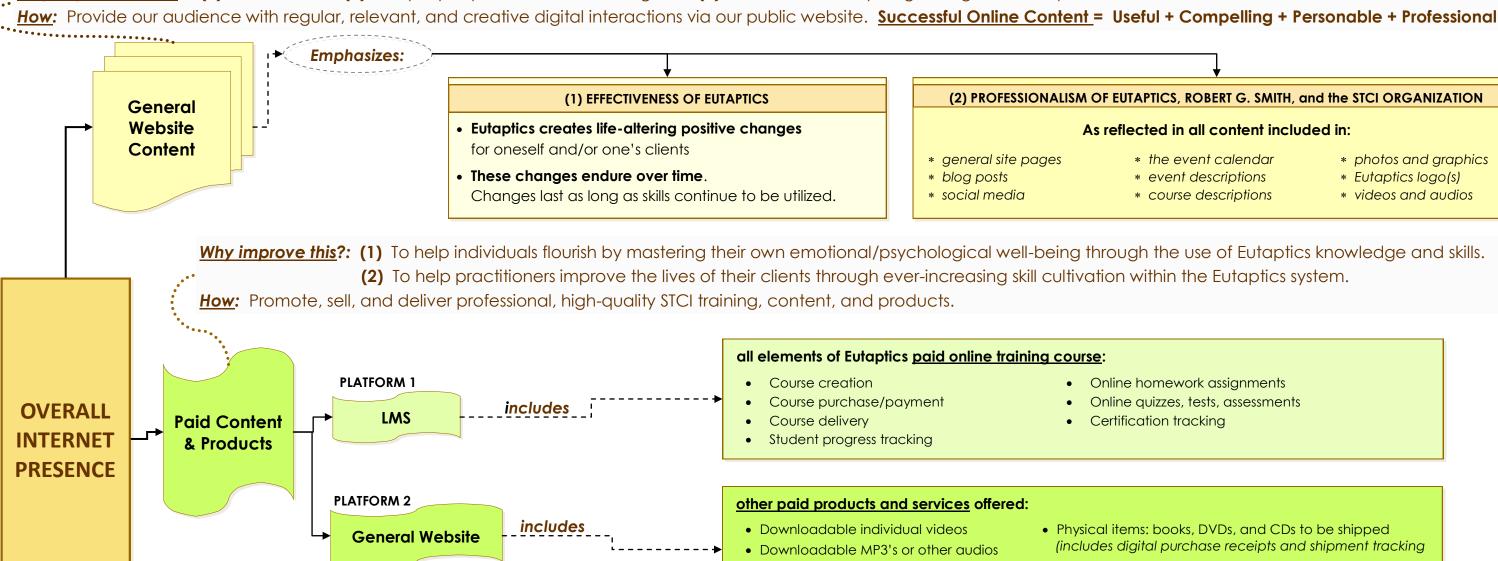
(includes GENERAL WEB CONTENT—ONLINE COURSE CONTENT AND DELIVERY—DATA TRACKING—EMAIL COMMUNICATIONS)

Why improve this?: To (1) cultivate trust, (2) compel people to invest in training, and (3) create and solidify long-lasting relationships



- Downloadable digital books
- Dowloadable written articles (PDFs)
- Client sessions with Robert
- Other items TBD

Why improve this?: To establish and maintain the confidence and trust of all who comprise our audience (incl. paid students, regular followers, and visitors)

. How: (1) Render clear, organized, consistent, and beneficial communication to (a) our audience as a whole and (b) each of it's category-specific subgroups.

(2) Streamline the processes for acquiring and accurately updating site-user, student, and practitioner data. ***************

COMMUNICATION & DATABASE TRACKING CATEGORIES

Individual & Group **Email** Communications

- General Email Signups
- Students of Free Course(s)
- Students of Paid Course(s) Digital
- Students of Paid Course(s) -
- Certified Practitioners As a whole
- Certified Practitioners By level
- Mentors
- Mentees
- Professional Contacts
- Overall audience by World Region

 Additional categories TBD Overall audience by Country

• Overall audience by State/County/Locale

QUESTION TO BE ANSWERED:

Given the following 3 aspects of STCI's overall web presence, do we (A) use a reputable service provider for each aspect or (B) use a service provider whose platform includes 2 or more of the aspects?

