their own co-branding or private white label coaching programs. (This is not licensing and not franchising and I wouldn’t advocate either of these for anyone today in the coaching, consulting and training industry.)

The Competitive Advantage (CA) of this is that no one is teaching this today and puts us in front of a huge trend teaching others to clone themselves.

I could teach, train and coach this for our partnership as well.

2. I also have my own coaching and co-branding program for my own company. We could easily rebrand it and amalgamate it with some of your systems, and I run this for you including selling and training it. This would give you your own highly leveraged certification and training program.

The CA of this is that you have a highly leveraged certification program that no one else has and other royalty streams of income for your company.

I could teach, train and coach this for our partnership as well.

With respect to (2) above, I haven’t had any time to grow as big as I want as my focus has been in (1) as per above.

This is the accumulation of my 12+ years and around 13,000 hours devising these kinds of macro business systems as I mentioned earlier.

I have also created hundreds of micro business processes including assessment instruments, software that creates customized free reports all designed to help entrepreneur close deals faster.

Here is one of my sites...

[http://expertadvisoralliance.com](http://expertadvisoralliance.com/members/wp-login.php)

Here is the login and password we have provided the media...

Login: eaamedia@gmail.com

Password: Password321 (case sensitive)

You can look at just a few of my systems… this site is designed around four programs as you will see. Each of the programs are then organized around Action Guides, Action Plans and Action Templates. For example, look at Quick Home Business Profits™ or The Ultimate Offer Formula™ to see the level of sophistication.

I have tons of tools, processes, systems, blue prints like this. The above site is just a tiny sampling. This is an example of what I train coaches, consultants, trainers etc in.

Parts of my private client site<http://SellHighPricedPrograms.com/private_client>could be available for co-branding as well.

That should further the conversation.

Let me know what you want to do for next steps.

As I mentioned I am in a fortunate position to be very choosing as I look for the right partner and have selected a few potential candidates. Perhaps this will turn into something exclusive between you and me, or perhaps you want to retain me to run this for you within your company... I am open to engage our discussions deeper and more meaningfully.

What I can tell you is that it will be hard to find someone with my expertise when it comes to coaching, training, speaking and sales.  As you know the skills of making it in business and teaching others to be successful are completely separate…AND I believe you and me have some potentially great synergy here. This is certainly one of my critical competitive advantages as I am a teacher by passion and training.

Respectfully,

Glenn