



GEI LICENSEE BROCHURE

WHY DOES THE GLOBAL EXPERT INSTITUTE EXIST?

The Global Expert Institute was founded after working with experts in over fifty countries for the past fifteen years. We noticed a fundamental problem that kept recurring the world over.

“Experts had no idea how to position, market or sell their expertise.”

This meant that many experts never reached their potential, and even went broke, having to return to a job for an income, when they were truly far more talented than that and had a lot to offer the world. We couldn't handle the volume of necessity to solve this problem so we created the Global Expert Institute which can.



Licensed Regional Partner Information

The Global Expert Institute exists to personally assist people who are experts in their field, such as consultants, coaches, speakers and entrepreneurs to develop excellence in positioning, marketing and selling their services to create prosperity, freedom and purpose.

Part of the Circle of Excellence Group of Companies
www.globalexpertinstitute.com

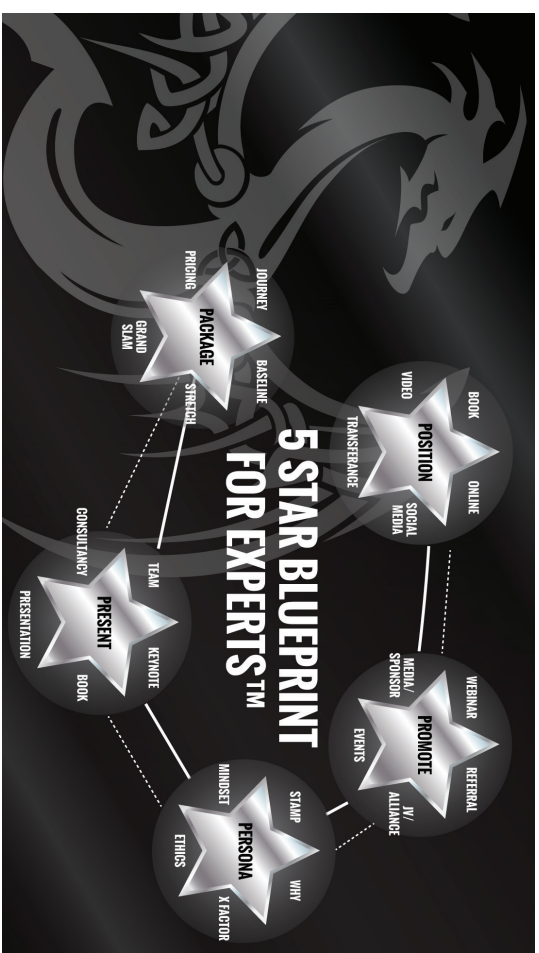


WHAT DOES THE GLOBAL EXPERT INSTITUTE DO?

We work through a series of Licensed Regional Partners (LRP) These LRP's are specially trained to locate experts.

These experts may be consultants, coaches, speakers or entrepreneurs with an expertise they need to market or gain influence from. Our LRP's work on a five step process to enhance the experts ability to compete worldwide. These five steps include:

1. **Persona** - The development of the self, purpose, vision and personal brand of the expert
2. **Positioning** - The role of being seen as an expert, social media, publishing and influencer status
3. **Packaging** - The development of the baseline, stretch and grand slam products and services
4. **Promotion** - Marketing, JVs, Media, Events and Presenting Solutions
5. **Presenting** - Speaking, Consultancy, Team



WHO SHOULD BECOME A LICENSED REGIONAL PARTNER (LRP) AND WHO ARE WE?

Specifically our Intellectual Property has been gleaned from working with thousands of experts from around the world, over an extended period of time. We know what fast tracks an experts business and prosperity and what simply wastes time and resources. This material is in our Five Star Expert Blueprint™

As part of an individuals completion, they become a Certified Expert (in their field). This certification is renewed annually. This certification is a global standard, that involves globally recognised CPD credits. The first level is Certified Expert Member (CEM), Level 5 is Senior-Fellow Expert (SFE).

The Global Expert Institute is part of the Circle of Excellence Group of Companies. This group was initially formed in 2006 in New Zealand by Founder and Chairman Mike Handcock, a multi award winning speaker, author and entrepreneur. Mike heads up the Global Expert Institute assisted by Landi Jac, award winning entrepreneur and founder of Worldwide Business Intelligence™. Our Board includes: Paul Ter Wal (LFB) - Past President of the Global Speakers Federation, Dr Akhil Shahani (MBA) - Founder of the Centre for Management, Todd Hutchinson (MBA) - Founder People Rich, Lisa Dudson (RFA/CFP) - Owner Acumen, Anne Tham - Founder Ace Edventure Group and Dustin Mathews - Best Selling Author.

The ideal LRP is an individual with a true passion for holistic high level coaching and breaking down patterns and paradigms, integrated with working to proven business intelligence.

a consistent marketer, not afraid to position a high level product or service. The individual must be committed to their own personal growth, transparent in their dealings and have a heart for building businesses, a focus on achieving goals and a desire to help others succeed.

HOW DOES THE GLOBAL EXPERT INSTITUTE WORK?

Our LRP's find experts through LinkedIn, Masterminds, Speaking and Referrals. An LRP will be provided with full training on all facets of their business. The LRP signs experts into the Five Star Expert Blueprint™ Program and works with them in a one to one basis initially for a year and then on renewal on a group basis. In the first 12 weeks an expert can become Globally Certified in their expertise and have access to intellectual property they can utilise from Worldwide Business Intelligence™.

In addition to regular coaching experts receive weekend courses, run by LRPs during the year, ability to attend an international conference, access to regular e-learning webinars, an information hub with 25 modules for each part of the blueprint, plus an eco-system of success, support and like minds.

An LRP invests by purchasing a license for their region. In addition there are royalties paid on each introduced member to the Global Expert Institute in that region. Full details are available during the mutual due diligence process upon application.

Our LRPs are essentially high level coaches, who know how to market, sell, train and deliver content effectively.



WHAT IS THE POTENTIAL FOR A LICENSED REGIONAL PARTNER?

As a LRP, this is your business. Most regions are significant with over 10,000 potential clients in the region. You will have plenty of scope. The following table is based on a low result (minimum requirement), a medium result and thirdly a level that we feel is highly attainable. This is based on an average intake price point of \$15,000USD, which is appropriate for most markets.

| | 12 Experts | 18 Experts | 24 Experts |
|--------|------------|------------|------------|
| Year 1 | \$144,000 | \$216,000 | \$288,000 |
| Year 2 | \$167,000 | \$250,000 | \$334,000 |
| Year 3 | \$179,000 | \$271,000 | \$362,000 |

The above figures are top line revenue figures, not allowing for any staff, marketing expense, delivery expense or overhead. We expect that unless you are doing 24 + each year you can do this as an individual with a marketing and delivery budget of around \$3 - \$4,000, with your only other overhead being a vehicle, phone and wifi. These figures are net of royalties to the Global Expert Institute. They also do not include potential secondary revenue, which we will discuss with you.

WHAT SUPPORT DOES A LICENSED REGIONAL PARTNER GET?

Once approved you will be invited to our initial three day training. This training includes Marketing, Sales, Client Selection, Product Knowledge, Systems Training and Coaching. (Training can also be done online if travel restrictions apply). You will have access to our specialised LRP learning management system online as well.

You will also attend regular online, one to one and group clinics to ensure your information is up to date and you are using best practice. You will also be able to attend our annual international conference.

Your success is our success so we will use every endeavour to ensure you feel supported, informed and at your best to be successful consistently.

Our Promise

1. You will be suitably ready to become the No#1 expert trainer and certifier in your region
 2. You will have a turn key A - Z Marketing plan we will design with you to build a mid 6-figure income over 3 years
 3. You will be part of one of the most significant movements in the expert industry in the next ten years
- ...so that you can make your family and friends proud of what you contribute and personally attain prosperity, freedom and purpose.

HOW TO APPLY AND WHAT IS THE PROCESS TO STARTING YOUR BUSINESS AS A LICENSED REGIONAL PARTNER WITH THE GLOBAL EXPERT INSTITUTE?

If you would love to own your own business, be well paid for what you do, creating prosperity, freedom and purpose for yourself, whilst creating amazing successful experts that change the world in their own way, then you should simply apply by emailing Mike Hancock at mdh@circleofexcellence.biz

You will be sent an application form and once complete and a few things checked from our side to make sure this is right for you we will take your through our mutual due diligence process.

If you're a good person, and mutually we believe you can excel, become a respected part of our community, with something to offer, and have the available funds to invest in the license and support your establishment, then you have a good chance of being approved. You will then be given a license agreement to review and sign, which you should ensure you use your own advisers if you deem fit, and you will pay your License Fee and begin your training.



WWW.GLOBALEXPERTINSTITUTE.COM