

THE PRODUCTS

Shawna Percher's
FEARLESS VOICE NETWORK

Last Updated: May 11, 2021

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Product Code	Business Model	Model Scenario	Est. Average Sales Price	Outreach Close	Referral
7PS-100	COACHING & CONSULTING				
7PS-130	130 FY7 Coaching Singular	One session with no additional commitment (highest rate)	\$450.00	10.5%	4.0%
7PS-131	131 FY7 Coaching Monthly by Q	Three months paid upfront at \$350 each	\$1,050.00	10.5%	4.0%
7PS-132	132 FY7 Coaching Bi-Monthly	Twice per month paid upfront monthly at \$375 each	\$750.00	10.5%	4.0%
7PS-133	133 FY7 Coaching Weekly	Four sessions per month paid upfront monthly at \$300	\$1,200.00	10.5%	4.0%
7PS-134	134 Consulting / Training Half Day	A four hour session plus an assessment, travel add'l	\$3,100.00	10.5%	4.0%
7PS-135	135 Consulting / Training Full Day	An eight hour session plus an assessment, travel add'l	\$4,800.00	10.5%	4.0%
7PS-136	136 Group Training Topic	A 2-hour presentation plus Q&A and book signing, up to 50 ppl (books included)	\$3,750.00	10.5%	4.0%
7PS-137	137 Group Training Addl Participants	Additional Groups of 25 (books included)	\$275.00	10.5%	4.0%
DON-200	PAC DONATIONS				
DON-201	201 Donations PAC	Contribution to Edify, Presley Found, or Green Reine PAC	\$1,000.00	10.5%	4.0%
DON-210	210 Products PAC	On Demand Products for PAC	\$100.00	8.0%	2.5%

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PRO-300	PRODUCTION SPONSORS				
PRO-301	301 Production Supporter Spon.	For any Production incl. Series	\$1,500.00	10.5%	4.0%
PRO-302	302 Production Signature Spon.	For any Production incl. Series	\$3,500.00	10.5%	4.0%
PRO-303	303 Production Premiere Spon.	For any Production incl. Series	\$7,500.00	10.5%	4.0%
PRO-304	304 Production Promotional Spon.	For Regular Productions	\$12,500.00	10.5%	4.0%
PRO-305	305 Series Promotional Spon.	For Series Production	\$12,500.00	10.5%	4.0%
PRO-306	306 Series Featured Cast Member	For Series Production	\$25,000.00	10.5%	4.0%
PRO-307	307 Series Producer	For Series Production	\$50,000.00	10.5%	4.0%
PRO-351	351 Host Prod Supporter Spon.	For any Production incl. Series	\$1,500.00	10.5%	4.0%
PRO-352	352 Host Prod Signature Spon.	For any Production incl. Series	\$3,500.00	10.5%	4.0%
PRO-353	353 Host Prod Premiere Spon.	For any Production incl. Series	\$7,500.00	10.5%	4.0%
PRO-354	354 Host Prod Promotional Spon.	For Regular Productions	\$12,500.00	10.5%	4.0%
PRO-355	355 Host Series Promo Spon.	For Series Production	\$12,500.00	10.5%	4.0%
PRO-356	356 Host Series Featured Cast Member	For Series Production	\$25,000.00	10.5%	4.0%
PRO-357	357 Host Series Producer	For Series Production	\$50,000.00	10.5%	4.0%

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BOU-400	BOUTIQUE - SALES				
BOU-401	401 Boutique ENROLLMENT - Base	Up to 5 Products	\$995.00	10.5%	4.0%
BOU-402	402 Boutique ENROLLMENT - Addl 5 Products	5 Additional Products	\$595.00	10.5%	4.0%
BOU-403	403 Boutique ENROLLMENT - Addl 1 Product	1 Additional Product	\$150.00	10.5%	4.0%
BOU-410	410 Boutique SALES - 50% Wholesale	Online Sales w/ Ambassador	\$100.00	8.0%	2.5%
BOU-450	450 Boutique MKTG - Topaz 6-Mo	Topaz Plan, Paid for 6 Mos.	\$995.00	10.5%	4.0%
BOU-451	451 Boutique MKTG - Garnet 6-Mo	Garnet Plan, Paid for 6 Mos.	\$2,295.00	10.5%	4.0%
BOU-452	452 Boutique MKTG - Ruby 6-Mo	Ruby Plan, Paid for 6 Mos.	\$4,995.00	10.5%	4.0%
BOU-453	453 Boutique MKTG - Topaz 6-Mo	Topaz Plan, Monthly.	\$195.00	10.5%	4.0%
BOU-454	454 Boutique MKTG - Garnet 6-Mo	Garnet Plan, Monthly	\$495.00	10.5%	4.0%
BOU-455	455 Boutique MKTG - Ruby 6-Mo	Ruby Plan, Monthly	\$995.00	10.5%	4.0%

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FVB-500	ADVERTISING				
FVB-501	501 SHOP AD Top Slider	5 Slides, Max 3 Products	\$4,500.00	10.5%	4.0%
FVB-502	502 SHOP AD Featured Product	1 Product on Home	\$4,500.00	10.5%	4.0%
FVB-503	503 SHOP AD Featured Collection	3 Product Collection on Home	\$3,200.00	10.5%	4.0%
FVB-504	504 SHOP AD Menu Callout	Product or Brand	\$2,200.00	10.5%	4.0%
FVB-505	505 SHOP AD Category Product	By 3 Values or "Collections"	\$1,250.00	10.5%	4.0%
FVB-506	506 SHOP AD Promo Product	1 of 3 on Home	\$995.00	10.5%	4.0%
FVB-507	507 SHOP AD Brand Logo	1 of 4 on Home	\$995.00	10.5%	4.0%
DIR-531	531 DIR AD Top Billboard	On Landing Page of Category (Only 1)	\$4,500.00	10.5%	4.0%
DIR-532	532 DIR AD Large Billboard	On Landing Page of Category (Only 1)	\$3,200.00	10.5%	4.0%
DIR-533	533 DIR AD Skyscraper	On Landing Page of Category (Only 1)	\$2,200.00	10.5%	4.0%
DIR-534	534 DIR AD Square	On Landing Page of Category (1 of 2)	\$1,250.00	10.5%	4.0%
DIR-535	535 DIR AD Featured Listing	On Landing Page of Category (1 of 8)	\$995.00	10.5%	4.0%
DIR-600	DIRECTORY				
DIR-602	602 Directory Listing Monthly	After First Month / Launch	\$55.00	10.5%	4.0%
DIR-603	603 Directory Listing Annual	Includes Launch	\$550.00	10.5%	4.0%

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BKS-700	BOOKS & WRITING				
BKS-701	701 FV Amazon Direct Sales	People purchase on Amazon	\$21.99	0.0%	0.0%
BKS-702	702 FV Amazon International	International Direct Purchases	\$21.99	0.0%	0.0%
BKS-703	703 FV Amazon Kindle	Kindle Direct Purchases	\$4.99	0.0%	0.0%
AMB-800	AMBASSADOR ORGS & ARTISTS				
AMB-804	804 AMB Marketing	AMB L2 Marketing	\$149.00	0.0%	0.0%
AMB-805	805 AMB Mktg Monthly	AMB L2 Marketing	\$25.00	0.0%	0.0%
AMB-806	806 AMB Scholarship Enrollment	AMB L2 Marketing	\$95.00	0.0%	0.0%
AMB-851	850 - ORG Turquoise Enrollment	Launch	\$995.00	0.0%	0.0%
AMB-852	852 - ORG Turquoise Monthly	After First Month / Launch	\$40.00	0.0%	0.0%
AMB-853	853 - ORG Turquoise Annually	After First Month / Launch	\$495.00	0.0%	0.0%
AMB-854	851 - ORG Sapphire Enrollment	Launch	\$3,900.00	0.0%	0.0%
AMB-855	855 - ORG Sapphire Monthly	After First Month / Launch	\$90.00	0.0%	0.0%
AMB-856	856 - ORG Program Annually	After First Month / Launch	\$995.00	0.0%	0.0%
AMB-861	850 - ART Turquoise Enrollment	Launch	\$995.00	0.0%	0.0%
AMB-862	852 - ART Turquoise Monthly	After First Month / Launch	\$40.00	0.0%	0.0%
AMB-863	853 - ART Turquoise Annually	After First Month / Launch	\$495.00	0.0%	0.0%
AMB-864	851 - ART Sapphire Enrollment	Launch	\$3,900.00	0.0%	0.0%
AMB-865	855 - ART Sapphire Monthly	After First Month / Launch	\$90.00	0.0%	0.0%
AMB-866	856 - ART Program Annually	After First Month / Launch	\$995.00	0.0%	0.0%

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CUS-900	CUSTOM PRODUCTION				
CUS-901	901 - Social Campaign Reine	Social Press Kit	\$350.00	10.5%	4.0%
CUS-902	902 - Press Release Reine	Our Website Press	\$350.00	10.5%	4.0%
CUS-903	903 - Consulting Time Reine	Hourly Rate	\$450.00	10.5%	4.0%
CUS-904	904 - Directory Reine	Org Rate of Production	\$500.00	10.5%	4.0%
CUS-905	905 - Magazine Article Reine	Magazine	\$500.00	10.5%	4.0%
CUS-906	906 - Sizzle Reel Reine	Video Bolt or Article Video	\$2,000.00	10.5%	4.0%
CUS-907	907 - On Camera Interview Reine	Zoom	\$2,000.00	10.5%	4.0%
CUS-908	908 - Podcast Segment Reine	Video Zoom w/ Syndication	\$4,000.00	10.5%	4.0%
CUS-909	909 - Animated Short Reine	PowToons	\$4,000.00	10.5%	4.0%
CUS-910	910 - Highlight Reel Reine	Lumen 5	\$6,250.00	10.5%	4.0%

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