

Ultimate Destiny University™

The mission of Ultimate Destiny is to help “Expand the Circle of Success” for all and to foster personal, organizational, community and planetary empowerment, enlightenment, consciousness and sustainability.

Ultimate Destiny University (UDU) is an Internet-based educational company that produces, publishes, markets and distributes materials designed to empower people, and help them awaken to conscious, sustainable living. In actuality, UDU is a collection of intellectual properties consisting of domain names, websites, blogs, e-books, print books, e-courses, e-zines, membership programs, webinars, teleseminars, audio CDs, and video DVDs all created to help people realize more of their potential.

Based on decades of research and development through CAN DO!, UDU is also a network of strategic alliances and collaborations with retreat centers, coaches, consultants, non-profit organizations, and community development/resource centers ranging from small non-profits to organizations as big and diverse as United Way, Rotary Clubs, Community Action Agencies, etc.

“Inherently, each one of us has the substance within to achieve whatever our goals and dreams define. What is missing from each of us is the training, education, knowledge and insight to utilize what we already have.” - Mark Twain

The world has changed greatly since Mark Twain's time, but individuals still dream and are searching for the training, education, knowledge and insight they need in record numbers. The personal and professional development field has grown to a \$210 billion industry and "wellness" is poised to become the next trillion dollar industry according to experts.

Ultimate Destiny is an international marketing and distribution company that helps individuals, organizations, and communities accomplish their goals and realize their dreams. The Company's business model capitalizes on the latest approaches to on-line education, communication and marketing; synergistic alliances with other industry providers; as well as collaborations with key government and national nonprofit organizations.

How and where individuals find the knowledge and tools that will help them achieve their dreams depends upon their life orientation and circumstances.

- Some are seeking enlightenment, while others hope for success
- The priority may be a healthier lifestyle or spiritual fulfillment
- Many aspire to achieve their highest human potential, while others would be satisfied to reduce overwhelming debt
- Parents want to help their children grow strong in their bodies, minds, and spirits
- Organizations wonder how to empower, motivate, reward and manage employees
- Communities seek resources and approaches that help create and sustain economic opportunities for all of its citizens and enable diverse populations to live and work in harmony.

As times change, the way people make their living also changes. The days of big, hierarchical industries with thousands of employees is passing. The nature of work and money has shifted. The development of Web 2.0 has flattened organizations. Millions of dollars in start-up capital and large tracts of real estate – along with tragic disruption of ecosystems – are no longer necessary.

People are waking up to climate change, the need for renewable energies, local & regional self-sufficiency, and a sustainable life. We are moving away from extracting millions of tons of resources and processing them in order to produce throw-away merchandise. Simplicity is what many seek. What is valued now is information; it can be shared, used to educate yourself, create a needed item, entertain, make decisions, or shift the focus of your consciousness.

Today, with a computer, a telephone, and a modem, it is now possible for people to launch and manage an empire from their living room and make a fortune. Internet-based collaborations and strategic alliances are the way of the future for all businesses. An example of this type of business structure is Armand Morin. He has 4000 websites in operation and generates an average of \$10/day from each one, earning several millions of dollars every year. Other entrepreneurs such as Matt Bacak and Mark Victor Hansen are doing similar things and make similar money. By collaborating with each other on a variety of projects they are able to generate even more income offering teleseminars, webinars, and live events. These entrepreneurs and Ultimate Destiny are on the front edge of a wave of change that will change everything we once believed about how business is done and daily life is organized.

We refer to the structure of UDU as a *strategic marketecture* because the company is based on strategic alliances in place and specific marketing outlets in operation. We currently have about 400 web and blog sites set up and are creating new ones daily. We have completed a number of e-books and print books and are in the process of recording the audio CDs and the DVDs.

After several years of research and development, we are now just about ready to launch the **Ultimate Destiny Success System™** (UDSS). Whatever ultimate destiny means to any individual, these programs help participants discover their dreams, realize more of their potential and manifest more of their ultimate destiny!



The [Ultimate Destiny Success System](#) consists of 14 interactive programs with 1,000+ pages on every facet of realizing your potential, fulfilling your purpose and manifesting your ultimate destiny. Each program includes quizzes, self-assessments, goal setting and application exercises, featured resources, and bonuses.

The main areas covered in the Ultimate Destiny Success System include:

Realizing Your Ultimate Potential; Fulfilling Your Life Purpose; Enjoying Positive Loving Relationships; Attaining Financial Freedom and Prosperity; Enjoying Ultimate Health and Fitness; Achieving Ultimate Success in Business and Career; Raising Your Consciousness; Enjoying Peace and Balance; Harnessing Creative Mind Power; Attaining Spiritual Enlightenment; Fostering Personal and Planetary Sustainability; and Making A Difference and Leaving A Legacy.



We have the means to market not just our own books, music, CDs, and DVDs, but the work of thousands of other writers, artists, musicians, teachers, and creatives who create or teach easily but have no coherent marketing plan. This will give us a greatly increased array of products, and allow us to collaborate with them in ways that benefit all. We have set up strategic alliances with Peter Reding's *Coach for Life* organization, a strategic partner who will handle the coaching services we offer and share revenues with Ultimate Destiny.

Through [See-Do-Now CAN DO!](#), we are planning to produce live events in Sedona, AZ and San Diego, CA that include bringing in big name trainers for an evening talk, getting rights to videotape them, and bringing them to a retreat center setting the next day for a small private workshop/intensive.

We have set up the [Ultimate Destiny Hall of Fame Award](#) that recognizes individuals who are living their ultimate destiny and encouraging others to do so. They receive a plaque and the Ultimate Destiny Success System, which consists of the 14 books, the audio CDs, a DVD, and links to our websites that will promote their activities as well as ours.

We have created *Empowerment Training and Mentoring Systems* that will be marketed through thousands of Community Economic Development Centers. We have a speaker's bureau that can connect good speakers with those looking for one, and many of these speakers are interested in being recorded for audio and video, which will add to our library of CDs and DVDs.

We have created an *Expanding the Circle of Success* strategy that allows us to partner with non-profit organizations. They market our Ultimate Destiny Success System and in return receive a percentage of our profits as a contribution. We get tax credit for the contribution, and make money through the sale of related goods and services.

Our goal is to help create a network of community-based Empowerment Resource Centers around the globe that will support people in their efforts to shift their lives and adapt to the coming changes. These centers will license the Ultimate Destiny materials and courses, and use them to help people in their communities whether they are just starting a community, are working with an online "community of consciousness," or have been in community for years and want to go a step further, e.g. to create complementary currencies or a local food system.

Ultimate Destiny first grew out of the vision of Charles Betterton, a Community Economic Development specialist and former Federal disaster relief director. The Board of Directors includes Charles Betterton in Sedona, AZ, and Merl Kellogg, Les Turner, and Audrey Turner, all in California. The lead authors of the Ultimate Destiny Success System include Betterton, Penny Kelly in Michigan, Howard Pepper in California, and Kimberly Jace in Florida.

Attached is a one-page overview of the Ultimate Destiny Business model. An Investment Marketing Memorandum is available to accredited investors. For further information contact Charles Betterton, (760) 212-9931 or ceo@ultimatedestinyenterprises.com.

www.ultimatedestinyuniversity.com

Overview of Ultimate Destiny Business Plan and Strategic Marketecture Components

Ultimate Destiny and its strategic alliance partners publish, produce and distribute programs, products and services that help members, customers and clients (including individuals, companies, non-profit organizations and communities): Realize their potential; Fulfill their purpose; Enjoy loving relationships; Achieve ultimate success in business/career; Attain financial freedom; Enjoy optimal health and well-being; Harness their creative power; Make a difference and leave a legacy; Attain spiritual enlightenment; Raise consciousness levels; Foster sustainability; Enjoy Peace and Balance; and Manifest their ultimate destiny.

The following table presents eight major components of the business model with individual tasks listed in each area. All activities are designed to reinforce each other, drive traffic to the highest priced products and services in the center of the table and perpetuate the business cycle that repeats over and over from Step 1 to Step 8.

<p style="text-align: center;">1. Research</p> <ul style="list-style-type: none"> Identify Niche Markets Identify Resource Providers Select Joint Venture Partners Identify Keyword Phrases Identify Potential Bonuses Locate Best Training Resources Obtain Fulfillment Capability Identify Memberships to Join 	<p style="text-align: center;">2. Capacity Building</p> <ul style="list-style-type: none"> Attract and Develop Team Acquire Hardware and Software Complete Training Programs Build Opt In Lists Web Sites and Domain Names Acquire Rights to Content Join Mentoring Programs Set Up Virtual Office Capability 	<p style="text-align: center;">3. Product Development</p> <ul style="list-style-type: none"> Create Original Content (Books, E-books, Audio Video, Courses) Repurpose Original and Public Domain IP Content for Internal and External Use Create Marketing Funnel with Full Range of Prices Develop Multimedia Content, Seminars and Webinars and Live Multi-Day Events
<p style="text-align: center;">8. Replication and Expansion</p> <ul style="list-style-type: none"> Affiliate Programs Training-of-Trainers Translation In Other Languages Private Labeling & Co-branding Licensing and Franchising Expanding the Circle of Success Continuous Adaptations 	<p style="text-align: center;">CENTRAL CORE REVENUE STREAMS</p> <ul style="list-style-type: none"> Cross Selling and Upselling Promoting Big Ticket Programs and Products ETMS (Empowerment Training Mentoring Systems) Empowerment Resource Centers Retreat Center Programs 	<p style="text-align: center;">4. Strategic Marketecture</p> <ul style="list-style-type: none"> Develop & Leverage Multiple Distribution Channels Provide Hundreds of Free and Low Cost Introductory Products, Offer Quizzes and Assessments Build Online Communities Meet Online, Take Offline ASAP Combine “Brick and Mortar” and “Click and Learn” Internet Radio and Video
<p style="text-align: center;">7. Customer Services and Retention</p> <ul style="list-style-type: none"> Utilize Bio Data Questions Personalized Services Personal Interaction Ongoing Special Offers Referral Incentives Affiliate Positions 	<p style="text-align: center;">6. Community and Relationship Building</p> <ul style="list-style-type: none"> Provide Customized Programs and Products Tailored to Niche Provide Membership Services Develop Fundraising Alliances with Non-Profits Produce Special Editions for Hall of Fame Award Winners 	<p style="text-align: center;">5. Attract Customers</p> <ul style="list-style-type: none"> Free Publicity News Releases Articles and Ads Newsletters & Ezines Free Products Testimonials and Referrals Joint Ventures Free Coaching Valuable Free Bonuses

After two years of preparation, the company has completed almost all of the necessary functions listed above and is now ready to launch its membership programs and “flagship” 1,000+ page product that consists of 14 stand-alone, keyword targeted e-books, supported by free coaching, bi-monthly newsletters and webinars. Copyright 2008 by Ultimate Destiny. All rights reserved. www.UltimateDestinyUniversity.com