



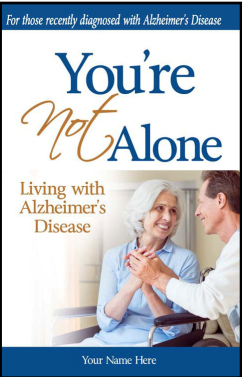
MILLION DOLLAR SOLUTION SHOOK LICENSING PROGRAM



This program offers you the unique opportunity to leverage the professionally-authored and designed short book(s) and related shook-centric marketing templates created by Julie Steinbacher, Mike Capuzzi and the Million Dollar Solution in your practice. Your license entitles you to the use of the short books and book-related marketing templates in your specific "radio air space" territory for the term of one year at which time your license will renew automatically each year, unless you notify us in writing. This program includes the following shook and shook marketing template benefits.

1 You're Not Alone: Living with Alzheimer's Disease shook

- ✓ First year, area-exclusive (per radio air space territory) license
- ✓ Customized with your name as author
- ✓ Your choice of one of three cover design options (custom cover available for additional fee)
- ✓ Your firm logo, your short bio, headshot photo and contact info on the back cover
- ✓ Your firm as the publisher
- ✓ Introduction may be customized (to be provided to us)
- ✓ Your custom biography (to be provided to us)
- ✓ A PDF version for online use
- ✓ Future printed copies may be ordered directly from us at a cost of \$5.00/shook plus shipping.



2 Before Shook Marketing Templates:

- ✓ Media release template
- ✓ Print ad template
- ✓ Display rack template
- ✓ Shook shipping package template
- ✓ Postcard template
- ✓ Advertorial template
- ★★ As more templates are developed, you will get them

3 After Shook Marketing Templates:

- ✓ Your exclusive "Action Plan" opt-in web pages connected to your CRM
- ✓ Customized Action Plan download with your firm's info
- ✓ Opt-in follow-up email campaign template
- ✓ Two-step direct mail campaign template
- ✓ Phone script template
- ★★ As more templates are developed, you will get them

4 National Alliance of Attorneys for Alzheimer's Planning Winter Conference Event-Only Bonuses!

DON'T MISS THESE

- Living as an Alzheimer's Caregiver (a second shook!)
- 3x/year Shook Best Practices webinar hosted by Mike Capuzzi
- First 50 printed copies of each shook
- 15-minute, 1:1 Fast Start call with Mike

Wow!

Yes Julie, I want to take advantage of this event-only offer to license your two Alzheimer-focused shooks and related shook marketing templates for my area of business! I choose:

Option #1 - One Pay: I agree to the single payment of \$12,995 \$ _____

Option #2 - Three Pay: I agree to three payments of \$4,665- \$ _____

← CHOOSE YOUR PAYMENT OPTION

I understand the annual license renewal fee is \$3,995.00/year for this entire event-only package and that by signing below I agree to the payment terms above and license terms on the back side of this form.

Your Name: _____

Business Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

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Exp. date: [] [] / [] []

Security code: [] [] [] []

Signature: _____ Date: _____

MILLION DOLLAR SOLUTION SHOOK LICENSE INCLUDES:

As a Licensee, you acknowledge and agree to the following:

1. Million Dollar Solution (MDS) owns the copyright to all content.
2. These area-exclusive (based on radio air space territory) licenses are in effect for your business only and may not be resold, assigned or transferred to any other individual or entity.
3. Licensee will provide necessary finalized and approved content to MDS for shook customization.
4. Licensee is responsible for ensuring all content of their shook is state-specific.
5. Licensee is responsible for final shook cover and interior proofing and written approval before printing.
6. Printed shooks may not be distributed through any online bookstore (e.g. Amazon, BN.com).
7. You are solely and fully responsible for any and all liability that may arise from these publications and use of the furnished content, and Licensee specifically releases and holds harmless MDS and its principals and any affiliated or associated companies or individuals from any/all such liability.
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