

Talent Sikat

From: SINGER WILLIAM RICK (01452138)
Sent Date: Thursday, January 25, 2024 7:35 PM
To: talent@thesikatagency.com
Subject: PATHS4LIFE -- MARKETING NOTES

PATHS4LIFE -- Strengths --- RESULTS ORIENTED

1. 20+ years of experience
2. Intimate Relationships with the Decision Makers
3. Ability to create a Personal BRAND for the College Admissions process that highlights the student
4. Ability to Life Coach/Pilot any level student based on his or her needs and desires - elite colleges, size of schools, geographic diversity, social and cultural fit, specific majors and programs, special talent evaluations - athletics, performing and fine arts etc...
5. Depth of knowledge of colleges and university's academic, social, cultural career preparation, political views etc.... utilizing the AASC (Proprietary -- ASK Matching System utilizing AI) built on visits to over 1,000 colleges and universities .
6. Know How to GET IN to each school utilizing each particular colleges admissions process and decision making approach
7. Successful Results of thousands of students globally
8. Ability to evaluate and utilize in admissions a students Special Talents
9. Placement of thousands of International students based on the "right fit" and understanding the process to successful admission
9. One on One Life Coach/Pilot on line that is each student's personal coach throughout the process
10. 2 meetings a month with each Life Coach/Pilot - available 24X7 to call, email and text
11. Additional tutoring provided each week for SAT/ACT or subject matter questions and issues
12. ***** If Desired One on One meetings with Coach Rick Singer, Master Coach, in your home and online

PRICING

1. SILVER PROGRAM -- \$150 - \$250 dollars per course (6 total) via a hybrid approach both on line and with one on one meetings with your instructor after each lesson.
2. GOLD PROGRAM -- \$5,000 - \$10,000 annually - meetings every other week, one on one with your own individual Life Coach/Pilot via Zoom or Google Meets.
3. PLATNIUM PROGRAM -- \$ 10,000 - \$15,000 annually - meeting every other week one on one with your own individual Life Coach/Pilot online via Zoom or Google Meets and one additional tutoring session each week for SAT/ACT and Subject Matter questions or issues.
4. ELITE PROGRAM -- \$50,000 -- \$100,000 annually - meeting one on one with Coach Rick Singer once a month in your home and every other week online via Zoom or Google Meets and additional tutoring for SAT/ACT and Subject Matter questions and issues. Expenses are either paid for with the tuition or by each family outside of the tuition based on regularity of meetings.

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TO DO'S

1. URL, LOGO, SITE, COPY, CRM
2. Social Media Set up and Presence
3. You Tube Channel set up and learn how to graphics, purchase recording equipment
4. Create or provide Content
5. Develop Affiliate Marketing Partners
6. Recruit Mom Ambassadors
7. Advertise on Social Media
8. Set up Podcast topics, interviews and learn how to do graphics, purchase recording equipment
9. Acquire Influencers
- 10 Get AASC (ASK Matching System done and attach to AI)