



## *Coco Fossland Inc. Vision, Strategy and Milestones*

### Coco Fossland Inc. Vision

#### *Core Values:*

- Commitment to Develop and Lead Self-Trust
- Commitment To Discover & Follow Inner Wisdom
- Following Bliss and Passion
- Taking Ongoing Responsibility for All Our Gifts
- Inspiring Ourselves and Others to Make A Positive Difference
- Creation of Perpetual Harvest and Abundance

#### *Core Purpose:*

To support individuals and groups in making a positive difference in the world.

#### *10-15 Year Inspired, World-Changing Goal:*

**To provide  
Trust Yourself, Transform the World™  
products and services  
to one million people  
by 2015.**

**Now, write the Vivid Description of the 10-30-YEAR INSPIRED GOAL fully manifested, weaving in the Core Purpose and Core Values:**

Imagine the difference of one million people taking daily actions to promote positive change in their lives. Imagine one million people committed to sharing their light and



making a difference. Each day, looking inside for inner wisdom, people align with higher order wisdom and organically, naturally share their gifts with other people.

As a result, new ideas, concepts and possibilities are born. Alternative leadership styles, new approaches to Medicare, integrative health solutions, and revolutionary methods for conflict resolution. People tapping into the wisdom inside them, new businesses are born, founded with the concepts of mutual respect, inner wisdom, and high-vibration action. Others interact with government and world leaders to instill new possibilities for feeding our families, sharing world abundance, taking care of the elderly, bridging the world economy, and promoting peace on the planet. Still yet, others choose to use their passions, skills, and energy to care for the earth, nurture our natural resources, and encourage sustainable fuel sources.

This work produces a domino affect. As each of these remarkable people take daily action leading them to a more positive way of being, dozens of others are inspired, motivated and transformed, simply by the presence of these inspiring individuals. One million people each inspiring dozens of others to see new possibility, experience a brighter side of being.

## Coco Fossland Inc. Strategy

**THE STRATEGY IS TO BUILD KEY BRANDS, ONE AT A TIME, AND BRING THEM POWERFULLY TO MARKET LEVERAGING THE WEB AND NETWORKING.**

**EVERY MAJOR DECISION IN THE BUSINESS IS BASED ON INNER WISDOM AND GUIDANCE. NOT A SINGLE PROJECT, PROGRAM, EXPANSION, OR EVENT HAPPENS WITHOUT FIRST CONNECTING WITH INNER WISDOM.**

**ALL EMPLOYEES USE A METHOD OF INNER INQUIRY TO CONNECT TO WISDOM. THIS IS USED IN ALL MAJOR DECISIONS MADE IN THE BUSINESS.**

**ALL BRANDS EXPRESS A COMMITMENT TO MAKING A DIFFERENCE IN THE WORLD, USING TOOLS AND RESOURCES THAT BALANCE INNER AND OUTER CHANGE. A COMMON THEME IS THE IMPORTANCE AND STRATEGIC IMPORTANCE OF INNER WISDOM.**

**ALL NEW BRANDS ARE LAUNCHED BY FIRST DEVELOPING A DISTINCT VISION, PURPOSE, AUDIENCE, GOAL, STRATEGY, CONSUMER-PERCEIVABLE BENEFITS,**



**PRODUCT LINE, AND PROGRAM PLAN. THIS IS CREATED BEFORE ANYTHING IS BROUGHT TO MARKET. BASED ON THIS PLATFORM, THE FOLLOWING ARE DEVELOPED MARKETING STRATEGY, NEW LOGO, LOOK AND FEEL, AND WEBSITE.**

**A PRODUCT LINE IS DEVELOPED FOR EACH BRAND. THE INTENT IS TO PROVIDE 2-4 PRODUCTS FOR EACH BRAND. THE AIM IS TO BRING TO MARKET PRODUCTS THAT MEET A VARIETY OF PRICE-POINTS, FROM \$45 TO \$1000 PER MONTH.**

**THE GOAL IS TO PRODUCE AT LEAST ONE PRODUCT PER BRAND THAT PRODUCES PASSIVE, RECURRING REVENUE. THIS ENABLES THE BRAND TO CARRY ON, EVEN IF THE DELIVERY OF LIVE PROGRAMS IS FOCUSED ELSEWHERE. THIS PROVIDES PERSONAL GROWTH FOR THE EMPLOYEES (AS THEY WILL ALWAYS BE DEVELOPING AND LEADING NEW PROGRAMS) AND ALSO FINANCIAL SUSTAINABILITY OVER TIME**

**BRANDS ARE FUNCTION-SPECIFIC, NOT INDUSTRY SPECIFIC. SOME BRANDS MAY BE EXPANDED BY CUSTOMIZING AN EXISTING PRODUCT FOR A SPECIFIC INDUSTRY OR MARKET. AN EXAMPLE WOULD BE DEVELOPING THE WORLD-CHANGING BUSINESS BRAND FOR THE COACHING MARKET, OR FOR DENTISTS, OR FOR HOLISTIC HEALERS.**

**THE GOAL IS TO SHIFT THE RATIO OF REVENUES FROM PRODUCTS AND SERVICES TO 80% PRODUCTS AND 20% SERVICES BY 2007.**

**THE GOAL IS TO HAVE 5% OF ALL PEOPLE EXPOSED TO OUR PROGRAMS, PRODUCTS, AND SERVICES BUY SOMETHING. THIS MEANS OUR PRODUCTS NEED TO BE EXPOSED TO 20,000,000 PEOPLE BY 2015. TO DO THIS, WE BUILD MARKETING PROGRAMS THAT INCREASE OUR EXPOSURE BY A FACTOR OF 3 EACH YEAR.**

<b>Year</b>	<b>Total # of Targeted Prospects exposed to CFI messaging -- Assuming 5% become Qualified Prospects</b>	<b>Total # Qualified Prospects (with annual growth increased by a factor of 3)</b>	<b>Estimated # of Customers -- Assuming they are 5% of all prospects</b>
2005	9,000.00	450.00	22.50
2006	27,000.00	1,350.00	67.50
2007	81,000.00	4,050.00	202.50
2008	243,000.00	12,150.00	607.50
2009	729,000.00	36,450.00	1,822.50
2010	2,187,000.00	109,350.00	5,467.50
2011	6,561,000.00	328,050.00	16,402.50
2012	19,683,000.00	984,150.00	49,207.50
2013	59,049,000.00	2,952,450.00	147,622.50



2014	177,147,000.00	8,857,350.00	442,867.50
2015	531,441,000.00	26,572,050.00	1,328,602.50

HENCE, OUR STAY-IN-TOUCH SYSTEM IS CRITICAL.

**STRATEGY FOR INCREASING QUALIFIED PROSPECTS AND CUSTOMERS:**

- **2005-2007 GROWTH WILL BE FOCUSED ON INTERNET EXPOSURE**
- **2008-2009 GROWTH WILL COME FROM LAUNCHING A BOOK, FOLLOWED BY SPEAKING TO AUDIENCES OF 200+**
- **2009-2015 GROWTH WILL INCLUDE PR-BASED GROWTH, INCLUDING EXPOSURE ON NATIONAL TELEVISION, MAGAZINES, AND RADIO SHOWS.**

## Coco Fossland Inc. Milestones

**2005-2007 GROWTH WILL BE FOCUSED ON INTERNET EXPOSURE**

- **HIRE A PART-TIME ASSISTANT – MAY, 2005**
- **LAUNCH 3 NEW WEBSITES: COCOFOSSLAND.COM, TRUSTLEADERSHIPINSTITUTE.COM, MYTRUSTCIRCLE.COM, AND THEPOWEROFTRUST.ORG – JULY, 2005**
- **WORLD-CHANGING BUSINESS eBook LAUNCH – AUGUST, 2005**
- **WORLD-CHANGING BUSINESS HOME STUDY LAUNCH – OCTOBER, 2005**
- **START WORLD-CHANGING BUSINESS TELECLASS #3 WITH 12 PARTICIPANTS – OCTOBER, 2005**
- **LAUNCH A TRUST MASTERY PROGRAM MARKETING PROGRAM JUNE, 2005**
- **FORM A TRUST LEADERSHIP INSTITUTE TEAM BY AUGUST 15, 2005**
- **START TRUST MASTERY PROGRAM #2 WITH 25 PARTICIPANTS – OCTOBER, 2005**
- **SELL 20 EPRODUCTS PER MONTH BY DECEMBER, 2005**
- **OPTIMIZE WEB TO RECEIVE 9000 UNIQUE VISITORS PER MONTH WITH 3% RESPONSE/CONVERSION RATE BY DECEMBER, 2005**
- **1,000 PEOPLE ON MAILING LIST BY DECEMBER, 2005**
- **AFFECT THE LIVES OF 1000 INDIVIDUALS BY DECEMBER, 2005**
- **HAVE SERVED 100 CUSTOMERS BY DECEMBER, 2005**
- **MARKET TRUST eCOURSE TO GET 10 BUYERS PER MONTH BY MARCH, 2006**
- **SELL 50 EPRODUCTS PER MONTH BY MAY, 2006**
- **5,000 PEOPLE ON MAILING LIST BY APRIL, 2006**
- **BEGIN THE THIRD TRUST MASTERY PROGRAM IN SEPTEMBER, 2006**
- **OFFER A NEW PROGRAM TO CERTIFIED TRUST LEADERS TO EXPAND INTO THE ROLE OF CERTIFIED MASTER FACILITATOR, SEPTEMBER, 2006**
- **AFFECT THE LIVES OF 7000 INDIVIDUALS BY DECEMBER, 2006**
- **OFFER FOUR NEW TRUST PROGRAMS, DEVELOPED AND LEAD BY CERTIFIED TRUST LEADERS BY DECEMBER, 2006**
- **HAVE SERVED 500 CUSTOMERS BY DECEMBER, 2006**



- **HAVE 100 CERTIFIED TRUST LEADERS BY JULY, 2007**
- **BOOK 1 LAUNCH – JULY, 2007**
- **AFFECT THE LIVES OF 50,000 INDIVIDUALS BY DECEMBER, 2007**
- **HAVE SERVED 40,000 CUSTOMERS BY DECEMBER, 2007**

**2008-2009 GROWTH WILL COME FROM LAUNCHING A BOOK, FOLLOWED BY SPEAKING TO AUDIENCES OF 200+**

- **AFFECT THE LIVES OF 100,000 INDIVIDUALS BY DECEMBER, 2008 – DRIVEN THROUGH ePROMOTIONS, TRUST LEADERS, AND ALSO THROUGH THE VARIOUS OTHER AVENUES CREATED WHEN PROMOTING THE BOOK**
- **HAVE A RADICALLY POWERFUL BOOK PROMOTION PLAN TO SHARE THE SPACE WITH 20,000 PEOPLE IN A LIVE SETTING, INVESTING A MINIMUM OF \$50,000 IN COMPANY CAPITAL**
- **HAVE SERVED 90,000 CUSTOMERS BY DECEMBER, 2008 – DRIVEN BY BOOK SALES, EXISTING ePRODUCTS, TRUST LEADERSHIP INSTITUTE AND BI-MONTHLY WORKSHOPS (FREE FOR BUYERS OF THE BOOK)**
- **BOOK 2 LAUNCH – JULY, 2009**
- **HAVE A RADICALLY POWERFUL BOOK PROMOTION PLAN TO SHARE THE SPACE WITH 20,000 PEOPLE IN A LIVE SETTING, INVESTING A MINIMUM OF \$80,000 IN COMPANY CAPITAL**
- **AFFECT THE LIVES OF 200,000 INDIVIDUALS BY DECEMBER, 2009**
- **HAVE SERVED 160,000 CUSTOMERS BY DECEMBER, 2009 DRIVEN BY BOOK SALES, EXISTING ePRODUCTS, AND BI-MONTHLY WORKSHOPS (FREE FOR BUYERS OF THE BOOK)**

**2010-2015 GROWTH WILL INCLUDE PR-BASED GROWTH, INCLUDING EXPOSURE ON NATIONAL TELEVISION, MAGAZINES, AND RADIO SHOWS; MUCH OF THIS EXPOSURE WILL BE BASED ON THE NON-PROFIT ORGANIZATIONS FORMED.**

- **CREATE A POWERFUL PARTNERSHIP WITH A PUBLICIST AND FORMULATE A PLAN TO REACH THE AUDIENCE DESIRED BY JANUARY, 2010**
- **BE QUOTED A MINIMUM OF THREE TIMES PER MONTH IN NATIONAL/INTERNATIONAL PUBLICATIONS BY JULY, 2010**
- **CREATE A PHYSICAL HEADQUARTERS FOR THE TRUST LEADERSHIP INSTITUTE, WHERE PEOPLE CAN COME TO TRAIN, LEAD, AND LEARN BY JULY, 2010**
- **AUTHOR A NATIONALLY-SYNDICATED COLUMN BY SEPTEMBER, 2010**
- **AFFECT THE LIVES OF 400,000 INDIVIDUALS BY DECEMBER, 2010**
- **HAVE SERVED 350,000 CUSTOMERS BY DECEMBER, 2010**
- **IN 2010, BE A GUEST ON AT LEAST 10 NATIONALLY SYNCICATED TELEVISION PROGRAMS**
- **BY JANUARY 2011, FUND AND LEAD FOUR NATIONALLY RECOGNIZED NON-PROFIT ORGANIZATIONS**
- **AFFECT THE LIVES OF 700,000 INDIVIDUALS BY DECEMBER, 2011**



- **HAVE SERVED 500,000 CUSTOMERS BY DECEMBER, 2011**
- **AFFECT THE LIVES OF 900,000 INDIVIDUALS BY DECEMBER, 2012**
- **HAVE SERVED 700,000 CUSTOMERS BY DECEMBER, 2012**
- **AFFECT THE LIVES OF 1,00,000 INDIVIDUALS BY DECEMBER, 2013**
- **HAVE SERVED 850,000 CUSTOMERS BY DECEMBER, 2013**
- **HAVE SERVED 1,000,000 CUSTOMERS BY DECEMBER, 2015**