

Ford Saeks' Business Growth Accelerator Program

Special Message from Ford...

This program is designed for those that want to get business-building strategic insights, improve performance, generate leads, increase sales and profits.

Ideas, action steps and results! That's what you can expect when you contract Ford's Business Growth Accelerator Program. This program was created to help improve your branding, strategic vision, marketing & sales results from traditional and digital marketing campaigns and help you grow your revenues. It's designed to provide you with the strategies and tactics you'll need to dramatically improve expand your reach, influence, engagement, leads, sales, and profitability.

It starts with an intensive review of your current situation, expectations, and goals. Including your branding and digital footprint. Next, we'll discuss your positioning, strategic initiatives, marketing methods, messages and target markets to define and enhance your revenue generating efforts.

Then continue with a massive action plan with considerations for your sales funnels, digital footprint, promotional and publicity efforts, including but not limited to local marketing insights and strategies for developing new product & service offerings, improving sales copy, website rankings, customer experience, social media profiles, print promotional materials, advertising strategies, and more... You'll benefit from Ford's vast expertise in sales funnels, new product development, information marketing, distribution channels, digital marketing and social media influence tactics.

He'll help you strategically (**how to** develop new value-propositions, find new distribution channels, attract more leads, improve your conversions, etc.), and tactically (**what to** do first, defining value propositions, lead funnels, critiquing sales copy, list building secrets, effective website design, selling systems, etc.).

You get:

- These “**consulting services**” are to be delivered via the phone, video ZOOM Conference sessions, telephone calls, or on-site in Wichita KS, and with the support of our online project tracking system PCG Teamwork© with the outcome and scope of consulting projects selected by the Client. Consulting sessions are to be scheduled at least one week in advance and will be for scheduled in 30 minute “power sessions”, as time permits, for the duration of the 90-day program. However, you'll also have access to me between scheduled calls, as schedule permits, for immediate assistance.
- **Recorded Replays** Included. Phone calls and Zoom video conference sessions will be recorded and made available to you for replay and future consumption.
- Private **online access** to our PCG project management tracking system “Teamwork©” that allows you to upload files, coordinate communications and collaborate with Ford Saeks and the PCG Creative and Marketing team.
- **Done-For-You Bonus Services:** Due to the technical nature of certain online strategies, PCG will, at our sole discretion, provide website, graphic or social media profile modifications. These bonus services will be approved by you. There are certain tactics that are one-time improvements or profile settings and it just makes more sense for our PCG team to make the changes. Other professional services are optional from this agreement.

The investment fee is \$10,000 USD [3-month Consulting Term]

My fees are always based upon the project, and never upon time units. That way you're encouraged to call upon me without worrying about a meter running, and I'm free to suggest additional areas of focus without concern about increasing your investment.

Terms:

- 1. Independent Contractor Relationship.** Consultant's relationship with Client will be that of an independent contractor, and nothing in this Agreement is intended to, or should be construed to, create a partnership, agency, joint venture, or employment relationship. No part of Consultant's compensation will be subject to withholding by Client for the payment of any social security, federal, state, or any other employee payroll taxes.
- 2. Assume 100% Responsibility for Your ("client") Actions, Success, and Decisions.** Entering into this consulting program is entirely based on this covenant – that you have acknowledged that you accept 100% responsibility for your actions (or lack of actions), your success, and your decisions.
- 3. Limitation Of Liability:** In no event shall "Prime Concepts Group Inc." or its employees, officers, consultants or subcontractors of any tier be liable in contract, tort, strict liability, warranty or otherwise, for any special, incidental or consequential damages, such as, but not limited to, delay, disruption, loss of product, loss of anticipated profits or revenue, loss of use of the equipment or system, non-operation or increased expense of operation of other equipment or systems, cost of capital, or cost of purchase or replacement equipment systems. Some jurisdictions do not allow excluding or limiting implied warranties or limiting liability for incidental or consequential damages, and some jurisdictions have special statutory consumer protection provisions which may supersede the foregoing disclaimers and limitations. As a result, these disclaimers and/or limitations may not apply to you if prohibited by law.
- 4. Ownership of Work Product.** Consultant agrees that all work product developed by her alone or in conjunction with others in connection with the performance of services pursuant to this Agreement is and shall be the sole property of Client, and Consultant shall retain no ownership, interest, or rights therein. Work product includes but is not limited to reports, graphics, memoranda, slogans, and taglines.
- 5. Definition of Confidential Information.** "CONFIDENTIAL INFORMATION" as used in this Agreement shall mean any and all technical and non-technical information including patent, copyright, trade secret, proprietary information, computer files, and client information related to the past, current, future, and proposed services of Client and includes, without limitation, Client property, and Client's information concerning customers, research, financial information, purchasing, business forecasts, sales and merchandising, and marketing plans and information.
- 6. Nondisclosure and Nonuse Obligations.** Consultant agrees to protect the confidentiality of all Confidential Information and, except as permitted in this section, Consultant shall neither use nor disclose the Confidential Information. Consultant may use the Confidential Information solely to perform consulting services under this Agreement for the benefit of Client.
- 7. Exclusion from Nondisclosure and Nonuse Obligations.** Consultant's obligations under Item 6 ("NONDISCLOSURE AND NONUSE OBLIGATIONS") with respect to any portion of the Confidential Information shall not apply to any such portion that Consultant can demonstrate (a) was in the public domain at or subsequent to the time such portion was communicated to Consultant by Client; (b) was rightfully in Consultant's possession free of any obligation of confidence at or subsequent to the time such portion was communicated to Consultant by Client; or (c) was developed by Consultant independently of and without reference to any information communicated to Consultant by Client. A disclosure of Confidential Information by Consultant, either (i) in response to a valid order by a court or other governmental body, (ii) otherwise required by law, or (iii) necessary to establish the rights of either party under this Agreement, shall not be considered a breach of this Agreement or a waiver of confidentiality for other purposes, provided, however, that Consultant shall provide prompt written notice thereof to Client to enable Client to seek a protective order or otherwise prevent such disclosure.

Business Growth Accelerator Program with Ford Saeks

YES, I'm ready for the Business Growth Accelerator Program (3-month term)

Prepaid \$ 10,000 or 3 monthly payments of \$ 3,600 (totaling \$10,800)

The fee may be paid in full or in three monthly installments. All fees are non-refundable.

* You may freeze the program without penalty; certain conditions apply. For example, you'll get so many ideas in the sessions you may need time to implement them or have scheduling conflicts. This program is about the tremendous value, not the hours. If you are only concerned about the hours, you're probably not right for this program.

I agree to these terms and conditions.

CLIENT:

Client Signature: _____ **Date:** _____

Name: _____ **Title:** _____

PAY SECURELY ONLINE AT
<http://www.Primeconcepts.com/pay>
via phone 316-942-1111.



Or

If paying by check, make payable to:
Prime Concepts Group Inc. 115 S. Hydraulic, Wichita, KS 67211