



PROJECT PROPOSAL

Presented by
Resa Gooding

SEP
2024

Table of Contents

Pt 1

04

Introduction

05

Our Mission

06

Our Vision

10

Exactly How
Much Will
You Make

11

Projected
Earnings
(Scenario 1)

12

Projected
Sales
(Scenario 1)

13

Our Baseline
Revenue
Targets

14

Projected
Earnings
(Scenario 2)

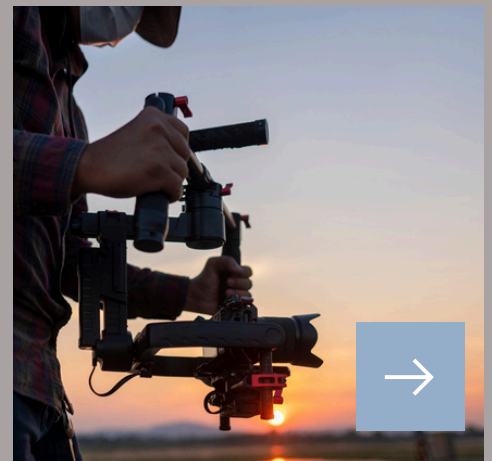


Table of Contents

Pt 2

15

Projected
Sales

(Scenario 2)

16

What It
Takes to
Launch

17

Your
Funnel

18

The Customer
Journey

19

Roadmap
for Your
Customers

21

Steps

23

Timeline

25

Our
Investment

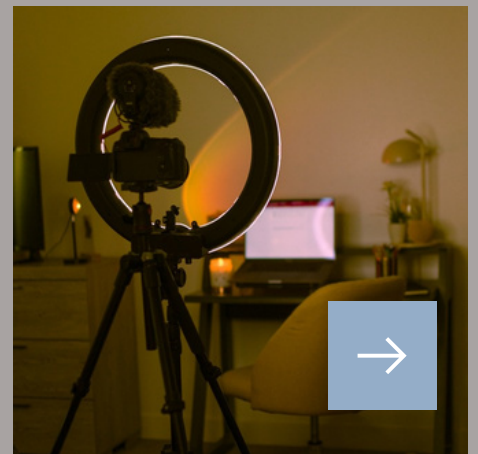


Table of Contents

Pt 3

26

Your
Investment

27

Total Costs

29

The
Team

30

Responsibilities
of the Client

31

Termination

32

Confidentiality

35

Signatures



Helping entrepreneurs in niche fields scale their businesses by creating on-demand courses that generate passive income

At Cultivating Success, we help niche educators, coaches and consultants convert their knowledge into profitable online courses to be consumed on-demand.

We take care of EVERYTHING, so you can focus on what you do best - transform lives.

With no upfront costs, we help you create a passive income stream so you can raise your prices for personalized services like 1:1 sessions or group coaching.

Additionally, We only get paid when you get paid. Our compensation is a percentage of the revenue generated from your products or services, from the launch date up to 3 years or until the initial costs are covered, whichever comes first.



OUR MISSION

We help high ticket service providers unlock the potential of passive income.

Our mission is to empower educators, coaches, and consultants to scale their reach and impact by offering custom online course creation services, and in the future, building a marketplace where they can share their knowledge and grow their businesses alongside a community of top freelancers.



To become an all in one marketplace solution for niche lifestyle educators, coaches and consultants

Our vision is become the leading global platform for lifestyle education, providing a seamless ecosystem where educators and freelancers thrive, learners find transformative content, and a trusted marketplace fosters success for all.



YOU MAY BE THINKING:

“What if my category/industry is saturated?

What if I want to teach fitness or business?

How am I supposed to compete?”

Even if you're in a “saturated market” your course will be unique because it's YOURS. It's based on your story, life experiences, & skills.

No one else has your story!



TESTIMONIALS

Disclaimer:

The following people are not clients of Cultivating Success but I do want to show you how other people are succeeding from building their own courses.

MOTIVATION

Hadar found her true calling as an accent coach but wanted to move her business online.

COURSE PRICE

\$397


1ST LAUNCH RESULTS

\$109,000

WHY IT MATTERS

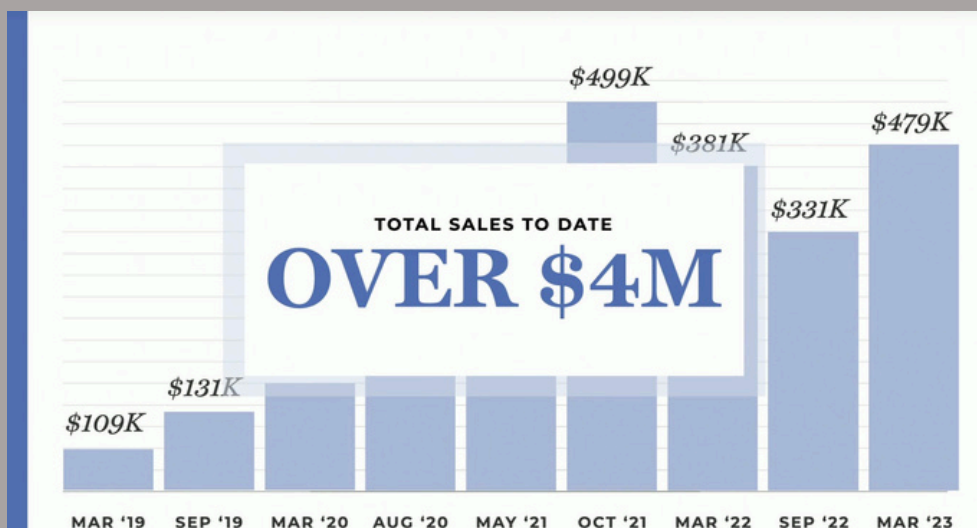
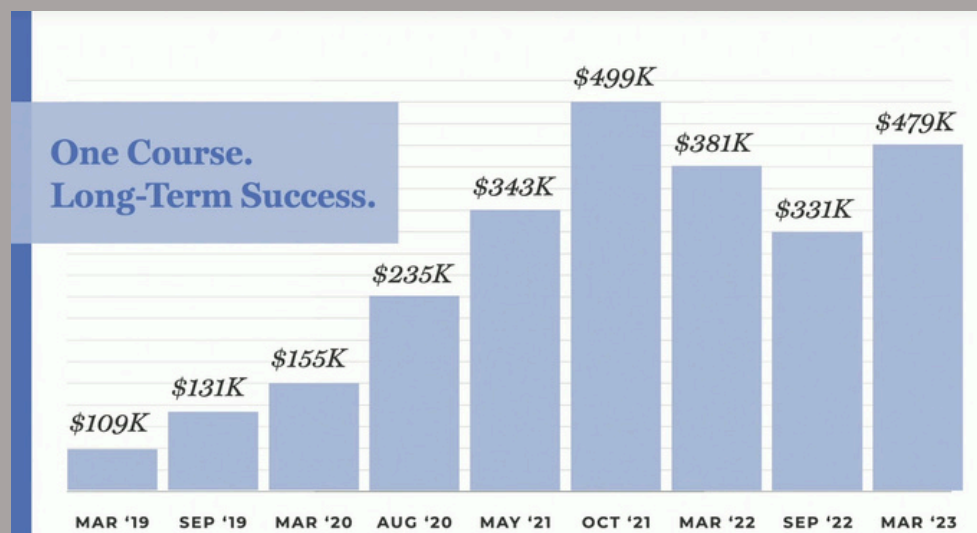
"Now I have a thriving online business that's growing every day, an offline school here in Israel, high-paying consulting contracts, and a dream gig working with Google."

DIGITAL COURSE SUCCESS



Hadar Shemesh

ACCENT & SPEAKING COACH



Exactly how much will you make

Scenario 1

This Scenario represents our ideal goal. Reaching total revenue of \$125,000 represents a successful outcome

Revenue Goal: \$125,000 per year (\$206,250 for 3 years)
Cultivating Success 40%: \$50,000
Your Yearly Revenue: \$75,000
Your Monthly Revenue: \$6,250

Note this is passive income just from the sale of your course. Any additional revenue from your workshops or 1:1 consultations is 100% yours.



Projected Earnings

Scenario 1 - OPTIMAL TARGET

MONTH	YEAR 1	YEAR 2	YEAR 3
MONTH 1	\$0	\$6,250	\$6,250
MONTH 2	\$0	\$6,250	\$6,250
MONTH 3	\$0	\$6,250	\$6,250
MONTH 4	\$6,250	\$6,250	\$6,250
MONTH 5	\$6,250	\$6,250	\$6,250
MONTH 6	\$6,250	\$6,250	\$6,250
MONTH 7	\$6,250	\$6,250	\$6,250
MONTH 8	\$6,250	\$6,250	\$6,250
MONTH 9	\$6,250	\$6,250	\$6,250
MONTH 10	\$6,250	\$6,250	\$6,250
MONTH 11	\$6,250	\$6,250	\$6,250
MONTH 12	\$6,250	\$6,250	\$6,250
ESTIMATED TOTAL	\$56,250	\$75,000	\$75,000

Projected Sales (units)

Scenario 1

These courses are meant to act as a lead funnel to your higher ticket offerings such as your group sessions or 1:1 consultations.

But let's breakdown the numbers further so you can better understand what it takes to reach these revenue goals at the various price points shown below.

PRICE POINT	SALES PER YEAR	SALES PER QTR	SALES PER MONTH	SALES PER WEEK	SALES PER DAY
\$19	6253	1563	521	120	17
\$29	4168	1042	347	80	11
\$49	2501	625	208	48	7
\$99	1250	417	104	24	4
\$149	838	210	70	16	3
\$297	420	105	35	8	1

Our baseline revenue targets

Scenario 2

This scenario reflects our conservative estimates in case we don't meet our initial target. To ensure your investment is worthwhile, we guarantee a minimum of \$75,000 in revenue for you. Cultivating Success will not take any revenue share until we exceed \$75,000. In other words, if we don't reach \$75,000 in any given year, all revenue generated up to that point will be entirely yours.

Revenue Goal:	\$75000 per year (\$123,750 for 3 years)
Cultivating Success 40%:	\$30,000
Your Yearly Revenue:	\$45,000
Your Monthly Revenue:	\$3,750



Projected Earnings

Scenario 2 (CONSERVATIVE ESTIMATE)

MONTH	YEAR 1	YEAR 2	YEAR 3
MONTH 1	\$0	\$3,750	\$3,750
MONTH 2	\$0	\$3,750	\$3,750
MONTH 3	\$0	\$3,750	\$3,750
MONTH 4	\$3,750	\$3,750	\$3,750
MONTH 5	\$3,750	\$3,750	\$3,750
MONTH 6	\$3,750	\$3,750	\$3,750
MONTH 7	\$3,750	\$3,750	\$3,750
MONTH 8	\$3,750	\$3,750	\$3,750
MONTH 9	\$3,750	\$3,750	\$3,750
MONTH 10	\$3,750	\$3,750	\$3,750
MONTH 11	\$3,750	\$3,750	\$3,750
MONTH 12	\$3,750	\$3,750	\$3,750
ESTIMATED TOTAL	\$33,750	\$45,000	\$45,000

Projected Sales (units)

Scenario 2

This scenario represents our more conservative numbers. Reminder that this is the baseline and should we not reach the target 100% of the revenue is yours

But let’s breakdown the numbers further so you can better understand what it takes to reach this revenue goal at various price points.

These courses are meant to act a s a lead funnel to your higher ticket offerings such as your group sessions or 1:1 consultations.

PRICE POINT	SALES PER YEAR	SALES PER QTR	SALES PER MONTH	SALES PER WEEK	SALES PER DAY
\$19	3752	938	313	72	10
\$29	2501	625	208	48	7
\$49	1500	375	125	29	4
\$99	750	188	63	14	2
\$149	503	125	42	10	1
\$297	252	63	21	4	1 sale every 2 days

What It Takes to Launch



→ PHASE 01

Course Creation

Build your course *with* you. Even providing with you top-tiered equipment if you don't have it.

→ PHASE 02

Promotion

Build and execute your marketing strategy to reach your yearly target revenues

→ PHASE 03

Integration

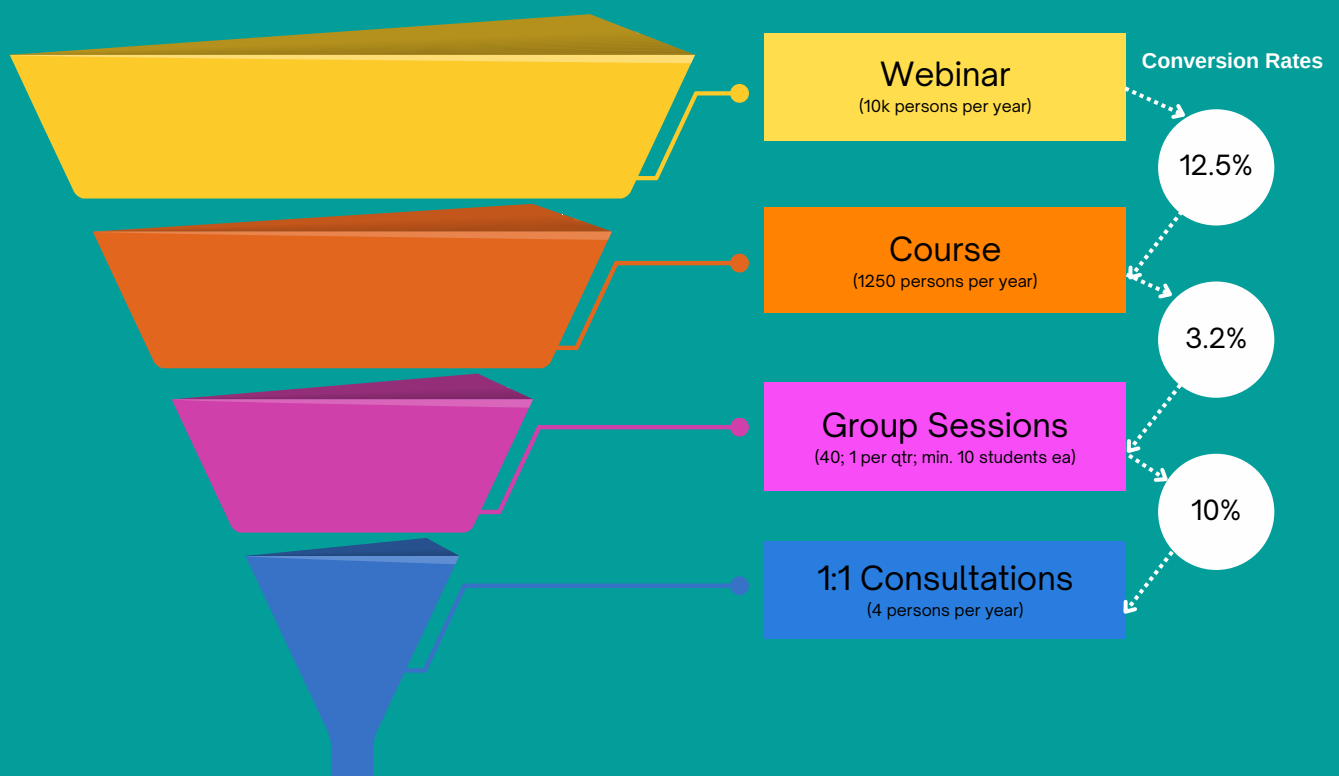
Integrate and build the course into the marketplace so it can be consistently offered to a wider audience

Our goal is to empower educators, coaches, and consultants to scale their reach and impact by offering custom online course creation services, and in the future, building a marketplace where they can share their knowledge and grow their businesses alongside a community of top freelancers.

Your Funnel

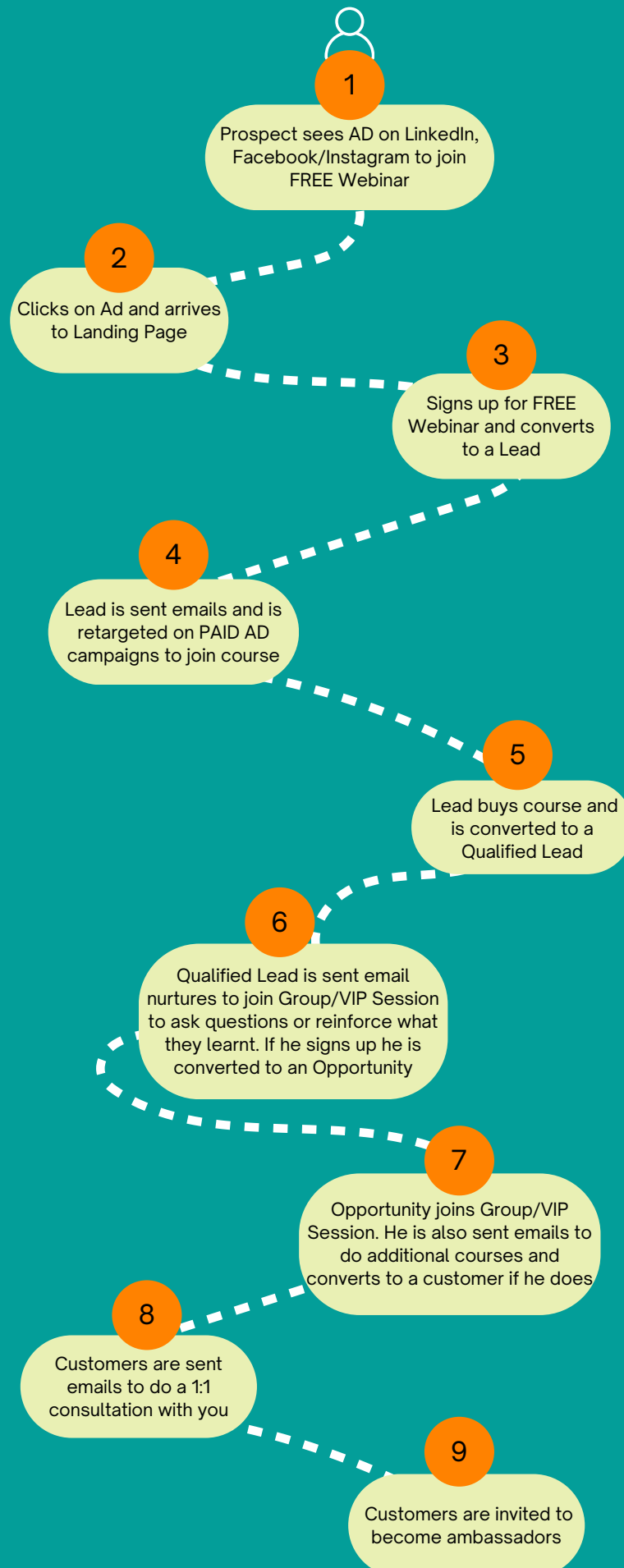
Our goal is to introduce your audience to you through a free webinar, giving them a chance to learn more about you, your mission, and how your work can benefit them. From there, we aim to convert these leads into paying customers for your online course. Afterward, we'll use retargeting ads and email nurturing campaigns to guide them toward your higher-ticket offerings, such as group sessions, and eventually, 1:1 consultations with you.

The numbers below represent the minimum number of leads and customers needed on a yearly for each stage of the funnel to reach our revenue goal of \$125,000.



The Customer Journey

Below is an outline of the customer journey we will map out and build to get customers for your courses, group sessions and 1:1 consultations



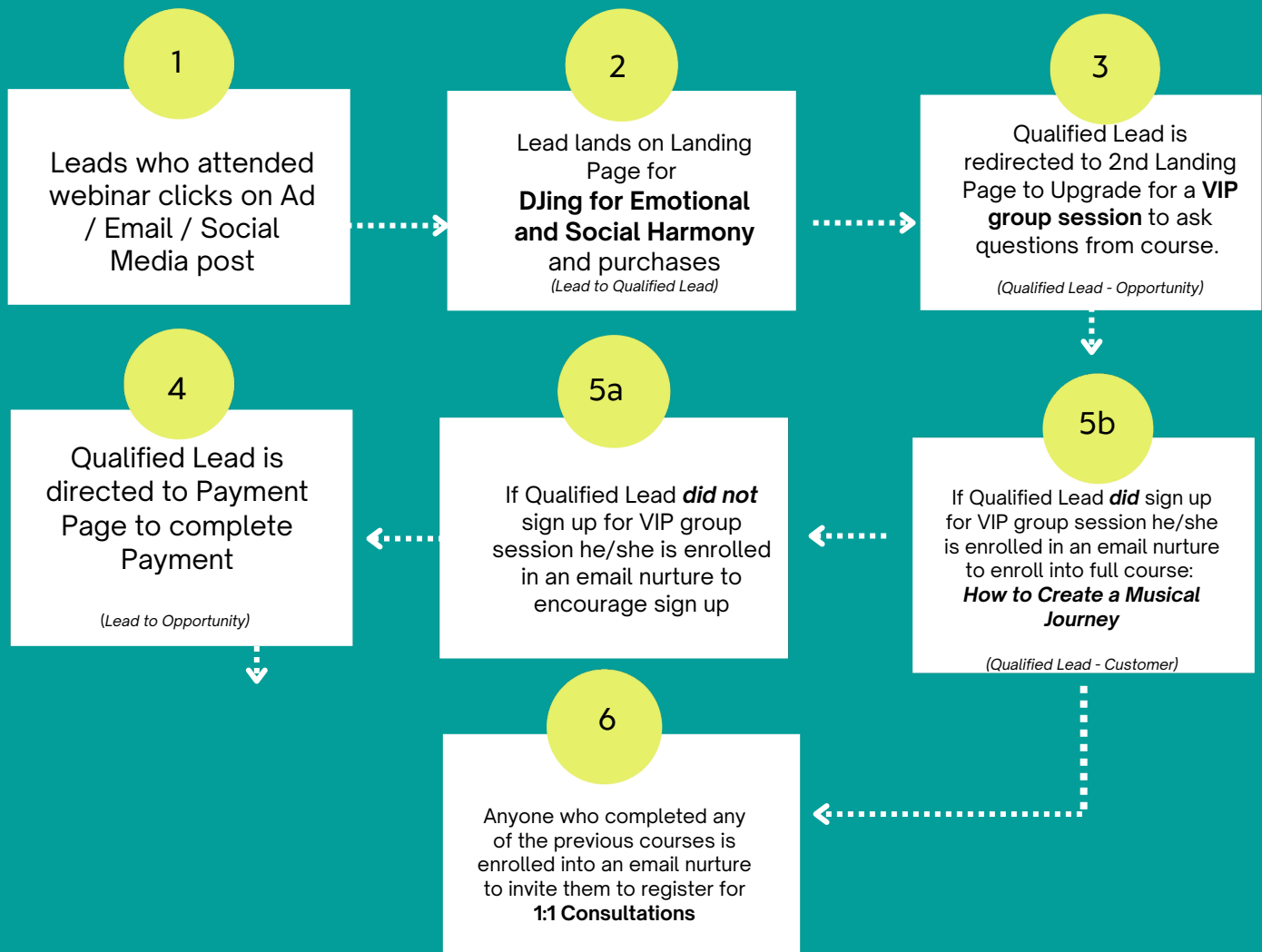
RoadMap for Your Customers

STEP 1: Test interest for your Course



Once 100 sign ups are reached this unlocks our investment in you and we begin to create the course strategy and assets....

Step 2: Build a Funnel for your Course



TESTIMONIALS

Disclaimer:

The following people are not clients of Cultivating Success but I do want to show you how other people are succeeding from building their own courses.

“



I created my PIXEL method and I finally felt like I had a solid foundation. Then I went through the Learning and Doing Objectives exercise and I couldn't believe how easily my course content was coming to me. I enrolled 20 students during my 7-day launch at \$1497, nearly \$30,000 in revenue! This was exact launch goal I set and I was in absolute disbelief when my stripe notification popped up with that last sale.

– **Krystle R.**

FOUNDER OF BOOKED, BUSY, & PAID



My first 5 launches brought in over \$40,000! I am not an overnight success, but my students are happy, and I'm confident that I can grow this business with what I learned in DCA!

BETH BUFFINGTON

Licensed Illustrator and Online Course Instructor

[VIEW STORY](#)



When I bought DCA, I had nothing but an idea. No tech experience, no email list, no influencer connections. Now I bring in so much income that my annual charitable giving is equal to what I used to earn as a public school teacher.

NIKA MAPLES

Writer & Author Coach for Christian Authors

[VIEW STORY](#)



I made enough money from my digital products and courses to finally move my family out of Philadelphia and into our dream home in Florida!

HEATHER LYNN

Lazer Educator & SVG Designer

[VIEW STORY](#)

Steps



→ STEP 01

Research

We spend time understanding your expertise and reviewing existing materials to understand how to convert your knowledge into a market-ready digital product.

→ STEP 02

Course Development

We will create an on-demand course based on the expertise provided by Transformational Solutions, Inc. This includes content creation, video production, course platform setup, and course structure design.

→ STEP 03

Marketing & Promotion

We will manage and execute the marketing of the course, including paid advertising, social media campaigns, and email marketing. The goal is to maximize course enrollment and revenue.

Steps (cont'd)



→ STEP 04

Platform Setup & Management

We will set up and manage the online course platform, including the payment gateway, course delivery system, and customer support for users.

→ STEP 05

Ongoing Maintenance & Support

We will provide ongoing maintenance and support for the course and platform, ensuring smooth functionality for both the Client and course purchasers.

Timeline



→ PHASE 01

Month 1

- Set up of Landing Page to gather at least 100 leads interested in the course
- Market course to your existing audience
- Set up platforms
- Determine course outline

→ PHASE 02

Month 2

- Course creator records course
- Editing of course content
- Building framework on course platform
- Building Paid Ads and test messaging
- Build out funnel for customers' journey

→ PHASE 03

Month 3

- Finalise course building on platform
- Soft launch of Paid Ads campaign for testing
- Create organic content for 1 social media platform

What Makes Us Different from the Rest

The gurus usually

1. Offer courses that cost \$2000 to get the knowledge they have
2. Guide you but expect you to do the work of setting up all the assets
3. Charge upwards of \$75k for a private session to get 1:1 help from them 🤔



Amy Porterfield

Digital Course Academy



Lifetime access to the course

Opening Soon!

Digital Course Academy

HOW TO CREATE AND LAUNCH A PROFITABLE DIGITAL COURSE

Digital Course Academy has helped more than 20,000 people **simplify** course creation and launch by using what they have.

From ideation and creation to marketing and growing each launch, Digital Course Academy is everything you need to create and launch a profitable digital course from scratch.

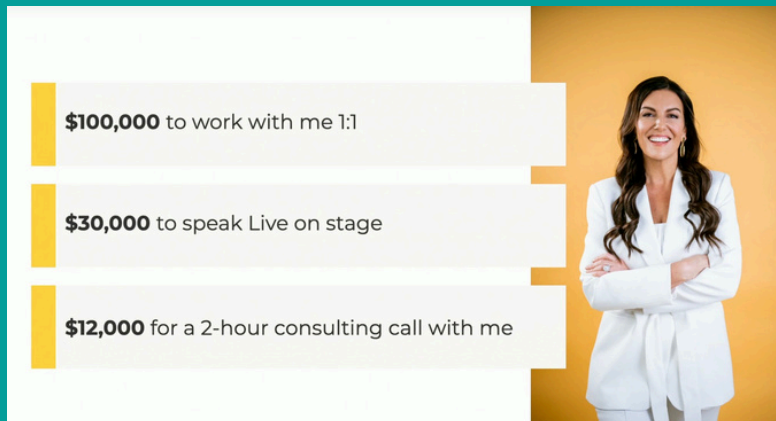
(With templates, project plans, tech tutorials, and more!)

Guides, checklists and more!

Step-by-step training videos

6 modules


GET NOTIFIED WHEN DOORS OPEN



\$100,000 to work with me 1:1

\$30,000 to speak Live on stage

\$12,000 for a 2-hour consulting call with me



Get Started Today

6 INSTALLMENTS OF **\$387**

1 INSTALLMENT OF **\$1,997**

READY TO GET STARTED?

amyporterfield.com/yes



And here's what WE offer...

Our Investment

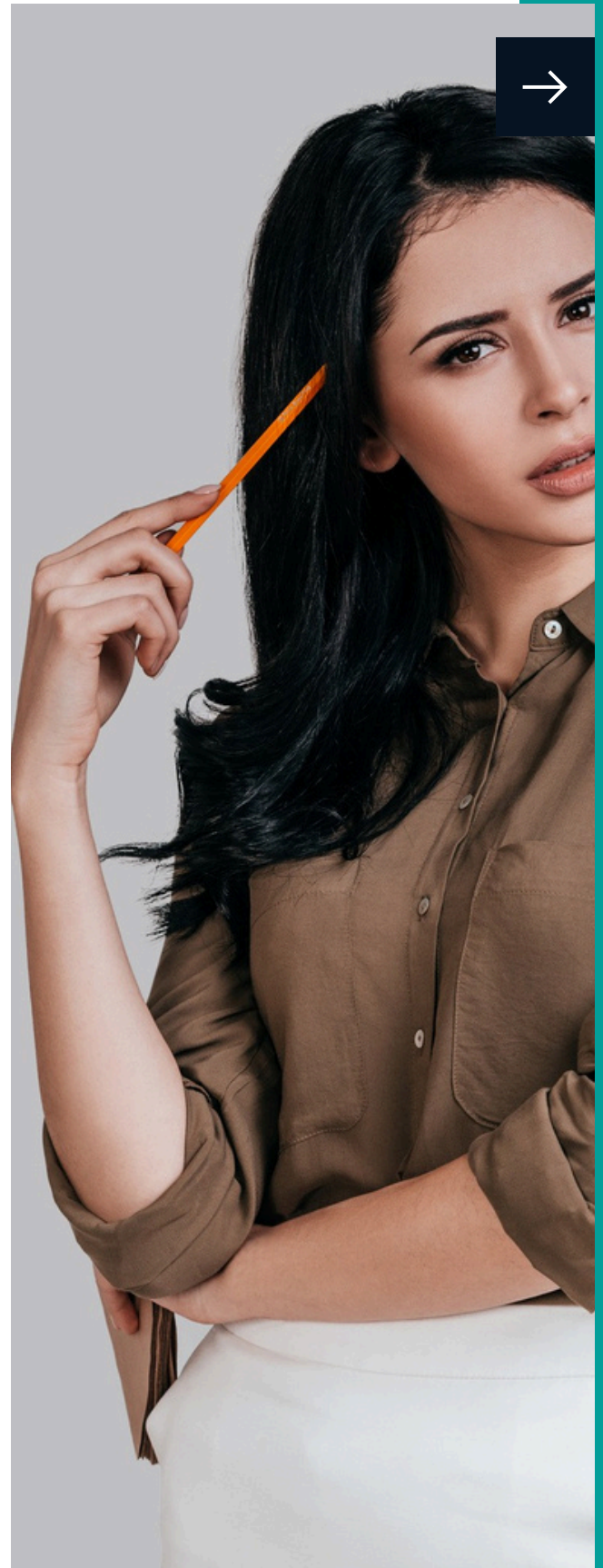
As much as we are willing to take the risks with you we still want to give you the option to choose the best path for you. So here are two investment options to choose from in order to work with us.



Option 1

Revenue Share Model

- **Costs Covered by Cultivating Success:** *We will cover all upfront costs* related to course development, marketing, platform setup, and ongoing maintenance. To set up and market your course in Year 1 costs a minimum of \$63,700 and every year after this costs \$49,200 to maintain and optimize the course to reach the target revenue.
- **Revenue Share:** Cultivating Success will receive 40% of the annual revenue generated by the course up to the total sum of \$50,000 per year. This helps us recoup the investment we made in you.
- **Revenue Share Cap:**
In no event Cultivating Success shall receive more than \$50,000 annually from the course sales. And any additional revenue beyond the courses is 100% yours to keep.
- **Term:** The revenue share agreement will continue for 3 years at \$50,000 per year after which the agreement is up for review.



Your Investment



Option 2

Fixed Fee Model

- **Fixed Annual Payment:** The Client agrees to pay Cultivating Success an annual fee of \$25,000 for all services provided, including course development, marketing, and ongoing support. This excludes the budget for running the ads.
- **Guaranteed Revenue:** Cultivating Success guarantees that the Client will generate at least \$60,000 in sales from the course each year. If this target is not met, Cultivating Success will provide additional marketing and sales support at no extra cost to meet the guaranteed sales target.
- **Term:** The Client will have the option to renew the fixed-fee agreement each year, subject to mutual agreement.



Total Costs

Here is a breakdown of what the start up costs for setting up and kickstarting your project looks like.

If you chose option 1 as your investment option this means the start up costs are covered by us.

The start up costs will be spread over a 3 month period from the time we sign the contract and begin working on your project. While the monthly costs will begin from Month 4 until 33 months.

Note the monthly costs will be deducted from revenue earned.

DEPARTMENT	PROJECT SETUP COSTS (3 MONTHS)	MONTHLY COSTS (33 MONTHS)
STRATEGY	\$3000	
DESIGN	\$1800	\$500
MARKETING	\$4500	\$700
PROJECT MANAGEMENT	\$2500	\$600
DEVELOPMENT & SUBSCRIPTIONS	\$5000	\$500
PAID ADS	\$10000	\$1800
ESTIMATED TOTAL	\$26,800	\$4100

TESTIMONIALS

Disclaimer:

The following people are not clients of Cultivating Success but I do want to show you how other people are succeeding from building their own courses.



Shari started with her mission – To serve women of the African Diaspora, through optimal health and physical fitness, in the fight against the obesity epidemic, chronic and mental health illness, and the socioeconomic constraints which seek to eradicate them. She has created an income of over \$11,000 from her course and is aiming to reach \$20,000 in November!



I know I can grow my freelance business, but there is only so much work I can take on. As a course creator I feel I am in control of my income growth, and I see that it's actually possible to make this a million-dollar business!

LAUREN GONZALEZ
Graphic Design Educator

[VIEW STORY](#)



I already made \$11,486 from my course -- without even owning a computer!

GINA SCALPONE
Hairstylist and Marketing Strategist

[VIEW STORY](#)

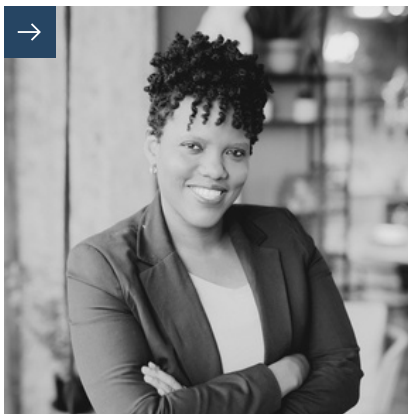


I only needed 10 students to have a return on my investment, but my goals were beyond achieved when 67 students signed up! That's \$44,400 in sales on my first launch!

LISA NUNAMAKER
CEO, Paper Garden Workshop

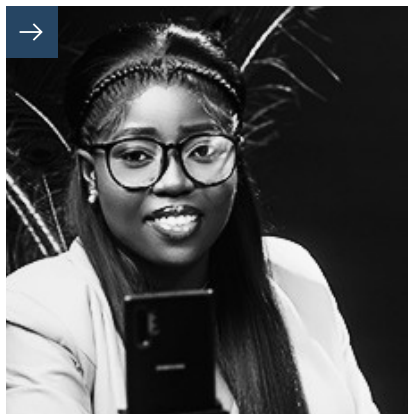
[WATCH VIDEO](#)

The Team



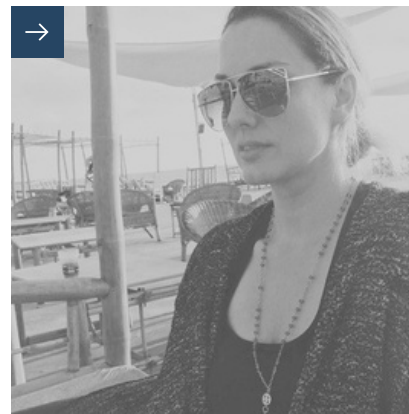
**Resa
Gooding**

Leader



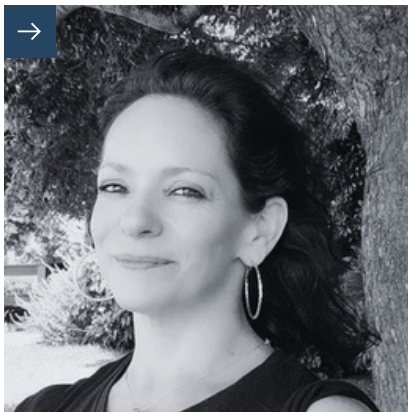
**Lawrence
Damilola**

Marketing



**Karen
Pape**

Creative Manager



**Tessa
Aloni**

Content Writer



**Tejas
Panchal**

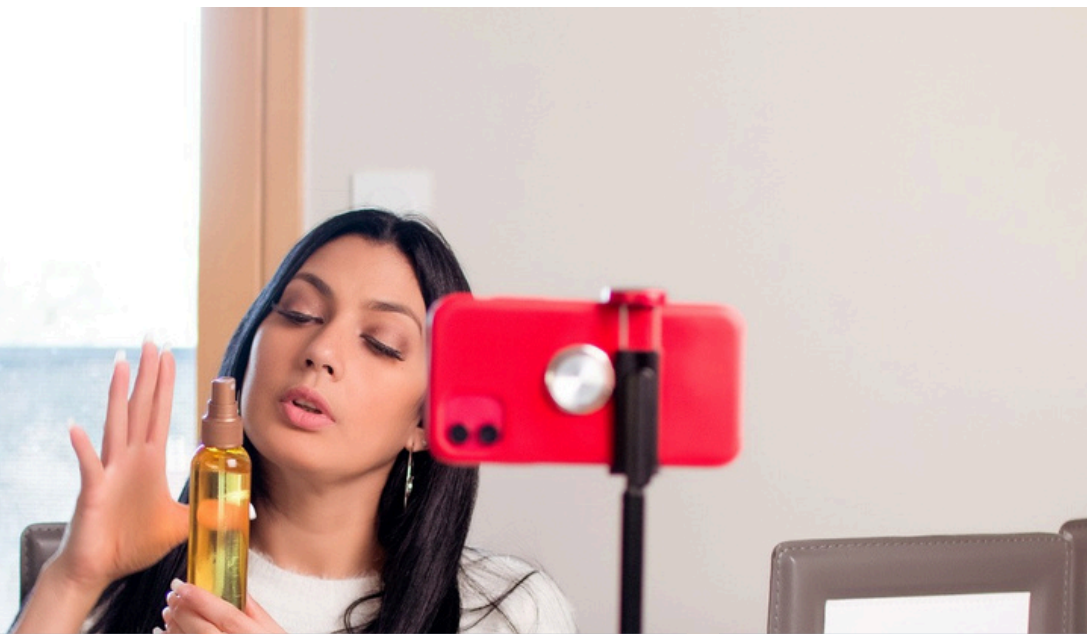
Developer



**Ipsita
Sinha**

Paid Ads Specialist

Responsibilities of the Client



Content Provision

The Client agrees to provide Cultivating Success with the necessary content, expertise, and information required to develop the course.



Collaboration & Approvals

The Client will work with Cultivating Success throughout the course creation process, providing timely approvals and feedback on course materials and marketing strategies.



Marketing Support

The Client agrees to give Cultivating Success access to their existing platforms, including website, social media, email newsletters, and other communication channels in order to promote the course.

Term of Agreement

Duration: This agreement shall remain in effect for an initial term of **3 years** from the date of signing unless terminated by either party with 60 days' written notice.

Renewal: Upon mutual agreement, the contract may be renewed for additional terms under the same or modified conditions.

Termination



For Breach

Either party may terminate this Agreement immediately upon notice if the other party breaches any material provision of this Agreement.



For Convenience

Either party may terminate this Agreement by providing 60 days' written notice, after which the obligations of both parties shall cease, except for any accrued payment obligations.



Post-Termination Rights

Upon termination, the Client will have the option to purchase full ownership of the marketing assets related to the course from Cultivating Success, or Cultivating Success may continue to hold ownership in cases of unpaid revenue share. The course itself will remain the property of the Client.

Intellectual Property

Ownership of Course Content: The Client shall retain ownership of all content and intellectual property provided for the course. Cultivating Success retains ownership of the platform setup, design, and marketing materials created specifically for the course.

Transfer of Ownership: At the end of the 3-year term or upon completion of payments (whichever comes first), full ownership of all assets, including the platform and marketing materials, will be transferred to the Client upon request.

Confidentiality



Both parties agree to maintain the confidentiality of all proprietary and sensitive information shared during the course development and marketing process. This confidentiality shall survive the termination of this or any further Agreement.

Still Wondering if this is for you?

#1

“What if I don’t know what to create a course on? I’m not an expert on anything...”

THE TRUTH:

You don’t need degrees or certifications to be “expert enough” to create a course.

How do you select a transformational and unique course topic? It begins with telling your story.

You’ll take inventory of your life—you’ll complete the Culture Add Canvas I developed and list what you’ve experienced, achieved, and overcome. And you’ll choose one of your accomplishments or life milestones to create your course around. There are so many people who want to learn how you overcame certain things in your life.

#2

“What if I don’t have enough time to create a course? I work a demanding full-time job... I’m a busy parent...”

THE TRUTH:

You don’t need to hide away in a cave for 2 years to create The Perfect Online Course™

You can create what I call a MVC (Minimum Viable Course) —where you create your course content in just 1 day. This is all you need to start making money from pre-selling your course.

Does this actually work in practice? Uh, yeah!

TESTIMONIALS

Disclaimer:

The following people are not clients of Cultivating Success but I do want to show you how other people are succeeding from building their own courses.



I am a Philly raised survivor and single mother. My daughters are a gift. The hardest years of my life were in uptown Philly built from being in a domestic abuse relationship. Who I am today is a product of what I've overcome. I teach busy entrepreneurs how to write and publish their best book and I've created over \$67,000 in revenue.

– Sharai R.
FOUNDER OF

I had a huge “I DID IT!” moment in June 2018...

“Holy sh*t. I did it.”

My online course made 7-figures... Never did I even dream I'd make it here. This was a moment I read about in books that seemed like a fable. Yet here I was, a 5' 3" girl from Palmdale, CA living it IRL.

I watched my account pass \$1 million, leaned back in my plastic, white IKEA chair, staring at my laptop, and exhaled.

“I did it... I really did it...”

Signatures

By signing this agreement, you are expressing your interest in collaborating with Cultivating Success to explore the possibility of building a course together. Once signed, we will provide more detailed contract documents, including a Non-Disclosure Agreement (NDA), allowing us to officially begin working together.



Cultivating Success

Signature: _____

Name: _____

Title: _____

Date: _____

Client

Signature: _____

Name: _____

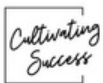
Title: _____

Date: _____

Let's Get to Work Together



**Resa
Gooding**



CULTIVATING SUCCESS

Cultivating Success aims to lead a global transformation in the coaching and consulting industries, where expert with a strong base of paying clients can easily monetize their knowledge and create lasting impact through accessible, high-quality digital products and courses.



PHONE
+353 87 4379021



EMAIL
marketing@cultivating-success.com



WEBSITE
www.cultivating-success.com



CULTIVATING
SUCCESS

THANKS

www.cultivating-success.com