

EXHIBIT O



Coaching Sessions

Your Bright Builders package includes coaching sessions from your Internet business consultant. Each 30-minute session is designed to help you achieve your individual business goals. Your coach will work with you, one-on-one, offering priceless knowledge, advice, and skills to help you build the habits you will need to thrive in the competitive Internet environment.

After each session with your coach, you will receive assignments to help you learn the basics of operating an Internet business. Moreover, you will learn how to think and act like an entrepreneur so you can compete in the Internet marketplace on your own.

Material covered will vary depending on your individual interests, goals, concerns, pursuits, background, and the number of sessions you've purchased. Your coach will typically provide consulting in the areas outlined below.

Winning Mindset	Your coach is there to help you achieve the winning mindset of a successful work-at-home entrepreneur, so you can enjoy the lifestyle of working for yourself. Your winning mindset will give you extra confidence as you constantly learn new ways to build your business.
Build a Successful Online Business	Glean knowledge from your coach that will empower you to build success as you establish a direction for your Internet business and create your business plan. Your coach will lead you to additional resources to help you make your business grow for years to come.
Define Your Niche	To compete effectively in the Internet business world, you need to find a unique niche. Let your coach guide you through the necessary research to find your market niche. Your coach can also advise you about creating name and brand recognition on the Internet and point you to additional resources for help.
Find the Right Products	Follow your coach's market research strategies to test which products will work on your website. If you decide you are ready to include products from your own sources, learn the vital steps that will help you find vendors who can supply you with products that sell.
Effective Presentation	Let your coach advise you on how to develop an effective presentation for your website and auction ads. <ul style="list-style-type: none"> • Website Layout and Organization: Find out how to design an attractive, easy-to-use website that entices customers to buy. • Auction Ads: Create compelling auction ads. • Text: Learn writing techniques to produce powerful, informative text that attracts customers and sells the benefits of the products on your site.
Marketing Strategies	Your coach will discuss traditional Internet marketing approaches, such as search engines and auctions that will provide a solid base for your marketing efforts. Then, for a competitive edge, your coach will help you think outside the box with more creative approaches.

See the Coaching Sessions Checklist on the back of this information sheet.



Coaching Sessions Checklist

You will be contacted to schedule a coaching session in the first week. If you receive a message by phone and/or email, please respond quickly to begin your coaching sessions.

Follow this checklist to get started.

- If you have not been in contact with your coach before the end of the first week, please contact your Project Advisor.
- Your coach may ask for some information before your first session. If this is the case, please respond promptly.
- Complete your first session with your coach. Your second session will be scheduled during your first session.
- Develop a time-management plan and report it to your coach.
- Complete your assignments from the first session and report to your coach.

Continue to meet with your coach for each scheduled session and complete and report each assignment.

As you work through each coaching assignment, you will gain vital self-management habits, business expertise, and knowledge of the Internet marketplace.

How to Get the Most from Your Coaching Sessions

While your coach will provide you with expert advice, your success depends on your follow through and ability to use your new knowledge. Here are some tips to help you get the most from your coaching sessions.

1. **Attend your sessions.** Be sure to get all the information your coach has planned for you by promptly attending each session.
2. **Record your sessions.** Your coach will present a wealth of information in each session. Studies show that within 24 hours we retain only 25% of what we hear. Tape record and review your sessions to get the full value.
2. **Complete your assignments.** Your coach is there to help you hold yourself accountable to do the work required to succeed. For your sessions to be the most valuable, you must complete each assignment, paying attention to even the tiny details.
4. **Let your coach know what you want.** Although our coaches have an outlined course of study, they will adapt their information according to your interests and needs. If you would like your sessions to concentrate on a certain point of interest or if you want a session to cover particular information, let your coach know.

Coaching Client Agreement

Congratulations on a wise decision that can greatly impact your financial success and happiness. With our expertise and guidance and your dedicated work, you can experience the satisfaction of being your own boss. Keep in mind that success is an event, it is an attitude, it is a habit, and it is a lifestyle, which results from the choices you make each day. Success is both a journey and a destination.

Expectations

What to Expect from Us

We will:

- Hold weekly, half-hour of education training for the number of sessions you have purchased (as scheduled with you by the Coaching Coordinators; select option 2 from the message given after calling 1-800-342-1990).
- Provide instruction and support that will help you toward developing your Internet business within your allotted coaching sessions.
- Provide personalized assignments and evaluations to help you progress.
- Answer your questions and provide insight and feedback.
- Give you focus and direction while encouraging you to overcome obstacles you encounter.
- Provide knowledge and assistance so that you can build the skills, confidence, and habits necessary to create and run your own successful online business.

Your Commitment

One of the first steps toward becoming an entrepreneur is to commit to the growth of your business. We ask that you:

- Give the best of yourself as you work with your coach to build your online business.
- Commit fully to the long-term success of your business, on a daily basis, in order to experience regular, successive accomplishments.
- Commit to learn and apply information and instructions as your coach provides them, one step at a time.
- Be open and flexible with the ideas your coach presents.
- Commit a minimum of 10 to 20 hours a week to build your business while working with your coach. If you do not get the work done in the amount of time planned, then you should adjust your time to accomplish the tasks within the scheduled time.
- Make the coaching sessions productive for your needs.

Scheduling Guidelines

We have the opportunity to work together for the number of sessions stated in your welcome packet. Your coach works by scheduled appointments only, so it is crucial that you are on time for your appointments. Please note our policies regarding missing or rescheduling appointments:

- **Advanced notice** - Any schedule changes must be worked out at least 2 business days in advance of your coaching session with your coach or the Coach Coordinating Department: 1-800-342-1990, option 2.
- **Missed Coaching sessions** - If you miss or decline a coaching session when your coach calls it will count as a completed session unless it was a true emergency.
- **Make-Up Sessions** - If a personal or business emergency, family crisis, serious illness, or accident occurs, and you have to reschedule a coaching session, we have a maximum of two weeks reserved to

make up those appointments. These two weeks allow some flexibility with our scheduling, but should only be used if absolutely necessary.

- **Scheduling Problems** - If you have computer or Internet difficulties, and do not contact your coach to notify him/her of your situation by the time they call you, then the session will be counted as complete. If a scheduling problem cannot be resolved before meeting with your coach, you must call your coach to reschedule immediately. If, for any reason, you cannot reach your coach you will need to contact the Coach Coordinating Department: 1-800-342-1990, option 2.
- **Re-scheduling Times** - If a coaching session is missed and needs to be rescheduled for any reason, we cannot guarantee that the session will be rescheduled for the same day or time as the previous sessions. The session time will depend on the coach's availability.

Keys to Success

You know how you feel after doing a great job? That is the feeling we invite you to have every day as you build your business. We look forward to working with you in this coaching relationship and welcome you aboard! Here are a few keys that will ensure success with your Internet business.

- Utilize your time to accomplish assigned tasks.
- Establish and keep regular coaching times each week.
- Be on time to each coaching session with homework, resources, and questions ready.
- Write your questions down before your coaching session and then ask your questions to make sure that you understand what is expected of you. Take notes and, if possible, record sessions.
- Be flexible and ready to learn and apply new ideas, concepts, strategies, and tactics with each coaching session.
- Take ownership for your business. Ultimately, as you know, it is up to you to make your business successful.
- Put the concepts and processes you learn to use between coaching sessions. This means you are to plan and complete assignments each week before your next coaching session.
- Email your homework to your coach each week before your coaching session.
- The greatest success comes with regular and consistent goal setting.

Commitment

We are committed to your success. We provide this agreement to ensure that we are both working toward the same goal. We are excited to work with you as you build and operate your Internet business. Please read and agree to the following terms by signing the bottom of the page.

I have read, understand and agree with the Bright Business Center Internet Coach-Client Agreement. In addition, I agree to put forth my best efforts to accomplish all assignments given to me by my coach and to complete the tasks set out for my coaching program within the time allotted. If problems arise during my coaching, I agree to inform my coach immediately so that solutions can be sought and implemented for the successful fulfillment of my coaching program.

Print Name (or names if a partner is involved) _____

Street Address, City, State and Zip _____

Signature Partner 1 /Date _____

Signature Partner 2 /Date _____

Please sign and fax or mail this form immediately so that it can be returned to your coach by the second session. A copy of this signed agreement will be given to your coach and will count as a completed assignment:

1207 N Research Way Bldg Q-2100
Orem, UT 84097

Or fax to:

801-356-2715 (Attention coach: _____)