Executive Summary

Mission: The Health Freedom Network provides lead generation for holistic health providers who pay to be Preferred Practitioners in their city or specialty. As opposed to interruption marketing in print or in broadcast media, paid search ads on Google, or endless lists of online directories that sometimes leave one with more questions than answers, we use powerful, professionally-packaged content marketing to emotionally connect with consumers via broadcast media in tandem with online, mobile, and live event marketing and position practitioners as experts. Our assets connect and follow-up with patients seeking holistic practitioners: acupuncturists, ayurvedics, chiropractors, dentists, homeopaths, non-allopathic/integrative medical doctors, naturopaths, osteopaths and other experts as well as holistic specialists who treat autism, cancer, Lyme, stroke, and other serious illnesses. Patients can call, 24/7, to 888-812-DrTV, text us, or go online to http://HealthFreedomNetwork.com/ to learn more about these practitioners, schedule an appointment, and even pay a reservation fee.

Americans spend up to $40MM on holistic goods and services a year, about $12MM of that on practitioner visits. That's all out-of-pocket spending. We believe that will rise. The practitioners we target pay thousands per month for customer acquisition costs and work on a cash basis for the most part. Additionally, most don't have the infrastructure around them that traditional doctors do (such as working within group medical practices). A relatively loyal customer is worth many thousands of dollars to practitioners in most of those categories, and for specialties such as holistic cancer treatments, for example, a customer is likely to be worth well in excess of $5-10k. This referral program brings in more - and better quality - leads for lower costs ultimately because the content we create not only makes the practitioner into a sought-after expert, but the message has a far longer shelf life and stronger, more emotional and more credible call-to-action than some mere print ad, Google ad, or radio commercial.

We will make holistic health and its practitioners more mainstream in the west and drive traffic – patients – to clinics in and near America, leveraging our practitioner partners’ acumen and taking full advantage of the chaos our healthcare system is currently embroiled in. Preventive care, the kind at the core of Biological, Functional, and Integrative Medicine, is the future ...America's immediate future.

Company Background: Executive Team member Mike Noonan is a highly experienced major market and national media executive with well-documented successes building, acquiring, and exiting profitable media organizations and content marketing platforms. His company most recently built a profitable global multi-channel content marketing platform that promoted and partnered with experts from the natural health & wellness world for #1 New York Times Bestselling Author of Natural Cures They Don't Want You To Know About, Kevin Trudeau. Mike is the owner of the B2C brand, Health Freedom Network, and in Q3 ’13, helped revitalize the health publishing brand he is the co-owner of, Explore!, as a digital membership community of health practitioners and health conscious consumers.

Problem: Western consumers have historically had limited access to quality holistic healthcare, though a growing segment of Americans are exploring so-called “alternative medicine” in increasing numbers. Meanwhile, the medical establishment has produced a system in which Americans pay more per capita than the consumers in any other country in the world by far, and, yet, this spending disparity has not only not made us healthier, but even threatens to contribute to the bankrupting of our nation. Economic realities and a medical system that institutionally seems to discourage forward-thinking, preventive care have conspired to produce an environment where symptoms - and sickness - are “managed” perpetually instead of their root causes located and corrected. Technology, meanwhile, has created a strange dichotomy: Information has never been easier and more affordable to transmit, and, yet, western media is far from independent and authoritative holistic voices are in gravelly short supply. However, a comparatively niche but growing segment of consumers is yearning for information about natural health & wellness, organic & holistic products, and cutting-edge and even ancient “alternative” medicinal treatments. With the proper “mainstream” media push – our specialty – we have the opportunity to bring millions into the holistic health world.
Solution: We propose to provide and promote the very information millions of people across the west and throughout the world are seeking about illnesses, diseases, and how to treat and cure them naturally and outside of the bounds of traditional Allopathic medicine. Health Freedom Network will qualify and educate patients and then filter them to our affiliated practitioners. We will zero in on the markets where holistic acumen is needed or searched for already. Example: We conduct market data analyses to determine where media centered on “Lyme” should be placed, where “cancer”-oriented media should be centered, etc., and then use a multitude of channels to capture consumers in those markets seeking expertise in those areas through a referral network we have already constructed via The Health Freedom Network. We construct processes to extract, package, and repurpose experts’ knowledge as content, distribute their info and newly created info products across a wide spectrum of broadcast and digital channels affordably, resulting in the capture and retention of a loyal and activist community of consumers that can be directed to hard products, events, and, of course, facilities across America and around the world to receive training, education, and treatment.

Product/Services: Our most significant early-stage revenue driver will be from practitioners paying to receive quality, qualified patient leads. Our initial markets for sales operations are: Phoenix, San Francisco, San Diego, Los Angeles, Seattle, and Denver. All of those locations have a highly competitive holistic health industry and friendly political and consumer environments to such healthcare. Additional monetization when we have a solid base of 3-5 markets will come through ad sales, from sales of members-only continuity programs, event marketing and info-product sales.

Markets: Our B2B sales focus is on holistic health practitioners and/or clinic business managers, and our target consumer audience to deliver to practitioners is, generally, health conscious consumers aged 44-65, and, specially, sufferers of cancer, Lyme, and other serious illnesses. The US Government estimates that Americans spend $30-40MM annually, out-of-pocket, on holistic healthcare and products.

Distribution Channels: We utilize broadcast channels such as terrestrial radio to give our paying affiliated practitioners and other select experts mainstream credibility as well as for mass marketing reach; we engage with our target consumers via a multitude of social media channels to funnel consumers into our sales sequences; and we use email and mobile tools to engage with them to build affinity and drive traffic to clinics and events. Please see Page 17 for a sampling of channels we use.

Competition: In the U.S. alone, there are a variety of content publishers that retail and wholesale products targeting the health conscious consumer using the very multi-channel approach we propose (examples are on pgs 18-21). Additionally there are a number of health companies which effectively use a robust web and broadcast presence to monetize info-products and hardline health products: Mercola.com, Bob Marshall’s HealthLine, and Purity Products all sell hardline health-related products through multi-media channels, the latter two using radio as their primary outreach vehicle. Our aggressive plan to meld publishing, broadcast, mobile, and web assets with email and SMS (cell phone text) engagement with an eye toward targeting and capturing the trust of the very patients who need and are seeking holistic acumen and driving them to practitioners is unique vis-à-vis these competitors.

Financial Projections: Brand, Content & Community/List Building in FY1; Product & Sales Growth in FY2.

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<thead>
<tr>
<th></th>
<th>FY 1</th>
<th>FY 2</th>
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<tr>
<td>Info-Product/Continuity</td>
<td>44,671</td>
<td>119,602</td>
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<td>Event Marketing</td>
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<td>Ad Sales/Practitioner Continuity</td>
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<td>Total Net Revenue (less cc fees and sales commissions)</td>
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<td>Overhead</td>
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<tr>
<td>Profit</td>
<td>87,516</td>
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</table>
Section 1: Opportunity

Summary: We seek to build a health marketing, publishing, event, and info-product brand to:

- Gain credibility for our partners, provide the context to funnel prospects into our sales sequences, and win the trust of health conscious 44 to 65-year-old consumers interested in info about cutting-edge holistic health information & disease treatment and prevention across a multitude of global media distribution channels, 24/7

- Allow us to use our expert/partners’ content and our developed media channels to build a community of fans/consumers, monetize it through sales of info-products and event marketing, and ultimately condition them to become long-term consumers of other product lines including supplements and, of course, treatments by our Preferred Practitioners.

- Give us the opportunity to monetize our consumer community, channels, and assets we develop in the near and long term, leverage the overall brand and community for the exclusive benefit of our paying affiliated practitioners, and through licensing, franchising, or exit-through-acquisition.

Healthcare In Crisis

We find ourselves at a truly unique moment in history: Healthcare in America is widely regarded as broken, ineffective, and, in the long-term, an insolvent system. As you read this, Americans are waking up to a grim reality: ObamaCare’s website is broken, some 600,000 Americans have had their health coverage discontinued, doctor shortages are being projected and thousands more are being “released” from health providers. Despite political rhetoric and government interventions that seem ill fated, if well intentioned, western medicine is very much a system of “haves” and “have nots” when it comes to top-quality healthcare. Currently there seems to be no viable solution to this dire health situation on the horizon.

Medical schools, meanwhile, are not breaking new ground, and, inexplicably, the medical practices of Europe (let alone those of eastern cultures) are not permeating our medical facilities, schools, and surely not boardrooms. For a growing segment of the population in North America, faith in one’s healthcare is waning, even while we should be, theoretically, at an apex in terms of medical, health, and research advances thanks to the exponential pace of technological growth.

Information about cutting-edge natural health & wellness practices that have been around for decades, centuries, and even millennia is spreading in many expanding circles thanks to the technological revolution that is, oddly, also accompanying this challenging economic and healthcare outlook. The proliferation of technology, meanwhile, has made it relatively easy and affordable to build communities of like-minded consumers, and reach them 24 hours a day, year in and year out, on-demand. The time has never been more right to elevate and illuminate the word of medical experts whose emphasis is on preventive care. We will package and distribute their work to an audience in America that will need preventive care more than ever in the years to come.

To reiterate, the opportunity we present to you is simple in its broadest terms. We seek to:
• Give you return on investment on the sales of products and revenue streams we create to promote the work of health experts who have previously been under-recognized and utilized;

• Create a technology for our partner-practitioners which will free them to essentially duplicate themselves to service an audience which will number in the millions where, currently, these experts are constrained to relatively small groups and one-on-one, in-person consultations. The central hub of our content publishing strategy, a radio show, provides the perfect context by which practitioners can contribute content that we’ll use to attract and win the trust of our target consumers.

• Allow our newfound community of consumers access to first, info-products and services provided by affiliated practitioners who pay to participate in our referral network via Health Freedom Network, and, then, branded tangible products and events that can positively marry our affiliated practitioners with these patients.

• Drive our community to licensed, approved, and paying holistic health practitioners.
Section 2: Executive Experience

**Mike Noonan:**

**Media, Marketing, Business Development, & Brand Launches**

Mike is adept at creating integrated content marketing platforms that draw on audiences of both digital and broadcast media. He has additional experience in brand and product launches. He co-founded Broadcast Barter Radio Networks in 2004 to create media programming, specifically in radio, which functioned as marketing campaigns for experts, entertainers, and celebrities. In addition, over a 20 year span, Mike has written, produced, programmed, and performed as talent with companies like CBS Radio, Emmis Communications, and Bonneville Communications, and to the benefit of celebrity clients like Donny Osmond and #1 New York Times Bestselling author Kevin Trudeau. Mike has led two asset transfers, including NPE’s sale of its radio show starring Donny Osmond in 2009.

In his purview as President of BBRN, he also oversaw the landmark intellectual property acquisition and transition of the iconic radio brand “Q101” from Emmis in 2011, as well as the IP asset trademarking and legal affairs concerning that brand in 2012 and beyond. He is proud of the value that brand has built since the takeover, demonstrated in such audience metrics as the doubling of the brands’ key social media audiences within 12 months. Additionally, Mike spearheaded the growth of BBRN’s first foray into the supplement market, Pacific Rim Fish Oil ([http://MyDailyOmega.com](http://MyDailyOmega.com)), which has given him invaluable insights into the use of paid search campaign management, direct mail and direct response marketing, as well as manufacturing standards & processes, and call center scripting, training, & management. In 2013, he strategized and led the beta launch of the health publishing brand, *Explore!*, now positioned as a digital community for health practitioner and health conscious consumers, and transitioned the platform centered on health & wellness news at [http://HealthFreedomNetwork.com](http://HealthFreedomNetwork.com) to leverage broadcast media, develop and repurpose multimedia content from experts, all to funnel customers, build a list and brand affinity, and convert sales for holistic health practitioners. Please see Page 23 for more.
Section 3: Problem

Summary: We aim to take advantage of a changing shift in attitude toward healthcare in America from “reactive, symptoms-based” treatment toward “preventive” healthcare. We will shine a light on holistic health care providers who have a quantifiable body of pioneering work and research, providing them with long overdue credibility and mainstream stature, directing to them, for a participation fee, our community of consumers, and providing an environment whereby our investors are rewarded early with a plan that has predictable margins and inherent scalability.

Americans and westerners in general live in a tumultuous, even chaotic time with sea changes in technology, politics, economics, manufacturing, media & marketing, medicine, and culture happening at breakneck speed. As these individual systems evolve, dichotomies are developing.

People rely on the sources they always have for their health and medical information such as major, corporate-controlled publications and broadcast news media (aka "Mainstream Media"), though, in increasing numbers, a growing minority is turning a skeptical eye toward the medical establishment and its corporate, regulatory, and media co-conspirators. Access to information has never been easier, and, yet, a seemingly endless array of media distribution channels and hundreds of millions of websites coupled with the advent of social media has resulted in a cacophony of noise. In the face of this credibility gap between mainstream media and the so-called "alternative media", cutting-edge and even ancient health information is being discovered like never before, right alongside a healthy dose of disinformation online.

Complicating matters, many of these media orgs and their financiers are publicly-held companies which face continual pressure to grow their profit margins by any means possible, and they have shown themselves to have incestuous and deep-seated political agendas and intertwined corporate interests.

The independent media voice has been marginalized by regulatory weakness and greed over the last quarter century in the US, and the biggest victims of this travesty are consumers...those who depend on the media for news and even educational information.

Enter: The contentious healthcare debate in America, where chaos presently rules the day, many predict will have a positive outcome for holistic practitioners, as preventive healthcare will become vital for tens of millions of Americans. In other words: It will pay to stay healthy, and cost to be sick like never before, and if one does become sick with a serious illness like cancer, it will be up to them to save themselves. It is clear to us from talking to doctors across North America and the world that there is a real need for information sources in America that are not only viewed as credible but also ones that are not totally bought and paid for by Pharmaceutical corporations and their fellow travelers.

The tenets and techniques of the holistic health practitioners from Biological and Integrative Medicine delve into the root causes of disease, vis-à-vis the “management” of symptoms practiced by the majority of western-trained medical practitioners. Western-trained physicians’ techniques, many times, are reactive, and lead to the perpetuation of illness rather than curing it and discharging healthier, recovered patients. While this may have been “profitable” for both the doctor and the larger pharmaceutical and healthcare industries, it has surely not been profitable to the patients who have been treated by it from a health or financial perspective. The emphasis of Biological Medicine practitioners is on preventive health, rooted in concepts that are foreign if not outright anathema, sadly, among western doctors: Terms like terrain, structure, and homeostasis are not commonplace in American medical schools. For those consumers that do
find such experts, the impact on their health, on their lives, can be astounding. Shining a light on the multitude of success stories and experts will resonate with Americans like never before.

Section 4: Solution

We have already begun:

- Creating the system to extract, repurpose, and distribute the expertise of our featured holistic expert-partners across a multitude of broadcast and digital channels;

- Using that content to attract and nurture a community of like-minded consumers seeking natural health information over a variety of web, broadcast, and live channels; practicing continuous and meaningful database engagement marketing to build deep brand affinity;

- Monetizing and expanding the reach and affinity among our target consumer community members through info-product sales and events; transitioning them to other branded product lines; developing and introducing B2B training products for practitioners; and driving traffic to affiliated holistic practitioners across North America and to affiliates in emerging markets in Central and South America, Europe, and into Asia.

We have begun assembling a team of producers based in Chicago that manages our expert partners’ content production, media distribution and marketing, and consumer product development and sales. Our team’s location in and near Chicago allows us to be anywhere in the world efficiently and affordably.
The essential first step to our plan is to building brand affinity among a health conscious consumer community through the assets associated with the Health Freedom Network, all to drive them to our paying affiliated practitioners. The Health Freedom Network is in the midst of archiving, repurposing, and distributing content that is based on the expertise of a select group of holistic partners. This content marketing process is simultaneously: building our base community of consumers, providing monetization of products we are developing to not only offset costs of this entire plan but also provide ROI for our investor(s); and the process of content extraction and distribution also allows us to essentially vet and test our expert partners and interchange them if necessary to find the perfect combination of acumen and appeal for info-product creation and branded live events.

**The Rise and Influence of Content Marketing**

The world has never known more channels of info and entertainment (“info-tainment”) distribution. Print and broadcast distribution channels, while going through an evolution to be sure, still exist and reach (influence) hundreds of millions of consumers, even while the digital age continues to blossom before our eyes. Tens of millions of people are scanning, searching, seeking, and finding hundreds of terabytes of information on some 650 million websites every second throughout the world.¹ Mobile device proliferation is off the charts, with experts predicting that there will be a mobile device for every single person in the world by 2015.² The mobile renaissance that is taking place has people consuming info-tainment literally wherever they are whenever the feeling strikes them. Where the term “on-demand” was once a buzzword used by marketers as an upsell catchphrase, it now is almost pat and taken for granted that every aspect of our lives is as we wish it, when we wish it. On-demand is the new reality.

Yet, even as those many and varied on-demand info-tainment channels grow in size, number, sophistication, and accessibility, the key to accessing the hearts, minds, and wallets for masses is the same today as it was in 1950: *People continue to yearn for, and gravitate toward, quality content and information from sources and via channels they trust.* Quality content builds affinity, lends credibility, and, as we’ve seen firsthand, leads to sales. The best news about the technology renaissance we’re in the midst of impacts marketers and experts alike: producing and distributing quality content has never been more affordable, quick, or easy. Again, the major barrier to entry may simply be the sheer volume of noise being constantly produced. However, we’ve seen that the cream rises to the top, especially when the media is leveraged early in the process as the lender of credibility. We, therefore, endeavor to have the best quality content anywhere and we are certain our experiences and methods, when combined with the quality expertise of our partners, will yield explosive sales results as it has in the past.

The wondrous and often intimidating landscape that faces marketing professionals seeking to push messaging out to the masses presents a unique challenge. The traditional ways of reaching consumers such as interruption messaging (TV and radio commercials, for example) and display ads (billboards, newspaper ads, online banners) are not necessarily resonating with today’s audiences because of the exponential increase in the number of ad impressions daily that the average consumer is exposed to. Now more than ever, and certainly in the future, content marketing - messages embedded within content, and endorsements - will be more valuable than ever. Moreover, marketing that is consistent and constant across a wide variety of channels will be at a premium. Shafqat Islam of Newscred to Mashable.com: “[B]rands are investing millions of dollars into content-marketing campaigns that help generate leads, bolster their reputations as thought leaders and help inform and engage their customers. As this is typed, “marketers [are] breaking through with innovative content-marketing strategies” and this will only continue.”³ In other words, the time has come

¹ [http://www.netcraft.com/archives/2012/03/05/march-2012-web-server-survey.html](http://www.netcraft.com/archives/2012/03/05/march-2012-web-server-survey.html)
to get in the content game or be drowned out forever. The “haves” have figured out what we have known and practiced to great success for a decade.

Search engines (namely Google/YouTube) and social media platforms (namely Facebook) use sophisticated algorithms that **reward original and consistent content creation**. In other words: when you push out top-quality, cutting-edge, and *homegrown* information, you reap more traffic, and have the opportunity to grow your business provided you have engagement processes in place and products that consumers desire. Those who are merely adding to the noise and repeating others’ content will be brushed aside.

We are particularly adept at creating the processes to distribute content that is top-quality, making it pervasive across multiple channels so that it effectively works as marketing messaging as well as info-tainment. We have seen firsthand that the owners of content are the ultimate profit-takers and will continue to be in the future. Additionally, we have seen the power of creating cross-platform content, and we have witnessed the pitfalls of those who have been too slow to diversify their platforms or have a scattershot media and marketing strategy. We see there is tremendous potential from a profit taking, philanthropic, and public service standpoint through the promotion of content creators.
Section 6: Marketing Plan, Philosophy, Role Models, and Techniques

We seek to continue creating content that we can monetize through sales of info-products, live event marketing, and finally, even branded hardlines and services. At the same time, we aim to capitalize on the chaotic state of conventional healthcare in America and develop B2C revenue streams whereby our experts’ content forms the basis for training products, continuity programs, event revenue and licensing opportunities for health practitioners.

In a short: we are suggesting the fulcrum of our enterprise is the utilization and expansion of a multi-media production studio and the expanded development of our existing platforms and assets to deliver weekly, and, in time daily and even around-the-clock audio, video, and publishing content, all based on natural health & wellness, and expressly to the benefit of our investors, and, obviously, patients and affiliated practitioners/partners. Similar to the way, for one example, NBC or the Fox News Channel features that same core cast of expert contributors morning, noon, and night, day in and day out (i.e. Fox News’ Andrew Napolitano, Bill Kristol, Fred Barnes, Juan Williams, Charles Krauthammer, etc.), we will feature a wide variety of guests and newsmakers, but the regular core of expert contributors will be the small, hand-picked group of health experts whose work/content we promote, distribute, repurpose, and monetize. The entire endeavor is established to promote them and capitalize on their expertise (to their considerable benefit as well, mind you), but the overall operation and infrastructure has a publically facing, over-arching and unifying brand. This provides us the ability to be nimble, remain independent and not beholden to any one expert-partner, gives us the ability to sell off assets as we see fit without imperiling the entire brand if we desire, and more important, we’ll have the ability to scale this endeavor rather easily. The staff, infrastructure, and investment needed to promote, say, a dozen expert-partners, in 100 markets, develop new digital channels and subgroups, and multiple product lines are only marginally more intensive than the structure and support needed for one or two.

For the creation of info product lines as well as the first step in our plan, community and brand building, we will seek out select experts in the health realm and systematically construct processes by which their expertise will be:

(1) Extracted
(2) Codified and Archived
(3) Repurposed
(4) Packaged
(5) Distributed
(6) Consumed
(7) Monetized
(8) Reported

Aside from having believable, world-class experts with unrivaled knowledge and the ability and wherewithal to consistently offer the world (and with our expert packaging and distribution) top-quality, original content, the entirety of the 8 Point Process hinges on a fundamental and indispensable practice that is at the core of our philosophy and forms the basis of every single thing we do from a marketing perspective: Affinity List Building and Engagement for the Purposes of Monetization.

While nearly every company pays lip service to the importance of permission marketing, that is, having an email list and engaging with it, we truly live and breathe it and know it to be the veritable life blood of this endeavor, as it has been for experiences past (as well as an even more important engagement access point, a consumer’s cell phone number). In the somewhat crude parlance from the world of Direct Response marketing which Executive Team member Mike Noonan has experienced and executed firsthand, successful marketers have a respectable and trusted “list” of subscribers, and the truly great ones should have a list within their list called the “Goldmine list.” This hardest of cores will essentially buy anything you ask them to. When you call them they answer. When you write, they open and read it. When you ask
them to act, they not only act but they are downright activist. They evangelize for you. They are what master marketer Seth Godin refers to, colorfully, as a brand or product’s (or movement’s) sneezers. [http://www.sethgodin.com/purple/chapter.html](http://www.sethgodin.com/purple/chapter.html)

You develop and discover your goldmine list not through the monthly publication of some stock-template Constant Contact newsletter as many business executives and owners believe, but through the consistent drip of quality, valuable, and original information. You test and tweak and monitor and track. You reward and inspire conversation, and conversions. A solid core of your audience is conditioned to realize that your messages are important, need to be opened and read, and when your message is acted upon, the consumer will be rewarded.
Our plan for Q4 2013-Q4 2016 has four phases:

1. Community and brand building, infrastructure and team building. Market research to determine best media placement locations to capture consumers our affiliated practitioners seek (Examples: Lyme, Cancer, etc.)

2. Info development, establishment, and growth. This will allow us to create the context and system by which your team’s experts’ acumen can be extracted and promoted to health practitioners and enthusiasts.

3. Monetization through the mass media vehicle of the Health Freedom Network and its physician referral network, through info-products and live events: Our experts’ content will be not only distributed through that brand’s platforms, but also repurposed for Health Freedom Network’s assets in our plan to make our affiliated practitioners and Integrative Medicine itself seen as not only a viable set of modalities, but as primary care rather than merely “complimentary.”

4. Expansion: We will drive traffic to affiliated partners as those relationships are developed throughout new markets in Central and South America, Europe, The Middle East, and beyond.

Phase 1: We will set upon the expanded development of our target consumer community and build brand affinity for it.

Investor Commitment

Legal and Accounting Consultation

Personnel Recruitment and training: Fortunately we are so well versed, connected, and established in our field(s), this will be a smooth and quick process to recruit, train, and integrate our team of experts. In fact it’s already happening!

Creating processes for our expert-partners to convey their expertise as consumable content (i.e. creating a weekly show for broadcast distribution that is comprised of the best parts of live tapings that are streamed online to allow for audience consumption and interaction. We can scale from once-weekly terrestrial broadcast shows to twice weekly and daily in a quarter or two if we are seeing positive sales results and can project exponential net sales growth.

Further Developing the infrastructure and platforms to allow consumers to find them and their packaged content.

Monetizing their existing products where possible, as well as the traffic we attract from the on set of soft-launch.

Building the brand’s community and their affinity for it and our expert-partners through joint venture email campaigns and other marketing with associates’ databases, through database rentals, and organic traffic attracted through our own content marketing distribution.
Giving our expert partners, and our brand, credibility and equality among other leading natural health proponents and brands (in other words: other industries, such as the media, filmmakers, etc., will begin seeing us and our experts in a different light once our methodology takes shape and our efforts begin to compound). We will be poised to leverage and capitalize on this interest.

**Phase 3:** Full B2C Monetization: Product Design & Launch (Books, CDs, DVDs, full audio and video show monetization), Event Marketing (as exhibitors and speakers), Event Revenue (as hosts).

Health Freedom Network media can be two fold:

1. Our media placement and content can be specifically tailored to appeal to and capture segments of the population such as Lyme or Cancer sufferers. We will determine where to place the media based on easily accessible data. Example: If Milwaukee, Wisconsin, Minneapolis, Minnesota, Raleigh, North Carolina, and Toronto, Ontario are places which our data indicates the highest concentrations of Lyme sufferers hail from, then our media strategy will zero in on those markets initially with content specially made for those consumers...all to drive them to our affiliated practitioners who pay a premium to participate in our referral network!

2. We can and will also have general health programming and content meant to make Biological and Integrative Medicine practitioners mainstream and given greater visibility and credibility than ever before in markets like San Francisco, Dallas, Chicago, Miami, and Boston, for some examples.

**Phase 4:** Expansion: Expanding the locations/destinations we drive traffic to within and outside of America, such as Mexico and the Caribbean, South America, Dubai, India, and beyond, as well as expanding the markets we have marketing outposts in to expand our areas of influence and, therefore, exponentially increase the sales we drive.
Section 7: Financial Plan

Revenue Model

Please see our budgets and revenue projections on the accompanying multi-tabbed excel sheet. The revenue model for this is, first and foremost, to provide needed lead generation services to holistic health practitioners and charge them set up and participation fees monthly for our services. Our Break Even Analysis shows that at $997/mo., our operations will be in the black with 25 practitioners participating. Additional upsell opportunities such as marketing services (web design, consultation, etc.) will be deployed when our practitioner client base is sustained.

Our practitioner content can be repurposed into info-products that are sold directly to consumers and provide vehicles for other revenue, such as ad revenue, ticket revenue, merchandising, etc. Additionally, ad-funded and affiliate marketing revenue models will emerge in time. Traffic can be monetized. Eyes and ears have value and can be traded in for money early on a CPA, CPM, and CPC sales basis. Additionally, joint ventures with other community admins can yield cash flow while our lead gen and subscriptions are still in growth mode. Once there is a community assembled as well as the platform to engage with it, our community can monetized many times over in a variety of ways, ultimately leading to some or all of the following: franchising, licensing, or exit.

It's important to note that we project a marked increase in sales in FY2 due to these factors:

1: Dramatic increase in both radio markets and numbers of hours in each (From 195 broadcast hours to 1716 broadcast hours in FY1 and FY2, respectively).

2: The repurposing of Practitioner Content culled in FY1 into info-products such as webinars, books and e-books, audios such as CDs and digital downloads, etc. in FY2.

3: The staging of two 4-day live events in FY2. We can project smaller “regional” events as well though our budget, and projections, for now, only includes two major events. We view Events as major profit centers for this business, based on past experiences with events.

The difference a year’s worth of community/database building and consistent engagement coupled with content re-packaging will yield big dividends in FY2 and beyond.

Here is a breakdown of the revenue streams we can exploit and develop based on our past experiences:

Product Sales

1. Audio:
   a. CDs
   b. Digitally-Delivered Audio, MP3s
      i. Mobile apps
      ii. Podcasts

2. Video
   a. DVDs, mp4 Downloads

3. Publishing
   a. Books
   b. Digital (Kindle Books)
c. Newsletter (Continuity Sales)
d. Reports (One-Offs)

4. Membership/Continuity:
b. B2B: Digital Interactive Classes, Courses, Training

5. Events, B2C & B2B
a. On-Site: Seminars, Trainings, Fly-Aways, Cruises, Expos
b. Webinars
c. Expert Speaking Engagements (Corporate Events, Educational Institutions, Private Groups, etc)

a. Miscellaneous Branded or Endorsed Items (Example: Apparel, Microscopes, etc.)
b. Big-ticket Hardline Sales such as Stem Cell Therapies (products with price-points in the $1000s)

7. Services
a. Expert-provided or expert-inspired consultation and services

Secondary Revenue Sources:

1. Audio
   a. Radio shows that market as well as produce ad revenue.
      i. Direct Ad Sales
      ii. Third Party Ad Sales (Network ad sales)
      iii. Affiliate Sales
      iv. Licensing fees with distribution partners (following the formula of Dan Patrick w/Direct TV and Glenn Beck with Dish Network)
b. Digitally-Delivered Audio
   i. Online Streamed Content

2. Video
   a. Embedded Advertising Sales to both CPM and direct ad clients.

3. Web Display and Email Marketing Ad Sales

4. Events
   a. Brand Events: Vendor and sales revenue. The potential void left by the Health Freedom Expo allows a slim window of opportunity for us to enter the market and create a higher-class series of similarly modeled events for the disenfranchised HFE consumers, speakers, and vendors. However, our events will more closely resemble those put on by the A4M group (http://www.a4m.com/anti-aging-conferences.html).
b. Others’ Events: Merch Sales at dozens of trade shows for health practitioners and health expos for health conscious consumers.

5. Fundraising
   a. Possible 501(c)(4) consistent fundraising such as the “Health Freedom Network Institute”
b. Annual pledge drives modeled after Alex Jones and Ron Paul’s “Money Bombs”
Potential Additional Revenue Streams

1. Licensing (Example: Allowing Market-exclusive trained medical practitioners)
2. Franchising: Following the example of entities such as http://OneMedicalGroup.com that have extended their brand through franchising it to teams of doctors in New York, Chicago, Boston, San Francisco, Washington D.C. to date. Furthermore, this model has fused with the franchise concept the model of continuity revenue by implementing a membership model for its patients.
3. 
4. Expert Info-product Royalties
5. Expert IP Acquisition or Company Acquisition/Exit
Key Content-Marketing Facts to Consider:

This is why our practitioners - and you - will profit from our techniques and this plan.

Radio: Radio is still the heavyweight of affordable content-based marketing. 241.2 million people aged 12+ or 93% of the population...tune in to the radio each week.4 Info is the hot property: Pew Research says that the “Talk” radio format is the second biggest format in the industry, now comprising some 4,000 of nearly 14,000 radio stations in America.5

Mobile Content: The proliferation of smartphones, netbooks and tablets means that there will be roughly one mobile device for every individual alive in 2015. Internet usage on mobile devices will grow by more than 26-fold between by 2015.6

Video: It is estimated that 90% of the content available online will be video by 2015.7 The second biggest search engine is YouTube. YouTube isn’t just for entertainment; YouTube has become a resource for businesses to be found worldwide. Potential customers use YouTube to find anything from educational videos [to] product reviews.8 Over 90% of people use the Internet to research products or services before [they] commit to buy.9

Publishing: Digital publishing is on the rise, accounting for $2B of the reported $13.1B total revenue of the publishing industry worldwide in 2011.10 Sales of e-readers like Kindles, Nooks, and, naturally, iPads and other tablets, are skyrocketing as well. As evidence, take the period between Dec ‘11 through Jan. ‘12: The percentage of adults in the US who own an e-reader or tablet jumped from 18% to 29%!11 It is predicted that there will be nearly 300 million tablet units shipped worldwide in 2015.12

The advantages of multi-channel marketing:

Nielsen’s Global Survey of Multi-Screen Media Usage of more than 28,000 Internet respondents in 56 countries indicates that watching video content on computers has become just as popular as watching video content on television among online consumers, with over 80 percent reporting watching video content at home on a computer (84%) or on TV (83%) at least once a month.13

Aided recall of a video ad was 74% when consumers were exposed to multiple screens – TV, PC, phone, and tablet – compared to 50% recall of an ad seen only on TV.14

Online video ads are 38% more memorable than ads on TV according to comScore.15

Our position, based on our past successes especially, is that:

Brands interested in explosive sales and community building must utilize text content to increase search-ability,

Broadcast Media channels such as radio and TV to increase their credibility,

And video to increase a their sales visibility.

All of it, when used in strategic alignment, increases the opportunity to monetize publishing, media products, and hardline product sales, garnering ad revenue along the way, funneling consumers to event and experiential marketing, and ultimately leading to brand affinity and profitability.

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4 http://www.insideradio.com/article.aspx?id=2413910&spid=32061
5 http://stateofthemedia.org/2012/audio-how-far-will-digital-go/audio-by-the-numbers/
6 http://money.cnn.com/2011/06/01/technology/cisco_visual_networking_index/index.htm
7 http://money.cnn.com/2011/06/01/technology/cisco_visual_networking_index/index.htm
8 http://www.pcgdigitalmarketing.com/20120813
9 http://money.cnn.com/2011/06/01/technology/cisco_visual_networking_index/index.htm
10 http://money.cnn.com/2011/06/01/technology/cisco_visual_networking_index/index.htm
11 http://www.magnetvideo.com/content/101+online+video+statistics+for+2012/26169
12 http://in.reuters.com/article/2012/07/18/net
13 http://in.reuters.com/article/2012/07/18/net
14 http://money.cnn.com/2011/06/01/technology/cisco_visual_networking_index/index.htm
18 http://www.mashable.com/2012/01/22/19
19 http://in.reuters.com/article/2012/07/18/net
Here is a sampling of the distribution channels we can activate to your expressed and exclusive benefit with a relatively small amount of content from our expert/partners in short order to begin our community-building phase 24 hours a day, 7 days a week:

**Broadcast Distribution**

Local/National Radio  Local/National TV

**Digital Distribution**

Mobile Apps  Digital Networks  Podcasts  Satellite Radio  Phone Texts  Blogs

**Social Media**

Facebook  Twitter  Google+

**Video Sharing**

YouTube  Mevio  Vimeo

**Video Streaming**

Justin.tv  Stickam!  Ustream  livestream

**Social Bookmarking**

Digg  Stumbleupon  Reddit  Pinterest  Squidoo  Buzzfeed  Delicious  Newsvine
Our Role Models For Content Creation, Distribution, and Info and Hardline Product Monetization

We have a multitude of models to follow in this endeavor, though the following were the specific models for Executive Team member Mike Noonan throughout the complete construction, deployment, and monetization of the multimedia platform for marketing guru, #1 New York Times best-selling author, and infomercial king Kevin Trudeau from 2009-2012. Trudeau’s media platform is virtually the roadmap and model for the community-building phase of this plan, and it was based on the following three examples (and a plethora of others to be touched on later in this document). All of the following organizations utilize an integrated multi-channel approach to drive traffic to their homegrown products or premium content services. Many of these companies are privately held and revenue figures are in many cases anecdotal though substantiation is provided were possible. However, one thing is certain: All develop and distribute original content and use it to engage with and convert customers daily. And, all undoubtedly, have a well-cultivated Goldmine List.

### #1: Alex Jones

| Key Facts: Audio/Video/Web/Publishing/Mobile Content Distribution |
| Niche: Politics, Preparedness |
| Main Website: [Infowars.com](http://infowars.com) | Global Rank: 1806 | Sites Linking In: 19562 |
| Monetization: Premium Content Membership, Ad Sales, Affiliate Revenue, Product Sales, and Network Marketing Revenue |

**Summary:** Alex Jones started as a local host in Austin, Texas in the mid-90s, first on cable-access TV, and then as a radio host. He branched into national syndication in 2000 as the centerpiece of a media network set up to drive traffic to a gold and silver retail company called Midas Resources. Today, his show is aired in dozens of markets, streamed live through desktop and mobile apps and replayed 24/7 across multiple channels, and while it is still monetized through the sales of precious metals, according to private talks we’ve had with network honcho (and Midas Resources head) Ted Anderson, it is also now a cash cow thanks to its purported stature as one of the largest distributors of health products through a network marketing company called Youngevity (it is estimated that the show has some 28,000 people in its Youngevity organization, also called a “downline”). Alex also has thriving ad and affiliate marketing ad sales, and moves considerable product through original DVD productions and branded merchandise. About the only area Alex has seemingly not delved into is event marketing, and his email-marketing platform could be improved. However, with 24/7 access to a global community and an endless array of product lines to develop, *The Alex Jones Show* is to the “liberty” community what we aim to be in the so-called “Alternative Health” world. Beyond serving as a role model, *The Alex Jones* platform could prove to be valuable allies in our mission at least at its outset.
#2: Leo Laporte

**Summary:** Leo Laporte has been a well-respected leader in the technology world since the early 80s and has used that expertise to forge a formidable audience and wield considerable influence. He held a multitude of broadcast and publishing positions both nationally and in major markets such as San Francisco for major broadcasting corporations. In 2005 he created his own digital platform online and via mobile apps to compliment and capitalize on his existing broadcast and publishing platforms as a syndicated radio host via Premiere Radio Networks and SiriusXM Satellite radio. Leo reaches millions of consumers weekly via his Twit.tv “Netcasts” and commands as much as $7,500 per commercial (an astounding figure in the syndication realm), raking in a reported **$5M in annual ad revenue from that revenue stream alone.** His influence among technology manufacturers and retailers is substantial and tech product launches are impacted significantly by his reviews and coverage.

#3: Glenn Beck

**Summary:** Glenn Beck has been a radio host since the early 80s. He parlayed that into a nationally syndicated show as well as distribution on XM Satellite Radio, transitioned into national TV guest slots as a political commentator, and then landed a heralded and controversial daily TV show on Fox News Channel. In Q2 2011, Beck left his Fox News show while continuing his daily nationally syndicated radio show (heard in nearly 300 markets). Behind the scenes, he was busy securing the backing and building the infrastructure for what has become *The Blaze:* A digital subscription-based video news channel with a distribution partnership with Dish TV. To date, there are some 300,000 subscribers paying $9.99/month or $99/year. The Wall Street Journal pegged Beck’s *Blaze TV revenues in 2012 at some $40M, and the total Beck brand as generating $80M.* In addition to reaching more viewers daily than TV networks like CNBC and Oprah’s OWN, Beck’s Mercury Arts company also is the publisher of his best-selling books and is positioned to publish countless titles at will by both Beck and the personalities he is promoting - and even creating - using his media platform and substantial reach. Beck is duplicating himself

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16 Christopher S. Stewart, (March 14, 2012) "Glenn Beck Rallies Troops For Revolution Against TV"
and scaling his own business before our eyes, and reportedly is doing it while operating in the black. It is said that he mostly self-funded the infrastructure and has recouped his startup costs just 4 months into operations. He has an independent voice (agree with him or not, it appears he is not beholden to financiers, which is true power). His model is one for us to continue to keep an eye on.

Dave Ramsey: Syndicated radio host heard in hundreds of markets and known as a personal finances expert. He uses that radio reach to promote wealth-building seminars that bring in many millions of dollars in sales of his books and other branded products. He profits from syndicated radio ad sales, publishing, and merchandise sales. He has also branched into TV and couples that with his existing radio infrastructure to sell millions of books and live event tickets. It is instructive to note that this personal finances “expert” filed for bankruptcy protection about 6 years prior to the start of his ascension atop the financial info-products and media field.

Clark Howard: Syndicated radio host known as a consumer advocate and heard daily by many millions in hundreds of markets. He is also a published author, has a daily TV show on HLN, is a sought-after speaker, and profits handsomely from his multitude of media channels. Clark has come a long way since beginning his media career more than two decades ago as a travel agent doing phone-ins on his local market radio morning show.

Suze Orman: Mike is eminently familiar with this “Queen of Personal Finances”, having spent months negotiating a deal with her to bring her brand to radio in 2007. Suze is a well-paid TV host with national reach, and first was launched into prominence and trusted by millions as a perennial guest on the Oprah show. She has widespread book distribution and is assured a best seller each time she releases a title thanks to her consistent and large-scale media reach and credibility.

All of the aforementioned brands have considerable communities to tap into continuously after years of consistent engagement. Their communities trust them because they have delivered top-quality, valuable content that has positively impacted their lives at a perceived good value. Moreover, they have religiously set upon the task of capturing a list of consumers and they have cultivated and nurtured it over time. They have done all of these things to ensure they would remain a brand, and not a commodity.

Community and Brand Building through the distribution of content and the capture and engagement of a loyal and activist list is the name of our game. It is at the core of our philosophy for this reason, and it is the reason why our methods lead to scalability and profitability.

We desire to create a community of health and wellness practitioners and devotees in this very same way. Once we have the community, and we have identified the buyers within it, we can introduce them to countless new brands and experts over an extended period of time, if not indefinitely.

Model For Premium Content Continuity Sales (And Exit Through Acquisition)

Gaiam (Nasdaq: GAIA) started in the late 1980s as a catalog company providing fitness and sustainable living products targeting so-called “Conscious Consumers” who make purchasing decisions based on their values.\(^{17}\)

Over a 15-20 year period, Gaiam built a thriving business, and perhaps most important, a formidable direct mail list of customers and prospects. With an eye on expansion (both in revenue diversification and global markets), it set upon an aggressive plan to acquire content to serve its devoted and sizable database:

• In 2005, it purchased the company which had popularized fitness DVD series such as top-selling mainstays from the 90s 24/7 fitness infomercial world, The Firm and Billy Blanks series.

• In 2007, Gaiam took over Lime TV (once called Wisdom Media Group). This gave Gaiam a TV and Radio production infrastructure as well as inroads with valuable distribution channels such as DISH, Comcast, Insight Communications, and Sirius Radio as well as WISDOM’s programming library.

• 2012 Gaiam staked its claim to being the top dog in the health and self-improvement content game (at least to the significant and growing niche of what the company terms LOHAS: Lifestyle of Health and Sustainability) in a big way by acquiring America’s largest content distributor (and all of its content), Vivendi Entertainment for the relatively slight sum of $13.4M. This purchase made Gaiam a bona fide independent film, television, DVD and digital distribution titan and company leaders projected the acquisition would add “$25M to revenue”. Also in 2012, Gaiam announced the start of a digital content streaming service called “Gaiam TV” (http://Gaiamtv.com) and acquired some 500 hours of video interviews, roughly a quarter of its entire library, when it acquired Conscious Media Network. Gaiam TV offers customers access to live and archived video content for $9.99 a month.

Gaiam is a perfect example and role model for us to follow in this endeavor because it captures health conscious consumers through content:

Step 1: Build a community and a brand it loves and trusts through the use of, in many cases, original, quality content from marquee, credible experts with their own established brand identities, databases, and platforms. Two perfect examples of this can be seen through Gaiam’s content development associations with Deepak Chopra and one of the most listened-to radio hosts in the world, Coast to Coast AM’s George Noory.

Step 2: Develop and acquire additional content to package, repurpose, present, and sell to your community.

Step 3: Use that content to continue building brand affinity, attract a larger and more desirable community, isolate and identify your goldmine list, and thereby sell even more of your hardline products.

Within this powerful example of a premium content continuity model is another lesson we can take to heart: The acquisition of Conscious Media Network by Gaiam. For 6 years, Conscious Media Network principals were dedicated to building a relatively small but loyal community, and to the development of quality content featuring groundbreaking health & wellness practitioners (two of our desired expert-partners were included in that group) as well as authors and experts from every corner of the “alternative” universe including the spiritual realm. The list and content the creators of Conscious Media Network built leverage for it to be a considered a desired piece of the puzzle for Gaiam, either because Gaiam wanted/needed their content and/or access to their community, and/or desired to eliminate a potential competitor or nuisance.

We almost certainly can follow that formula, and would likely only deviate from the Gaiam model in that they seem to offer no real free media distribution of their content; everything is protected behind the veil of a premium membership continuity program. They can afford to do that because they spent decades becoming a leader in the fitness and spirituality space among many millions of consumers, have a significant retail presence throughout North America and even globally thanks to distribution in Target, WalMart, Whole Foods, and more, and because they have a substantial list. We believe the best path for a startup like ours is to offer some free content to consumers across a variety of media and digital channels, and then upsell consumers from our “goldmine list” into a continuity program later, especially if the content is monetized through CPA and CPM advertising and as serving content marketing itself for our home-grown hardline products and live event sales.

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18 Gaiam Completes Acquisition of Vivendi Entertainment Creating Gaiam Vivendi Entertainment, the Nation’s Largest Independent Content Distributor – MarketWatch
19 Gaiam Acquires Vivendi Entertainment: Deal creates major indie distributor of nontheatrical content, Variety Magazine, 4-3-2012.
20 http://articles.chicagotribune.com/2012-04-03/entertainment/chi-201204031753-speedhostvarietycon111405225tape05_1_indie-content-providers-licensing
Michael W. Noonan

Marketing, Management, Communications, & Sales Leader

- 15 years of experience leading mass marketing teams & targeted direct-response campaigns, corporate marketing and internal communications, and electronic and digital sales initiatives for multimillion-dollar public and private companies.
- Respected leader of creative teams, multimedia divisions, and sales departments. Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images.
- Expert in the technical, conceptual and content development of sales-driving collateral. Proven ability to drive record-high marketing campaign response-rates and execute successful product launches.

Skills

- Marketing Strategies & Campaigns
- Corporate Communications
- Creative Team Leadership
- Product Positioning & Branding
- Web & Print Content Development
- Broadcast & New Media Content Development
- Development of Training Materials
- Sales Collateral & Support
- Public & Media Relations
- New Product Launches

Noteworthy Achievements

- **Orchestrated Two Asset Acquisitions:** (As Sellers) Our nationally-syndicated radio show with Donny Osmond, Q2 ’09; (As Buyers) The landmark IP purchase of the famous Q101 brand from Emmis, Q3 ’11
- **Instrumental in the creation and monetization** of multiple media products that have resulted in millions in residual sales from direct response, affiliate marketing, and impressions-based ad sales.
- **Honorary Committee Member,** Marketing Specialist, Pulmonary Fibrosis Foundation
- **Proud husband of 13 years and father of four children, (2 boys, 2 girls) ages 11 to 2.**

Professional Experience

**HEALTH FREEDOM NETWORK** – Chicago, IL

Owner, 1/2013 to Present

Develop direct response lead generation for holistic healthcare practitioners [http://RevolutionaryMediaNetwork.com]. Developed business plan, and conceptualize, develop, and launch integrated, multi-channel broadcast, digital, print, and email-marketing campaigns for health clients. Test, maintain, & track client ROI through direct product sales reporting and key campaign analytics.

Selected Accomplishments:

- Conceptualized, strategized, and lead the revitalization and transition of a heritage integrative medicine health journal, *Explore!* [http://JoinExplore.com] from a print publication to a digital health membership community in Q3 ’13. Designed customer experience, implemented the digital technology, produced all marketing materials and sales funnels, and established the marketing channels and joint ventures with referral partners to move the community into total profitability within 45 days.

- Consulted on the growth of the Biological Health Institute in Nevada City, CA from Q2 through Q3’13. Revamped company’s digital assets completely; redesigned their customer service processes including the scripting and deployment of a call center; launched their on-site and web commerce capabilities; designed, tested, & deployed their email marketing system, sales funnels, production of prospect engagement tools such as an e-book and video marketing; and installed new internal sales and customer engagement tools such as a digital patient in-take form, semi-automated personnel recruitment process, and more.

Proud husband of 13 years and father of four children, (2 boys, 2 girls) ages 11 to 2.
NEW PARADIGM ENTERPRISES – Naperville, IL

President, 5/2004 to 12/2012
Developed long & short form entertainment to deliver digital, broadcast, print and direct response marketing for B2C brands and blue-chip global personalities such as entertainment icon Donny Osmond, the famous trend-setting radio brand Q101, and #1 NY Times Bestselling Author/Infomercial King Kevin Trudeau. Responsible for the creation and management of all sales and corporate marketing & communications functions; Direction of a team of 12; PR and media relations; Corporate positioning; Product design and launches; Sales & training collateral development; Tradeshown marketing; Direct response campaign tests; Call-center training and management; and legal, accounting, and regulatory compliance.

Selected Accomplishments:

- Orchestrated the market launch of more than a dozen new info and hardline products for NPE, our clients, and their sister companies and consulted on the sales and marketing of dozens more. Identified and researched opportunities and collaborated with a multitude of teams, companies, and vendors to create campaigns that helped Trudeau’s revenue grow by $62M in 36 months.
- Spearheaded the creation of compelling & innovative web portals and effective web-based tools designed to increase sales and communication flow, lead gen, and sales conversions.
- Created video & training materials that enhanced sales reps’ understanding of complex product features and processes, industry trends, and effective prospecting and closing strategies to help them sell more effectively.
- Performed ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve.
- Led the transition of the renowned radio brand Q101 to an all-digital entity in Q3 and Q4 ’11. Oversaw the doubling of key social media channel audiences within 18 months.

- Recognized for delivering creative and effective campaigns and ensuring complete client satisfaction.
- Instrumental in building, maintaining, and retaining key accounts in conjunction with counterparts in promotions, programming, and sales teams.
- Responsible for the creation, processing, and proper execution of inventory that helped our team consistently rate as a Top-5 market biller and in the top 10% nationally, grossing $30-40M annually.


Program Director, WKKD Radio, 95.9 FM, Aurora 10/1998-2/2001

Personality, WLUP Radio, 97.9 The Loop, Chicago 4/2001 to 7/2009

Technology

Software:
- MS Office (Word, Excel, PowerPoint), Mac apps, Adobe Audition and Dreamweaver, Salesforce, Act, Email and SMS Management Tools,

Web/Multimedia:
- Search optimization, web server administration, content management systems such as Wordpress, Kajabi, Optimizpress, CRM/email/commerce platforms such as Infusionsoft, Aweber, & Mailchimp, E-commerce Tools ranging from Paypal and Auth.net to Kickstarter Cart and Topspin, affiliate networks like Share-a-Sale and Clickbank, and social media & engagement tools like Facebook, Twitter, Google+, Youtube, & Hootsuite.

Education

ILLINOIS STATE UNIVERSITY – Normal, IL. Bachelor of Science, 5/1996, Communications