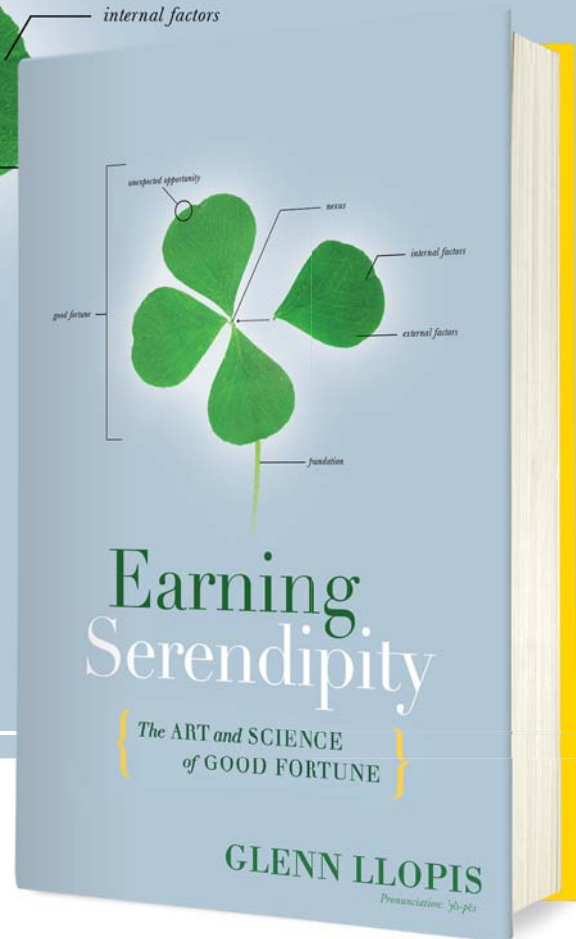
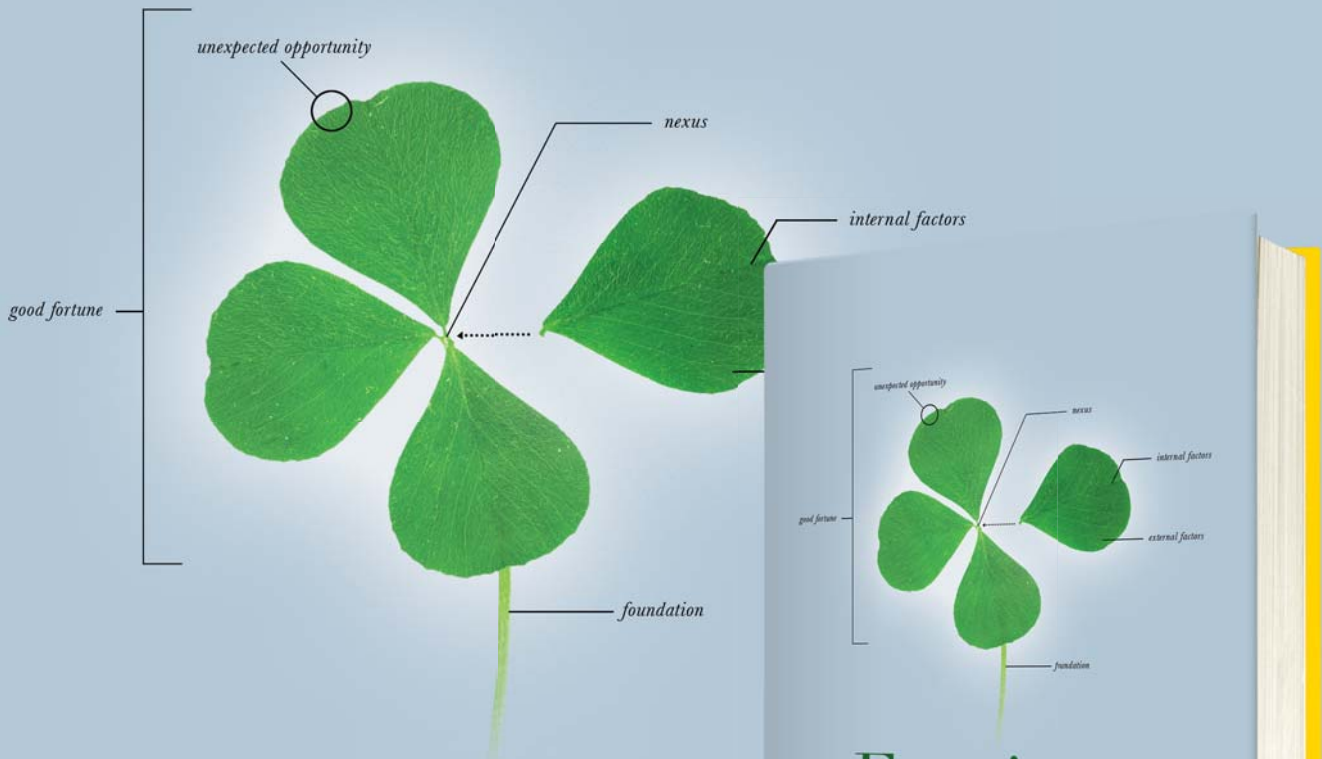




Earning Serendipity

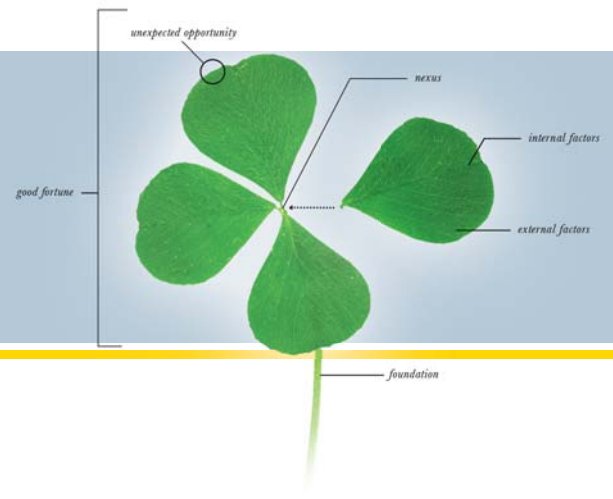
{ VIRAL MARKETING CAMPAIGN KIT
HOW to GET INVOLVED }



GREENLEAF
BOOK GROUP LLC

Earning Serendipity

01 THE BOOK }

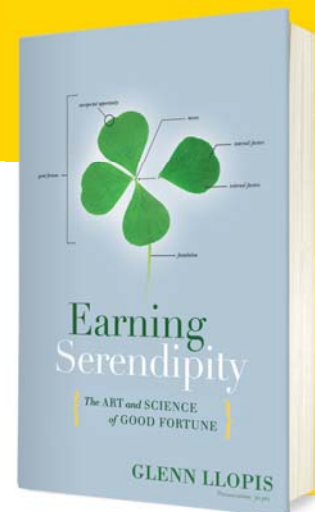


Serendipity [ser-n-'dip-i-tee]: a positive happenstance.

You've heard it said that chance governs us all—but in *Earning Serendipity*, Glenn Llopis claims that good fortune is not arbitrary. According to Llopis, there are the lucky: the lottery winners filing for bankruptcy, the gamblers betting away their winnings, the trust fund babies trapped in apathy. Then there are the flourishing: they who outlive and outlove, they to whom good things always seem to come. They inhabit a rare foundation from which positive happenstance grows in abundance. Yet their good fortune springs not from mere chance but from an extraordinary ability to see what the majority miss and to exploit what most think uncontrollable. They are not lucky and their momentum is no accident.

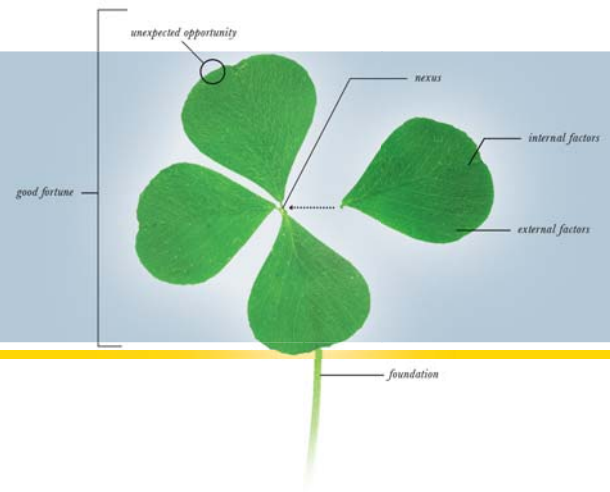
It is said that misfortune chases us all but Llopis teaches that fortune pursues us more swiftly. It reaches for you. You must learn only to seize it where it dwells—in the obvious and obscure places all around you—and to sew its seeds wherever you go.

In *Earning Serendipity*, Glenn Llopis gives you the eyes to see good fortune reaching, and the tools to keep it on your side for the rest of your life.



Earning Serendipity

02 HOW DO YOU EARN SERENDIPITY?



Earning Serendipity [ser-n-'dip-i-tee]: the rare ability to create and sustain the momentum of good fortune

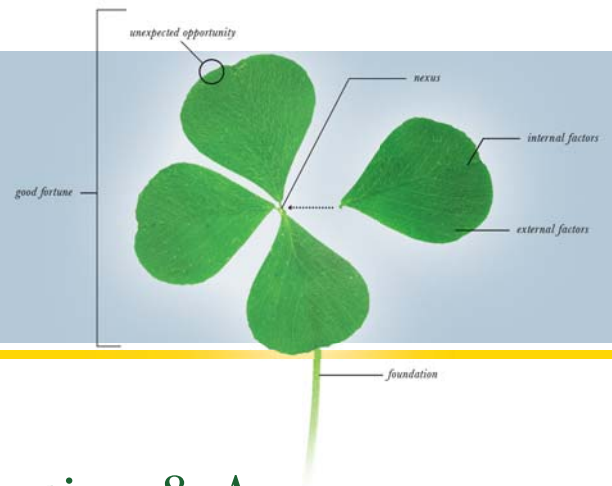
The Earning Serendipity Model™ teaches a unique combination of entrepreneurial skills that yield a progressive workplace brimming with innovation and a tradition of success.



According to Llopis, those organizations and individuals who embrace the Earning Serendipity Methodology, are those who make the greatest impact on the world around them. Llopis calls such people Serendipiters and credits his good fortune to the key **"Serendipiters"** in his life. Now his passion is to do the same for others.

Earning Serendipity

04 THE MOVEMENT



How We Will Generate Participation & Awareness

First, we will ask the question:

Are You Earning Serendipity?

www.earningserendipity.com

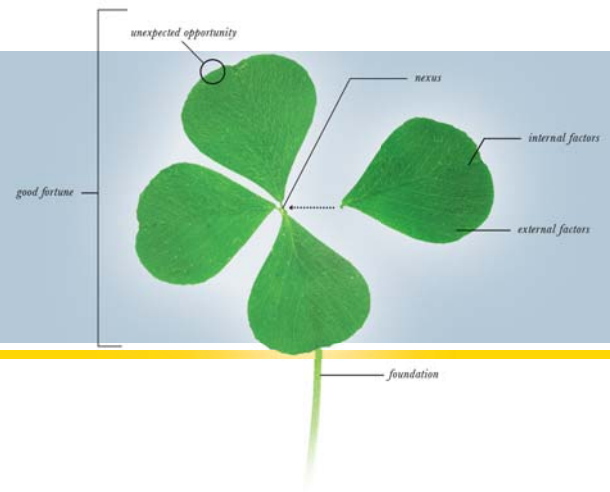
To build curiosity, generate word-of-mouth momentum, and drive traffic to www.earningserendipity.com, we will ask this question EVERYWHERE:

- Dry cleaner hangers
- Coffee sleeves
- Screen savers
- Grocery bags
- Book Forums
- Social networking websites (ie. Widgets)
- Websites promoting relevant topics, such as social responsibility, entrepreneurship, innovation, community, and self-improvement



Earning Serendipity

05 THE MOVEMENT



How We Will Generate Participation & Awareness

Next, we will invite website visitors to take the **Serendipity Quiz** at www.earningserendipity.com.

The **Serendipity Quiz** will ask present readers with a series of questions that will determine their propensity for creating and sustaining the momentum of good fortune.

Their answers will produce a score called the **Serendipity Quotient (SQ)**, which is based on the degree to which each visitor lives the principles of *Earning Serendipity*.

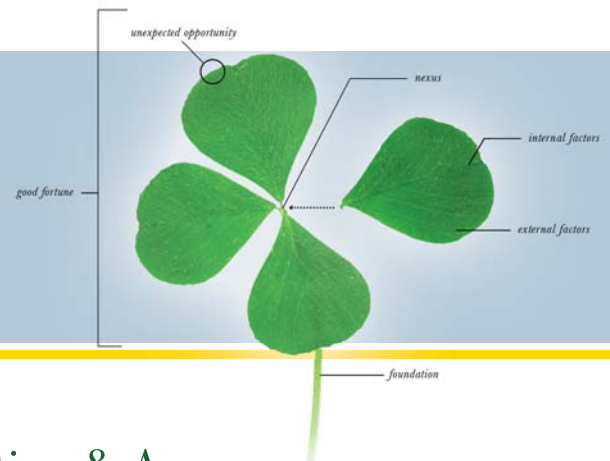
- The SQ will be broken down into two categories: internal factors and external factors. Using the SQ, visitors will be able to assess whether they have taken the steps internally and externally to earn good fortune—and why they need to purchase the book.
- Once the visitors' areas for improvement have been revealed, they will be directed to an order form, where they can reserve their limited edition signed copy of *Earning Serendipity*. By reading the book, they will learn exactly how to strengthen their SQs and make their lives more fortunate.
- Visitors will also be prompted after their completion of the Serendipity Quiz to recognize the top 5 Serendipiters in their lives. The goal will be for visitors to acknowledge their Serendipiters that had a positive influence in their lives. The hope is that this will stimulate a “viral wave” of Serendipiter acknowledgements all throughout the world. Those people that have been recognized as a Serendipiter will be featured on the www.earningserendipity.com website. The most frequently mentioned Serendipiters will be listed in the actual printed book.

RESULTS of the **Serendipity Quiz**:

- People are challenged to consider if they have the power to become “one of the fortunate ones.”
- People begin to recognize the internal and external opportunities for growth.
- Minds across America become hungry to learn how to improve their good fortune—how to earn serendipity.
- Masses of people get stimulated to identify and acknowledge the key influencers in their lives. Imagine the positive, viral power of generating gratitude at that level!

Earning Serendipity

06 THE MOVEMENT



How You Can Help Generate Participation & Awareness (and What We Will Do for You in Return)

A. Individuals

In return for your participation and support, **we will donate proceeds from book sales** to the charity or nonprofit organization of your choice. Here are ways you can participate:

Database Outreach

- Share your experience with the *Earning Serendipity* message and the **Serendipity Quiz** with your address book. Let your friends and contacts know how you are earning serendipity and share the areas you're improving. Challenge them to consider if they are earning serendipity and to take the quiz and order the book.
- We will provide you with a template email that you can use if you're short on time.
- Additionally, we will provide you with a short film trailer [teaser] to allow people to engage with the book's powerful message.

Become Part of the "Five Friends Plan"

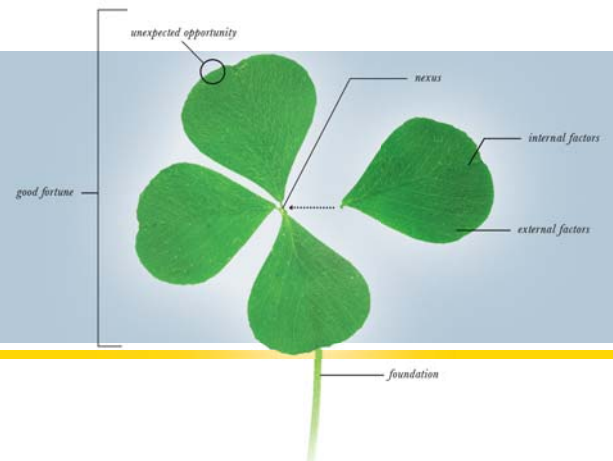
Share your enthusiasm, interest and participation in the Earning Serendipity Movement your family and friends. Ask five (5) people that you believe would benefit from the experience to join you. Let them know that you are depositing the first steps toward their ability to earn serendipity.

Bulk Purchases

- Approach businesses and organizations within your sphere of influence about purchasing books at a discount and to utilize them as "premium incentives," thank you gifts to their clients, and / or for personal development training purposes.
- This is not as difficult as you may think as businesses and organizations commonly purchase mass quantities of books in ALL kinds of categories annually. Inform targeted businesses and organizations that they are purchasing the ultimate gift of good fortune! That with each book purchase made, we will donate proceeds from their purchase to the charity/non-profit organization of their choice.

Earning Serendipity

07 THE MOVEMENT



Get Creative!

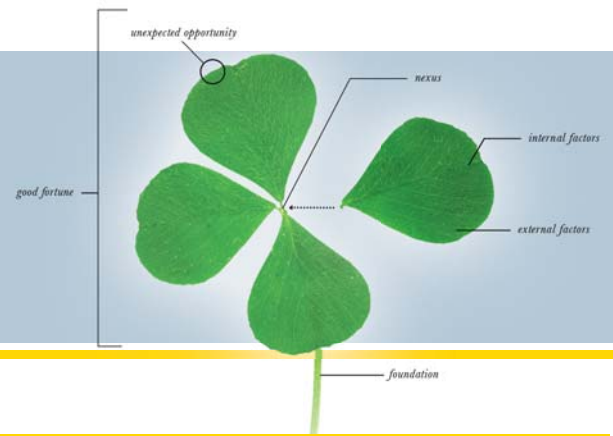
- Just as one dry cleaner volunteered to print “Are You Earning Serendipity?” on their hanger covers, you can promote the Earning Serendipity Movement in creative ways. In what innovative way can you distribute the question? What can you do to drive traffic to the Serendipity Quiz? How can you generate bulk sales?
- Innovation is a key component of earning serendipity. We are hungry for your ideas! Please email them to ideas@earningserendipity.com

Media Outreach

Do you have contacts in the media who can help spread the message of *Earning Serendipity*? If you would like to share them in support of the cause, email media@earningserendipity.com.

Earning Serendipity

08 THE MOVEMENT }



B. Businesses and Organizations

The Earning Serendipity Movement will put the important steps you take to affect positive change in our world in the spotlight for your customers and the nation to see. In return for your participation and support, we will donate proceeds to the charity or nonprofit of your choice, promote your brand on earningsserendipity.com and in select media appearances, and offer author speaking engagements to your organization. Here are ways your business or organization can participate:

Charities, Non-Profit Organizations	Small Businesses & Entrepreneurs	Multi-Level Marketing Companies	Colleges & Universities
Corporations	Local Community / Special Interest Groups	Hispanic Community & Business	Women Owned Businesses

Database Outreach

- Let your partners, customers, investors, and vendors know what your organization is doing to earn serendipity, and then challenge them to participate in the movement and order books.
- We will provide you with a template email that you can use if you're short on time.
- Additionally, we will provide you with a short film trailer [teaser] to allow people to engage with the book's powerful message

Direct Mail

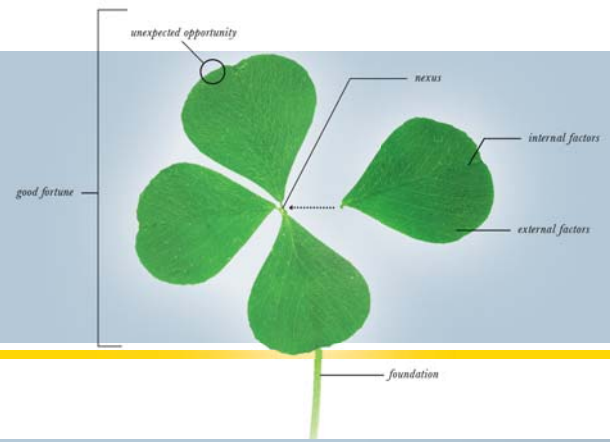
- Using **co-branded** material developed by the Earning Serendipity team, send exciting information and order forms to your mailing list. For example, if a business and / or organization has a planned direct mail campaign, ask them if we can insert a co-branded promotional piece that features their support in the book. How they are using it to further promote their product/service and or utilizing the book as an employee training aid.

Bulk Purchases

- Purchase books at a discount and utilize them as "premium incentives," thank you gifts to your clients, and / or for personal development training purposes.
- For each book purchased, we will donate proceeds from the purchase to the charity/non-profit organization of your choice.

Earning Serendipity

09 THE MOVEMENT



Speaking Engagements and Events

Invite Glenn Llopis to speak at your organization's next meeting or event. In support of the business and / or organization that is in promoting the book, Glenn will speak at their next sales meeting, annual event, trade show, etc.

Get Creative!

- Just as one dry cleaner volunteered to print "Are You Earning Serendipity?" on their hanger covers, you can promote the Earning Serendipity Movement in creative ways. In what innovative way can you distribute the question? What can you do to drive traffic to the Serendipity Quiz? How can you generate bulk sales?
- Innovation is a key component of earning serendipity. We are hungry for your ideas! Please email them to ideas@earningserendipity.com

Media Outreach

- Does your business and / or organization have media contacts who can help spread the message of Earning Serendipity? If you would like to share them in support of the cause, email media@earningserendipity.com

How to Measure Success

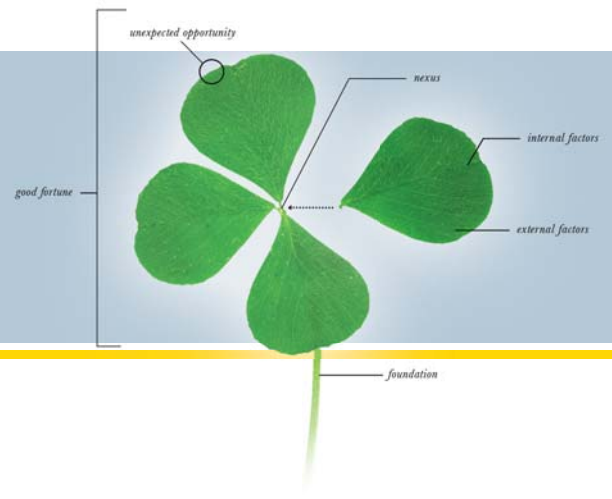
- To generate maximum awareness of the *Earning Serendipity* Movement, we aim to sell 75,000 copies of *Earning Serendipity* before the book is even released!
- Download the *Earning Serendipity* widget to monitor our progress.
- Celebrate your success! Once the targeted 75,000 pre-sale goal is reached we will support a mass media campaign and gala in New York City that thanks all individual and business participants.

Participating Business/
Organizations include:



Earning Serendipity

10 THE MOVEMENT }



How to Get Started

If you would like to participate in the Earning Serendipity Movement, please review and complete this form and submit via email to gllopis@earningserendipity.com or fax to 949-854-7490.

Name:

Email:

I would like to get involved as an: Individual Business / Organization

I could contribute with the following activities:

- | | |
|--|--|
| <input type="checkbox"/> Social Networking | <input type="checkbox"/> Bulk Purchases |
| <input type="checkbox"/> Widget/Banner Placement | <input type="checkbox"/> Host Speaking Engagement and Events |
| <input type="checkbox"/> Database Outreach | <input type="checkbox"/> Media Outreach |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Instore Placements |
| <input type="checkbox"/> Promotional Materials | <input type="checkbox"/> Personal Distribution |
| <input type="checkbox"/> Other | ----- |

For more information about Glenn Llopis visit www.glennllopis.com or Earning Serendipity, visit www.earningserendipity.com. If you should have any comments and / or other suggestions, please send them to ideas@earningserendipity.com