

## Progress Report on Ultimate Destiny University and Our Invitation to Help Complete the Successful Launch

I am writing to share a progress report on [Ultimate Destiny University](#) and invite you to participate in helping us complete the last few steps in our launch. The recent news release at <http://www.prweb.com/releases/2008/08/prweb1248294.htm> reports on the success story of how we have evolved from a single standalone product to a comprehensive “system” of 14 main components totaling over 1,000 pages plus dozens of related programs, products and services.

As the recent PRWeb news release states, we have developed the [Ultimate Destiny Success System](#) as a comprehensive system for helping individuals discover their dreams, realize more of their potential and know how to fulfill their ultimate destiny. Now we are preparing to launch Ultimate Destiny University in the next few weeks.

We are close to having individual marketing web sites for each stand-alone component of the [Ultimate Destiny Success System](#). An example is at [www.realizingyourultimatepotential.com](http://www.realizingyourultimatepotential.com). There is a link at the bottom of that page to the featured Resources for Realizing Your Ultimate Potential [http://www.realizingyourultimatepotential.com/featured\\_resources.htm](http://www.realizingyourultimatepotential.com/featured_resources.htm).

This is an excellent example of how all of our programs and products are designed to:

- (1) meet people at their present area of priority interest (as determined by the keywords, articles messages from joint venture marketing partners that drive them to one of our web sites);
- (2) motivate and incent upsales to the complete [Ultimate Destiny Success System](#) and or membership in [Ultimate Destiny University](#); and
- (3) generate back end and residual revenue such as memberships, other product sales and income from the more than 100 affiliate programs that we participate in that pay us commissions from 20% to 100% as demonstrated at [www.UltimateEarnWhileYouLearn.com](http://www.UltimateEarnWhileYouLearn.com)

We are also about ready to start marketing the complete **Ultimate Destiny Success System** [www.ultimatedestynysuccesssystem.com](http://www.ultimatedestynysuccesssystem.com). The set of 14 e-books (which fills an entire book case when printed out) will sell initially for \$97. The expanded multi-media home study course with DVDs, CDs and the workbooks will sell for \$497.

We have a \$997 version of the UDSS with facilitator guides and master participant workbooks that will be made available to and through public libraries, colleges and universities, United Ways and similar non-profit organizations. We also have already developed a 2-day workshop for \$1,497, a licensing and certification of trainers package for \$9,997 and geographic licenses ranging from \$25,000 for a community to \$100,000 for a country.

We are prepared to give away the 80-page e-book **Manifesting Your Ultimate Destiny** [www.manifestyourultimatedestiny.com](http://www.manifestyourultimatedestiny.com) to anyone who subscribes to our free Ultimate Destiny University newsletter. The first issue of the UDU e-zine will be completed by October 31.

After taking David Riklan’s training on how to publish and market e-books, we are following his recommendation that the best “free bonuses” are products that we create and own and that drive revenue from those supplemental resources. For example, we are combining all the featured resources for all of the facets of the Ultimate Destiny Success System and publishing them as **Empowerment 101**.

We are building a web site at [www.candoresourcecenter.com](http://www.candoresourcecenter.com) to demonstrate the decades of experience we have had helping individuals, organizations and communities realize more of their potential AND to help us market our \$10,000 Empowerment Training Mentoring Systems™ and \$25,000 Empowerment Resource Centers™. There are hundreds of newspaper articles on the successful “proof of concept” over the past few years included at [www.candoresourcecenter.com](http://www.candoresourcecenter.com)

We are also developing a web site at [www.centerspace.com](http://www.centerspace.com) where we will provide resources for those individuals interested in a more spiritual approach to discovering and fulfilling their ultimate destiny. We are developing another free bonus that will be offered with the Ultimate Destiny Success System titled **Enlightenment 101**.

In addition to serving as “free bonuses” with the UDSS, **Empowerment 101** and **Enlightenment 101** are being designed as valuable stand –alone programs that will be sold (and given away) to drive traffic back to the UDSS and all of the individual web sites for each individual product we are launching.

To complete the final preparations and ensure the successful launch of Ultimate Destiny University over the next 4 months, we only need about \$25,000. That amount will enable us to: complete the latest edits to all the e-books; refine the initial network of web sites; complete setting up the shopping cart and affiliate programs; complete sending out the first 50 [Ultimate Destiny Hall of Fame Awards](#); launch the [New Thought Demonstration Project](#) to invite New Thought authors and Ministers to help develop an edition of the Ultimate Destiny Success System featuring New Thought resources; complete **Empowerment 101** and **Enlightenment 101**; and launch [SEE-DO-NOW CAN DO!](#) to produce major events in Arizona and California.

We plan to generate the \$25,000 we need to complete our launch through a combination of: advance sales of the various versions of the Ultimate Destiny Success System; advance memberships in Ultimate Destiny University; through tax deductible grants and donations; possibly through loans; and through equity investments (as Ultimate Destiny is prepared to sell up to 5% of the company to accredited investors). An Investment Marketing Memorandum is available upon request to accredited investors.

Our intention is to fund the completion of our launch while providing substantial benefits to those who help us ensure a successful launch. For example, everyone who participates in any of the possible ways will receive benefits and bonuses worth at least at least 2 to 3 times the amount contributed to support the launch and in some cases they will receive shares in Ultimate Destiny.

Thank you for taking time to consider how we might be able to bless each other as we proceed to launch our innovative programs, projects and products that could bless millions of people. If you would like to participate, please let me know when would be a convenient time for us to schedule a phone call to discuss how we might best provide maximum compensation for your help.

Thank you.

Charles Betterton  
760-212-9931