



VIP PLATINUM COACHING

Ideas, action steps and results! That's what you can expect when you join Shawne Duperon's VIP Platinum Coaching

This program was created to help improve your marketing and media results through traditional & social media campaigns, advanced interview skills, and media relationship building tools.

It's designed to provide you with the tactics, tools and shortcuts you'll need to dramatically improve your visibility, ultimately improving sales and bottom-line profits.

It starts with an intensive review of your current situation, expectations, and goals. Next we'll discuss your marketing methods, messages and target markets to enhance your revenue model. You'll benefit from Shawne's vast expertise in media interviewing skills and traditional & social media promoting tactics. We'll continue with a massive action plan with considerations for your publicity efforts, including enhancing sales copy, websites, print materials, blending your traditional and social media strategies, and more...

She'll help you strategically develop traditional & social media campaigns, find new media distribution channels, attract more leads, provide tactical critiques on media correspondence, create crisis communication strategies and preparedness, and develop story lead generation with your communications team.

You receive:

- Mastering Traditional & Social Media Mastery Library (30 CD's, \$2,300)
- The Online PressKit written and created for you with 6 months of SEO hosting, \$2,854
- One full Shawne Duperon Training Day, \$10,000 - travel and camera extra if applicable
- One full year Crisis Communication Retainer, on call with Shawne 24/7, \$8,500
- Six months of access to Shawne for personalized consultations, typically conducted in a phone conference each month which includes combinations of electronic hot-seats or strategy sessions via phone and Skype.
- 2 Tickets to ShawneTV's Media Mastery Bootcamp, valued at \$3000. These passes are open for any bootcamp worldwide and include Shawne's well known all access pass, classroom training you can repeat at any time.
- Special rates on other ShawneTV professional services not covered under this program, such as social media services and online presskits.
- May renew at the same rate and term without price increases.



VIP Platinum Coaching Investment

- Option 1:** Secure my spot with the Pay in Full option of \$12,500
- Option 2:** Secure my spot with the 3 pay option (3 equal monthly installments) of \$4,500 per month (beginning immediately – to bill consecutively in 30 day intervals).
- Option 3:** Secure my spot with the 6 pay option (6 equal monthly installments) of \$2333 per month (beginning immediately – to bill consecutively in 30 day intervals).

Pay options: The Online Presskit is created when billing is paid in full.

Special Message from Shawne...

This program is designed for CEO’s, corporate executives, communication’s professionals and entrepreneurs that want to leverage their efforts, get strategic insights, and improve their visibility. All work is performed on a “non-disclosure” basis and communications are kept confidential.

The fee may also be paid in three installments. The fee is non-refundable—no exceptions. However, you may call a “freeze” at any point, at which time we stop the calendar until you’re ready to begin again. Participation in this program is limited.

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YES, I’m ready for the VIP Platinum Coaching Program (6 month term)

Please call me at (_____) _____ (enter your number) to conduct the admission interview. I understand that my membership is not official until you conduct this interview and approve me. If accepted, I will receive the benefits outlined above. All fees shown in US Dollars.

Please Select: **Option 1:** **Option 2:** **Option 3:**

PAYMENT OPTIONS: American Express VISA MasterCard Check # _____

Credit Card # _____

Expiration Date: _____ Code from Back of Card _____

Signature of Cardholder: _____

Full Name _____ Company _____

Billing Address _____

City _____ State _____ Zip/Postal Code _____ Country _____

Phone _____ Fax _____

Email _____



Assume 100% Responsibility for Your 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.

LIMITATION OF LIABILITY: In no event shall “ShawneTV Inc.” or its employees, officers, consultants or sub-contractors 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.

Consulting Period From _____ to _____ (6 month agreement)

I agree to these terms and conditions.

Client Signature: _____ Date: _____

Title: _____ Company _____

COMPLETE this form and send back to shawne@shawnetv.com